

GInI CCInO

Certified Chief Innovation Officer (CCInO)

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Question: 1

Why is market broadening considered an essential part of a strategic innovation framework when companies aim to leverage existing products in new customer segments or geographies?

Response:

- A. It reduces employee turnover
- B. It enables diversification across geographies or segments
- C. It eliminates operational costs
- D. It guarantees customer satisfaction

Answer: B

Question: 2

When evaluating extended organic growth models, what strategic role does collaborative innovation play in achieving shared objectives across organizations?

Response:

- A. It reduces IT infrastructure costs
- B. It isolates intellectual property
- C. It eliminates the need for market research
- D. It enhances value creation through shared expertise and risk distribution

Answer: D

Question: 3

How can organizations ensure they are not over-relying on core business models when planning strategic innovation initiatives?

Response:

- A. By consciously investing in adjacent and transformational growth pathways
- B. By benchmarking only legacy products
- C. By ignoring market signals
- D. By increasing legal spending

Answer: A

Question: 4

What are key signals that an organization is ready for market expansion as a strategic innovation pathway?

(choose two)

Response:

- A. Increased employee tenure
- B. A large social media following
- C. Availability of scalable operational infrastructure
- D. Strong product-market fit in current segments

Answer: C,D

Question: 5

A _____ mindset is essential for leaders driving strategic innovation, as it fosters openness to change and reframing of existing mental models.

Response:

- A. critical
- B. fixed
- C. growth
- D. compliance

Answer: C

Question: 6

What are two key outcomes an organization can expect when progressing from moderate to high levels of innovation maturity?

Response:

- A. Increased frequency of compliance reports
- B. Integration of innovation metrics into business KPIs
- C. Enterprise-wide innovation training and capability scaling
- D. Elimination of cross-functional collaboration

Answer: B,C

Question: 7

Workplace innovation initiatives seek to continuously improve how employees engage in their work by increasing empowerment, collaboration, and _____ over their work environment.

Response:

- A. control
- B. detachment
- C. compliance
- D. distance

Answer: A

Question: 8

Which two organizational practices directly support the implementation of progressive workplace innovation?

Response:

- A. Centralized top-down control and fixed roles
- B. Autonomous team structures with shared leadership
- C. Employee participation in decision-making processes
- D. Strict functional silos and standardized KPIs

Answer: B,C

Question: 9

How can an organization use market penetration tactics to enhance the impact of a successful innovation within an existing customer segment?

Response:

- A. By increasing market share through targeted pricing and promotions
- B. By decreasing quality to reduce costs
- C. By eliminating related services
- D. By converting digital products into physical ones

Answer: A

Question: 10

In need finding, _____ refers to a user's attempt to bypass an existing constraint or frustration in their workflow.

Response:

- A. adaptation strategy
- B. workaround behavior
- C. primary action
- D. baseline task

Answer: B

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