

Innovation Audit

Removing obstacles to creativity



Truly innovative organisations are more agile, more successful and more profitable than the norm. Why are some organisations consistently more innovative than others? How can leaders help their people to become more creative and entrepreneurial in their approach to the business? What is stopping your organisation from implementing break-through ideas and how can you overcome these obstacles?

The Innovation Audit is a proven method to improve innovation. It examines key indicators, determines strengths and weaknesses and identifies ways of improving innovation throughout the organisation.

Through one-on-one interviews we analyse the attitudes and behaviours that shape your culture of innovation. The topics examined include:

- Ø Processes for proposal evaluation
- Ø Prototyping and speed to market
- Ø Innovation metrics

The Innovation Audit report tells you what is working well in terms of culture and processes. It also analyses what is inhibiting innovation. Finally it contains an action plan with specific recommendations to overcome the issues and make the organisation more innovative and faster to implement beneficial new ideas.

The outcomes of the Audit are:

- Ø Clear identification of issues and obstacles to innovation.
- Ø An action plan to resolve the issues.
- Ø A better understanding of what is needed to inspire positive change.
- Ø Higher levels of motivation and innovation throughout the organisation.
- Ø The ability to implement fresh ideas to generate revenue or reduce cost.

The Audit enables you to significantly improve the culture and process of innovation within your business. It enables you to unlock the creative talents of your people and to build an innovative, entrepreneurial organisation that welcomes and initiates change.



destination innovation

- Ø The vision and desire for innovation
- Ø Attitudes to risk and blame
- Ø Idea generation techniques
- Ø Internal and external sources
- Ø Delegation and empowerment

www.destination-innovation.com

info@destination-innovation.com