



CROP MARK⁺

INNOVATION CHECKLIST

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Are you an innovative business? Do you make time and space in your business for creative thinking? **Run through our checklist and find out.**

YES NO

Do you encourage an organisational culture of openness and curiosity and have a bold business vision?

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Do you spend time thinking about the future of your industry and the changing needs of your customers or clients?

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Do you make regular time to work creatively on your business challenges and burning issues and involve your team if you have one?

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Do you have methods to help you think creatively?

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Do you make it easy for your team to collaborate, or do you have people outside your business you can discuss ideas with?

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Do you recognise and reward great ideas from your team?

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Do you have places you go to get inspired with new ideas?
Exhibitions, social media accounts, podcasts etc.

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Do you trial new ideas in your business and evaluate them robustly?

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If you have answered 'no' to any questions,

What actions can you take to help put innovation into your business?

Write down your ideas in response to any questions where you answered no.

If you would like help with innovative thinking, book a complimentary Brand & Marketing Discovery call with Vaishali Shah to get clarity, confidence and a creative approach to your branding and marketing.
Please email vrshah@creative-id.com



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