

**Survey Questions: Is your company’s culture supportive of innovation?**

We’ve collected these questions from innovation and R&D executives. We definitely don’t suggest using all of them in one survey, since shorter surveys will yield more (and more thoughtful) responses. But the executives with whom we’ve spoken suggest that a quarterly or annual cultural “temperature taking” of employees and managers is essential to understanding whether your work is having a broad, positive impact on the overall culture; whether you’re in neutral; or whether things are getting worse along some dimensions. Choose the questions that are most relevant to things you’re trying to impact.

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| 1. I get involved in the company’s innovation efforts. |  |
| 2. The company provides me with the resources (time, training, funding, etc.) I need to bring my ideas to life. |  |
| 3. The company has incentives that encourage me to take risks. |  |
| 4. In my performance review, I get credit for new ideas and working to make them happen. |  |
| 5. I understand the company’s priorities related to innovation and the kinds of new ideas we’re looking for. |  |
| 6. I feel that being innovative and developing new ways to serve our customers or reduce costs is an important aspect of my job. |  |
| 7. Our innovation activities are moving the company in the right direction as our market evolves. |  |
| 8. I am proud of our company’s culture of innovation and the way we are perceived in the market. |  |
| 9. Good ideas sometimes get abandoned, forgotten, or under-resourced. |  |
| 10. People outside of the company — such as customers, suppliers, or people in my professional network — regard us as an innovative company. |  |
| 11. Our company recognizes and rewards people who bring new ideas to life. |  |
| 12. We are encouraged to conduct small-scale experiments to get an early read on an idea’s merit. |  |
| 13. I don't need to ask for permission to pursue ideas that may result in significant change. |  |
| 14. Our senior leaders are patient in nurturing a new idea or project long enough for it to demonstrate value. |  |
| 15. I'm encouraged and empowered to initiate change, no matter what level of seniority I am. |  |
| 16. My company has a good understanding of the trends that are shaping our markets and impacting our company. |  |
| 17. The company is open to good ideas from outside, whether our customers, business partners, inventors, or entrepreneurs. |  |
| 18. How could our company could become more supportive of people with new ideas? |  |
| 19. What barriers or roadblocks exist that impede progress in developing ideas? |  |
| 20. What would be the most effective thing we could do to “move the needle” on building a culture of innovation in our company? | More frequent communications on how innovation is taking shape in our companyMore time to develop new ideas and conceptsMore funding to develop new prototypesMore recognition for those who try out new thingsOnline community or regular meetings for innovatorsOther (please specify): |

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