

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. _____