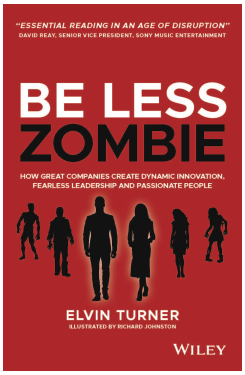
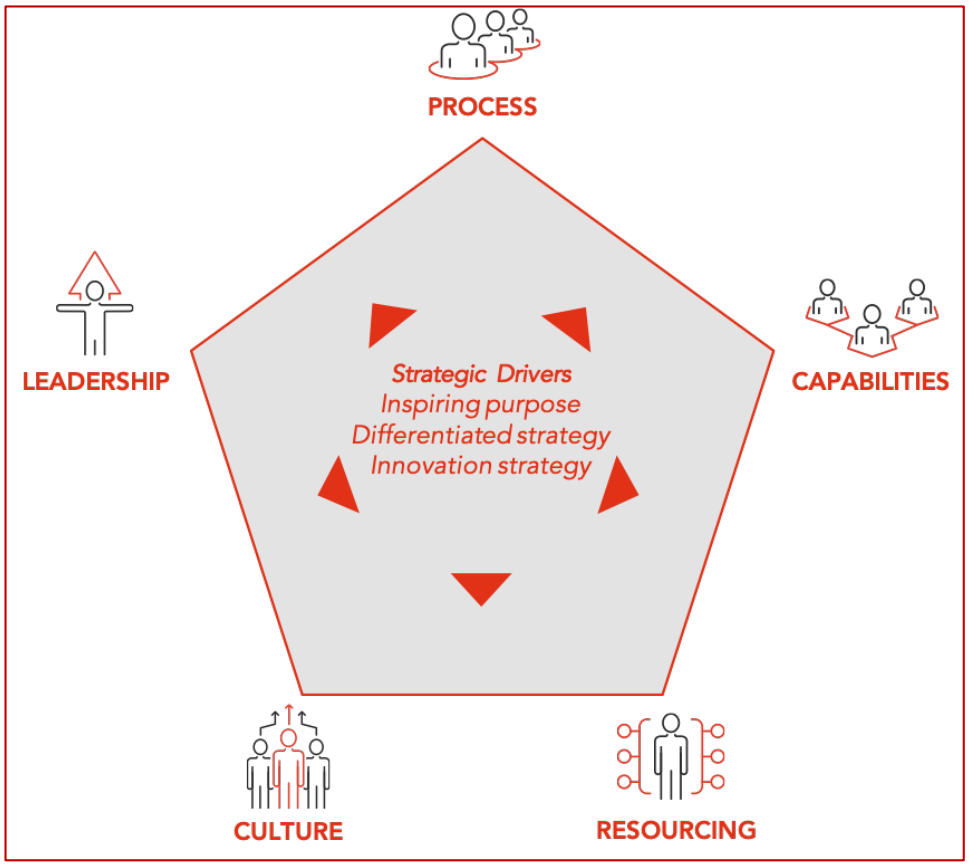
INNOVATION HEALTH CHECK





The following questions are designed to help you assess the current health of your organisation's innovation ecosystem.

Each area is based on one of the sections of the *Be Less Zombie* book which provides more detail and suggestions for how to improve performance in each area.

Share this document with a broad range of people to get the most inclusive perspective possible.

For a more detailed analysis of your organisation's innovation performance, and recommendations for how it can be increased, contact: elvin.turner@belesszombie.com

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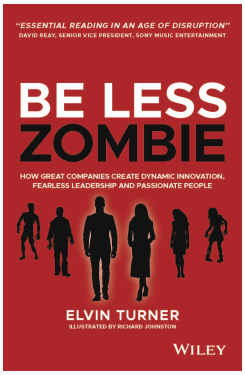

For each of the following questions, challenge yourself to provide evidence to support your answers:

Innovation Strategy

1. How directly does your innovation activity support your corporate strategy?
2. To what extent is innovation activity aligned appropriately to respond to short, medium and long term trends?
3. How effectively does the organisation recalibrate processes, capabilities, resources, culture and leadership in line with changing innovation priorities?

Process

4. To what extent does a clear end-to-end innovation process exist in your organisation?
5. How effective is the process at turning high quality ideas into action at speed and scale?
6. How clear are employees on where their involvement with innovation should begin and end?

Capabilities

7. When you look across the end-to-end process of innovation, where are your organisation's greatest strengths and opportunities for improvement?
8. How skilled are your employees at running low-risk, high-speed, learning rich experiments?
9. How actively is your organisation pursuing external partnerships that can add competitive advantage to your end-to-end innovation performance?

Resourcing

10. To what extent are short, medium and long-term innovation initiatives adequately resourced?
11. Who pays for innovation and who delivers the innovation (central vs functional) inside your organisation? How effective is the approach at getting resources to the right places at the right time?
12. To what extent do employees generally feel that they have sufficient time, budget and management support to pursue new ideas successfully?

Culture

13. Do your employees' relationships with the brand, their managers and their colleagues inspire sufficient engagement to pursue ideas that challenge the status quo (i.e. is it 'worth it'?)?
14. How would you describe the levels of trust and collaboration across teams and functions?
15. How effectively do leaders and managers actively encourage a culture of learning, questioning and creativity?

Leadership

16. What proportion of a typical leader's time is spent developing strategy and exploring the future vs involvement in operational issues?
17. How much training have leaders received in how to create an environment where the right portfolio of new ideas can emerge and scale at speed?
18. How teachable are leaders in regard to new approaches that challenge the skills and experience that made them successful?

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Adapted from *Be Less Zombie: How great companies create dynamic innovation, fearless leadership & passionate people.*
Download this template and other resources from www.belesszombie.com/turniton