DISRUPT IT YOURSELF

EIGHT WAYS TO HACK A BETTER BUSINESS—BEFORE THE COMPETITION DOES

Assessment Questions

These questions are to evaluate how well you are adopting the principles taught in *Disrupt It Yourself*.

Principle 1: Keep It Frugal

- How are you encouraging those in your organization who are closest to your customers to share their ideas for meeting your customers' needs? Do you have a process for turning those ideas into executable operating procedures?

- What small-scale experiments have you conducted that may lead to new service opportunities or product lines? How do you decide which ones to pursue?

Principle 2: Make It Permissionless

- What kind of coaching, mentoring, or training do you currently offer to your company's intrapreneurs to encourage their creativity while monitoring their efforts?

- Even if your company shies away from a truly permissionless culture for intrapreneurs, what sort of program do you believe would give your employees the best environment to foster innovation? Would that involve incentives—either intrinsic or extrinsic?

Principle 3: Let Customers Lead

- What are you doing to get your new services, products, or ideas in front of your customers to pique their interest? What do you think you could do better to make them aware of your unique offerings?

- Salespeople build relationships with their customers on a regular basis. Do your salespeople have the proper training and/or instincts to know how to tap into your customers' needs and concerns?

- Have you ever used the co-creation method to work with customers on improving your company's product and/or service to fit their specific needs?

Principle 4: Keep It Fluid

- How do you currently support teams to encourage innovation and creativity, yet set expectation levels realistically and without negative repercussions?

- Do you currently use software tools for goal, information, and project sharing to maintain fluidity? If so, what software do you use, and is it working to the benefit of both the intrapreneurs and management?

Principle 5: Maximize Return on Intelligence
- In what ways could you increase the learning opportunities among your employees, specifically your intrapreneurs, during various phases of new idea testing?

- How much do you empower individual intrapreneurs to make the call to course correct or end a project? Does this help maintain their passion and dedication for creating innovations?

- What performance metrics are you currently using to keep your innovators on track and to measure progress?

Principle 6: Create the Commons

- What processes do you have in place to create innovative teams by bringing together employees of diverse backgrounds, experience, gender, race, and culture?

- Are you currently integrating (or how could you integrate) other parts of your company's ecosystem (supply chain partners, customers, service providers, franchisees, startups, etc.) to utilize their experiences and best practices?

- Do you encourage employees from various departments to explore beyond their swim lanes to provide input on innovations from a unique perspective?

Principle 7: Engage Passion and Purpose

- Intrapreneurs need their managers' support to ensure they have the resources they need to gain traction on an innovation. What processes, resources, and/or networks do you (or can you) provide to your employees to engage their passion and keep their ideas on track for success?

- Do you encourage your intrapreneurs to share their passion and enlist the support of company leadership through creating a narrative (storytelling)?

Principle 8: Add Discipline to Disruption

- How can you harness your company's existing knowledge and assets to expand capabilities between transitional innovation and transformational innovation?

- How do you believe a company should manage its three streams of innovation—core, transitional, and transformative—to its benefit (and to the benefit of its intrapreneurs)?

- In what ways could each stream mutually reinforce the others?