



## The Innovation Aptitude™ Audit: Maximizing your Organization for Ongoing Innovation Success

The top innovation companies realize that creating and sustaining innovation takes more than just a one time new product or service hit. Creating an organization that excels in innovation begins by taking a hard look at how the organization supports and compromises successful innovation. This premise is the foundation of the Innovation Audit.

**The Innovation Aptitude™ Audit** is designed to help leaders quickly assess an organization's innovation capabilities and work with a core team to develop a dynamic action plan.

**The Innovation Aptitude™ Audit process is comprehensive**, incorporating senior level interviews, broad based employee input via our proprietary, web-based survey and a workshop with your core team that guides them through the results and works with them to develop an innovation success plan moving forward.

Built on best practices and the most advanced thinking and research in the field, it provides an in-depth understanding of what works in the organization and what doesn't. Like a fruit tree that bears great tasting fruit, we approach an organization not only by its fruit (outcome) but by what feeds the roots and what supports the tree's environment.

- **Roots:** We evaluate individuals, style diversity, job satisfaction, work groups, teams, leadership and innovation processes
- **Environment:** Energy, culture, physical environment, written and unwritten rules, rewards or penalties.
- **Outcomes based on broad based perceptions and specific innovation experience:** Proficiency in incremental and breakthrough initiatives; how the organization develops ideas, manages team dynamics, cross-departmental effectiveness, leadership involvement, decision making, learning and outcome.

The audit provides actionable answers to core questions such as:

1. How does our organization view our commitment to innovation?
2. How are our incremental and breakthrough initiatives supported?
3. How much clarity do we have around our innovation goals?
4. How effective are different departments in supporting innovation?
5. Where do we put our limited resource dollars to get the greatest return?
6. How can we create a culture that maximizes innovation efforts?
7. How can we create successful "innovation teams" and departments?
8. Where are our gaps that impact our results?
9. What are the most important things we need to do?
10. How can we provide better leadership to support innovation initiatives?
11. How can we tell if changes to the innovation process are working?



### The Strategic Benefits:

- Clarifies where the organization needs to focus to maximize innovation success
- Aligns the organization in common purpose and action
- Confirms or refutes long held ideas about what drives innovation
- Provides internal and external benchmarks to measure on-going efforts
- Better manage current skills, capabilities and talents
- Creates a blueprint for change

### The Tactical Benefits:

- Creates metrics that evaluate your overall organizational and subgroups' "Innovation Health"
- Creates a shared language
- Identifies gaps in innovation skills
- Improves internal attitudes, beliefs and perceptions that constrain innovation
- Ensures management "walks the talk"
- Learns from and emulate the most effective teams
- More effectively invests time and dollars
- More effectively directs hiring, training and deploying talent
- Helps create and disseminate credible internal communications
- Revamps current processes

### The Process:

- Fact Finding:
  - Executive Level one on one interviews for context
  - 20 minute web based survey for large number of employees across level and function
- Solution Identification
  - Effectiveness scorecard
  - Full presentation with deep dive diagnostic analysis with standard and custom breaks (by department, by level, by function, by successful versus unsuccessful teams, etc.)
- Implementation Planning and Accountability
  - Planning session that drives insight to action

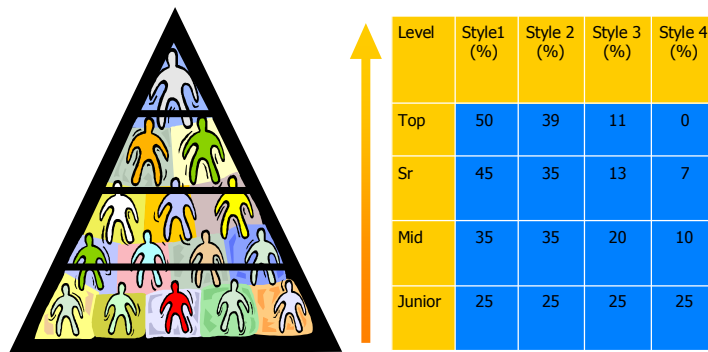
For more information about the Innovation Aptitude™ Audit or The Innovation Practice's other services, please contact Carol Franczek at 847 786-4243 or visit our website at [www.theinnovationpractice.com](http://www.theinnovationpractice.com)



## Examples of The Innovation Aptitude™ Audit Results

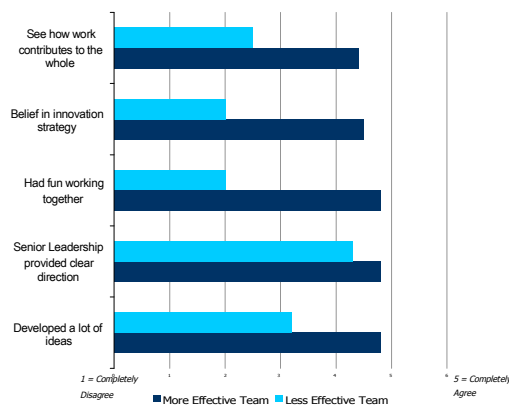
### Diversity of Style dwindles as move up the corporate pyramid

*There is a lack of breakthrough innovative types at the higher levels in the organization, that means a lack of people who are less comfortable and less apt to support breakthrough ideas.*



### Team Effectiveness:

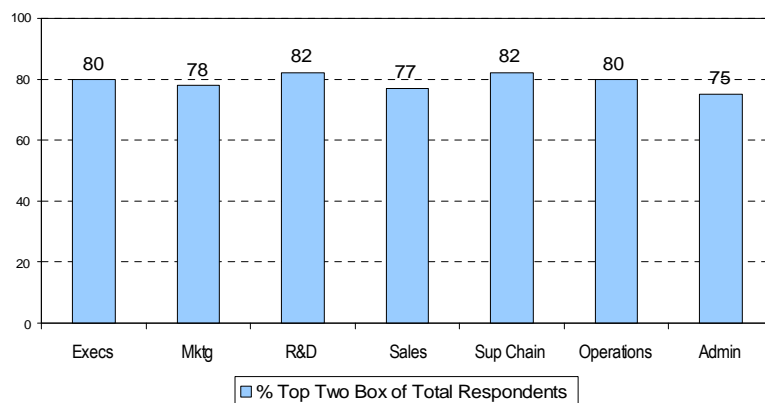
*This team deemed successful by Management had several clear attributes.*





### Effectiveness of Departments: Total

*Overall, effectiveness is consistent across departments*



### Yet below the surface there are issues among key departments that are responsible and affecting innovation

*Most research would not be able to discern this problem*

