

Innovation Culture Readiness

How ready are you to become an invincible company?

- Give your company a score from 1 to 5 for each area.
- Define which area you'd like to improve over the next 12 and 36 months.
- Eliminate the blockers and implement the enablers that will help you achieve your improvement goals.

	BEGINNER <i>We have little to no experience with this topic</i>	<i>We have some experience</i>	INTERMEDIATE <i>We regularly work this way, but not systematically</i>	<i>We frequently work this way</i>	WORLD CLASS <i>Our practice is used as a case study for others to learn from</i>	
Leadership Support	Strategic Guidance	1 Leadership does not provide explicit strategic guidance for innovation	2	3 There is some strategic guidance for innovation but not everybody in the company knows it	4	5 Leadership provides strategic innovation guidance at important meetings and everybody knows it
	Resource Allocation	1 Resources for innovation are bootstrapped or on an ad-hoc project basis	2	3 Resources for innovation are available, but they are not substantial and not protected	4	5 Resources for innovation are institutionalized and leaders commit at least 50% of their time to innovation
	Portfolio Management	1 Leadership is mainly focused on improving the core business	2	3 We make some investments to explore the future and new business models, but it's not systematic	4	5 Leadership is eager to pioneer and invests in a large innovation pipeline of small bets of which the best get follow-up investments
Organizational Design	Legitimacy and Power	1 Innovation projects are skunk work and outside official channels	2	3 Innovation is officially in the org chart, but lacks power and influence	4	5 Innovation is at the very top of the org chart and has power and influence
	Bridge to the Core	1 Innovation teams have limited or no access to customers, resources, and skills of the core business	2	3 The core business and innovation teams collaborate, but there are conflicts	4	5 There are clear policies that help innovation teams and the core business collaborate as equal partners
	Rewards and Incentives	1 Innovation does not have a dedicated incentive system that differs from the core business	2	3 We have some incentives in place to encourage innovation and reward it differently from execution	4	5 Innovation has a dedicated incentive system that rewards experimentation and new value creation
Innovation Practice	Innovation Tools	1 We do not use business model, lean startup, or design thinking tools for innovation	2	3 Business model, lean startup, or design thinking tools are used in pockets of the organization	4	5 Business model, lean startup, or design thinking tools are widely adopted and mastered
	Process Management	1 Our processes are linear and require detailed business plans with financial projections	2	3 We occasionally use iterative processes and systematic business experiments to test business ideas	4	5 Our processes are optimized for innovation and we systematically measure the reduction of risk in new ideas
	Innovation Skills	1 We don't hire for innovation skills and experience and don't develop them	2	3 We occasionally hire experienced innovation talent and train some specialized staff in innovation	4	5 We hire and develop world class innovation talent with extensive experience across the organization