

Innovation Surveys

DEVELOP GREATER INSIGHTS



Innovation is fundamentally a human activity, yet many businesses overlook this element and expect creativity and innovation to happen by chance.

At Coretex Group, we tap into the human aspect of the innovation process, using a variety of profiling and audit tools. These tools are based on validated data collection processes, and provide leaders with the confidence to target their innovation efforts on the things that matter.

BUSINESS INNOVATION AUDITS

We have identified eight important steps to activate and sustain innovation in your organisation.

- 1 Make it part of your DNA
- 2 Focus innovation on the things that matter
- 3 Build the mindset and the skill set
- 4 Involve all people, at all levels
- 5 Create a disciplined innovation process
- 6 Reinforce and reward innovation
- 7 Develop a healthy relationship with experimentation and failure
- 8 Support innovation with space, resources and time

Using our customised audit tool, we work with our clients to assess the maturity of their innovation process.

We specialise in the delivery of the following audit processes:

- » Business wide audits;
- » Function or department level audits;
- » Team based audits; and
- » Project based audits.

Innovation audit reports provide business leaders with a rigorous measure of their innovation maturity, as well as a baseline for assessing the impact of targeted innovation initiatives.

Audit reports can also be used to identify the following:

- » The natural strengths and capabilities of the business;
- » The greatest opportunities to leverage value and create momentum;
- » Identify barriers that are inhibiting innovation; and
- » Targeted actions to take innovation to the next level.

“Innovation audits provide a diagnostic to assess the maturity of your innovation process. With the right information, you will have the confidence to act on the opportunities for innovation that exist around you.”

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INNOVATION PROFILING USING SPARK Q

Coretex Group has developed a signature innovation tool, **SPARK Q**, to tap into the human aspect of the innovation process. The tool allows organisations to assess innovation at an employee, team or business level.

SPARK Q provides insights into the thinking patterns and behaviours that are important to innovation. The assessment tool is based on 3 core dimensions - **Discovery**, **Delivery** and **Collaboration**.



DISCOVERY

This is about unlocking the natural curiosity that exists in all of us, asking questions that prompt new possibilities and ways of thinking, and learning through experience and active experimentation.



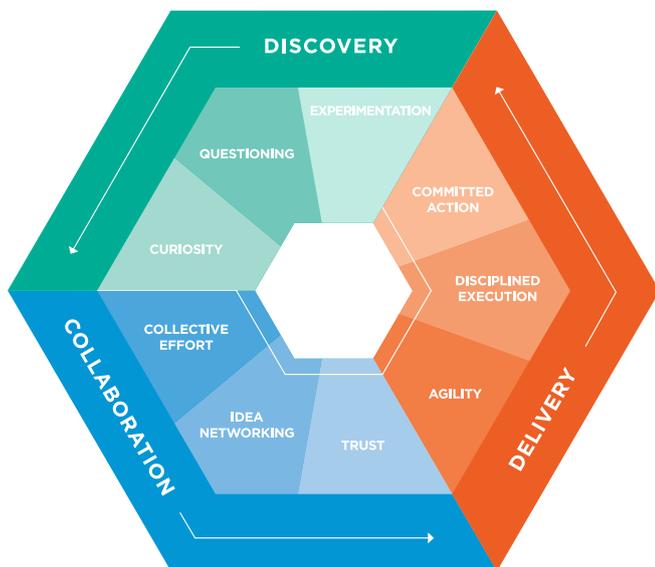
DELIVERY

This is about achieving results through disciplined action, while remaining nimble and responsive in the face of change and opportunity.



COLLABORATION

This is about tapping into the collective intelligence of others and creating a trusted environment where diverse ideas and perspectives are harnessed.



SPARK Q is completed in an online format and can be easily distributed to employees regardless of their location. The results are provided in a customised report which helps to identify opportunities to boost the innovation capability of your organisation.

Potential applications of **SPARK Q** include;

- » Business-wide innovation assessments
- » Innovation training and workshops
- » Leader and executive programs
- » Individual feedback and coaching
- » Input into strategic planning processes

Innovation profiling is a powerful process to develop and accelerate innovation in your business.

Contact Coretex Group if you are interested in learning more about our profiling and assessment tools.

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