

S 21 Support material

Questionnaire: Innovative ability Is my enterprise innovation capable?

Can we as an enterprise develop, realize and successfully market innovations in harmony with the company strategy? The evaluation at the end of the test shall help you to be able to better judge the capacity for innovation of your enterprise as well as to quickly and systematically obviate recognized deficits.

	YES	NO
Corporate culture		
Is your corporate culture characterized by a clear model which determines the behaviour of all employees?		
Are the aims of your enterprise continuously checked and evaluated?		
Is the innovation topic established as a general business goal?		
Is there a clear evaluation basis for the judgement of innovations which is comprehensible for all branches?		
Organisation		
Are the processes in the enterprise unknown or difficult to understand for your employees through the different levels?		
Do you take the opinion of your employees, customers, suppliers or partners into account for the improvements in your products?		
Are contents and intermediate results disseminated regularly when following innovations?		
Do your employees lack the courage to speak up promptly if a development of innovation projects appears undesirable?		
Do you use the advantages of project organization to expedite processes of innovation?		
Market		
Do your company presentations (image brochures, product leaflets, web presence) give a clear picture of your efficiency?		
Is it difficult for you to obtain clear statements about the performance requirements of your products/performances?		
Do you regularly enquire about current trends and technological developments in your market segment (e.g. at fairs)?		
Are you regarded as conservative in the market? Have you launched no novelties on the market within the last two years?		
Do you know what the competition could do to thwart the success of your innovations?		
Are you ready to pursue a communication policy campaign to emphasize your capacity for innovation more strongly than before		
Operational capacities		
Can you build on market and technology competence with your new developments?		
Do you lack the necessary financial resources to handle increased costs of research, product development and market launches?		
Do you have the required staff know-how to realize the technology into products with a high quality level?		
Are you ready to consider cooperation for the expansion of your capacities?		

Controlling		
Are you able to assess and to finance the development, production and personnel expenditures of an innovation project?		
Is a controlling system established in your enterprise to monitor the financial developments and recognize critical situations quickly?		

Evaluation:

0 to 12 points: Congratulations: The strength of your enterprise allows you to recognize customer and market targeted innovations in harmony with the company strategy throughout the entire organization and to develop, realize and commercialize them successfully!

13 to 26 points: Your enterprise meets the prerequisites to succeed with innovation plans. There is however still some need improvement in some respects. Concentrate on the weak points in your innovation management now. The right strategy will point your enterprise in the direction of the future markets.

27 to 47 points: Caution! The innovation topic does not seem to have any high priority in your enterprise. If you should come under pressure for innovation at short notice, you must anticipate some difficulties. You should therefore analyze your internal processes and operational capacities and improve your innovation management.

48 points and more: Caution! Your enterprise has no potential at present to undertake innovations successfully. You will most likely not be able to withstand sudden innovation pressures. Make the innovation topic a general business goal priority. Pursue this aim intensively with the aids and instruments of a professional innovation management.