

AIM

THE ASSESSMENT FOR INNOVATION MATURITY

OUTCOME

HELPING LEADERS SHAPE THE FUTURE

Why measuring innovation maturity is key

In a world of hyper-competition, unprecedented challenges, and constant disruption, the need for innovation has never been higher on the strategic agenda.

Winning organisations no longer depend solely upon a few standout employees, but instead create and nurture organisation-wide innovation capability.

But, without a clear view of the current maturity of innovation capability and culture across an organisation it's impossible to create an effective roadmap for improving an innovation ecosystem.

The Assessment for Innovation Maturity (AIM), enables you to measure the current maturity level of your innovation capability and culture, helping you understand where to focus your efforts in order to more effectively build your innovation ecosystem.



An Interactive Experience: The simple user experience features a unique 'answer prompt' likert scale interface.



Accessible & Secure: Secured in the cloud you can rest easy knowing your people can contribute safely and anonymously.



Brand Compliant: The look and feel of the assessment and even unique questions can be tailored to your organisation.



Horizontal & Vertical: The assessment gathers core data and perspectives across departments and hierarchy levels.



Constant Monitoring: Not a one-off survey but an ongoing tool enabling a qualitative and iterative approach to transformation.

Creating new value and growth means building a dynamic organisation

AIM (The Assessment for Innovation Maturity) has been specifically designed to solve this problem by giving leaders a critical tool for assessing the current organisational state around innovation capability and culture and providing a framework for the specific areas of focus required to increase innovation maturity and measure progress along the way.

The cloud-based tool assesses the five core pillars of innovation; Strategy, Leadership, Management, Culture and Processes. It then measures those pillars against four stages of innovation maturity; Novice, Apprentice, Expert and ultimately, Leader.

From understanding innovation strategy at boardroom level to how that manifests at employee level, from clear leadership sponsorship to risk taking and organisation-wide collaboration and trust, if leaders want to drive their organisations forward through innovation it's crucial to have a clear, aligned and communicated strategy and direction around how to build innovation capability and culture.

AIM helps leaders tackle the challenge of driving growth through innovation by not only pinpointing the current state but defining the specific areas of focus for the strategic drive to increase innovation maturity, capability and culture.

The enterprise level tool provides an easy to administer platform that can be branded and customised to match corporate colours, look and feel.

At administrator level, multiple assessments can be run providing both a holistic view of the state of innovation capability and culture across an organisation and analysis and benchmarking of business units, divisions and regions as well as analysis of alignment of perspective and/or reality from the boardroom to employee level.



How AIM works

4 steps to increase innovation maturity



Run the assessment

Invite employees from across the organisation to take the 20-minute, secure and anonymous online assessment.



Review the results

AIM analyses the data and creates an in-depth overview of your organisations current level of innovation maturity.



Create a roadmap

We help you unpack the results and build a comprehensive roadmap for tackling your innovation barriers.



Increase your maturity

Measure progress and maintain an up-to-date view to continue to evolve your innovation culture and ecosystem.

AIM structure



The Assessment for Innovation Maturity (AIM), consists of 60 **multiple choice questions** with a unique 'answer prompt' system for each question.



AIM questions are structured into the **5 core pillars** vital for any company wanting to grow through innovation:

- **Strategy**
- **Leadership**
- **Culture**
- **Management**
- **Processes**

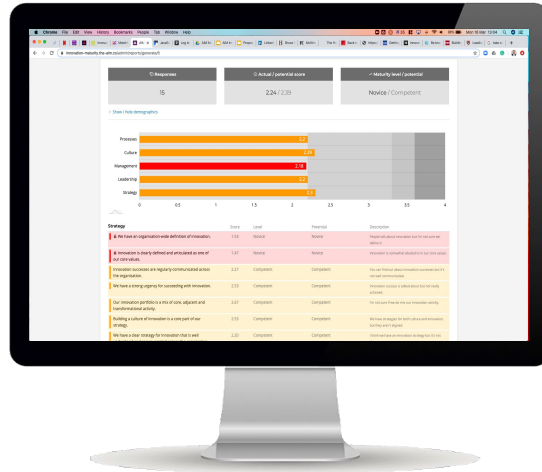


On average it only takes **20 minutes** for an individual to fully complete the AIM assessment.

What AIM provides

Securely hosted in the cloud AIM consists of a set of questions covering 5 core pillars; strategy, leadership, management, culture and tools.

Taking around 20 minutes to complete, each assessment can also be fully customised by adding in client-specific questions and freeform text sections. The user experience is also supported by a unique 'Answer Prompt' Likert scale interface and is easily accessible on desktop, tablet and mobile devices.



