

ORGANIZATION INNOVATION CAPITAL ASSESSMENT

INTRODUCTION

This worksheet is designed to help you with an initial gauge of your organization’s innovation capital. Respond to each of the questions with the behavior of your entire organization in mind, rather than your behavior as an individual.

ASSESSMENT QUESTIONS

1) At our company, we have strong innovation capabilities.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

2) At our firm, we have active partnerships or cooperation with other innovative organizations.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

3) We are recognized broadly as having a reputation for innovation

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

4) At my company, we are good at telling stories about our innovation success.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

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5) Our reputation for innovation exceeds our actual innovation capabilities.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

6) Our leaders are recognized broadly as innovators.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

7) Our firm has a reputation for efficiency.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

8) Our firm has a reputation for frequent and successful launches of new products or initiatives.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

9) We are often considered as one of the most innovative companies among our peers.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

10) Our firm is often portrayed positively in news outlets.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

11) We proactively promote our innovation activities to the broader public.

1	2	3	4	5
STRONGLY DISAGREE	SOMEWHAT DISAGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT AGREE	STRONGLY AGREE

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RESULTS

To score your survey, calculate your scores from each question into one score. The scale below shows where your score falls on the spectrum of high to low innovation capital, with 54 or above indicating an extremely high innovation capital score, and 33 or below indicating an extremely low innovation capital score.



YOUR TOTAL SCORE

EXTREMELY HIGH

54-60

Your organization is constantly engaging in activities to increase its reputation for innovation, and you are a leader of innovation throughout your industry.

HIGH

48-53

Your organization is constantly engaging in activities to increase its reputation for innovation, and you have a strong reputation for innovation throughout your industry.

MODERATE

42-47

Your organization engages often in activities to increase its reputation for innovation, but your reputation is yet to be fully recognized.

LOW

34-41

Your organization occasionally engages in activities to increase its reputation for innovation, but you have not yet gained a strong reputation for innovation.

NEEDS IMPROVEMENT

33-12

Your organization rarely engages in activities to increase its reputation for innovation, and is likely not perceived as innovative in the market.

For more information on how to accelerate innovation capital within your organization, please refer to our book, Innovation Capital.