

INNOVATION AUDIT

Function	Activity	Question
1. Marketing	Competition	Does your organisation monitor competitors?
1. Marketing	Competition	Does your organisation monitor new entrants to the marketplace?
1. Marketing	Customer Research	Does your organisation really know who its customers are?
1. Marketing	Customer Research	Does your organisation talk with non-customers?
1. Marketing	Customer Research	Does your organisation have local customers that are well informed consumers of your products/services?
1. Marketing	Customer Research	Does your organisation encourage you to gather information by observation in the field?
1. Marketing	Customer Research	Does your organisation encourage you to perform information analysis and reflection in the field?
1. Marketing	Customer Research	Does your organisation encourage you to apply new ideas with end users in the field?
1. Marketing	Customer Value	Does your organisation encourage the development of new value for customers?
1. Marketing	Customer Value	Does your organisation focus on customer value rather than mass marketing?
1. Marketing	Customer Value	Does your organisation try to offer total solutions to its customers?
2. R&D		
3. Operations	Capability	Does your organisation really know what it's core competencies are?
3. Operations	Community	Does your organisation participate in local trade associations?
3. Operations	Markets	Does your organisation participate in competition at a local level?
3. Operations	Markets	Does your organisation have demand for its products/services that are local in nature?
3. Operations	Markets	Does your organisation have related and support industries that are local?
3. Operations	Performance Appraisal	Does your organisation perform bench marking studies?
3. Operations	Purchasing	Does your organisation have high quality inputs that are sourced locally?
3. Operations		
4. Financial	Leadership	Does your organisation try to change the basic conditions of your industry?
4. Financial	Product Costing	Does your organisation really know how their products and services are offered cost effectively?
4. Financial	Return on Investment	Does your organisation encourage the development of new wealth for all it's stake holders?
5. Human Capital	Communication	Does your organisation encourage conversations by all staff across the traditional departmental boundaries to foster new insights?
5. Human Capital	Culture	Does your organisation change the 'rules of the game'?
5. Human Capital	Culture	Does your organisation manage cultural change?
5. Human Capital	Culture	Does your organisation mistake the scoreboard for the game?
5. Human Capital	Culture	Does your organisation emphasise value over competition?
5. Human Capital	Incentives	Does your organisation develop incentives for staff to develop new ideas?
5. Human Capital	Learning	Does your organisation really know what it's products and services are?
5. Human Capital	Learning	Does your organisation send its staff to local education/training programs?
5. Human Capital	Participation	Does your organisation encourage new voices from within by actively encouraging participation in new ideas from all it's staff members?
5. Human Capital	R&D	Does your organisation experiment with new ideas?
5. Human Capital	R&D	Does your organisation encourage passions by the discovery of new ideas and opportunities?
5. Human Capital	R&D	Does your organisation encourage new experiments on a limited scale to manage risk and increase learning from within?
5. Human Capital	R&D	Does your organisation encourage you to test/experiment with new ideas - even if they may fail completely?
5. Human Capital	R&D	Does your organisation have an established relationship with a local university?
5. Human Capital	Strategic Thinking	Does your organisation bring in outsiders for new points of view?
5. Human Capital	Strategic Thinking	Does your organisation try to reinvent itself with regularity?
5. Human Capital	Strategic Thinking	Does your organisation ask 'what if?' questions?
5. Human Capital	Strategic Thinking	Does your organisation encourage a questioning culture?
5. Human Capital	Strategic Thinking	Does your organisation encourage new perspectives by reinventing itself, competitors and opportunities?
5. Human Capital	Strategic Thinking	Does your organisation encourage you to reinvent old ideas?
5. Human Capital	Strategic Thinking	Does your organisation encourage you to pass around new ideas?
5. Human Capital	Strategic Thinking	Does your organisation encourage you to plug existing ideas into new contexts?
Functions		
1. Marketing		CUSTOMER (COMMUNICATING AND LINKING)
2. R&D		RESEARCH & DEVELOPMENT
3. Operations		INTERNAL BUSINESS PROCESS (TRANSLATING THE VISION)
4. Financial		FINANCIAL (BUSINESS PLANNING)
5. Human Capital		LEARNING AND GROWTH (FEEDBACK & LEARNING)