

ASSESSMENT: How are we innovating?

Innovation is at the heart of ensuring market relevance. Successfully finding and developing new ideas is crucial to an organization being able to improve its processes, bring new and improved products and services to market, increase its efficiency and improve the value it creates.

This simple post-up tool can spark powerful insights by highlighting your current state so you can build upon creation, production, development and prototyping strengths and address challenges and opportunities.



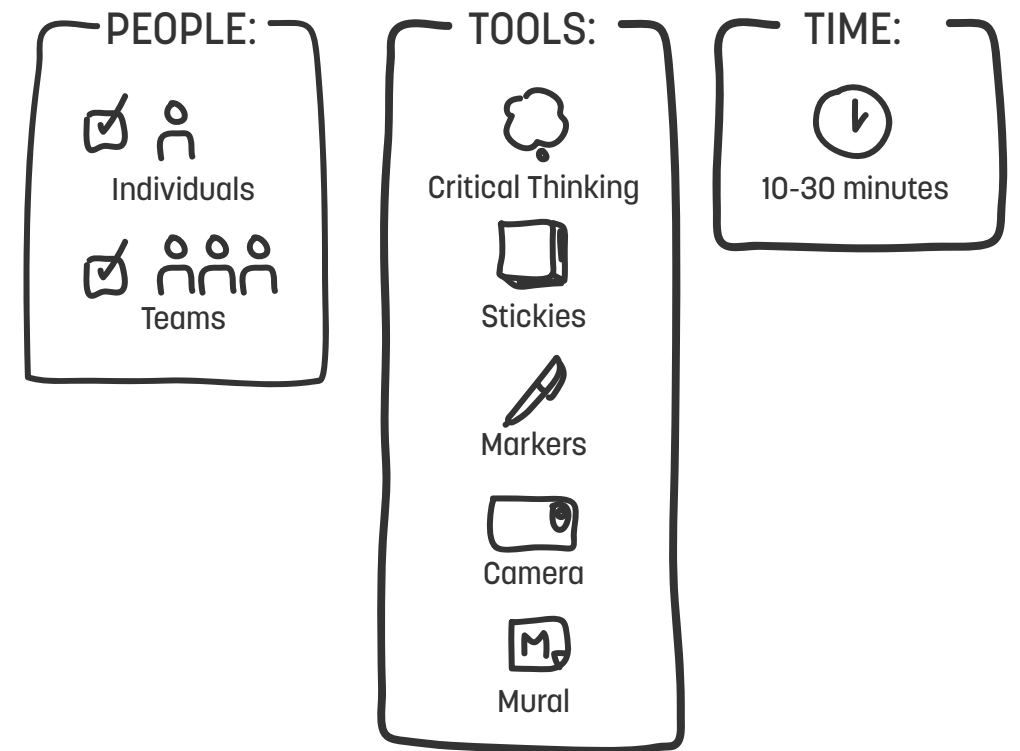
USING IN-PERSON REALTIME OR ASYNCHRONOUSLY:

1. Print page 2 as a poster and hang on a wall or recreate on a whiteboard:
 - Provide sticky notes and markers
 - Get prepared by holding a conversation with your collaborators about your target audience - whether you are assessing innovating for individuals, within teams, or across the enterprise. Answers can vary significantly depending on your choice.
 - Generate as many ideas as possible for each major section on the canvas (How, What, Why - Business, Why - Personal, Where, and When). You can start anywhere.
2. Consider your findings
 - When finished, discuss and share. What do you do well? Where are your challenges? What might you start to make improvements?
3. Document and distribute
 - Take photos of the whiteboard/stickies or create a PDF of the MURAL page. Share with the participants and stakeholders.

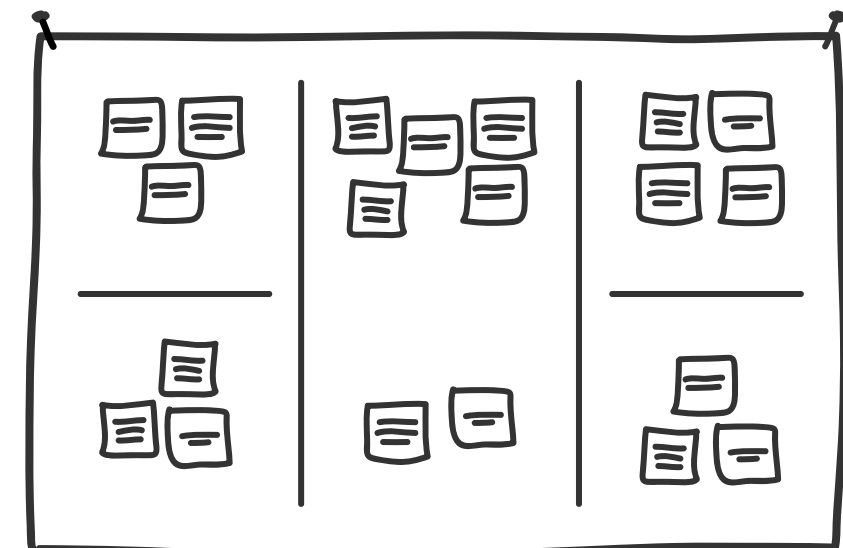


USING VIRTUALLY REALTIME OR ASYNCHRONOUSLY:

1. Access the Mural template: <http://bit.ly/workforward-hawi-mural>
2. Invite your collaborators
3. Distribute when complete



WILL LOOK LIKE:



How are we innovating?



HOW

What processes, systems and structures impact how you innovate?
How does culture influence innovating ?



WHY (BUSINESS)

What is the role of innovating in your organization?
What purpose does it serve? How valuable is innovating?
Is it measured?



WHERE

Where does innovating take place? In conference rooms with people present? Remotely via tele-presence? Informally, through conversation?



WHAT

What resources do you have to innovate? What technologies, support, or expertise do you have to innovate?



WHY (PERSONAL)

How do you innovate?
How do your colleagues innovate?



WHEN

Is innovating scheduled formally? Is it asynchronous with little or no immediate feedback or response? Is innovating limited to working hours?