

Absorptive Capacity Tool - ICCA

Answering these questions will enable you to measure the absorptive capacity (related to innovation and competitive advantage) of your organisation. The resulting measure will provide you with the opportunity to compare your organisations' performance with the best in the industry.

Comparing yourselves with your competitors how would you rate your organisation on each of the statements below.

	We're far worse	We're worse	We're about the same	We're better	We're far better
Our monitoring of trends to discover new opportunities to be exploited proactively.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our capacity to assimilate new technologies, processes and innovations that are useful or have proven potential.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our ability to use employees' knowledge, experience and competencies to integrate and interpret new knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our ability to assimilate key business knowledge from the successful experiences of businesses in the same industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our ability to utilise new knowledge for innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our ability to use IT in order to improve information flows and foster communication between employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our encouragement of employees to voluntarily share information with each other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our ability to coordinate and integrate knowledge with all functional tasks (eg service delivery, marketing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our capacity to use new knowledge to respond quickly to changes in the business environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our ability to innovate to gain competitiveness by broadening the portfolio of new products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Once you have answered each question calculate your absorptive capacity score by allocating 5 points for 'we're far better..' down to 1 point for 'we're far worse..'

Add them together and the total score is your absorptive capacity.