

INNOVATION MONITOR®

Calculating your Survey Results



Analysing and Reporting your Innovation Performance

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.

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

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

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. The survey provides you with key findings and recommendations that will enable you to develop a targeted plan to develop initiatives focused on increasing your innovation performance.

The Innovation Monitor® Survey Includes:

- A survey link and instructions to send to survey participants
- A document outlining how your survey results have been calculated and how they should be interpreted
- A link to your base online results and the ability to;
 - Filter your results via base demographics; age, gender, length of service, position level.
 - View your results online for each question in table form - includes section summary and section analysis by question.
 - Download your results as a graph and table
 - Download raw data ready for analysis

High's and low's: An analysis of the top 10 and bottom 10 scoring questions in your survey, how these can be interpreted and how they impact on your organisations ability to innovate effectively.

Comments analysis: A comprehensive analysis of staff comments which will provide you with additional detail and explanation of the survey results, allowing you to develop more targeted initiatives to improve performance.



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Benchmark your results: A benchmark for each question which enables you to compare your results against a best practice benchmark of innovation performance, developed based on OECD measures of best practice innovation.

Trend your results: Trend your results year on year so that you can identify areas where you have improved and target areas where you need to hone your innovation capability.

Survey analysis and recommendations report: This report will provide you with a comprehensive summary of findings including; overall section summary and performance index score, section analysis and best practice benchmarks, high scoring and low scoring areas, comments analysis, organisational perspective, section summary and gap analysis, key findings, recommendations and next steps.

Additional Survey Options: Below is a list of additional survey options that can be added to the base survey above;

Organisational demographic analysis: Drill down and understand your results in more detail by using organisational demographics to highlight specific areas where teams, divisions and departments can improve their performance.

Survey customisation: Add your own survey questions or additional sections to allow you to measure the performance of existing innovation initiatives or to measure the attitudes towards initiatives currently being developed. ie. six sigma, manufacturing excellence or knowledge management programs.

Presentation of key findings: To ensure that your survey results are communicated accurately to staff, we can present your key results and answer any questions that staff have about the survey. This will help to reinforce the importance of innovation for your organisation and to gain support for the development of an action plan moving forward.

Develop a plan / framework for Innovation: Based on the results from your survey we can identify key drivers of innovation performance and target areas where improvements to your innovation culture and climate can be made. We can then develop a plan that will help to increase your innovation performance.

Innovation consulting services: Ideas Accelerator is an innovation agency that has been operating in New Zealand for the past 7 years. We specialise in assisting organisations to build their own innovation capability and to develop products and services that help to contribute to your organisations growth.



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We offer three main areas of service to our customers;

1. We develop and implement innovation management programs (systems and processes to harness and track innovation activity)
2. We develop and implement culture programs to help change the attitudes of you people and teams (innovation training and communications programs)
3. We integrate innovation principles into project management systems to make innovation part of BAU (developing existing project management systems to use innovation tolls and techniques)

Calculating Your Results:

The culture and climate of an organisation is measured by surveying a representative sample of staff members to gauge their responses to the survey questions, this gives us a rating average.

A rating average will provide a very accurate representation of the 'goodness' or otherwise of your results, because it takes into account the distribution of responses across the entire rating scale.

For instance; the rating average is calculated by comparing the actual result with the total number of respondents (not including the do not know scores). Your score relates to the value given to each of the points in the rating scale; for a 5 point rating scale this means that;

- A score of 100% would requires all respondents to 'Strongly Agree'
- A score of 75% means that on average the respondents responded 'Agree' to the given statement
- A score of 50% means that on average respondents gave a 'Neutral' response to the given statement
- A score of 25% means that on average the respondents responded 'Disagree' to the given statement
- A score of 0% means that all respondents responded 'Strongly Disagree'

Sample Reports:

A selection of sample reports have been highlighted below, some of these reports are online and some are part of the soft copy recommendations report received at the completion of the survey.



