



Measuring Up

- Is your company growing fast enough?
- Does at least 25% of your company's revenue come from products and services developed in the past 3 years?
- Do you have a systematic innovation process that enables you to consistently outperform our competition?

More than ever, survival and growth is dependant on inventing new products and methods for delivering greater and greater value to customers. To meet the innovation challenge head on, it is critical to know how your organization is performing. You must know what is working and what is not in order to be able to harness the full potential of your innovation capabilities.

STEPing Up

Our STEP™ framework provides a systems perspective and offers insights into the greatest points of leverage for improving your innovation capabilities. The survey focuses on the sixteen innovation success factors that separate the peak performers from the serendipitous innovators.

Structuring for Innovation

- Do you have the right **organizational design, incentives, performance metrics** and **systems** in place to support your innovation efforts?

The Task of Innovation

- Do you have the strategic **direction, customer focus**, pipeline of compelling **offerings** and disciplined **innovation process** to ensure market success?

An Innovative Environment

- Do you have the **culture, climate, leadership** and capacity to **change** and learn?

The People who Innovate

- Do you have the **talent** and are you able to bring **innovators, sponsors**, and cross-disciplinary **teams** together to invent breakthrough solutions?

Powering Up

valueSTEP™ offers a quick and cost effective way to evaluate the health of your innovation processes and practices.

Benefits of the valueSTEP™ Survey

- Easy to administer
 - Customized and web enabled
- Scales to meet your informational needs
- User friendly
 - Clear and understandable questions
 - Requires only 25 minutes to complete
 - Participants are greeted with personal email invitation
- Provides insightful and actionable analysis at the touch of a key
 - Comparative data can be broken out by business unit, function, region and any other variable you select.
- Offers industry benchmarks
- Guarantees the privacy of your results and the anonymity of the respondents

Following Up

We will bring our years of consulting experience and the knowledge we have gained from working with some of the worlds most innovative organizations: IDEO, BBC, SRI International to help you interpret the results and develop an action plan going forward.

We are committed to moving you from reports to results and offer a broad array of consulting services to realign your organization for sustained innovation excellence.

Signing Up

For more information about the survey or EDG consulting services contact:

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