

## Innovation Value Chain – Self assessment questionnaire

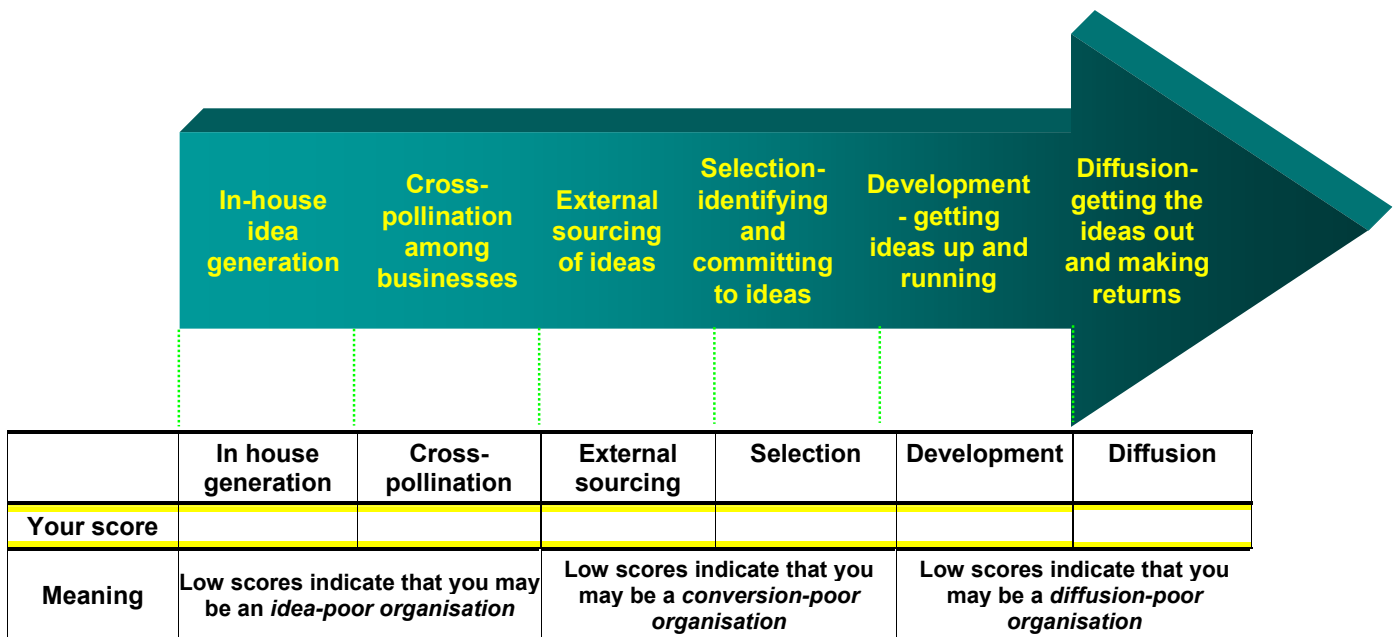
Please indicate the extent to which you agree with each of the statements below by ticking Don't agree, Partially agree or Agree for each line:

	Don't agree	Partially agree	Agree	Score	Combined Score
We have tough rules for investment in new projects – it's often too hard to get ideas funded.					}
Managers have a risk-averse attitude toward investing in novel ideas.					
New offering-development projects often don't finish on time.					}
Managers have a hard time getting support developing new ideas.					
We're slow to roll out new offerings or distinct 'businesses' e.g. a trading arm or new project.					}
Competitors quickly spot and copy our new offerings and make pre-emptive launches in other territories/countries.					
We don't penetrate all possible channels, donor/supporter clusters, customer groups, and regions with new offerings and services.					}
We have tough rules for investment in new projects – it's often too hard to get ideas funded.					
Managers have a risk-averse attitude toward investing in novel ideas.					}
New offering-development projects often don't finish on time.					
Managers have a hard time getting support developing new ideas.					}
We're slow to roll out new offerings or distinct 'businesses' e.g. a trading arm or new project.					
Competitors quickly spot and copy our new offerings and make pre-emptive launches in other territories/countries.					}

## Scoring

- For each of the 13 statements, enter the following into the Score column:
  - 100% for *do not agree*
  - 50% for *partially agree*
  - 0% for *agree*
- Complete the Combined Score column by adding the two Scores in the same colour band and dividing by 2. For example, if the answer to the first question was 100% (do not agree) and the answer to the second question was 50% (partially agree), you would put 75%  $((100 + 50) \div 2)$  in the Combined score column. For the last 3 questions, add the 3 scores together and divide by 3.
- Copy these to the your score boxes below

### Your innovation value chain:



Note that this score only reflects your view on where the problems lie within the organisation. A much clearer idea of where blockages might occur in the chain can be obtained doing a survey involving people from across your organisation. Please contact us if you would like more details