Once AIM is complete it provides the following:

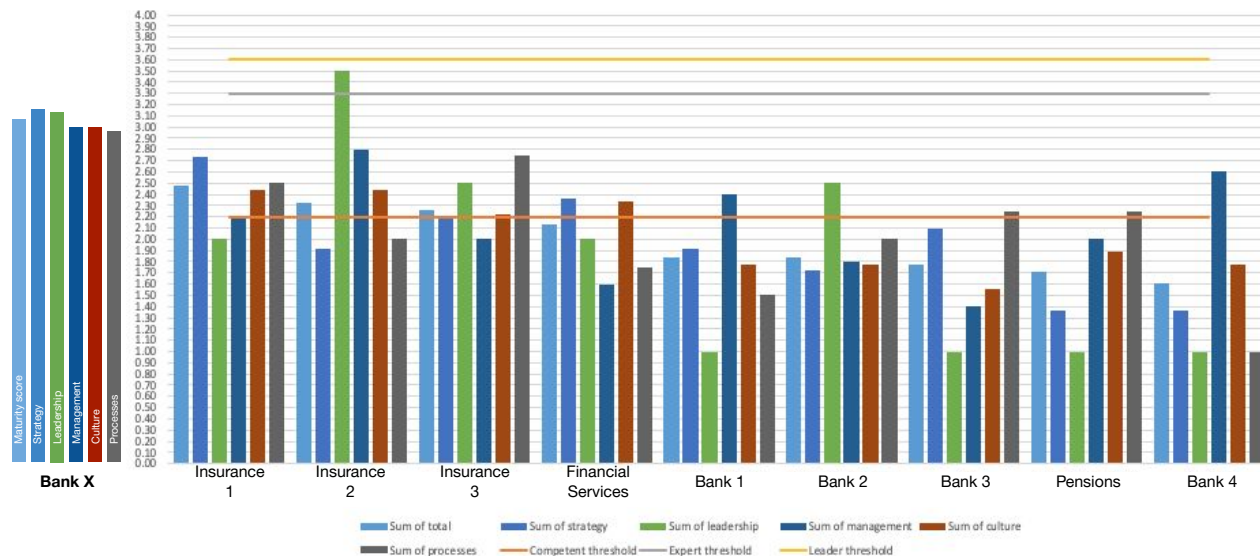
- A macro and micro view of an organisation's innovation capability and culture detailing the overall maturity level supported by a numerical score for more accurate benchmarking.
- A macro maturity score displayed across the five pillars which can be drilled down into, highlighting specific areas requiring attention.
- A micro perspective on the individual answers to each question across all levels, roles and departments in an organisation.
- Visibility of where current innovation barriers sit inside an organisation.
- Analysis of current innovation behaviours, practices and beliefs across all levels of an organisation.
- Insight into where to focus strategic, leadership and management attention in order to build innovation capability and culture.
- The current state analysis required to build an innovation strategy and align it to an organisation's existing growth strategy.
- The ability for a senior team to create true value and growth by understanding how to build a dynamic organisation.

Benchmarking your company

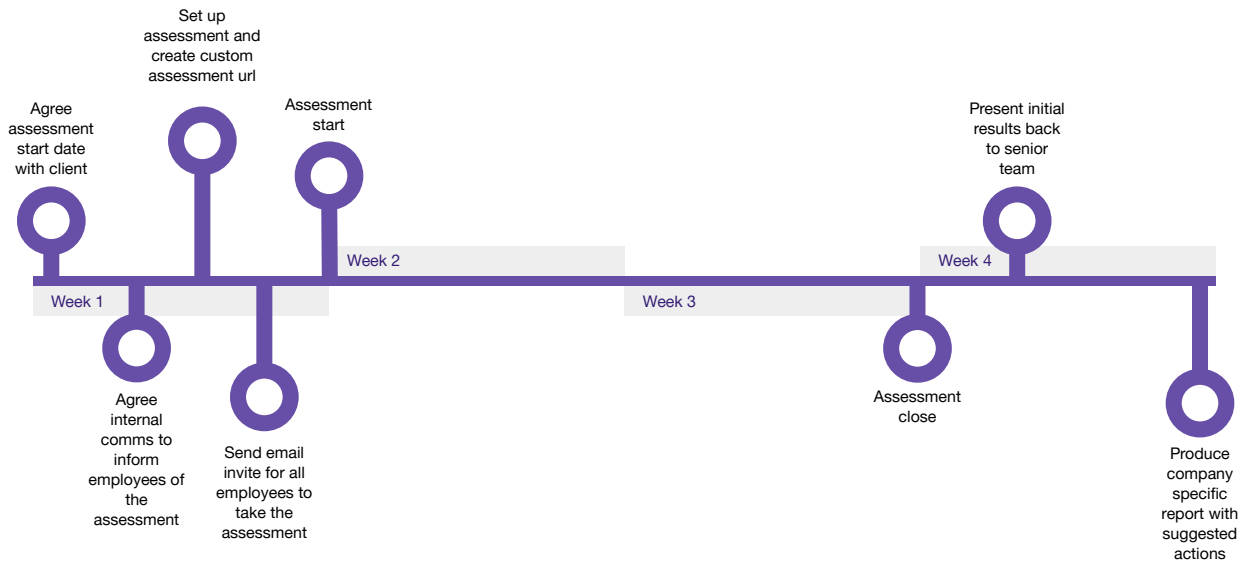
Once we gather data from your company we will be able to benchmark it against other industries as well as companies in the same industry.

