



### Watering can

It contains and releases the water which is our fascination. That which drains away, evaporates, dries up... Fast acting and short-lived, but in passing has the capacity to cause great changes: it allows us to shape the sand it wets, change the color of our dusty skin, chase off unwanted playmates; it refreshes us or cools us...And one day we discover that it also means growth and life.

---

## Question 5 – What are our strengths?

---

Facing any challenge, who would not want to know what are the strengths that could ease the path towards success?

To understand our organization's strengths is key to efficiently creating a stimulating environment which will transform our Innovative Culture:

- All organizations have the potential of talent, the sum of individual talents, which they should understand and take advantage of as a generator of results.
- All organizations have strengths and weaknesses. Our strengths are our power. To strongly rely on them makes our path towards change more direct and more efficient.
- Only by understanding our strengths can we reduce the chances of disappointment. Disappointment is, together with fear, one of the great curbs on change.

Innovation is exploring new territories, experimenting, learning from the experiment, from both successes and failures, and sharing this learning. For all these reasons, the strengths we need are different from those required to manage "the known".

Finance, Purchasing, Quality, to give a few examples, have audits and questionnaires to detect strengths, and, of course, points for improvement.

For the discipline of Innovation there is no difference. There are various ways to diagnose the state of an organization regarding innovation, such as for example the investment ratio, the fresh market, etc.

However, given that for us **Innovation is a discipline in which emotional involvement is essential**, we find ourselves in a situation where the options for measurement which take into account this *soft* part of organizations are few. For that reason, we think that [www.innoquotient.com](http://www.innoquotient.com) is a unique diagnostic methodology, tested by hundreds of companies, and providing results for sustainable Innovation.

**Don't you think that not understanding our strengths is a clear weakness?**

---

Please remember that every month you will find a new video from **Thinking Heads Digital** on our website. Thanks, THD, for sharing knowledge with all of us! [This month: Manuel Coloma - Las tres etapas del alto rendimiento](#)

---