



## Checking your IQ – Innovation Quotient

Based on our experience, your total number of points will provide an indication of your readiness to drive Innovation and Corporate Entrepreneurship within your organization. There are no right or wrong answers. This is one of our diagnostic tools that we use to help define the issues and plan a course of action.

	1 not at all	2 somewhat	3 about average	4 above average	5 best in class
<b>Leadership</b>					
1. Innovation is integrated into the company's strategic plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Senior leadership is committed to innovation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Senior leadership is rewarded for entrepreneurial and innovative activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The CEO has a good knowledge of the top three innovation projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Innovation activities are celebrated, publicized and are very visible in the organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Expectations</b>					
6. The Innovation objectives for the company are well communicated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Meaningful metrics are used to measure our progress.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Management's expectations are usually exceeded.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Commitment</b>					
9. The Innovation strategy and execution leader reports to top management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Responsibility for achieving the Innovation objectives belongs to a full time, dedicated team.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Mentoring and assistance is provided to encourage employees to innovate for the business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Validating and accelerating new concepts (from both internal and external sources) has a clear structure, supported by top management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. The budget is multi-year and the department has the independence to use it effectively.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Engagement</b>					
14. True Innovators within our organization are Identified and developed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Rewards and/or recognition exist for individual Innovators and mentors within our organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. New ideas and concepts are accepted from outside sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Totals

*This final section is meant to help you think about your organization. The answers provide clues for diagnosing issues and opportunities WithIN.*

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## **Additional Input**

17. Where does the Innovation team report in the organization?
1. CEO / President
  2. CMO
  3. R&D
  4. Sales
  5. Other
18. Please describe the top 3 challenges facing your company.
- 1.
  - 2.
  - 3.
19. What 2 or 3 "things" are necessary for you to be successful?
- 1.
  - 2.
  - 3.

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## **SCORING**

**71 +** You are doing it right. The company is realizing a high return on investment, the employees are excited, allowed to participate, and rewarded for their time and input.

**56 to 70** You are in the top quartile. There are some soft spots that need to be improved and returns can be increased, but overall, you are doing a good job.

**30 to 55** There is a lot of talk, but not much action. It is time to increase the commitment so that real progress can be made. There is probably a need for better definition, training, and role models to pattern the operation after. (Please note, this range of scores is average for most companies that are struggling with the need for an innovative initiative, but not necessarily having the support, resources, or budget.)

**15 to 29** There is no real commitment or the program is brand new. In either case, there are basics that need to be implemented if the program is going to succeed and produce results. Top management needs to be educated as to what is needed and given a clear plan by which they can invest with confidence.

**0 to 14** The organization is in danger of being out maneuvered by fast, young competitors who will disrupt your space before you can react. It is time to decide if innovation is core to your business.