

Courageous Creativity Tool

7 ways to unlock creativity and innovation in your organization

Worksheet

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1. Rate you / your team / your company on the seven factors of creative innovation
2. Determine improvements that can be made in each section
3. Let the ideas flow!

STEP 1: RATE YOU / YOUR TEAM / YOUR COMPANY ON THE 7 FACTORS OF CREATIVE INNOVATION
(Scale 0-10)

(01) Ambidextrous enterprise _____ **Why?** _____

(02) Consumer mindset _____ **Why?** _____

(03) Integrated strategy _____ **Why?** _____

(04) Innovation portfolio _____ **Why?** _____

(05) Experimentation _____ **Why?** _____

(06) Resources _____ **Why?** _____

(07) Metrics _____ **Why?** _____

1. Rate you / your team / your company on the seven factors of creative innovation
2. Determine improvements that can be made in each section
3. Let the ideas flow!

STEP 2: WRITE DOWN ONE ACTION TO TAKE TO LEVEL UP EACH AREA OF COURAGEOUS CREATIVITY

(01) Ambidextrous Enterprise _____

(02) Consumer mindset _____

(03) Integrated strategy _____

(04) Innovation portfolio _____

(05) Experimentation _____

(06) Resources _____

(07) Metrics _____

Notes: _____