The example here is of a global bank we have recently assessed, compared to other companies in the financial services sector.

This will help in identifying trends or systemic challenges that you as a government agency can create interventions and support programmes for.



Typical assessment deployment stages & timeline



Extensive research and design combined with thinking from two bestselling innovation books

AIM applies decades of combined experience, thought leadership, qualitative research and real-world learning from, working with and advising some of the world's most successful organisations and industry leaders across multiple sectors and geographies. As well as quantitative research and aggregation of numerous global reports, surveys and whitepapers, thought leadership from Cris and Dan's two bestselling books, *'Building a Culture of Innovation'* and *'The Corporate Startup'* has also contributed to the development of AIM.

The result is a tool built around an in-depth picture of what innovation best practice looks like and the core qualities, practices and behaviours required to build an innovation-led organisation.



An example of some of the sources used to unpack the DNA of innovation-leading organisations as part of the development of AIM:

- Strategy&, 2011 - The Global Innovation 1000: Why Culture Is Key
- Bain & Company, 2013 - Taking the measure of your innovation performance
- Arthur D. Little, 2013 - 8th Global innovation excellence survey
- Accenture, 2013 - Why 'Low Risk' Innovation is Costly
- The Boston Consulting Group, 2014 - The Most Innovative Companies
- The Boston Consulting Group, 2015 - The Most Innovative Companies
- PA Consulting, 2015 'Innovation as Unusual' - Innovation is a culture and it starts at the top
- KPMG Global CEO Outlook, 2015 - The growth imperative in a more competitive environment
- McKinsey & Company, 2015 - The Eight Essentials of Innovation
- Thomson Reuters, 2015 - State of Innovation
- Accenture US Innovation Survey, 2015 - Clear Vision, Cloudy Execution
- Innovation Leader, 2015 - Innovation Benchmarking Report
- Wazoku, 2015 - Everyday Innovation Report
- EEF/Vodafone, 2015 - Innovation Monitor
- Uservision, 2015 - Eurostat Innovation Statistics
- Accenture, 2015 - Harnessing the Power of Entrepreneurs to Open Innovation
- BPI, 2015 - Innovation the new Competitive Equation
- Deloitte, 2016 - Radical Innovation and Growth, Global Board Survey
- Ipsos MORI/Cirrus, 2016 - Leadership Connections - HR and the C-suite driving innovation
- Nesta innovation policy toolkit
- Arthur D. Little - Innovation Excellence - Benchmark your Innovation Capabilities against the World
- ISO for Innovation Management - ISO 50501

Helping leaders shape the future

To find out more about running AIM and working with OUTCOME to build corporate innovation capability and a culture of innovation in your organisation, get in touch for an initial discussion.

Prices for individual AIM assessments or annual subscriptions available on request.

If you are a consultancy or advisory firm and would like to license AIM, get in touch to discuss our enterprise version.

AIM
By **OUTCOME**



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Cris is a strategic advisor on innovation and co-author of the bestselling book 'Building a Culture of Innovation' and believes *'every organisation can become truly exceptional if it puts innovation at the heart of what it does'*. Cris focuses on the innovation strategy, leadership and culture required for organisations to shape the future.



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Dan is an innovation thought leader and co-author of the award-winning book 'The Corporate Startup'. Puzzled by the question *'why are innovative products mainly launched by startups?'* he focuses on enterprise innovation strategy, new ventures and the ecosystem required for organisations to shape the future.





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