



Goals

Clear, meaningful innovation goals focus energy and make it possible to know whether you are making progress. This health check explores whether your goals are driving the right innovation behaviors.

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 specific, measurable innovation goals that are separate from our operational targets.					
Our innovation goals are ambitious enough to require genuine creative thinking.					
Teams understand exactly what success looks like for the innovation work they are doing.					
We use leading indicators (inputs and activities) as well as lagging indicators (outputs and outcomes) to track innovation progress.					
Our innovation goals are regularly reviewed and adjusted in response to new information.					
People are rewarded and recognized for making progress toward innovation goals, not just achieving operational targets.					
We avoid setting innovation goals that inadvertently discourage risk-taking or experimentation.					
Innovation goals are cascaded through the organization so every team knows how they contribute.					

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: Are your current goals measuring activity or genuine innovation progress? What one goal would, if achieved, transform your innovation capability?

NOTES