

Innovation Readiness Survey (10 Questions)

Instructions: For each statement, rate your agreement on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).

1. Leadership and Strategy

Our leadership team actively champions innovation as a core business priority.	
Innovation is embedded in our strategy, not treated as a side project.	

2. Culture and Mindset

Employees are encouraged to experiment, take risks, and learn from failure.	
Collaboration and idea-sharing across teams are part of our daily culture.	

3. Process and Execution

We have structured processes in place to capture, evaluate, and implement new ideas.	
We rapidly test, prototype, and scale new solutions that show potential.	

4. Customer and Market Focus

Customer insights are regularly used to drive innovation in products/services.	
We track emerging trends and technologies to stay ahead of competitors.	

5. Resources and Capability

We allocate time, budget, and resources specifically for innovation activities.	
We have the skills and partnerships needed to execute innovative initiatives.	

Your score

Scoring & Interpretation

41–50: Highly Innovative — innovation is systemic and drives competitive advantage.

31–40: Moderately Innovative — innovation exists but is not consistently embedded.

21–30: Low Innovation — efforts are ad hoc with limited impact.

10–20: Not Innovative — little focus or support for innovation.