



Leading Innovation Diagnostic™

Why the LID™ ?

There are many reasons why organisations **need to innovate**. One of the common drivers for innovation is the need to generate new **or enhanced products**, services or solutions in order to keep up with **ever-changing customer demands**. Equally, driving internal business **process or structure improvement** may be needed to **support strategy** and brand development.

Whatever the drivers are, at times, people in the organisation are required to direct, develop and exert their **creative energy** in ways that are useful and **helpful to the innovation process**. Leaders have a responsibility to encourage, facilitate and nurture opportunities that enable this creative energy to emerge and be channelled effectively.

Focus of the LID™

Workplace innovation is a 'hot topic' and there are many questionnaires in the marketplace, measuring different aspects of organisational capacity for innovation. However, the **LID™ is the only diagnostic** that focuses on providing **structured feedback** to direct leaders of teams doing novel work in their organisation.

Credentials of the LID™

The LID™ has been developed through analysis of the **academic literature on leadership of innovation**, as well as **practitioner feedback**. Our research team continually **monitors results** so that it provides meaningful information and feedback for respondents to act upon. We are collecting norm data of **successful innovative leaders** of work teams - if your organisation would like to contribute, please contact us.

Benefits of the LID™

- Leaders **target their efforts** on what matters most, with **better morale** and **performance payback**.
- Leaders consider a proper **breadth of issues**, internal and external to the organisation, **increasing their credibility**.
- Leaders learn **what's required to manage novel work** that needs creative ideas.
- Employees' efforts are more directly **connected with the vision** and goals of the organisation.
- **Stakeholders** are more appropriately **involved** in all stages of work development, raising their commitment to the project.
- Employees **feel more valued** which has a direct effect on satisfaction and **retention rates**.
- At an organisational level, the LID™ can **raise overall awareness of strengths** and blind spots in managing novel work.

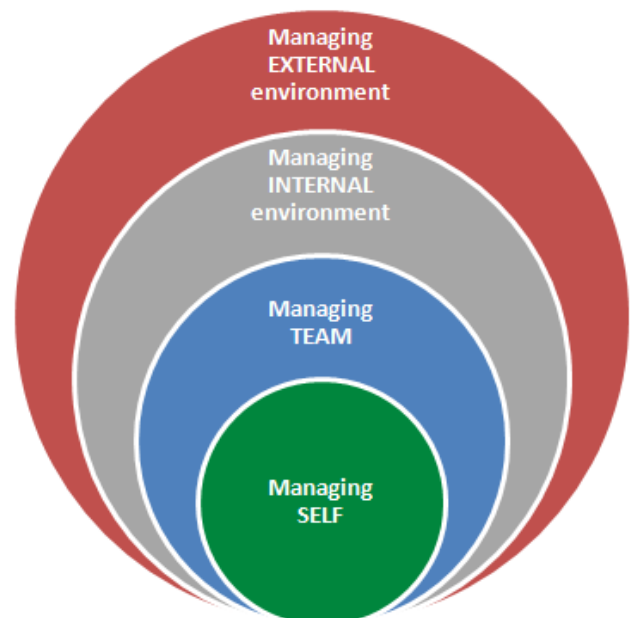


Technical aspects

- It looks at specific **observable behaviours**.
- It can be completed as a **self-rating** or as a **360 feedback** version.
- It has **quantitative and qualitative** components that combine speed of completion and depth of feedback.
- It is available **on-line** and only takes approximately **20 minutes** to complete.

How the LID™ results are presented

The LID™ is a 360-degree diagnostic assessing the **frequency of a leader's behaviours**. Research suggests that as a leader of creative endeavour, there are **4 categories** where a leader can distribute their energies to support creative endeavours. The first looks at how the leader **channels their own energies** into productive behaviour, signifying their thoughts and feeling about the importance of the work. The second area is in **leading the team** with which they are working to enable creative outputs. The third is within the **resources and constraints of the organisation** within which the team is operating. The fourth is the **changing external environment** which is impacting on the team and shaping desired outputs.



More information about the diagnostic and associated costs are available from any of the contacts below.

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