



Idea Development

Generating ideas is only the beginning. Developing them into viable innovations requires discipline, resources, and the right enabling conditions. This health check assesses your idea development capability.

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 a clear pathway that takes ideas from concept through to implementation.					
Innovation projects have dedicated time, budget, and people rather than being squeezed around day-to-day work.					
We use rapid prototyping and experimentation to test and refine ideas before committing significant resources.					
Innovation teams have access to the skills, tools, and external expertise they need.					
We create appropriate 'safe spaces' where innovation teams can work without being subject to normal operational rules and metrics.					
We have clear decision points (gates) where innovation projects are reviewed and either advanced, adapted, or stopped.					
Learning from failed innovation projects is captured and shared across the organization.					
We celebrate and recognize teams that develop innovations, regardless of whether they succeed commercially.					

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 do ideas most often stall or die in your development process? What would accelerate the development of your most promising innovations?*

NOTES