READINESS FOR INNOVATION QUESTIONNAIRE

PART 2: Organization and Culture

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Instructions: This questionnaire measures perceptions about your organization’s readiness to
grow through innovation. Part 1 dealt with competitive strategy, finance and marketing issues.
Part 2 focuses on items that pertain to organizational culture. You need about ten minutes to
complete this component of the survey.

You are asked to indicate your level of agreement with each of the statements listed below. Mark
each statement according to the following scale:

4 Strongly Agree
3 Agree
2 Disagree
1 Strongly disagree

At the end of the survey you are asked to provide some background information. Please be as
complete as possible so that your data might be usefully included in an ongoing research project
being conducted in the United States, Asia and Europe. The interest is in group scores and
trends, not individual responses.

1. Outsiders (customers, vendors) often spot opportunities
   for us before we do. _____

2. The majority of people I work with have had exposure
   to more than just one industry. _____

3. We obsess about security as much as we should. _____

4. Everyone around here knows the difference between
   what is good business to pursue and what is bad business
   to avoid. _____

5. People know that you are evaluated on your batting average,
   not your last time at bat. _____

6. Senior managers spend more time on new products
   and services than on current products and services. _____

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