

URGENCY BINGO

Circle the things that apply to your organization.

We're having trouble attracting the best talent in the industry

CEO or other senior executives declaring, "We need to be more innovative"

New regulations are changing the playing field

Competitors – whether startups or traditional rivals – are leapfrogging us

Customers are demanding new solutions / buying habits are changing

Growth is stagnating in several key businesses

Emerging technologies have the potential to change how we work or how we sell

Fill in your own:

These things tend to **increase** innovation urgency ▲

These things tend to **decrease** innovation urgency ▼

Regulatory "moats" insulate us from change; block new entrants to our industry

Board of Directors hasn't changed in 20 years

Senior leaders believe that all innovation will come from our R&D organization

Still working our way through a massive merger (or acquisition)

Activist investors taking stake in company and pushing for changes

Successful products / strong brands are still selling well

Company has a "follower" culture, waiting to see what others in the sector do before moving

Fill in your own: