

# 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 your 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?

### About this tool

The "Problem Validation: Example Questions" tool is designed to guide you through your first problem validation interviews. Use

these example questions to design your interview scripts. Truly understanding your target customers is key to the success of your venture, and it's hard to understand

people without talking to them. **Tip:** Try to go in with an open mind, enjoy the conversation, and focus on really understanding *Why*.