

FAQ – Frequently Asked Questions

1. What is innovation benchmarking?

Innovation benchmarking enables a systematic comparison of your innovation performance and innovation management practices with those of a comparison group of successful (benchmark) companies. Through a comparison with the best (innovation leaders), you realize how well your company is performing with regard to these criteria, and where there exists potential for professionalization. Repeated participation in the benchmarking allows you to review the effectiveness of the measures taken.

2. What is the advantage of innovate! new?

The innovation benchmarking innovate! new allows you to systematically assess your company's innovation performance and the professionalism of your innovation management. By comparing your company with the benchmark, innovate! new identifies opportunities for improvement and helps to define concrete action plans. innovate! new can also help you to implement new aspects of innovation management like Business Model Innovation, Corporate Entrepreneurship, Open Innovation, and Big Data into your company.

3. How can I get the most for my company out of my participation in innovate! new?

A common understanding of innovation is essential to align all forces within a company toward the goal of improving innovation performance. To optimally prepare for participation in innovate! new, you should discuss with all involved parties which activities in your company are an innovation and which are day-to-day business. Define types of innovation and innovation grades, and find examples within your company for the different forms of innovation. The innovate! consultants can assist you with further questions about this preparation process.

4. Is innovate! new theoretically sound and proven?

innovate! new is based on the Innovation Excellence Model, a scientifically founded model developed by PFI – Platform for Innovation Management and Professor Søren Salomo. This model has been utilized internationally by several benchmark studies.

innovate! new is the next generation of the successful innovation benchmarking study "innovate! austria," which features participation from more than 190 companies from 21 industries. This study is one of the largest benchmark studies in innovation management in the world in terms of analytic depth and number of participating companies.

innovate! new was developed by a team of scientists from the Danish Technical University, the Alps-Adria University Klagenfurt, and Kiel University in cooperation with 20 leading companies in accordance with the European Standard CEN/TS 16555.



5. How long does it take to answer the questionnaire?

The systematic assessment of your company's innovation performance and the professionalism of innovation management is carried out by the innovate! assessment – a self-evaluation by means of a detailed questionnaire. The questionnaire consists of several elements:

- > The basic questionnaire "Best Innovation Practices" contains 355 questions and takes about 60 minutes to complete. We recommend taking one or two breaks during the answering of these questions in order to remain focused.
- > The "Facts and Figures" questionnaire contains 117 questions and takes about 45 minutes to complete.

- > Additionally, there are 6 modules on special topics that consist of between 50 and 90 questions. Each module should take about 10 to 15 minutes.

Depending on the specific interests, experiences, and focuses of your company, your questionnaire will consist of an individualized combination of the elements described above. Accordingly, the exact duration varies depending on your selection.

6. How many people should fill out the questionnaire?

In order to achieve meaningful results, the questionnaire should be filled out by about 6 persons who are related to innovation management. A mixture of rank (managers and employees) and functional areas (management, R&D, innovation management, product management, sales, production, etc.) is optimal. With regard to the special topics (modules), it is important that the people with experience with and knowledge of these special areas contribute. The group of people to respond to the basic questionnaire, the "Facts and Figures" questionnaire, and the selected modules may vary.

7. What is the result of the innovate! assessment?

The innovate! assessment results in the Assessment Report. The Assessment Report provides a detailed comparison of your company with the benchmark companies. It contains approximately 60 pages comparing your corporate results to that of the benchmark group. The structure of the report is pyramidal, so that you can see different levels of detail.

The Assessment Report is sent to the contact person in your company about a month after the questionnaires are fully answered. For innovate! new initiatives, that means several companies participating in the benchmarking at the same time for special conditions (e.g. initial initiative until May, 6 2016), a definite date of completion is defined and communicated by the PFI. This date can be requested from PFI.

8. What is the result of the innovate! workshop?

In the innovate! workshop, the results of the Assessment Reports are interpreted through professional moderation. Strengths and areas for improvement are identified, as are concrete measures for increasing innovation performance.

9. What is the result of the innovate! training?

innovate! trainings are only offered within special innovate! initiatives. It's a cross-company training, and several people of your company can take part. The aim is to provide knowledge in methods and best practices of innovation management.

10. What is the result of the innovate! project?

By participating in innovate! new, your company is able to recognize individual strengths as well as weaknesses and areas for improvement. Based on the findings of the Assessment Report and developed action measures an individual project for increasing innovation performance can be defined.

11. What happens to the data collected from our company?

The completed questionnaires and the company-specific Assessment Report are kept strictly confidential. Results are shown in a compressed, statistically processed manner that makes conclusions about individual persons within the company impossible. The results are made available only to the participating company. The results will not be used to publish a ranking of the best companies in innovation management. The logo and name of the participating company will be published by the PFI. However, participation in innovate! new can also remain anonymous if desired.