



Express Report

Innovability Score

Assessment instrument: Innovation Culture

SAMPLE

PREPARED FOR

Maria Example

Operations Director · Example Company Inc.

Date: 13/10/2026 · Order: SAMPLE

Before you read

This is a sample report, created with fictitious answers and data to show the format and content of the deliverable.

The indices, stages, profiles, comparisons and recommendations do not describe any real person or company and must not be used for decisions.

The official report is generated from the buyer's own answers, without a watermark, and sent to the e-mail given in the order.

See the products at www.ideavus.com.br/en/loja

SAMPLE

Summary

The essentials of this report on one page.

INDEX

56

STAGE

Emerging

PROFILE

**Many connections,
little delivery**

Three strengths

Leadership and Strategy
Networks and Collaboration
Culture and Behavior

79

75

50

Three priorities

Skills and Training
Results and Impact
Processes and Agility

25

46

50

FIRST ACTION, THIS WEEK

Watch a short video on rapid prototyping with the team.

Your result

The index ranges from 0 to 100 and summarizes your view of the six pillars of the assessment. The stage shows where the organization stands today on the maturity path.

56

out of 100

STAGE

Emerging

Enabling and limiting elements coexist; culture in transition.

The six stages

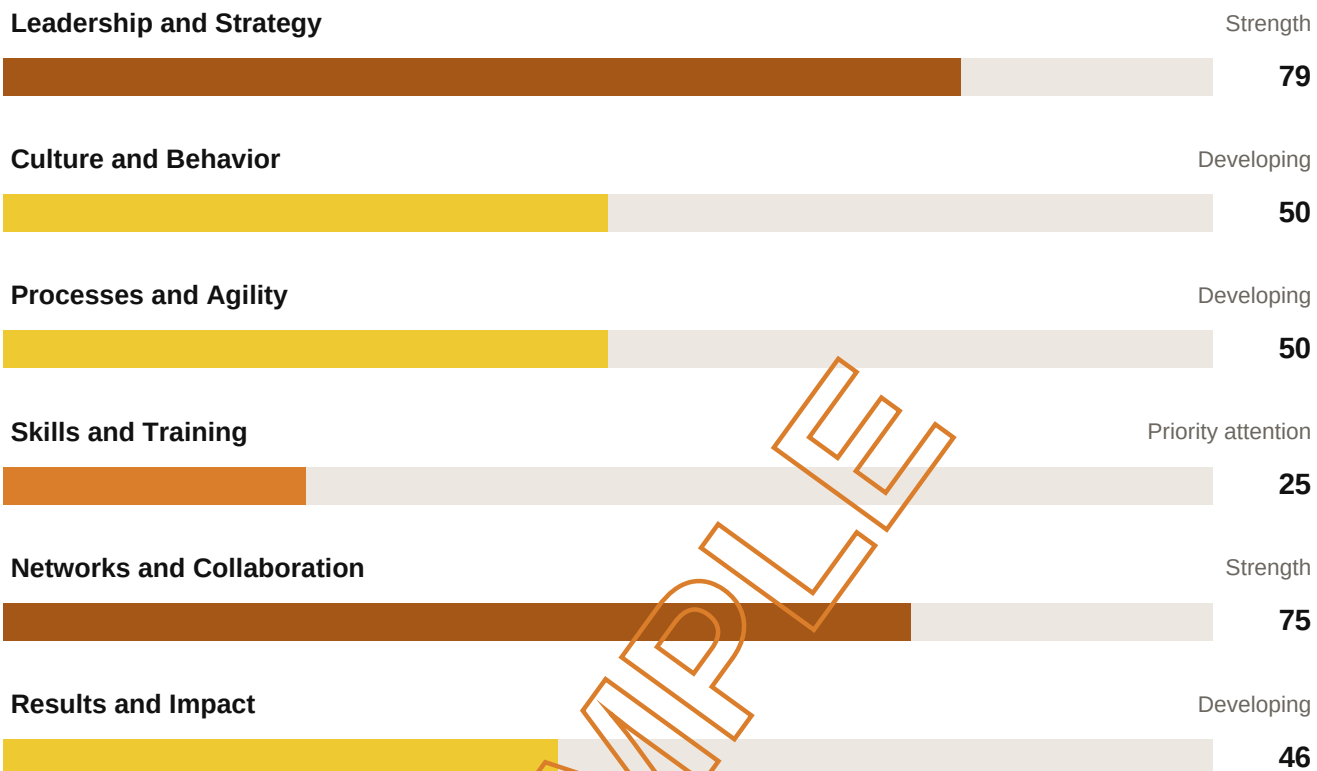


What this stage calls for now

- Set priorities and formal sponsorship for innovation.
- Create a simple idea funnel and run a pilot.
- Make early results visible to build engagement.

