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?