



3800 American Blvd W Suite 1500
Bloomington, MN 55431
www.axiomcom.com

Innovation Survey

2021

There are 135 total points available per survey. The table below indicates the health of product development in your firm based upon the mean score for all surveys combined. N=>500, n=>2,500

112 - 135 points: Your firm is a master of product development

92 - 111 points: Product development needs some fine-tuning

80 - 91 points: Your firm has serious product development issues

Less than 80 points: Product development is in major trouble

If you still have any questions about benchmarking your innovation or new product development process, we can help. Email Rob Beachy at rbeachy@axiomcom.com.

Axiom New Product Development Innovation Survey

Please indicate how much you agree or disagree with the statements below:

	Disagree	-----	Agree
1. Adequate resources are available for product development.	0	1 2 3 4 5	
2. Product development is given enough priority.	0	1 2 3 4 5	
3. Realistic schedules are issued for product development.	0	1 2 3 4 5	
4. There is clear responsibility for each phase of product development.	0	1 2 3 4 5	
5. Product development is a team effort in our company.	0	1 2 3 4 5	
6. We have unified direction for product development.	0	1 2 3 4 5	
7. We have consistent direction for product development.	0	1 2 3 4 5	
8. Our product development system is followed.	0	1 2 3 4 5	
9. Our product development system is clearly understood.	0	1 2 3 4 5	
10. Our product development system has all the right steps.	0	1 2 3 4 5	
11. People are open with the product development problems.	0	1 2 3 4 5	
12. The right people are involved in product development.	0	1 2 3 4 5	
13. Product development is not crisis management at our company.	0	1 2 3 4 5	
14. I have enough time to do my job in product development.	0	1 2 3 4 5	
15. Most people here have the same product development goals.	0	1 2 3 4 5	
16. I have enough authority to run my part of product development.	0	1 2 3 4 5	
17. Our firm is effective at product development.	0	1 2 3 4 5	
18. We have strong incentives for product development.	0	1 2 3 4 5	
19. Initial product development definition is excellent.	0	1 2 3 4 5	
20. Each department is held responsible for product development.	0	1 2 3 4 5	
21. Our general manager supports product development.	0	1 2 3 4 5	
22. Our vice presidents support product development.	0	1 2 3 4 5	
23. There is strong cross-functional support for product development.	0	1 2 3 4 5	
24. Product development strategic direction is communicated.	0	1 2 3 4 5	
25. Product development priorities for this year are communicated.	0	1 2 3 4 5	
26. Capital approval is easy to obtain.	0	1 2 3 4 5	
27. Product development direction changes are communicated.	0	1 2 3 4 5	

Please indicate your Department: _____

Please indicate your Company: _____

Note: Product Development is defined as processes to create, develop, and commercialize new products, services, or entire new businesses.