The six pillars

Each bar shows the pillar result from 0 to 100. The color shows where to focus attention.



STRONGEST POINT

Leadership and Strategy · 79

POINT THAT NEEDS THE MOST ATTENTION

Skills and Training · 25

The organization's profile

The combination of pillars forms a pattern of how the organization works, in your view. It describes how it tends to act today, and it can change.

Many connections, little delivery

The organization talks easily with startups, universities and other areas. This brings new references and opportunities. Partnerships stop before becoming tests because method and clear stages are missing.

Core recommendation

Pick two partnerships and run them through a time-boxed testing process.

What shaped this profile

PILLARS PULLING AHEAD

Networks and Collaboration		75
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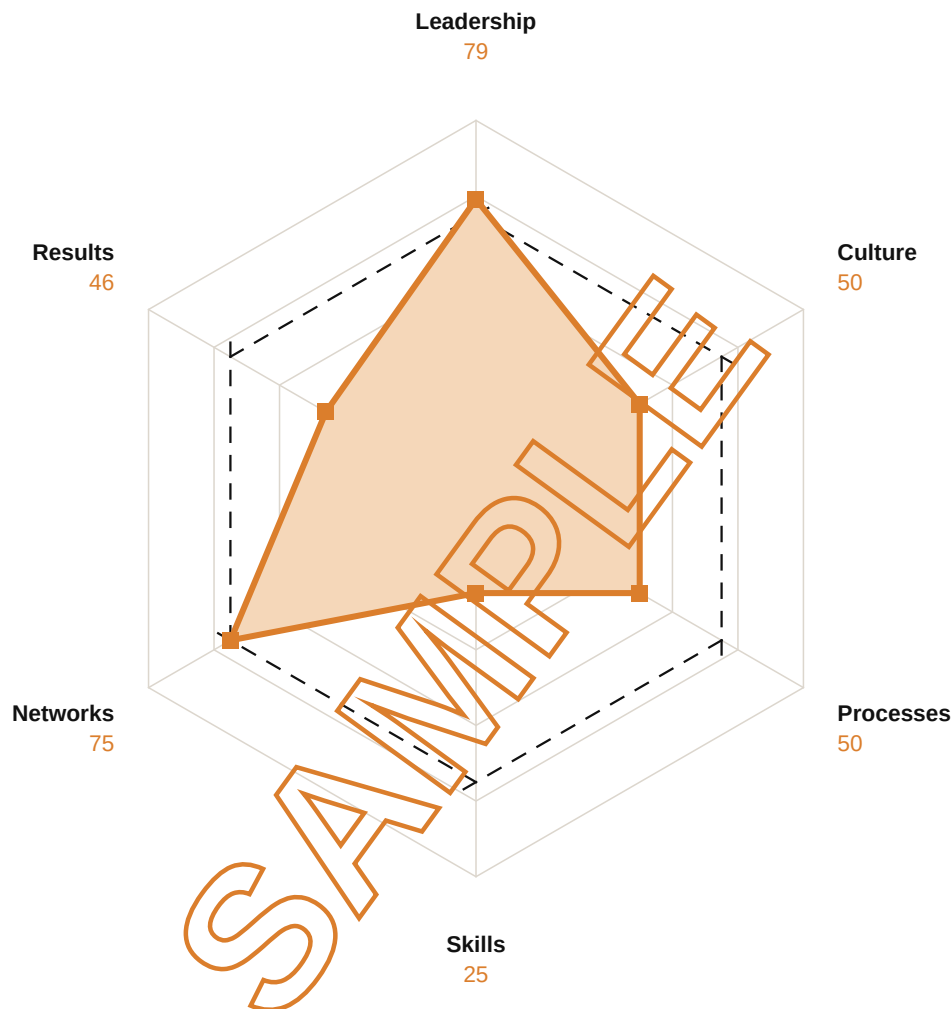
PILLARS HOLDING BACK

Processes and Agility		50
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Skills and Training		25
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Your profile at a glance

The shape shows the organization's profile in your view. Peaks and dips show where it relies on strengths and where there is room to grow.

