



The Conference Board of Canada
Insights You Can Count On



The Index of Corporate Innovation

QUANTIFYING YOUR ORGANIZATION'S INNOVATION CAPABILITIES AND PERFORMANCE

The Innovation Imperative

Leading organizations actively re-invent themselves, continually creating new and improved goods or services. All in an effort to meet, or even dictate, the demands of the global market. So, in today's highly competitive world, who doesn't want to be on the leading edge of innovation performance? And who can afford not to?

Research shows that more innovative firms are not only purposeful in their innovation activity, they also generate superior business performance. Business leaders need better data about what obstacles are stopping them from innovating more. Canadian business leaders who acknowledge that innovation is a strategic priority want to be able to audit their organization's innovation performance. In the face of other urgent priorities, leaders need compelling reasons to invest in innovation.

What Is Your Organization's Innovation Quotient (IQ)?

Innovation is all about making new and better things, as well as making things new and better. But innovation is more than the “eureka” of discovery, or reacting to a catastrophe. It is about continuously and sustainably creating ideas, turning them into new products, processes or services, and delivering them to customers. But, how effectively are you and your organization generating new value from your innovation activities?

The Conference Board of Canada has answered the call to help organizations identify, measure and manage innovation. We have launched the Index of Corporate Innovation (ICI), a diagnostic tool to help you better reach corporate objectives by allowing you to assess and improve both your innovation capabilities and performance.

The **Index of Corporate Innovation (ICI)** will help you:

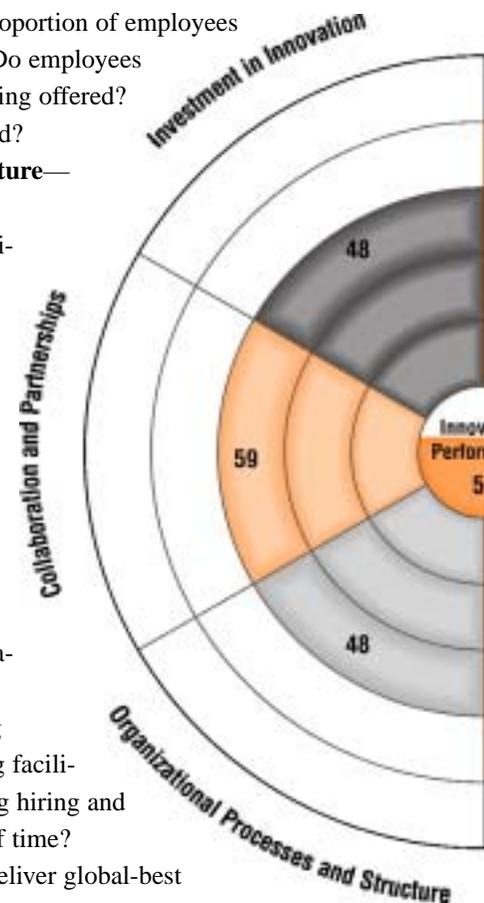
- Quantify your organization's innovation capabilities and performance.
- Diagnose the multiple factors that contribute to innovation.
- Compare groups within your organization.
- Benchmark your results against those of other organizations.
- Build an innovation action plan, and monitor improvements over time.
- Improve and sustain your business performance.

ADVANTAGES

ICI is based on two decades of Conference Board experience in the innovation field and backed by the collective expertise of our staff and corporate members.

Using a variety of qualitative and quantitative indicators, ICI looks at your capabilities in several categories:

- **Corporate culture**—Is risk-taking encouraged? Is there a commitment to, and investment in, innovation and processes?
- **Leadership**—Do you have a corporate vision that alludes to innovation? Do leaders and employees continuously search for new ideas?
- **Workforce capacity**—What is the proportion of employees who are, and should be, innovative? Do employees have appropriate capabilities? Is training offered? Is innovation recognized and rewarded?
- **Organizational processes and structure**—Do you use cross-functional teams, systemically gather competitive intelligence, have knowledge-sharing systems, document failures as a learning tool?
- **Collaboration and partnerships**—Do you effectively use its “pipelines” for innovation, which can include different departments, skunk works, customers, suppliers and research institutes? Are your partners located in key market areas?
- **Investment in innovation**—Is innovation considered when making other investment decisions, e.g., purchasing machinery and equipment, purchasing facilities, developing infrastructure, making hiring and training decisions, and reviewing staff time?
- **Innovative performance**—Do you deliver global-best products and services or win awards and recognition? What percentage of your sales is from new or improved products and services? How does innovation contribute to product quality and differentiation? Are products/services improved on a continuous basis? Does innovation help you attain business goals, e.g., market-share, productivity or profitability? Is intellectual property protection offered?



