

# 11 | Corporate Curiosity Assessment



How curious is your organization? Use the table to assess your "corporate curiosity quotient". Consider interventions to improve identified weaknesses.

	POOR FIT	AVERAGE FIT	CLEAR FIT
Customer intimacy	No customer knowledge	Analytical understanding of customers	Intimate, empathetic understanding of customers
External orientation	Heavily internal perspective	Occasionally bring in outside speakers and seek outside stimuli	Regularly bring in outside speakers and seek outside stimuli
Idea sourcing	No mechanisms to source ideas externally	Ideas sourced from customers, employees, or suppliers	Ideas sourced from customers, employees, and suppliers
Team diversity	Lacks team diversity	Diversity along one dimension (industry, education, etc.)	Diversity along multiple dimensions (industry, education, etc.)
Cross-company interaction	Largely operate in silos	Regular interaction between functions or geographies	Regular interaction between functions and geographies
Openness to experimentation	No means to design and run experiments	Experiments run with approval from top leaders	Experiments part of day-to-day operations
Idea sharing	Ideas only shared when they are 'perfect'	Ideas are shared when they are well documented	Rough (but well thought out) ideas are shared to get fast feedback
Failure tolerance	Failure carries heavy stigma	No penalties for the "right kind" of failure	Learning from failure celebrated equally with commercial success
# of answers	_____	_____	_____
Weighting	x1	x3	x5
Total Score	_____	_____	_____

GRAND TOTAL: _____	8-14: Hostile to curiosity
	15-22: Pockets of curiosity
	23-29: Foundations of curiosity
	30+: Culture of curiosity