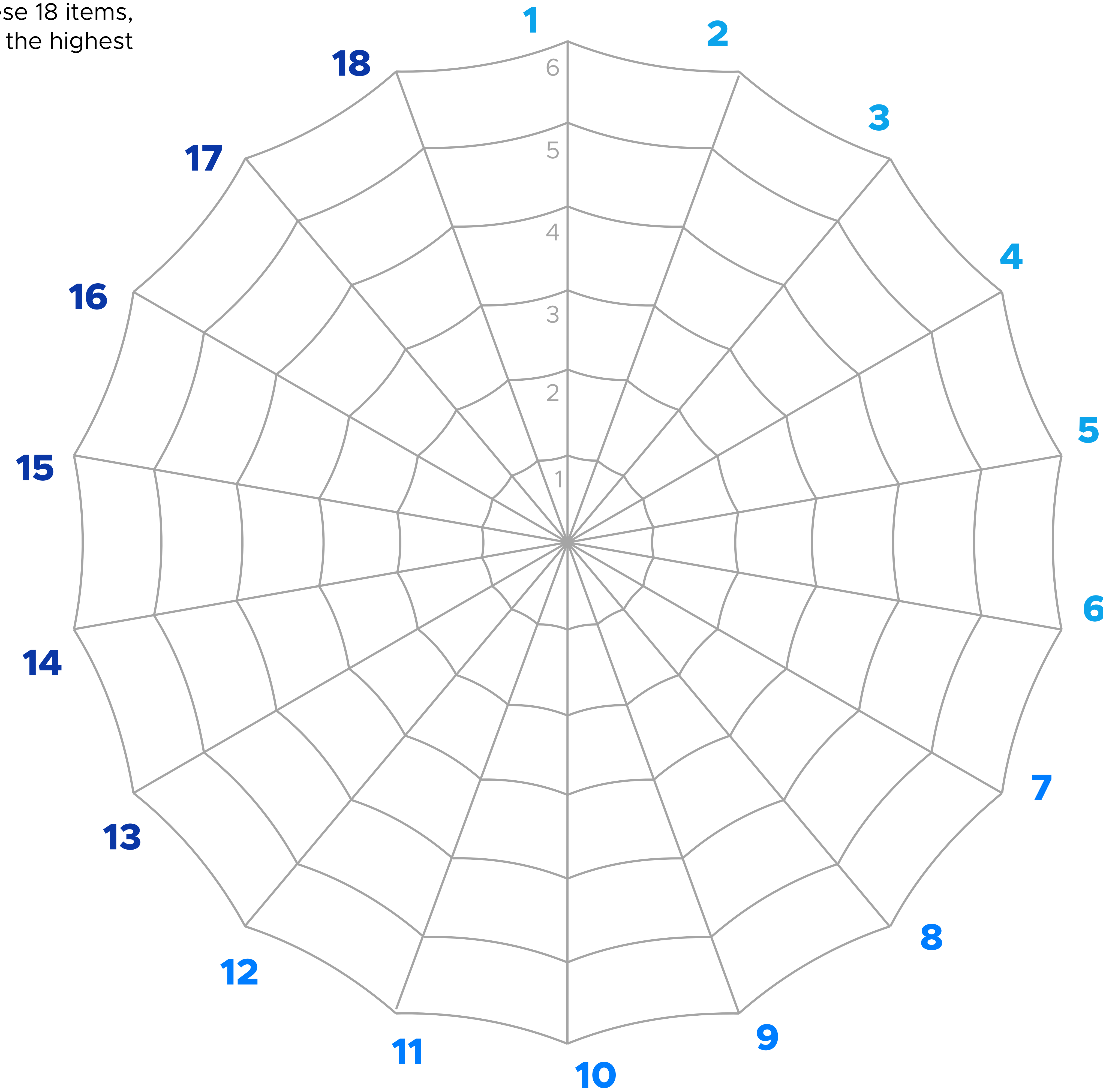


WHY: .....  
*Strategic context, ambitions and goals*

WHAT: .....  
*Areas of innovation, innovation goals*

Score your organization on these 18 items, using a 1 - 6 scale, 6 being the highest



HOW: THREE ENABLERS - PEOPLE, CULTURE, PROCESSES



**PEOPLE**

1. We have an innovative CEO
2. Our top management group is innovative
3. We have innovative senior managers
4. We promote and develop innovative managers
5. Our employees are innovative
6. We recruit new people based on their innovation skills



**CULTURE**

7. We have high acceptance for risk and a willingness to fail
8. We have the time and freedom to innovate
9. Our organizations has a shared language for innovation
10. Our company has high creative ability
11. We have tons of passion!
12. We have a strong ability to change



**PROCESSES**

13. We work and learn well together with partners and external collaborators
14. We have deep market and customer insight
15. There's funding easily available for new, innovate projects
16. Our people have innovation tools and innovation metrics
17. Everyone has gone through innovation training
18. We have a clear and well-known innovation strategy



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