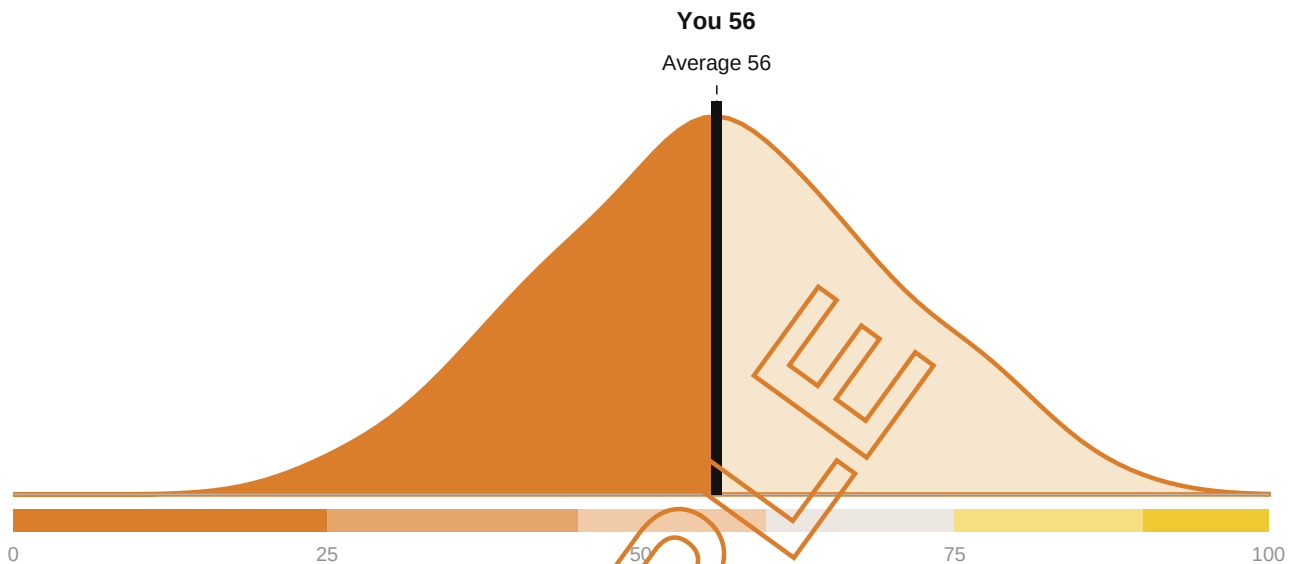


Profile balance

Gap between the highest and lowest pillar: 54 points. Profile with strong contrasts: one or two pillars are well below the rest and tend to limit the others. Start with them.

How you compare

The curve shows how the indices of people who have taken this assessment are distributed. The marker shows your position.



Your index is higher than 48% of respondents.

Comparison base: 240 respondents. Example with a fictitious base, for demonstration only.

Your pillars compared to the average



The comparison shows relative position, not absolute quality. Comparison bases change over time and with the profile of respondents.

Heat map of your answers

Each square is one statement, grouped by pillar. Colors go from orange (disagree) to gold (agree) and show where each pillar result comes from.



Statements that stand out

The statements with the highest and lowest answers. They help turn the index into concrete day-to-day examples.

Where the organization is strongest

- 5** Leadership treats tolerance of well-intentioned failure as part of the innovation strategy.
 Leadership and Strategy
- 4** There are formal indicators to track innovation results.
 Leadership and Strategy
- 4** Senior management supports innovation projects that involve calculated risk.
 Leadership and Strategy
- 4** The board or executive team periodically monitors the company's innovation performance.
 Leadership and Strategy
- 4** The company keeps a balanced portfolio of incremental and breakthrough projects.
 Leadership and Strategy

Where the organization most needs to advance

- 2** Innovation teams have autonomy to make operational decisions without multiple approvals.
 Processes and Agility
- 2** There is a succession plan that takes innovation-related skills into account.
 Skills and Training
- 2** Innovation training programs are evaluated for effectiveness.
 Skills and Training
- 2** There are mentoring programs aimed at developing innovation skills.
 Skills and Training
- 2** Hands-on learning (learning by doing) is valued in innovation projects.
 Skills and Training

Pillar by pillar

Leadership and Strategy

79

Strength

What this result usually indicates

Leadership sets clear priorities, sponsors risky projects and reviews results regularly. The watch-out now is not to centralize every decision at the top or lose focus with too many themes.

