



Vision

A compelling, shared vision is the starting point of all sustainable innovation. Use the statements below to evaluate how clearly your organization's vision enables—or inhibits—innovative thinking and action.

HOW TO USE THIS HEALTH CHECK

Rate your organization honestly against each statement using the 1–5 scale below. Be specific: base your rating on evidence and observable behavior, not aspiration.

Statement	1 Strongly Disagree	2 Disagree	3 Neither	4 Agree	5 Strongly Agree
Our organization has a clearly articulated vision that everyone can describe in their own words.					
Our vision actively inspires people to think differently and challenge the status quo.					
Leaders consistently reference and reinforce the vision when making decisions.					
Our vision provides a meaningful direction for innovation without being so prescriptive that it limits creative thinking.					
Employees at all levels understand how their daily work connects to the broader vision.					
Our vision is reviewed and refreshed often enough to remain relevant in a changing environment.					
We use our vision to filter and prioritize which innovation opportunities to pursue.					
Our vision is compelling enough to attract and retain people who are passionate about innovation.					

SCORING GUIDE (add up your ratings for a total out of 40)

Score	What it suggests
32–40	Strong foundation — identify what you are doing well and how to sustain it.
24–31	Developing capability — some good practices exist but important gaps remain.
16–23	Significant barriers — focused investment and change needed in this area.
Below 16	Critical risk — this barrier is likely limiting innovation organization-wide.

Reflection prompt: Which statements scored lowest? What one change to how you communicate or apply your vision would have the greatest positive impact on innovation?

NOTES