



# Strategy

*Innovation without strategy is just experimentation. Strategy without innovation is just incremental improvement. This health check examines how well your innovation efforts are integrated into your broader strategic framework.*

### 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
We have an explicit innovation strategy that is aligned with our overall business strategy.					
Senior leaders actively champion and resource our innovation strategy.					
We have a clear process for deciding how much to invest in core, adjacent, and transformational innovation.					
Our innovation strategy is well understood by the people responsible for executing it.					
We regularly review whether our innovation strategy is producing the intended outcomes.					
Our innovation strategy balances short-term wins with long-term competitive advantage.					
We have mechanisms to ensure strategic learning flows back into future innovation decisions.					
Our strategy creates a genuine competitive advantage through innovation, not just efficiency.					

### 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:** *Where are the biggest gaps between your stated innovation strategy and actual innovation activity? What would closing those gaps require?*

### NOTES