

Marketing Innovation Scorecard

A quick and simple scorecard to help you assess your organisation's level of marketing innovation. Score your organisation, or one of your client's organisations, on the ten factors below.

1 – Not at all, 2 – Needs Improvement, 3 – Just OK, 4 – Significant Focus, 5 – Competitive Advantage

	SCORE
1. Strategy – our strategies and plans include developing new or improved products and services	
2. Leadership – marketing innovation is a key focus of the leadership team	
3. Process – we have processes in place to identify, develop and implement marketing innovation across the organisation	
4. Culture – our staff talk about improving the customer experience as a way of doing business	
5. Revenue – we generate a significant proportion of our revenue each year from new or significantly improved products and services	
6. Idea Generation – ideas come from all parts of our organisation, our customers, our suppliers and our partners	
7. Rewards – people are rewarded and recognised for coming up with new ideas to improve the customer experience	
8. Customer – we actively engage our customers in generating new product and service ideas	
9. Resources – we allocate people, money and time to marketing innovation	
10. Trends – we actively research and review emerging trends that may affect our customers or business	
TOTAL	

- 10 – 20: Major attention needed to enable growth
- 20 – 30: Certain areas would benefit from targeted improvement
- 30 – 40: Some extra focus will unleash sustainable growth
- 40 – 50: Best practice! Your organisation should be flying!