

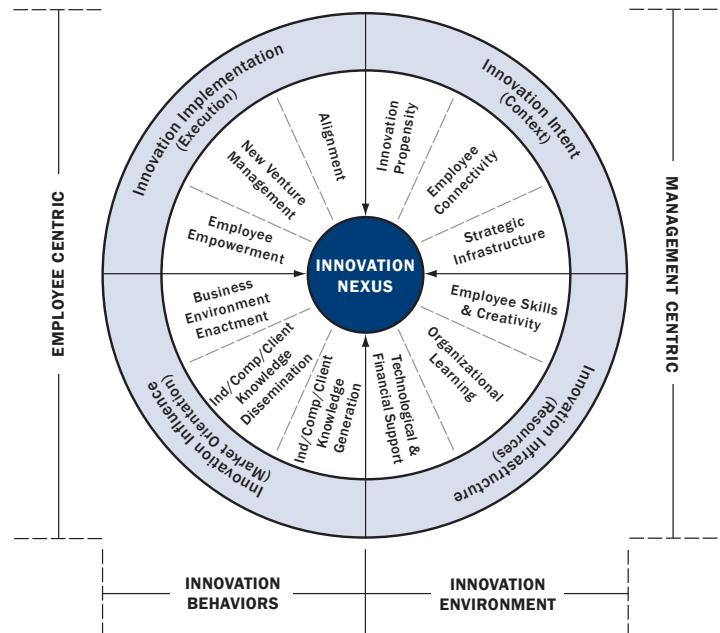


How can innovation benefit my organization? What is my organization's innovation culture? How can our innovation orientation be improved and sustained to the point where it can be a competitive advantage? Are we maximizing our potential?

## What It Is

Lodestar InnovationOne® is a unique proprietary innovation assessment tool designed to address how well an organization is performing with its innovation culture, practices and behaviors. The assessment takes into account both internal and external factors across twelve key dimensions. Lodestar provides clients with prescriptive guidance, equipping them with the tools necessary to address poor performing areas.

The Lodestar InnovationOne® assessment metric is based on 7 years of historical data from over 800 companies and thousands of professionals who have already completed the assessment. Scientifically developed and rigorously tested, the InnovationOne® tool has been proven successful in a broad spectrum of industries and organizations, and with a wide array of professionals, including executive as well as rank and file employees. This marketplace validation is supported by peer reviewed academic research and publications which further validate InnovationOne's constructs and efficacy.



## Key Benefits

### When compared to firms that have low innovation orientations, high innovating firms...

- ...have better top and bottom line growth.
- ...report higher levels of customer satisfaction.
- ...engage in value creation strategies.
- ...experience higher return on investments.

## Organizations completing the Lodestar InnovationOne® assessment receive essential benefits including:

- ▶ A baseline for prescriptive actions to improve innovation capacity
- ▶ Insights to improve innovation culture, key to developing a sustainable competitive advantage
- ▶ Specific and planned innovation strategies related to both incremental and radical innovation
- ▶ The ability to systematically align innovation and business strategy
- ▶ Elevated employee behaviors and actions aimed at driving innovation



## What You Get

- ▶ Initial briefing to explain, discuss and align on the definition, importance, role and impact of innovation in organizations
- ▶ Online survey and data collection
- ▶ Comprehensive 360-degree review of organization innovation effectiveness, covering 12 areas
- ▶ Presentation to review and discuss results
- ▶ High level overview of enhancements to improve your innovation practices

## Customization

Add contextually relevant questions

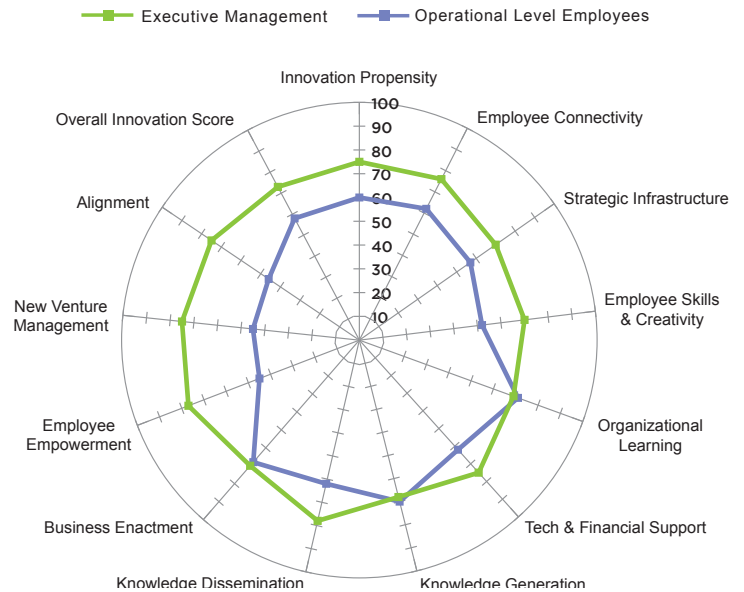
Deeper benchmarks analysis

Advanced analytics, such as robust crosstab analysis, correlations and predictive analytics

Longitudinal analysis to track measures over time in connection with innovation programs

Action planning sessions

## How Does Your Organization Rate? A Typical Example of Gaps in Perception of Innovation



## For More Information

USA  
Harun Asad  
Chief Strategy & Innovation Officer  
harunasad@lodestarlink.com  
914.299.6193  
www.lodestarlink.com

CANADA  
Dr. Brooke Dobni  
Principal, Strategian  
dobni@innovationone.org  
306.260.5493  
www.innovationone.org

## About Lodestar

Lodestar is a strategic consulting firm headquartered in Princeton, New Jersey providing research, innovation and information management services and solutions to clients in the media, technology, healthcare and financial services industries. Emphasizing a high-touch, high-involvement approach, Lodestar is committed to building rewarding, long-term client relationships based on mutual trust, transparency, responsiveness and collaboration.

## About InnovationOne®

InnovationOne® was originally developed by Dr. Brooke Dobni, founder of Strategian, the thought leader on innovation in Canada. Initially a research tool for evaluating the market orientation and business performance of U.S. telecommunications firms, InnovationOne® has evolved into today's most robust measure of innovation. InnovationOne® provides a benchmark in assessing an organization's innovation capacity, and a platform from which to develop an innovation strategy; more effective business models; and new architectures for employee participation and engagement.