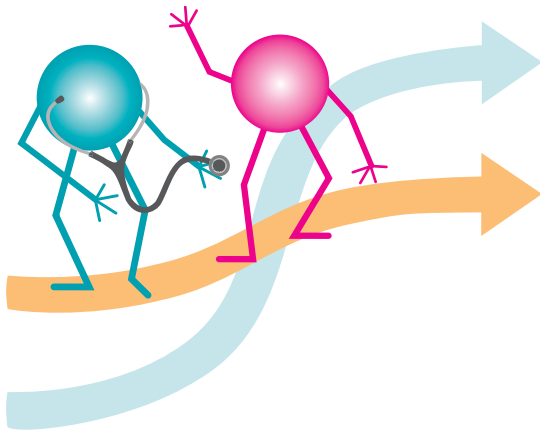


On-line questionnaire to assess the current Culture of Innovation of an organization.

Diagnosis of the organization's current innovation climate, focusing on the six fundamental building blocks on which the Professors Rao and Weintraub (Babson College, Boston) construct the Culture of Innovation.

- Resources
- Processes
- Results
- Values
- Behaviors
- Climate

The analysis of the results facilitates the development of a strategy and an action plan directed at accelerating innovation in order to achieve measurable results in the short term.



Method

- On-line questionnaire.
- 20 minutes/filled-in by participants.
- Unlimited number of participants per function, department, or level.

Results

ANALYSIS

A summary of results to benchmark the current status of the organization's Culture of Innovation at the inception of the improvement process.

REFLECTION

The participants perception of the organization's innovation capability and potential.

BREAKOUTS

Comparison among functions, departments and hierarchy levels.

CAPABILITIES

Identifying strengths and areas in need of improvement in the organization's Culture of Innovation in order to develop an improvement plan.

"We knew we should innovate, but we did not know where to focus the effort of our scarce resources. After the assessment, we had a clear idea where to do it. It was reasonably simple".

General Manager of an On-line Insurance Company