

AIM Research's Innovation Fitness Test

Are your clients innovation-ready?

Identifying your clients' Fitness for Innovation

Innovation is critical for the success of a company and even more so as the economy emerges out of recession and companies start to prioritise growth.

Professor John Bessant has created a powerful diagnostic tool, the Innovation Fitness Test (IFT). It is based on his extensive research on the core question 'what makes an organisation innovate effectively?' The IFT questionnaire provides a powerful avenue for discussion about where and how to develop the organisation to cope better with the challenges of innovation in products, services and processes.

What will the Innovation Fitness Test do for your client?

The IFT will help your client to clearly understand where they are not 'Fit for Innovation'. The diagnosis will highlight the obstacles in five Innovation Drivers proposed by Professor Bessant:

- Strategy
- Processes
- Innovative Organisation
- Linkages
- Learning

Your client will learn what their scores mean and how they can go on to become a truly innovative organisation. The IFT can be used as a stand-alone diagnostic tool or as the start of a 'how to get fit for innovation' company-wide programme.

What will the Innovation Fitness Test do for your consultancy?

Businesses and management consultancies can use the IFT to gain an invaluable and quantified insight into their clients' fitness to innovate. From this credible position you will be able to challenge your clients' innovation dead ends, supporting your observations with insights provided in the report.

You can follow-up with an implementation of an Innovation Campaign for your client based upon Professor Bessant's research.

Your consultancy will receive:

- Instant credibility
- Quick and easy to use questionnaire and reports
- Automated data handling
- Follow on business

How does the Innovation Fitness Test work and what does it report?

Just select up to 20 participants in your client's organisation to answer a short web-based questionnaire. Within 24 hours you will be notified that your report is online and ready to use.

Professor Bessant has drawn from his extensive research and experience to indicate what the scores mean, enabling you to discuss your client's 'Fitness for Innovation' strengths and weaknesses and how you can proceed together.



Professor John Bessant

Professor Bessant has been active in the field of research and consultancy in technology and innovation management for over 25 years. In 2003 he was awarded a Fellowship with the Advanced Institute for Management Research and was also elected a Fellow of the British Academy of Management. He has acted as advisor to various national governments and to international bodies including the United Nations, The World Bank and the OECD. His clients include Toyota, Novo-Nordisk, LEGO, Morgan Stanley, Coloplast, Corus, Danfoss, GSK, Grundfos and Hewlett-Packard.

Innovation Workshop

14th April, London

John Bessant, Director of Research and Professor of Entrepreneurship and Innovation at the University of Exeter Business School will be running an 'Innovation Fitness Test' workshop for consultants at AIM Practice's offices at London University.

It will cost £595 and it will include 2 licences for his IFT diagnostic tool valid for 4 months.