Recommended actions for the next 90 days

1. Review innovation priorities every six months and explicitly drop themes that are no longer relevant.
2. Delegate routine project decisions to team leads, keeping only investment decisions at executive level.
3. Prepare successors for current sponsors so the agenda does not depend on a few people.

Culture and Behavior

50

Developing

What this result usually indicates

Some teams are open, but this depends heavily on each area's manager. Mistakes are partly tolerated, and recognition for innovation goes to only a few people.

Recommended actions for the next 90 days

1. Train middle managers to run conversations about mistakes without looking for someone to blame.
2. Invite people from different levels to idea review meetings, rotating participants every quarter.
3. Extend recognition to support and operations teams, not only to project leaders.

Processes and Agility

50

Developing

What this result usually indicates

Some process exists, but it is followed unevenly and rarely reviewed. Teams move quickly in some stages and get stuck in approvals or in the handover to operations.

Recommended actions for the next 90 days

1. Measure the average time from idea approval to first test and set a reduction target.
2. Use visual boards (Kanban) in innovation projects with a fifteen-minute weekly review.
3. Review the process every quarter with the teams themselves, removing steps that add no decision.

Skills and Training

25

Priority attention

What this result usually indicates

The company does not know which skills it lacks to innovate, and training, when it exists, is one-off. The same few people are called into every new project.

Recommended actions for the next 90 days

1. List the five skills most needed for planned innovation projects and assess who already has them.
2. Pair experienced project people with interested employees for mentoring, meeting every two weeks.
3. Add at least one new person to each innovation project to learn on the job.

Networks and Collaboration

75

Strength

What this result usually indicates

The company works well with external partners and practices circulate across areas. The risk is piling up partnerships without results or relying too much on third parties to innovate.

Recommended actions for the next 90 days

1. Review the partnership portfolio every six months and end those with no measurable result.
2. Make sure each partnership transfers knowledge to the internal team, recording what was learned.
3. Take a leading role in one industry initiative, sharing practices without exposing strategic information.

Results and Impact

46

Developing

What this result usually indicates

Some results are measured, but indicators mix projects of different kinds and the link to the customer is unclear. Lessons learned exist but are scattered.

Recommended actions for the next 90 days

1. Separate indicators for incremental and breakthrough projects, with different targets and payback periods.
2. Check with customers, for each relevant delivery, whether the innovation solved the problem behind the project.
3. Keep lessons learned in a single repository and consult it at the start of every new project.

What your set of results indicates

More than each pillar alone, the combination says a lot about what to do first.

Strengths to use in your favor

Your highest pillars are Leadership and Strategy and Networks and Collaboration. Use these strengths as leverage: they are the shortest path to improving the lowest pillars.

What may be holding the rest back

Skills and Training is the pillar with the lowest result. When one pillar is far below the others, it tends to limit the effect of everything that already works well.

Combination worth attention

The largest gap is between Leadership and Strategy (79) and Skills and Training (25). Use the first to support the development of the second in the coming weeks.

Consistency of answers

Your answers vary little within each pillar. Each pillar result is a good summary of what you marked.

SAMPLE

From the current stage to the next

For the two lowest pillars, what day-to-day looks like at the current level and what it looks like at the next.

Skills and Training · 25

TODAY

- Few people know innovation methods.
- Solutions are defined before understanding the problem.
- There is no training on the topic.

AT THE NEXT LEVEL

- Some professionals master methods and drive projects.
- Training happens occasionally.
- Prototypes are built without user validation.

Results and Impact · 46

TODAY

- Some results are measured, others estimated.
- Gains appear in isolated cases.
- Indicators are reviewed now and then.

AT THE NEXT LEVEL

- Innovation accounts for part of revenue or savings.
- Indicators are tracked routinely.
- Results guide where to invest next.

Your first week

Small actions to start now, tied to the pillar that needs the most attention. Each one takes less than an hour.

