

Sample DIY Audit

The following is a sample of the DIY Creativity and Innovation Audit – applicable on the individual, group and organisational level.

As indicated, the DIY Audit contains 13 groups. The full audit contains more than 150 criteria, allowing holistic measurement and monitoring.

The DIY Audit is best understood in conjunction with the MBA dissertation on Managing Creativity & Innovation.

The DIY Audit, the MBA dissertation and other materials are available at www.managing-creativity.com. Once you make a successful credit card transaction, the download locations and passwords appear on your screen.

Low High
0 1 2 3 4 5 6 7 8 9 10

Creativity Versus Innovation

Sessions are split into problem identification, idea generation and idea selection.



Idea Pool Size and Richness

We often generate ideas for the sake of it.



Creative Types, Tacit Knowledge, Competencies, Cognitive Activity

We rotate leadership at every session.



Learning and Development

We force prolific idea generation in varying environments and whilst engaging in varying activities.



Motivation

We often differentiate and include participants who seem to have shown an intrinsic desire to solve the problem for its own sake.



Organisational Culture

Is there empathetic understanding - we understand participants from their point of feeling and view.



Organisational Structure

There are direct communication channels to decision makers.



Effective Group Structure

Groups are split into pairs.



Knowledge, Networks, Collaboration

Participants are encouraged to seek out a broad range of varied knowledge and experience.



Radical versus Incremental production

Participants are encouraged to constantly incrementally improve their ideas.



Structure and Goals

Incremental deadlines are set.



Process

Participants intensely investigate the problem and bring hypotheses into the session that are tested to destruction.



Idea Valuation

We know how we will make the go or kill decisions.