

# Innovation Genome Index Analysis

The true innovator has his finger on the pulse of what's happening now even as he has his eyes on the future. The Innovation Index is a statistical analysis and measurement that offers you this unique power: the ability to understand the present as a way of accurately predicting and preparing for the future.

**Developed and perfected by world-renowned business school professors,**

the Innovation Index stands out from other indicators of industry growth. Unlike other innovation indexes that are based on vague, often subjective standards, the Innovation Index rigorously analyzes real financial data. Grounded in theory and practice, the Innovation Index recognizes that there are different kinds of innovation and takes into account the complex interaction between these kinds of innovation. We understand that innovation in manufacturing is different from innovation in biotech firms. These are precisely the subtleties and nuances in innovation that other indexes do not recognize.

**YOUR COMPANY**

**VS**

**YOUR INDUSTRY**

## Management Tool

The data from the Innovation Index analysis will help you understand your firm by showing you the relationship between organizational practices and financial returns. We will assign concrete numbers to various aspects of your firm's culture. In this way, you can predict how specific changes in your organization's behavior and management will affect your fiscal performance.

## Investment Tool

The Innovation Index becomes not only a tool for organizational competitive strategy but also a tool for financial investment. The analysis results show the relationship between stock market returns and the index variables. In this way, the index is predictive: you can measure the value of future returns and use that information to make accurate investment decisions.

To find out more about the Innovation Index—and to learn about our other innovation services from workshops to speaking engagements to coaching programs—visit [jeffdegraff.com](http://jeffdegraff.com).



YOUR COMPANY