

## What is YOUR INNOVATION QUOTIENT?

How innovative you are? Is this really a valid question to ask? People say we all are born creative, but it is taught out of us systematically? But creativity is not Innovation – you need something more as well. Or is it enough to be creative to be innovative? There are people who say, I know Innovation when I see it, no need to define it? Further it is so

CRAFITTI CONSULTING's [www.crafitti.com](http://www.crafitti.com) *Thought Ignition Papers Series (TIPS)* is a crystallization of our research, experiments and experiences to communicate those ideas that ignited deeper and fruitful thoughts which led to successful action. These are our vehicles to co-craft innovation with our clients and partners. We look forward to empowering ideas together.

non-quantifiable that one cannot measure it at all. There are many existing definitions of Innovation – but somehow, I like, *successful exploitation of (new/old) ideas.*

However increasingly I am shifting

towards *Innovation is about creating change through social engineering.* Further, if one needs to find out how Innovative one is – it is imperative to understand the two aspects - *internal capabilities* and *probability of increasing the internal ideation/change reaching the society at large.* In this regard the author has developed a set of 5 multiple-choice questions which helps one to estimate one's *Innovation Quotient.* Instead of building a detailed mathematical model, the responses to

these questions are ranked on a simple 4 point scale. These rankings are accumulated as a metric and based on the metric we define four typical Personalities based on their score – *Innovation Maverick, Balanced Innovator, Manager of Status Quo, and Realized Soul/Floater.*

This *thought ignition paper (tip)* describes **the Innovation Quotient test** and explains the key characteristics of four Innovation personalities that emerge out of this test.

Before we define the key characteristics of these four Innovation archetypes – I suggest the reader to take the Innovation Quotient test.

### Five Questions – Innovation Quotient Test

Answer the following questions to find out your Innovation Quotient:

*Question 1: How many times you think/wish to change or do differently whatever you are doing (including driving and eating):*

(a) Always (b) Almost Always (c) Sometimes (d) Never

*Question 2: How many times you actually do differently whatever you have been doing in a particular way:*

(a) Always (b) Almost Always (c) Sometimes (d) Never

*Question 3: How many times you follow whatever is written as an instruction for you to*

*follow:*

(a) Never (b) Sometimes (c) Almost Always (d) Always

*Question 4: How many times you share with others whatever different results you have achieved by doing something differently:*

(a) Always (b) Almost Always (c) Sometimes (d) Never

*Question 5: With how many people you share different results or failed experiments of yours that you have achieved by doing things differently:*

(a) Everyone (b) Whoever is willing to listen (c) Some very close friends (d) Nobody

**Score your responses**

For every (a) give yourself a score of 4, for every (b) give a score of 3 and for every (c) give yourself 2. The response (d) in all five questions gets no score.

Just add all your scores for all five questions. This will be a number between 20 and zero. This is your Innovation Quotient.

**Significance of your Innovation Quotient**

The Innovation Quotient is a number in the range 0-20. Your Innovation Quotient describes your **Innovation archetype** as follows.

Innovation Quotient in the range 18-20:  
**Maverick - Innovation is in your Blood:** You are likely to continuously change the world around you - it can be for positive or negative, one

cannot be sure - but overall in a time period the results will be positive. However, *take time to chill out* sometimes as well and *accept there are others* who may like to share something. **You are the maverick.**

Innovation Quotient in the range 14-17:  
**Balanced Innovator/Planned Innovation:** You have nicely balanced it out. You think about consequences and do *systematic Innovation based on planning and take the results to world in an organized manner*. Sometimes you need to bring in a dash of maverick inside you and sometimes you may need a more systematic approach. However you are a balanced innovator.

Innovation Quotient in the range 11-13:  
**Manager of Status Quo:** You have been trained to follow authority. You accept things as they are and likely to reproduce results following a particular process. *In a world where predictability and certainty are norms you will be successful*. The word that describes you is a **solid manager**. Please take time out to understand that *managing something as is may be less risky - however in a world which changes at tearing pace - it is the riskiest situation to be in*. Please come out and start doing things differently. May be you can include some mavericks in your group. You are the solid manager.

Innovation Quotient in the range 0 and 10:  
**Realized Soul/Life Floater - Why do we need Innovation?** The fear of change, the shyness, the acceptance of your life as is - makes you either an extremely wise person - who thinks that this world and the material things including social connections are just a mirage and real you is not the body nor the mind - it is your soul that you need to connect to and why to change anything when it is just a dream. Well if that is really you - don't get

perturbed by this test and carry on your path of enlightenment. **May be you are closer to nirvana than others.** However if that is not the reason, please get up and think about what you want to do. **Please take up one initiative at least and follow it up with focus.** Get more vocal about what you are doing and take little more risks in life, unless you are detaching yourself from life towards eternal bliss.

### **The Rationale Behind the Innovation Quotient**

All of us think about changing the world around us regularly. Innovation Quotient tries to measure how much you are affected by the world around you and how much effort you actually make to change it to improve it for overall betterment of the world. This requires a continuous focus on looking at world around you and thinking about changing it. The start of any innovation is an idea. This continuous focus on improving everything around you increases the chances of ideas coming to your mind. This is the rationale behind question 1.

Only ideas or thinking about changing the world doesn't lead to much action. In fact, all of us have lots of thoughts and many wish lists – I wish this could change. Question 2 above tries to estimate how much of the thoughts or ideas get converted into some action.

Question 3 tries to understand how much of a process follower you are. Typically how much the process – as written by (supposedly) an authority – gets into you as a personality trait? Consistently following written processes make one proficient in the practiced process. In fact, it is habit forming, and more expertise you have

in the practice, less likely for you to think of another way to achieve it.

Innovation is not about your ideas or even implementing your ideas alone. It is about helping others to understand and use your ideas and implementation in the specific contexts they may be. This is where question 4 tries to find out how much of sharing, communicating and connecting with others come to you naturally.

Even if you share your results/ideas, it may be shared with only a few known people or groups. Question 5 tries to find out how much of passion in communicating you have naturally. Also how comfortable you are with sharing and convincing different people about your ideas.

### **Key Insights**

Innovation is one of the least understood business concepts and yet fundamental to every business. How to make you, your team and your company innovative? With **Innovation Quotient** as defined in this **Crafitti TIP** our clients can understand their innovation potential and use this for their teams, organizations and eco-system at large.



Navneet Bhushan (Navneet) is a founder-director of Crafitti Consulting (<http://www.crafitti.com>). He is the leading expert on innovation and principal author of *Strategic Decision Making- Applying the Analytic Hierarchy Process*, Springer-Verlag, UK, published as part of the *Decision Engineering Series* and featured at the Harvard Business School. He consults on strategy, innovation and intellectual property. He can be contacted at [navneet.bhushan@crafitti.com](mailto:navneet.bhushan@crafitti.com).