

INNOVATION MONITOR® SURVEY 2011



Measuring and improving your innovation performance

Innovation in many organisations is a key driver of business performance, so it is important to encourage innovative thinking and activity for the future growth of your organisation.

The Innovation Monitor® measures the culture and climate of innovation in your organisation and how it impacts on the development and performance of new and improved products, services, systems and processes.

The Innovation Monitor® will;

- provide you with a **quick diagnostic** of the current state of innovation (results online)
- **identify factors** that will drive business growth and increase innovation performance
- **benchmark your results** against best practice innovation performance (based on OECD measures of best practice innovation)
- provide detailed results on the **performance of your divisions**, departments and teams
- provide a **report with recommendations** for improving innovation performance across your organisation

The Innovation Monitor® survey is a quick cost effective way of assessing and tracking your innovation performance year after year and benchmarking your results against a set of best practice innovation performance standards.

Innovation Monitor® Methodology

The Innovation Monitor® has been developed using over fourteen years of knowledge and practical experience and is based on research studies on innovation metrics and innovation management systems.

When measuring innovation performance there are two main areas that need to be considered;

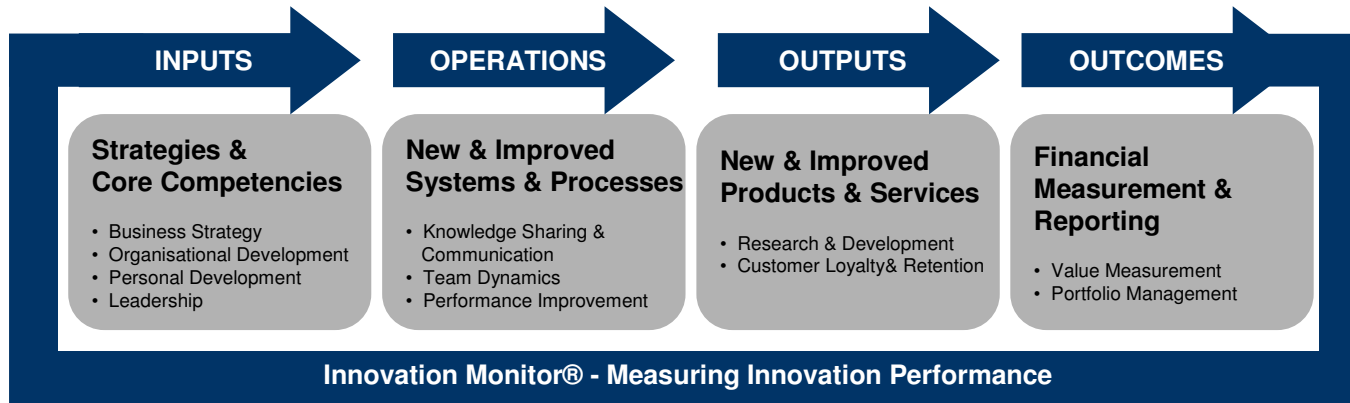
1. the key characteristics, actions and behaviours that drive innovation
2. the development and performance of new and improved products and services, system and processes



Louise Webster - Director
mobile: +64 21 484 208
email: louise@ideasaccelerator.com

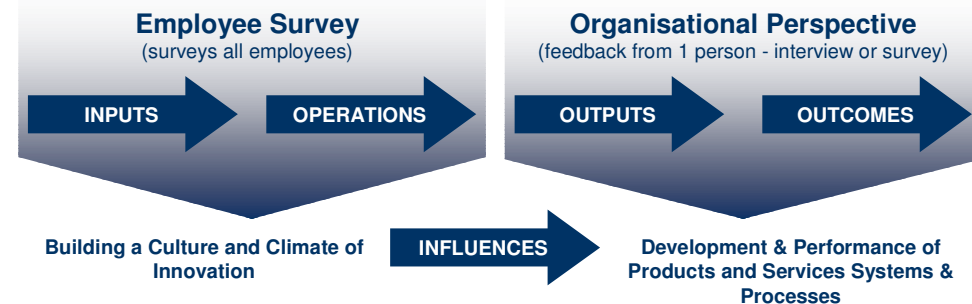
Copyright © Ideas Accelerator Limited 2011

The Innovation Monitor® survey measures innovation as an interconnected system, not as a series of departmental silos. We believe that measuring the system in this way will provide a more accurate view of innovation performance in your organisation. The Innovation Monitor® measures innovation in the areas described in the diagram below;



Innovation Monitor® Structure

There are two questionnaires that make up the Innovation Monitor® survey; one employee survey answered by all staff within the organisation, and one organisational survey or interview answered by one person. The data from both of these surveys will be used to benchmark your results against a best practice measure of innovation performance.



1. Base Survey - The 'Base Survey' is the entry-level survey package that gives your organisation access to some powerful tools for data collection and analysis. The Basic Survey includes:

- The setting up of your own personal survey site
- Use of our Innovation Monitor® questionnaire
- A web link to the survey, and instructions on how to distribute it amongst employees
- Survey results will be available for viewing online via a web link provided by Ideas Accelerator Ltd
- Key results and recommendations will be presented as an executive summary in hard and softcopy format for distribution
- A best practice benchmark of innovation performance will be calculated for each question

2. Demographic Reporting and Analysis - add your own organisation-specific demographics to allow you to drill down and examine your results in more detail, e.g., by department, location, gender, age, tenure, etc.

3. Add your own Customised Questions - to understand certain areas of your business in more detail and to form a benchmark for continuous improvement around your innovation vision and strategy.

4. Comments Analysis - is a thematic analysis of the comments from staff that have been recorded verbatim. This report outlines common themes and feedback on areas for improvement and areas for celebration in innovation.

5. A Presentation of your Results - to your executive team can be scheduled by one of our innovation specialists with support from our analysis team. This will provide senior team members with the opportunity to ask questions and about the results and make a plan going forward.

6. Implementing Innovation Systems - consultancy that helps you to implement innovation strategies and systems and to provide customised measurement tools.

Innovation Monitor® is a registered trademark of Ideas Accelerator Limited



Louise Webster - Director
mobile: +64 21 484 208
email: louise@ideasaccelerator.com

Copyright © Ideas Accelerator Limited 2011