



Knowing how well your climate supports or hinders employee innovation allows you to fine tune the levers that matter to innovation.

The SOQ provides normative data against Stagnant, Average and Innovative organizations in many industries.

Situational Outlook Questionnaire

The SOQ is an assessment tool that measures the climate for creativity, innovation, and change created by organizations, teams, and leaders. The multi-method measure utilizes both quantitative and qualitative data to yield powerful results.

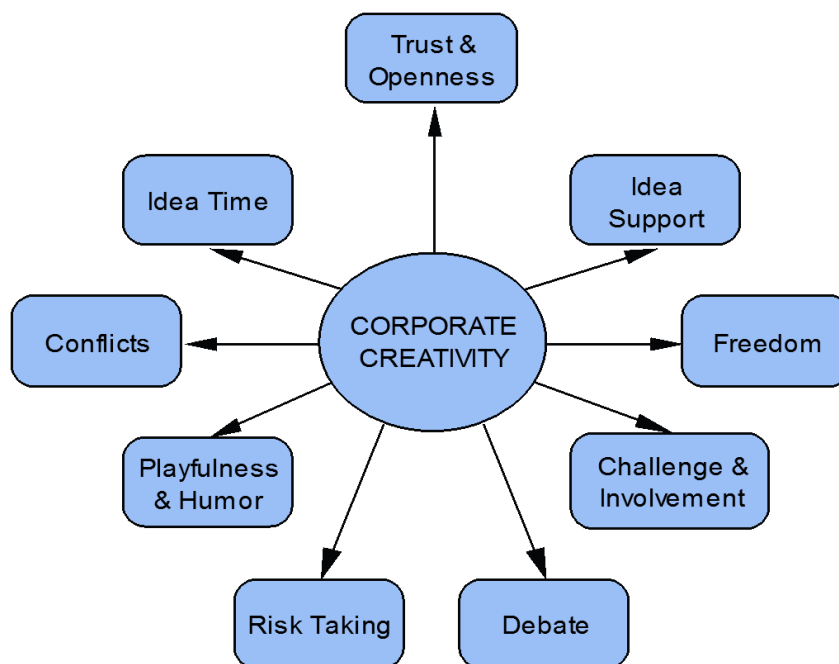
Over 50 years of extensive research, development, and testing make the Situational Outlook Questionnaire® (SOQ) what it is today. The SOQ is a reliable, valid and useful measure built upon a solid statistical foundation. It is based on the early works of Dr. Göran Ekvall, a world renowned Swedish climate researcher.

The power behind the SOQ is that it is designed to make real, lasting innovation and change happen. The measure has been utilized by over 10,000 individuals, in 100 organizations, many of which are Fortune 500 companies. The SOQ assesses the climate and context for change within an organization using the nine dimension model on the next page.

Does your Organization Climate Support Innovation?

Challenge: To identify how well our climate supports or hinders employees' applied creativity. (Applied creativity: in support of organization improvement and innovation)

Solution: Assess our climate using the Situation Outlook Questionnaire (SOQ). The SOQ describes your corporate climate on nine dimensions that correlate to organization innovation. You will also be compared to other *Innovative* or *Stagnant* organizations.



Benefits:

- * You'll get information about the **characteristics of your system** that either support or hinder employee creativity. This will enable you to tightly focus improvement efforts.
- * Leaders account for 40-65% of the climate variance in your organization. Understand which **leadership behaviors** are fostering a creative climate.
- * When you're competing with other employers for top talent, a satisfying climate will help you to **attract and retain** high performers.