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Innovation Compass Diagnostic Tool

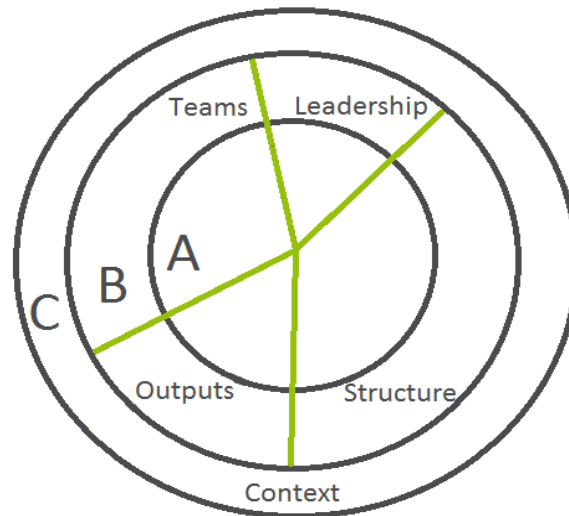


Waterford Institute of Technology

Innovation Compass Diagnostic Tool

This self-audit diagnostic tool for innovation and new product development serves two purposes. First, it allows an organisation to benchmark their ability to innovate against the average for the industry, or best practice. Second, it supports the development of an action plan to improve innovation performance based on the benchmarking. The approach differs from those that focus on innovation processes, in that it is concerned with the sophistication of the capability to innovate that underpins all innovative activities and the specific and changing context of the individual organisation.

The tool has five core themes, which are: structure, leadership, output, teams, and context. The compass consists of three circles as illustrated in the image below.



'A' represents the inner circle. This provides organisations with the ability to assess themselves quantitatively under the themes of structure, leadership, outputs, and teams.

'B' and 'C', the middle and outer circles respectively, are concerned with qualitative data gathered through semi-structured interviews. The same themes as the inner circle are addressed, but the objective is to attain a deeper understanding

Using 'Innovation Compass Diagnostic Tool'

Step 1: The inner circle is assessed quantitatively using a questionnaire. This should be completed by multiple knowledgeable respondents from the project team or wider organisation. The questionnaire most often used for this purpose contains 42 statements that are rated on a 7-point scale ranging from strongly disagree to strongly agree.

Step 2: Knowledgeable project team members or staff are then interviewed to acquire additional information on the answers provided to the questionnaire and about the organisation's inner and outer context.

Instructions for Use

1. Obtain a copy of the 'Innovation Factors Inventory' questionnaire and collect the responses of multiple knowledgeable respondents from the focal project team or wider organisation.

2. Conduct interviews with respondents to the questionnaire to gather additional information regarding the answers provided and to enhance understanding of the organisation's inner and outer context.



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