Innovation audit questionnaire

1 Current innovation capabilities

> How are new opportunities found?

> Do you try and disrupt particular markets? If so, how?

> How do innovation projects get initiated?

> How do you scope for new innovation today? Who is in charge of it?

2 Innovation project journey

> How are R&D inputs and outputs handed out to different BU's or department functions?

> Any cross-silo collaborations happening?

> Who chooses or kills ideas to pursue or take forward to market?

> How do you prioritise new features, functionalities for existing products? Or new ones?

> When and how do you test innovations with customers

> How are existing product/service offerings communicated and sold to customers?

> How are the innovation projects assessed in terms of progress, stage gates & KPI's?

> What's the average time-span of a new innovation project?

> How many projects are typically run in parallel?

> Where do you see bottlenecks? And/or opportunities of improvement?

3 After innovation project journey

> What happens once you've created a new innovation?

> How do you transfer over to other BU's?

> Who defines and tests the business model for new products & services developed?

> Are there any iterations or changes made to new or existing business model(s) that you're aware of?

4 Innovation culture assessment

> On a scale from 1-10, how innovative is you company currently?

> Are you encouraged to try new things if motivated to?

> How is failure seen within your department? & within the wider company?

> Would you say you're an inside-out or outside-in company?

> How has your innovation culture changed and evolved until now?

> What would your ideal future innovation culture at your company look like?

> What are your top 3 challenges?

> What is your current workload generally like?

> What type of innovation do you focus on mainly?

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About this tool: Designed to help you analyze your existing innovation capabilities, project journey, and innovation culture.

Tip: Try to go in with an open mind, enjoy the conversation, and focus on really understanding Why.

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