

Measuring Innovation Maturity...

In a world of hyper competition, unprecedented challenges and constant disruption, the need for innovation has never been higher on the strategic agenda. However, it's now recognised that winning through innovation is no longer the preserve of a select few employees but needs to be an organisation-wide capability and that means it's about building a culture of innovation.

Unfortunately, while for many organisations the destination and catalyst for developing innovation capability and building a culture of innovation is seemingly clear, the start point for that transformation is certainly not clear.

The challenge that many CEOs and senior teams face is that they just don't have a clear enough picture on the live barriers to innovation inside their organisations, the things that act as real roadblocks, whether they be management approaches to innovation, leadership sponsorship, communication about innovation strategy, perception versus reality, lack of tools and processes etc.

Without visibility of what's holding an organisation back from really developing organisation-wide innovation capability it's difficult to create an efficient roadmap and plan for moving forward and tapping into the innovation potential of an organisations' people. So, while innovation may be consistently in the top 3 strategic priorities for CEOs, without a clear-cut path of how to build capability and culture in pursuit of it and how to measure progress, many organisations are sailing without an innovation rudder.

Because building a culture of innovation is an enterprise-wide endeavor and a capability that requires a multi-disciplinary approach, an ecosystem to survive and the right conditions to thrive, building a clear picture of an organisations' current state is critical.

Innovation Pulse has been specifically designed to solve this problem by giving CEOs and senior teams a critical tool for assessing the current organisational state around innovation capability and culture and providing a framework for the specific areas of focus required to increase innovation maturity and measure progress.

The online tool assesses five core pillars of innovation; Strategy, Leadership, Management, Culture and Tools & Processes. It then measures those pillars against four stages of maturity from Innovation Novice, through Apprentice, Professional and ultimately Innovation Leader or 'Everyday Innovator'.

The assessment applies decades of combined experience, thought leadership, qualitative research and real-world learning from, working with and advising some of the world's most successful organisations and industry leaders across multiple sectors and geographies as well as quantitative research and aggregation of numerous global reports, surveys and whitepapers.

The result is a tool built around an in-depth picture of what innovation best practice looks like and the core qualities, practices and behaviours required to build an innovation-led organisation.



To find out more about running Innovation Pulse and working with Cris to build a culture of innovation in your organisation, get in touch for an initial discussion.

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From understanding innovation strategy at boardroom level to how that manifests at employee level, from clear leadership sponsorship to risk taking and organisation-wide collaboration and trust, if CEOs and senior teams want to drive their organisations forward through innovation it's crucial to have a clear, aligned and communicated strategy and direction around how to build innovation capability and culture.

Innovation Pulse helps CEOs and senior teams tackle the challenge of driving growth through innovation by not only pinpointing the current state but defining the specific areas of focus for the strategic drive to increase innovation maturity, capability and culture.

The enterprise level tool provides an easy to administer platform that can be branded and customised to match corporate colours, look and feel. At administrator level, multiple assessments can be run providing both a holistic view of the state of innovation capability and culture across an organisation and analysis and benchmarking of business units, divisions and regions as well as analysis of alignment of perspective and/or reality from the boardroom to employee level.



Securely hosted in the cloud the assessment consists of 45 questions and takes approximately 30 minutes to complete.

The user experience is also supported by a unique 'Answer Prompt' likert-scale interface and is easily accessible on desktop, tablet and mobile devices.

Once an Innovation Pulse assessment is complete it provides the following:

- a macro and micro view of an organisations' innovation capability and culture detailing the overall maturity level supported by a numerical score for more accurate benchmarking.
- a macro maturity score displayed across the five pillars which can be drilled down into to highlight specific areas requiring attention.
- a micro perspective on the individual answers to each question across all levels, roles and departments in an organisation.
- visibility of where current innovation barriers sit inside an organisation.
- analysis of current innovation behaviours, practices and beliefs across all levels of an organisation.
- insight into where to focus strategic, leadership and management attention in order to build innovation capability and culture.
- the current state analysis required to build an innovation strategy and align it to an organisations' existing growth strategy.
- the ability for an organisation to create true market differentiation and drive growth by understanding how to build a transformation plan for becoming an 'Everyday Innovator'.

Prices for individual Innovation Pulse assessments or annual subscriptions available on request. If you're a consultancy or advisory firm and would like to license Innovation Pulse, get in touch to discuss the Enterprise+ version.

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