



EVALUATION OF THE INNOVATION CLIMATE IN COMPANIES

INTERVIEWS versus SURVEYS

Face-to-face interviews produce more trustworthy and accurate results compared to surveys. The main shortcomings with surveys are:

- the respondents misunderstand the questions being asked.
- the questions are perceived as irrelevant by the respondents.
- Questions that should have been asked are never asked.

The above flaws can be compensated for in face-to-face interviews.



HOW DOES IT WORK?

- We conduct face-to-face interviews with a selection of your employees. Each interview takes approximately one hour.
- We produce a report with our analysis of the status quo and recommendations how the the innovation climate may be improved.
- Our approach is based on the latest research from the fields of intrapreneurship, innovation and change management.
- Spider diagrams give a quick overview of the current status while visualising areas with with the greatest potential for improvement.



THE GOALS OF THE INNOVATION CLIMATE EVALUATION

- To produce a baseline for the innovation climate in your company.
- To produce quality assured decision support as a starting point for improvement.
- Companies with a world-class innovation climate find it on average easier to recruit top talent, experience lower staff turnover, grows faster and generates higher profit margins compared to companies with a poorer climate for innovation.



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