Benefits

Innovation is proven to increase business performance. With the help of ICI your organization can:

- Improve product quality and differentiation so that you offer *global-best* products and services.
- Improve business efficiencies, productivity and margins.
- Increase your revenues from new or improved products and services to achieve higher market share and accelerate growth.
- Attain both continuous improvements *and* breakthrough innovations.
- Realize corporate stretch goals.



DETAILED RESULTS

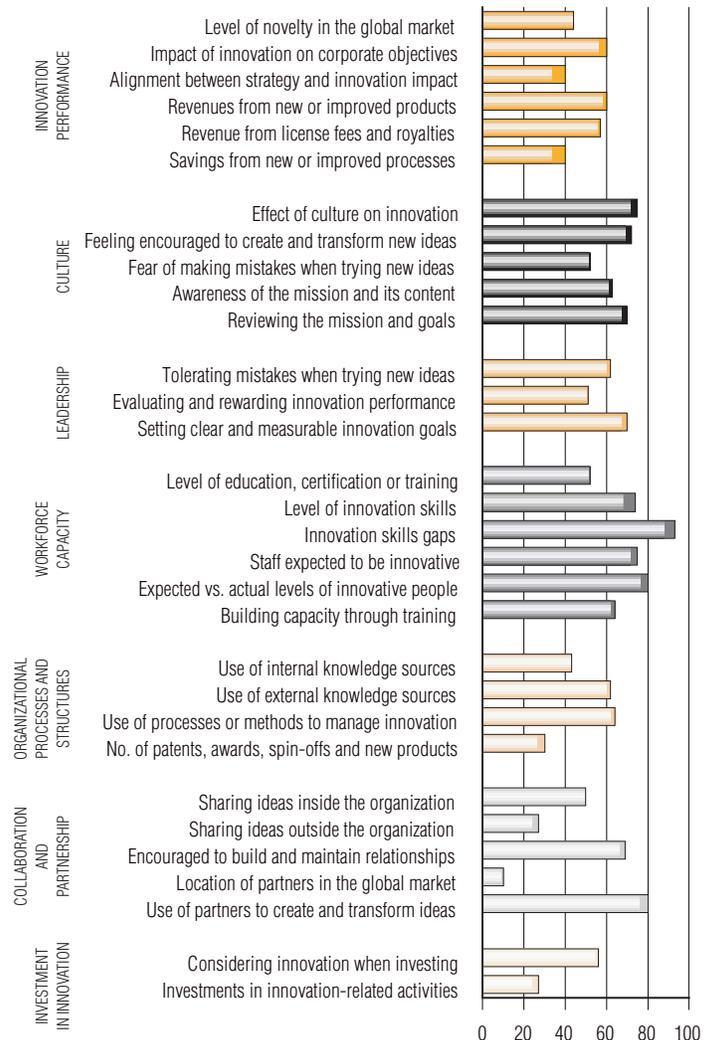
(Score out of 100)

“I’ve seen various attempts to measure innovation, and this is by far the best.”

**—ICI Workshop Attendee
September 2002**

How It Works

- Sign up for an assessment.
- Be assigned a contact who will guide you through the process, discuss your organization’s specific needs and characteristics, and determine if you want to add any additional survey questions.
- Complete the on-line surveys. (A secure Web site is established for the survey to be completed.)
- Review customized results—your ICI report card.
- Develop an action plan based on these results in a facilitated briefing by our innovation leaders.
- Integrate the plan into your operations and strategy.



PRICING

Your organization or business unit can be surveyed and receive a customized debriefing and detailed report. Price varies with your specific requirements. Please call for a quotation.

CONTACT INFORMATION

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About The Conference Board of Canada

We are:

- A not-for-profit Canadian organization that competes for business like any other.
- Objective and non-partisan. We do not lobby for specific interests.
- Funded exclusively through the fees we charge for services to the private and public sectors.
- Experts in running conferences but also at conducting, publishing and disseminating research, helping people network, developing individual leadership skills and building organizational capacity.
- Specialists in economic trends, as well as organizational performance and public policy issues.
- Not a government department or agency, although we are often hired to provide services for all levels of government.
- Independent from, but affiliated with, The Conference Board, Inc. of New York, which serves some 2,500 companies in 60 nations and has offices in Brussels and Hong Kong.

Our Mission

The Conference Board builds leadership capacity for a better Canada by creating and sharing insights on economic trends, public policy and organizational performance.



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