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THE INNOVATION APTITUDE QUIZ

AN EXECUTIVE DIAGNOSTIC FOR
TURNING DATA CAPABILITY INTO
DECISION ADVANTAGE.

A glowing Earth from space, with a bar chart and a triangle overlaid on it. The bar chart has two bars of different heights, and the triangle is positioned to the left of the shorter bar. The background is a dark blue space with stars.

This worksheet helps leaders assess how their organization approaches innovation in practice, not in theory. It surfaces the behaviors, assumptions, and decision patterns that either accelerate learning or quietly constrain progress. Use it to identify where legacy habits limit adaptability and to focus leadership action on building a culture that turns disruption into opportunity.

If applying this raises questions, a short working conversation can help clarify next steps.

The chapters and worksheets in this guide assume you have completed the AI Business Stress Test introduced in Chapter 1.

If you have not yet completed it, pause here and take that assessment first. It provides the context needed to answer the questions that follow with clarity and confidence.

A QR code is provided below for quick access.



The Innovation Aptitude Quiz

A Self-Assessment for Modern Leaders

This assessment helps leaders evaluate how their organization approaches innovation in practice, not in theory. Use it to surface habits, assumptions, and behaviors that either accelerate learning or quietly constrain progress.

Answer honestly. The value is not the score itself, but the clarity it creates and the actions it enables.

1. Where do we start new initiatives?

- A. With a solution idea. We have a vision and focus on execution.
- B. With both a problem and a solution, though our ideas often dominate.
- C. By clearly defining the customer problem first and aligning stakeholders before building anything.

Next step if A or B:

Run a short “working backwards” exercise in your next leadership meeting. Define the customer problem in one sentence before discussing solutions.

2. How do we measure success early?

- A. By hitting deadlines and launching on time.
- B. By completing features or initiatives.
- C. By learning velocity: how quickly assumptions turn into customer insight.

Next step if A or B:

Redefine early success around learning. Ask, “What did we learn?” before “Did we ship?”

3. What creates the most hesitation around new ideas?

- A. Fear of failure and wasted investment.
- B. Fear of missing deadlines or falling behind competitors.
- C. Fear that success will outpace our ability to scale responsibly.

Next step if A or B:

Run one small, low-risk experiment. Share the learning with leadership, not just the outcome.

4. How do we validate assumptions?

- A. Through market research and final user testing before launch.
- B. Through internal reviews and stakeholder sign-off.
- C. Through continuous prototyping, testing, and direct customer feedback.

Next step if A or B:

Identify one critical customer and schedule a direct conversation to test your assumptions in real time.

5. How does the organization view AI?

- A. As a feature that improves existing products or workflows.
- B. As a powerful but opaque system that delivers answers without explanation.
- C. As a strategic capability that augments human decision-making and requires transparency.

Next step if A or B:

Select one manual process and give a small team 30 days to automate or augment it with AI, focusing on explainability.

6. Do we fall into the “Pressing the Button” trap?

- A. Yes. We assume a strong product will naturally attract customers.
- B. We recognize customer attention is scarce but still rely on launches.
- C. No. We validate intent with simple, low-risk experiments before building.

Next step if A or B:

Run a simple intent test, such as a landing page or “request access” button, before committing resources.

7. Do we define success for the “ME”?

- A. No. Our metrics focus primarily on business and financial outcomes.
- B. We attempt to, but measurement is inconsistent.
- C. Yes. We define success for both the customer ME (time to value, friction reduced) and the employee ME (time saved, impact increased).

Next step if A or B:

Hold a short session with one employee and one customer to redefine what “success” actually means to them.

Scoring and Interpretation



Mostly A's — The Legacy Mindset

Innovation is likely constrained by assumption-driven execution. This creates risk in rapidly changing environments. The opportunity is to shift from certainty to learning.



Mostly B's — The Transitional Mindset

Awareness is present, but behaviors are inconsistent. Progress depends on moving from recognition to deliberate action.



Mostly C's — The Innovation Mindset

Your organization emphasizes customer clarity, learning velocity, and validation. This is the foundation of sustainable advantage.

If this assessment surfaces uncertainty about where to focus or how to shift behaviors, a short working conversation can help clarify next steps.

mattdomo.com/conversation

Final Executive Note

Innovation aptitude is not defined by ideas, tools, or ambition. It is defined by how quickly leaders replace assumptions with insight and action.

Culture follows behavior. Behavior follows leadership.