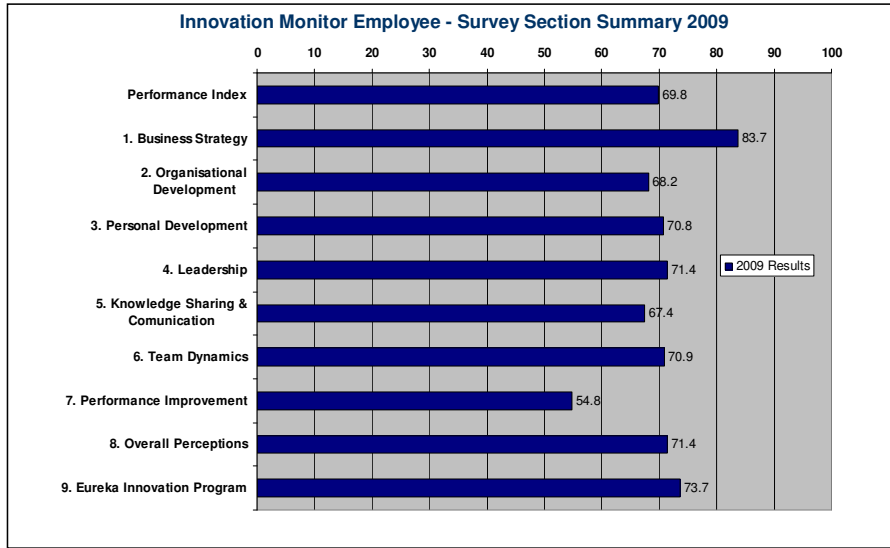
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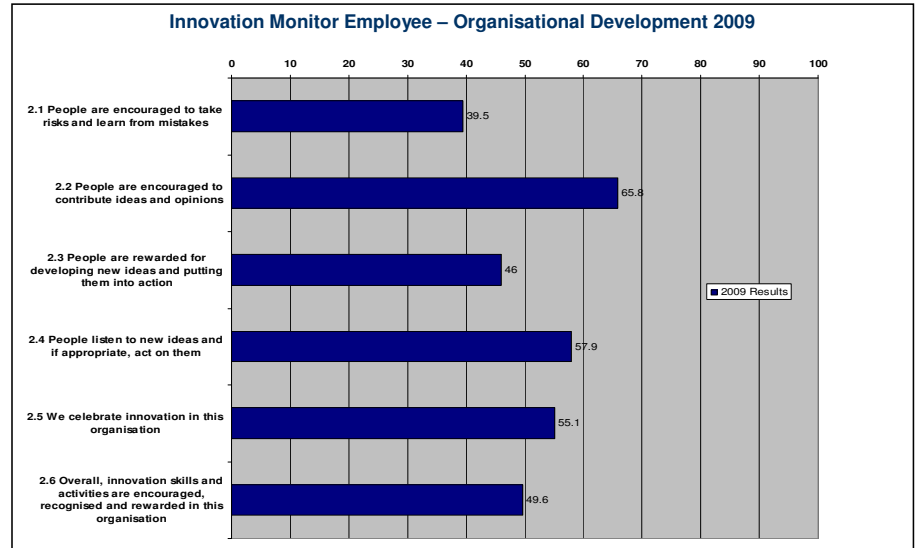
SAMPLE REPORTS:

Innovation Monitor Employee - Survey Section Summary 2009

Section Summary: Showing the results in each section of the survey and the overall performance index;



Section Analysis: Showing results for each section on a question by question basis;



Response Distribution: Showing responses and distribution across the 5 point rating scale;

BUSINESS STRATEGY								
Answer Options	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Do not know	Rating Average	Response Count
1.1 This organisation communicates its vision and	1	11	18	53	17	1	68.50	101
1.2 Innovation is critical to this organisation's future	1	1	8	34	57	0	85.89	101
1.3 This organisation has a culture which expects	3	10	14	49	22	3	69.64	101
1.4 This organisation has a reputation of being go-	1	6	12	47	33	2	76.52	101
1.5 This organisation provides the resources to support	3	7	11	49	30	1	74.00	101
1.6 This organisation actively seeks new opportunities	3	6	14	55	21	2	71.46	101
1.7 This organisation adapts quickly to changing	5	11	22	52	8	3	61.99	101
1.8 Overall, innovation is a key part of this	2	6	10	54	24	5	73.96	101
<i>answered question</i>								101
<i>skipped question</i>								0



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SAMPLE REPORTS Cont...

