



How Innovative Is Your Company?

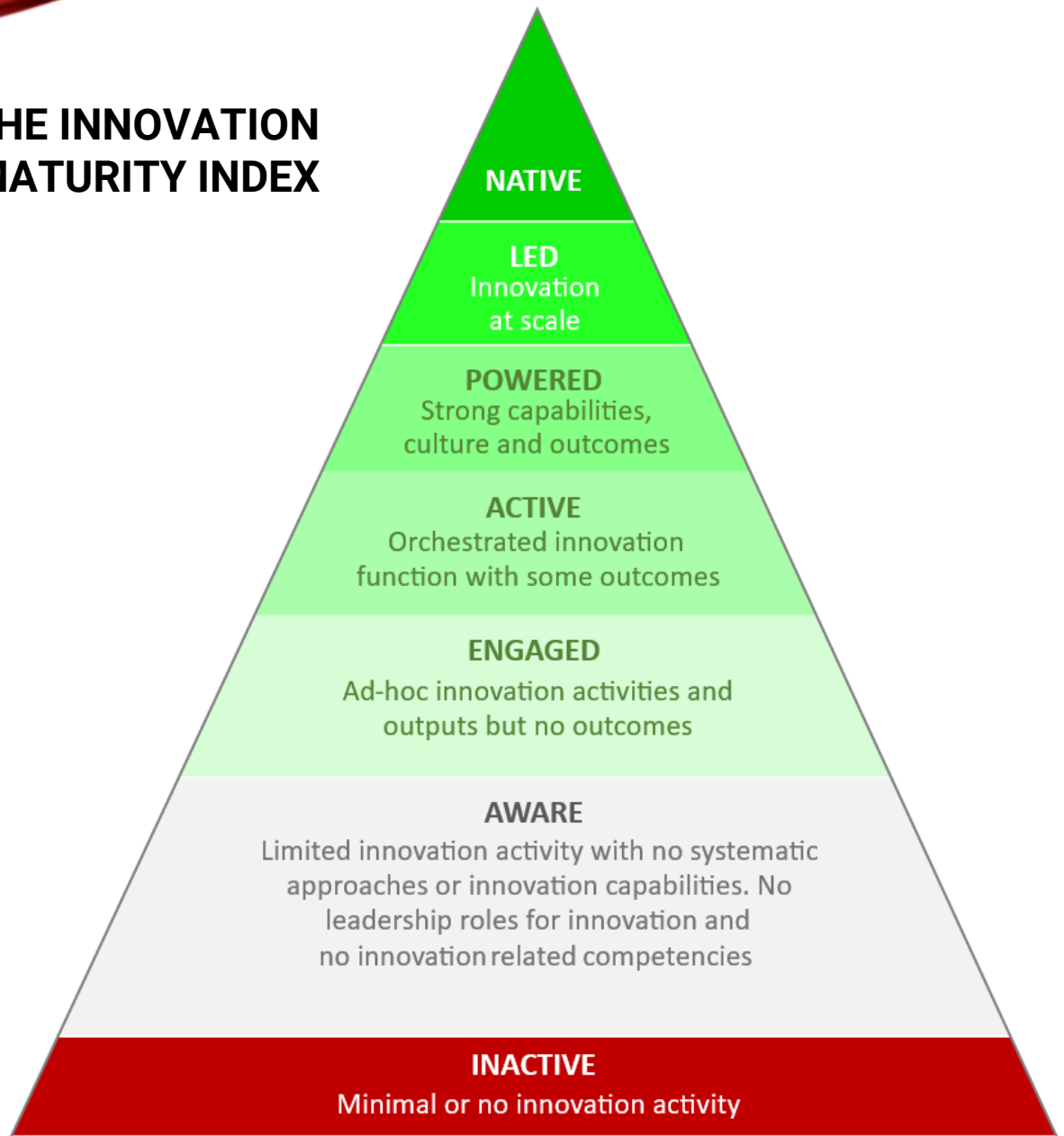
The Innovation Maturity
Index: From Inactive to
Native

Overclaimed. Undermeasured.

When every win is labeled
'innovation.'

- Business success doesn't equal innovation maturity
 - Claiming innovation without substance erodes culture
 - Occasional workshops aren't systematic innovation
 - Without a strong innovation measurement framework, no way to improve
- The first step is knowing where you actually stand.

THE INNOVATION MATURITY INDEX



Source: Krasadakis, G. (2026). Innovation Mode 2.0. Springer. <https://doi.org/10.1007/978-3-032-00835-0>



LEVELS 1–2: INACTIVE AND AWARE

Innovation-Aware

Innovation exists in rhetoric,
not in systems.

- No innovation agenda, no capabilities, weak culture
 - Leadership talks innovation. Limited outcomes.
 - No dedicated roles. No measurement.
 - No market reflexes.
- Competitors with strong innovation systems will outpace you.



LEVELS 3–4: ENGAGED AND ACTIVE

Innovation-Active

Innovation is happening.
Not yet at scale.

- Innovation happens but lacks strong links to strategy
 - Innovation has leadership roles. Not yet in C-suite.
 - Still missing the strategic layer: framework, portfolio, market connection.
 - Seen as a program, not yet a core capability.
- Innovation is real. Scaling it is the challenge.



LEVELS 5–6: POWERED AND LED

Innovation-Led

Innovation drives strategy, investments, and decisions.

- Innovation function is measured. Culture is strong. Products improve.
 - Opportunity discovery accelerates.
 - Faster innovation cycles. Stronger market connection.
 - Led from the center. Not yet native to the edges.
- Innovation has impact. The Innovation Mode is next.



LEVEL 7: NATIVE

Innovation Mode

Innovation happens naturally, organically, always-on.

- Fully embedded in every business process
 - AI-powered opportunity discovery and validation
 - Innovation talent distributed across every team
 - No separate “innovation initiatives”: it's seamless
 - C-level orchestrates; the entire organization innovates.
- The mode of innovation market leaders operate in.



WHAT'S YOUR INNOVATION MATURITY LEVEL?

We help leaders assess where they are and
build the roadmap to the Innovation Mode.

→ theinnovationmode.com

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