For week 13, in your final report you will use the information presented in your first report and develop a written report of approximately 3500 words.

You are required to produce a report, looking at an organisation that you are familiar with, and reporting on the organisation - its background and how it manages the innovation process, it’s strategic approach, and how it enables staff to do this.

Suggested Methodology

Identify Organisation

Select a business you can access readily for your investigation. Your task is to comment on how innovative and creative you consider this organisation to be, by applying what you have learnt in the course materials

The business should preferably be a small to medium sized business. Avoid companies with less than 5 employees. Your organisation choice should be one that will allow you to demonstrate and apply your learning from the module. You can choose the organisation you work for, just remember you need to be able to take a step back and be objective, and carry out research on your colleagues.

To ensure co-operation will be forthcoming you should first contact the company and seek their permission for a fact finding trip – you will need to undertake Primary research – this usually consists of an interview and follow up contact with management and staff eg a questionnaire / observation etc.

Secondary Research

Research the company and the individual via secondary / desk research BEFORE the visit.  Try to find out:

The core area of business; location and history of the business.

Primary Research

Prepare a series of questions to ask the interviewee, preferably a manager in the company, covering the module materials) - these should build on the information you have discovered in your desk research.  Leave enough time for this, and record the findings where possible, so that you can refer back to the information later and include in the report’s appendices.

Please ensure your own personal safety/security throughout the primary research, especially if you are meeting the interviewee for the first time. If possible it is good to try and get a management and a staff perspective, maybe via a questionnaire, or the use of Survey Monkey – these will be discussed in the workshop.

Conduct Research

Leave enough time for this, and record the findings where possible, so that you can refer back to the questions.

Write up your findings in a report – include as much information about the organisation as possible eg leaflets, logos, etc.

Your report should include an introduction and finish with appropriate conclusions and recommendations. It is likely that it will be 3,500 words in length (excluding appendices etc) to adequately cover the criteria.