High and Low Rated Question Analysis:

Highlighting the areas where your organisation is doing well and identifying areas that need attention.

Low Scores	2009	BPB
7.3 The quality or type of products and/or services that were launched to customers	47.3	81.3
7.1 The way people work together in teams	52.1	85.0
2.1 People are encouraged to take risks and learn from mistakes	52.8	81.3
7.2 The way people work as individuals (our productivity)	53.0	80.0
7.4 The quality or type of systems and/or processes that people use at work	55.9	83.3
3.4 I get time to explore, generate and develop new ideas	60.4	83.3
5.3 Senior managers empower staff to make decisions without fear of retribution	60.9	81.3
6.6 People in my team measure the cost and value generated by each project	61.5	80.0
3.5 I am trained in innovation, creativity or systems thinking	62.0	85.0
1.7 This organisation adapts quickly to changing customer needs and demands	62.0	68.8

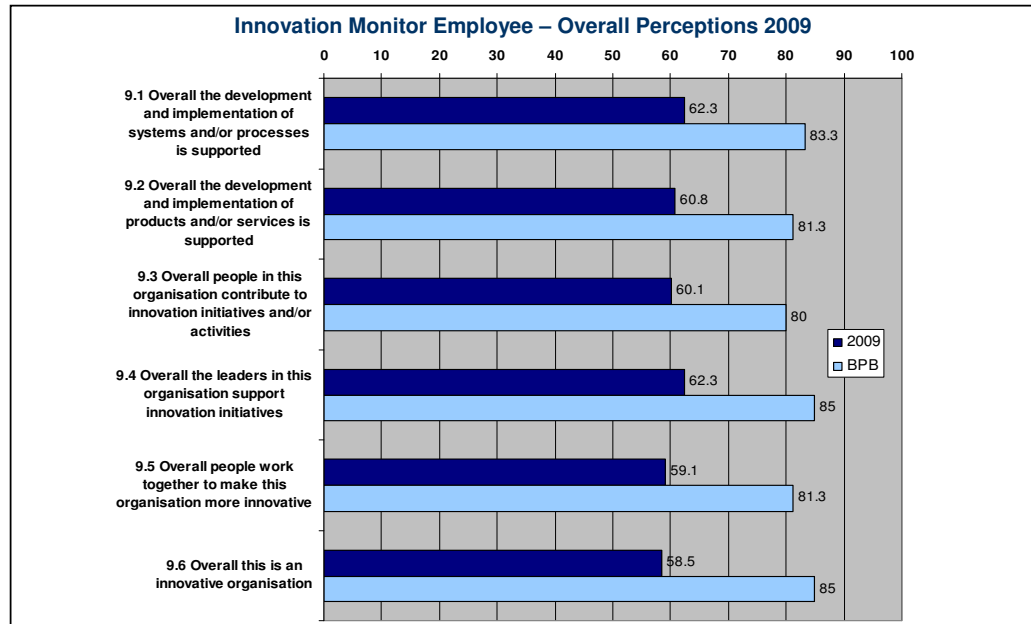
Example: Bottom Ten Low Scoring questions compared to best practice benchmark.

Verbatim Comments: Include comments on the following three questions;

- What is the most important thing this organisation does to support innovation?
- What is the most important change this organisation needs to make to be more innovative?
- What is the biggest area of opportunity for the future growth of this organisation?

NB. Options are customised to your organisations strategic goals

Best Practice Innovation Benchmark: View all results against a best practice measure of innovation performance;



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