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innnovationcultures

capabilityassessment

Co-creation Strategies for Breakthrough Innovation

Does your organization effectively use co-creation strategies to develop breakthrough innovation opportunities? The following brief assessment will provide and a quick review of how your organization performs on several key success factors.

Rate your organization on the questions below using the rating scale:

1   **2**   **3**   **4**   **5**   **6**   **7**   **8**   **9**   **10**

**Strongly
Disagree**

**Strongly
Agree**

1. The Fuzzy Front-end

My organization operates effectively at the so-called fuzzy front-end of product or service development, where concepts are not yet fully developed, and where ideas diverge and the process can be chaotic, unpredictable, and unstructured.

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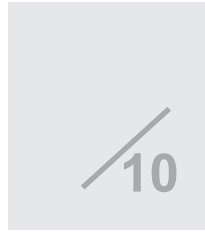
2. Stage Gate Process

My organization employs a traditional stage gate process to move product/ service prototypes through to development and rollout, with minimal iteration and refinement.

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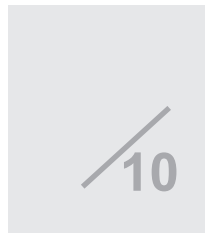
3. Combination of Fuzzy Front-end and Stage Gate Approaches

My organization employs both a fuzzy front-end approaches and a traditional stage gate process in the innovation lifecycle.
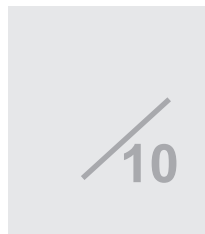
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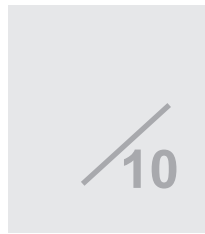
4. Empathy with client or citizen

In its innovation thinking, my organization goes out of its way to be empathetic (feelings, thoughts, and attitudes) to potential clients or citizens.
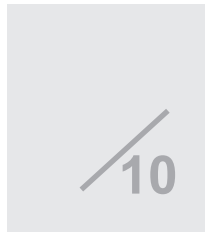
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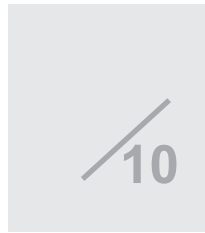
5. Focus on the client or citizen experience

My organization is very focused on the client or citizen experience throughout the innovation process.

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6. Customer as co-creator in the innovation process

My organization actively co-creates with clients, and clients are active participants and co-creators in the innovation process.

/10

7. User-centered Mindset and Techniques

My organization utilizes experts who employ user-centered techniques such as usability testing, applied ethnography, and ergonomics/human-factors to discover the needs, wants, and limitations of clients or citizens.

/10

8. Co-creation Techniques and Tools

My organization uses co-creation strategies (workshops, tools, technologies and a collaborative mindset) early in the design process, so that clients/citizens are empowered to fully express and integrate their desired experiences into the ultimate design.

/10

9. Co-creating outside the Organization

My organization co-creates with clients/citizens, suppliers, business partners, academic institutions, and others.

/10

10. Information-driven approaches

My organization's senior leadership favors innovation processes that extrapolate from the past to the future (investigation, analysis & planning) based on a rigorous research approach.

/10

11. Inspiration-driven approaches

My organization's senior leadership favors innovation processes that begin with the future and move back to the present (based on evocativeness, surprise, and imagination).

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12. Information and inspiration-driven approaches

My organization's senior leadership favors innovation processes that combine both information and inspiration-driven approaches.

/10

13. Co-creation culture

My organization recognizes that its stakeholders (employees, clients, etc.) can be creative, and can participate in design and innovation.

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