CIO – Corporate innovation online
Innovation management best practices

Answering the Questions

Each question has two facets. The top row is **"Your Ideal"** – i.e. how you think things ***should*** **be according to "Your ideal"** – and the bottom row is **"Your Reality"** – how things **actually are** in your own organization. Answering both provides and indication of your weighting for each of the 25 Factors.

In the example below, the respondent has indicated that, *ideally*, there should be some mechanism for rewarding innovation, but that the *reality* for this respondent is that there are hardly any. Rewards, either monetary or non-monetary are, according to our research, an essential element to building and sustaining entrepreneurship and innovation. The size of the difference between your 'Ideal' and your 'Reality' provides an indication of the severity of the problem in your own organization!

Note that there is no "positive" or "negative" correlation between answers left or right of the midpoint. In other words, answering with a "-3" does not necessarily indicate a judgmentally "negative" response. Please note the extremes measured in each question carefully before answering.

Good luck and we hope you receive useful feedback. Thanks for participating.