Skills and Training

DAY 1	Watch a short video on rapid prototyping with the team.	☐ Done
DAY 2	Ask each person to name one skill they would like to develop.	☐ Done
DAY 3	Build a paper prototype of an improvement in 40 minutes	☐ Done
DAY 4	Talk to a customer for 20 minutes about a real problem they have.	☐ Done
DAY 5	Identify who on the team can teach a method to the others.	☐ Done

90-day plan

A plan in three waves, starting with the pillars with the lowest results. Fill in owner and deadline and review progress every 30 days.

Days 1 to 30

Focus: Skills and Training

1. List the five skills most needed for planned innovation projects and assess who already has them.

Owner: _____ Deadline: ____/____

2. Pair experienced project people with interested employees for mentoring, meeting every two weeks.

Owner: _____ Deadline: ____/____

3. Add at least one new person to each innovation project to learn on the job.

Owner: _____ Deadline: ____/____

Days 31 to 60

Focus: Results and Impact

1. Separate indicators for incremental and breakthrough projects, with different targets and payback periods.

Owner: _____ Deadline: ____/____

2. Check with customers, for each relevant delivery, whether the innovation solved the problem behind the project.

Owner: _____ Deadline: ____/____

3. Keep lessons learned in a single repository and consult it at the start of every new project.

Owner: _____ Deadline: ____/____

Days 61 to 90

Focus: Culture and Behavior

1. Train middle managers to run conversations about mistakes without looking for someone to blame.

Owner: _____ Deadline: ____/____

2. Invite people from different levels to idea review meetings, rotating participants every quarter.

Owner: _____ Deadline: ____/____

3. Extend recognition to support and operations teams, not only to project leaders.

Owner: _____ Deadline: ____/____

Follow-up and reflection

Use this page to record what changed. Come back to it at 30, 60 and 90 days.

1. Which result in this report most surprises leadership, and why?

2. What recent situation shows the organization's strongest pillar well?

3. What stops progress today on the lowest pillar?

4. Who needs to discuss this report in the next two weeks?

5. How will we know in 90 days that there has been progress?

Checkpoint	What I did	What changed	Next step
30 days			
60 days			
90 days			

Pillar glossary

What each pillar means and why it matters.

Leadership and Strategy

Shows whether leadership sets where innovation should go and reserves time, budget and attention for it. Without that direction, good ideas compete with daily work and almost always lose.

Culture and Behavior

Indicates whether people feel safe to propose, question and fail when testing something new. Culture decides whether an idea is spoken out loud or kept quiet.

Processes and Agility

Assesses whether there is a clear path to capture, select and test ideas quickly. Without a process, innovation depends on heroes and does not repeat.

Skills and Training

Measures whether teams master methods to understand problems, prototype and validate solutions. Prepared people turn intention into well-run experiments.

Networks and Collaboration

Checks whether the organization shares knowledge across areas and with customers, startups, universities and suppliers. Many ideas that work are born outside one's own team.

Results and Impact

Shows whether innovation produces measured results such as new revenue, savings or better customer experience. Without visible results, support for innovation fades at the first budget cut.

Your next steps

A report shows today's picture. Progress shows up when you measure again.

Retake this assessment every 6 months

Behaviors and practices change over time. Retake it twice a year, around April 2027 and October 2027, and the new report shows your progress pillar by pillar compared with this one.

[Retake the assessment](#)

Assessments that complement this one

Innovator Profile

How you turn ideas into results at work.

[Learn more >](#)

Culture Compass

Whether everyday culture helps or hinders strategy.

[Learn more >](#)

AIReady Index

Whether the company is ready to create value with AI.

[Learn more >](#)

Want a reading of the whole company?

With many people answering, the diagnostic shows where the organization stands, the differences between areas and an action plan for leadership.

[Diagnostics for companies](#)

Limits of this reading and next steps

This report shows one person's view. It is a good way to open the conversation, but it does not replace the team's reading.

In the full assessment, Ideavus applies the instrument to many people and delivers the map by area, the perception gaps between leaders and teams, the comparison with similar organizations and an action plan built with you.

To track progress, answer again in six months using the same criterion: think of the organization as it works today, not as it should work.

Want this picture with the whole team?

Talk to Ideavus: contato@ideavus.com.br · www.ideavus.com.br

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