



# Insights

Great innovations are almost always rooted in deep, human-centered insight. This health check assesses how effectively your organization generates, captures, and applies insights to fuel innovation.

## 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 regular, systematic processes for gathering insights about customer needs, frustrations, and unmet desires.					
We look for insights beyond our existing customers to understand non-customers and emerging segments.					
We use a range of qualitative and quantitative methods to generate insights.					
Insights are captured in a way that makes them accessible and actionable for innovation teams.					
We look at adjacent industries and sectors for insights that could be applied to our context.					
Our people are skilled at translating raw observations into meaningful innovation-relevant insights.					
We track how insights are used in innovation projects so we can improve our insight generation over time.					
Emerging trends, signals, and weak signals are actively monitored and discussed.					

## 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:** *What insights are you currently ignoring or underutilizing? How could richer insights change the innovation opportunities you pursue?*

## NOTES