THE INNOVATION AUDIT
Develop Your Master Plan for Sustained Innovation

EXPERT INSIGHTS + BEST PRACTICES

The purpose of the Innovation Audit is to discover the exact strengths and weaknesses of your organization’s innovation processes and practices, and to determine the best ways to improve your performance.

The audit is organized around InnovationLabs’ groundbreaking innovation management framework, the Innovation Master Plan.™ The Master Plan has been developed by working with hundreds of companies around the world, helping them to address critical innovation issues across the entire scope of innovation practice, from strategic thinking and portfolio management to the innovation process, the innovation culture, marketing, and sales.

1) EXPERT INSIGHTS
It provides you with an expert’s detailed assessment of your organization’s current innovation practices and processes so you’ll know what’s working and what needs to be improved.

We examine both the critical quantitative and qualitative factors, giving you a comprehensive view of your organization’s current capabilities, strengths, and weaknesses.

2) BEST PRACTICES
We’ll recommend the best and most effective ways to bring your innovation performance to a much higher level, including the Top 10 Action Steps, and 15 – 25 additional improvement opportunities to help you overcome innovation barriers, enhance your competitive edge in the market, and engage your entire team in implementing the key steps to quickly improve your innovation practices.

We address the most critical technical factors behind innovation performance, as well as the hidden cultural and behavioral issues that shape the human response to innovation and change.

THE AUDIT EXAMINES THESE IMPORTANT TOPICS IN DETAIL

7 Technical Factors that are Critical to Innovation Performance
- Alignment of Strategy & Innovation
- Innovation Portfolio Management
- Research Process Assessment
- Innovation Development
- Alignment with Sales
- Innovation Metrics & Rewards
- Infrastructure Assessment

7 Tacit & Cultural Factors that shape your organization’s Innovation Capacity
- Innovation Culture Assessment
- Creativity Assessment
- Trust
- Leadership
- Mindset
- Attitude
- Tone

YOUR INNOVATION AUDIT WILL PINPOINT:
- Your innovation strengths and assets, and give you a plan to optimize them.
- Your critical innovation gaps and weaknesses, and provide with a customized Master Plan for improvement.
- An accelerated path to building a sustainable innovation culture in your organization.
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THE 5-STEP AUDIT PROCESS
How it Works

STEP 1: SETTING THE STAGE
Customized industry research provides the backdrop for a deep dialog on your innovation goals.

Our Audit Team works closely with you to determine the scope & key themes for your audit.

STEP 2: ANONYMOUS SURVEY
Employees express their candid views about innovation, and we track key innovation metrics from the Innovation Master Plan™ Framework.

STEP 3: DETAILED INTERVIEWS
Face-to-face interviews across the organization provide detailed perspectives on the innovation process, results, strengths and weaknesses, positive factors, and concerns.

STEP 4: EXECUTIVE BRIEFING
We present detailed findings in a private executive briefing. The comprehensive report covers your Master Plan, 10 top action priorities, and 15 to 25 key recommendations to maximize your innovation proficiency.

STEP 5: RAPID ADOPTION
We engage your entire organization in a fun & dynamic Innovation Workshop, with carefully structured collaborative activities that promote thorough understanding and speed adoption of the key action items.

COMPREHENSIVE AUDIT RESULTS
What You Receive

• A Detailed Innovation Audit Report of your entire innovation practice by world leading innovation experts. Typically 75 – 125 pages long.
  • Comprehensive diagnosis of your current practice, tools, and methods.
  • Analysis of strengths and weaknesses.
  • A Customized Master Plan including a prioritized view of the top 10 improvements you should implement first.
  • Recommendations highlighting 15 – 25 additional key Improvement Opportunities.

• A private Executive Briefing for your senior team.

• A half or full day Innovation Workshop to engage your entire organization in understanding and immediately implementing your Innovation Master Plan.

Innovation Audit Report
A Typical Table of Contents

1. Introduction & Overview
2. Executive Summary
3. Top 10 Actions Summary
4. Competitive Landscape & Key Industry Trends
5. Innovation & Strategy Assessment
6. Leadership Assessment
7. Key Obstacles & Enablers Assessment
8. Innovation Research & Targeting
9. Innovation Process Assessment
10. Innovation Culture & Attitudes Assessment
11. Organizational Development for Innovation
12. Needed Creativity Boosters
13. Innovation Pipeline and Portfolio Assessment
14. Innovation Infrastructure Assessment
15. Open Innovation Strategies & Resources
16. Comprehensive Action Plan
17. Additional Recommendations
18. Appendix A – Detailed Survey Results
19. Appendix B – Interview Transcripts
THE INNOVATION MASTER PLAN™ FRAMEWORK
A Comprehensive System for Innovation Management

InnovationLabs has helped hundreds of companies around the world enhance their capacity to innovate. We’ve distilled our experience into a comprehensive innovation framework, The Innovation Master Plan.™ The Master Plan Framework focuses on the 5 critical performance areas that are essential to the success of every innovation practice, and provides a sound and proven basis for sustained innovation improvement. The Innovation Audit applies the Framework to provide a thorough assessment of your current innovation practice, and gives you your own Master Plan for rapid improvement.

WHY INNOVATE:
How effective is the link between innovation and your organization’s strategy? Are you pursuing the right innovation targets?

HOW TO INNOVATE:
How effective is your innovation process? Is it complete? Are key steps missing? Is it accessible, understandable, and systematic?

WHAT RESULTS WE ACHIEVE:
Do you have the right projects in your project pipeline? What’s in your strategic innovation portfolio today? What should be?

WHO INNOVATES:
How effectively are the people in your organization engaged in the innovation process? What can be done to make innovation easier for everyone?

WHERE WE INNOVATE:
Do you have the right tools in place to support innovation? Are you using the right mix of inside and outside resources?

RECENT INNOVATIONLABS CLIENTS
Partial List
InnovationLabs has worked with hundreds of organizations around the world. Below are examples of our clients in industry, government, education and the non-profit sector.

Accor  Boeing  Haworth  Shell Oil
Alcatel  CapGemini  Johnson + Johnson  Solvay
Alegent Hospitals  Cisco  L’Oréal  Stanford University
American Family Insurance  Danone  Legg Mason  St. Gobain
Areva  DuPont  Microsoft  Suez
Aspen Institute  Endesa  NASA  Tata Group
Bayer  France Telecom  NCB Capital Impact  Total Oil
Bell Canada  FSMB  Novotel  US Dept of Energy
BNP Paribas  Gemalto  PwC  Wipro

ABOUT INNOVATIONLABS
InnovationLabs is one of the world’s foremost innovation consultancies, recognized by business leaders globally as innovation experts. We work throughout the business, government, education, and non-profit sectors to enable our clients to achieve the highest levels of innovation and collaboration, in order to achieve significant competitive advantage.

Please contact us to today to discuss how we can help your organization with our comprehensive suite of innovation services. Please see www.innovationlabs.com/innovation-services/the-innovation-audit/ for more information.

Call 1-925-934-1786 to request a customized audit proposal.