

# Idea Generation



*Volume and diversity of ideas are important preconditions for innovation success. This health check explores whether your organization creates the right conditions for rich, varied idea generation.*

### 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 multiple structured processes for generating new ideas across the organization.					
People feel genuinely safe to share unusual, unconventional, or even 'bad' ideas without judgement.					
We deliberately involve diverse perspectives—including frontline staff, customers, and external partners—in idea generation.					
Our idea generation processes are connected to real strategic challenges or customer insights.					
We use a variety of creative techniques and tools to stimulate different types of thinking.					
Ideas are generated on a regular cadence, not just when there is a perceived crisis.					
We track the volume and diversity of ideas being generated over time.					
Senior leaders actively participate in and visibly value idea generation activities.					

### 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 is currently limiting the volume or variety of ideas in your organization? What would it take to double the number of high-quality ideas generated?*

### NOTES