

# A **FREE** INNOVATION ASSESSMENT FOR YOUR BUSINESS (if you have 10 or more employees)



Research conducted by The Coles Center for Business Innovation and Creativity and *BusinessWeek* identified ten factors critical to a company's potential for innovation. These factors separate innovation leaders from followers.



- **Vision:** Company vision is clearly understood and practiced throughout organization.
- **Systemic:** Innovation initiatives are expected and encouraged throughout organization.
- **Metrics:** Systems in place to evaluate results of innovation initiatives.
- **Rewards:** Innovation at all levels is rewarded.
- **Satisfaction:** Past innovation initiatives have been judged successful.
- **Hiring:** Criteria in place to identify potential innovators.
- **Budgets:** Innovation efforts are adequately funded.
- **Management Support:** Management actively champions all innovation initiatives.
- **Culture:** Entire organization supports innovative thinking.
- **Communications:** Communications encourage innovation; address concerns about risk and failure.

## **Our *Innovation Assessor Survey* is now available on-line.**

It's a free instrument that will identify your business potential for innovation—for “thinking outside the box.” Contact Harry Vardis at [hvardis@kennesaw.edu](mailto:hvardis@kennesaw.edu) 404-285-1086 (direct) and it is free!



Coles College of Business