

Innovation IndicatorsCheck

There are a few indicators from which you can quite quickly deduce which companies/industries should definitely address the issue of "real innovation". This checklist will help you to quickly identify whether you are in danger of being overrun by the market.

1. Does the majority of your core processes consist of constantly repeating (repetitive) manual work?

10P
YES

NO

2. Are the technologies you use for machine, automated, repetitive work more than 5 years old?

10P
YES

NO

3. Do you always purchase your (technological) necessary systems from the same manufacturers?

10P
YES

NO

4. Do you base your new system purchases on your competitors?

10P
YES

NO

5. Do you pay above-average salaries?

10P
YES

NO

6. Do you receive/pay more than one additional monetary gratuity?

10P
YES

NO

7. Are your products equipped with a large number of additional small details (functions)?

10P
YES

NO

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8. Are you creating your products with a focus on your expertise and (technical) capabilities rather than the customer experience?

10P
YES

NO

9. Do you work in an industry that has had image problems for some time?

10P
YES

NO

10. Do you try to limit contact with your customers to the bare minimum?

10P
YES

NO

11. The average age of top management is exceptionally high?

10P
YES

NO

12. Is your top management more of a present shaper than a future driver?

10P
YES

NO

13. For you, innovation work is the improvement of your existing products?

10P
YES

NO

14. Do you have a large customer base? Your products are needed by many people?

10P
YES

NO

15. Are your products already digitized or will they be in the near future?

10P
YES

NO

EVALUATION

Achieved score: _____

Total score: 150P

0 - 30P Green area

→ You are (still) in a good position and should further expand your innovation work and -performance further. "Cover the roof when the sun shines!"

40 - 70P Yellow area

→ You should take a close look at how markets and competitors are changing and start working on "real" innovations.

80 - 15P Red area

→ If you don't start working on "real" innovations right away and implement them quickly, you're a takeover candidate or won't be in the market for long.

