

GInI CInS

Certified Innovation Strategist (CInS)

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Question: 1

Discovery-driven innovation encourages organizations to define _____ up front, allowing for measured exploration and controlled risk.

Response:

- A. assumptions
- B. policies
- C. guarantees
- D. procurement cycles

Answer: A

Question: 2

Why is innovation increasingly viewed as a core business function rather than an auxiliary activity?

Response:

- A. Because it only involves senior leadership
- B. Because traditional departments now absorb innovation practices
- C. Because it drives growth, resilience, and customer relevance
- D. Because it is easier to measure than other business processes

Answer: C

Question: 3

Which components must be present for effective integration of strategic innovation into business execution?

(choose three)

Response:

- A. Formal innovation governance
- B. Tactical HR directives
- C. Strategic foresight tools
- D. Regular innovation storytelling to senior leadership

Answer: A,C,D

Question: 4

When designing advanced innovation outputs, what factor most significantly improves the likelihood of market traction?

Response:

- A. Aesthetic appeal of design
- B. Fit with current marketing slogans
- C. Alignment with a validated customer insight
- D. Endorsement from a celebrity influencer

Answer: C

Question: 5

A successful innovation project is one that advances through iterative learning, integrates user feedback, and balances _____ with agility.

Response:

- A. discipline
- B. bureaucracy
- C. improvisation
- D. centralization

Answer: A

Question: 6

What are common indicators that a discovery-driven innovation approach is properly embedded within a team?

(choose two)

Response:

- A. Team members embrace failure as learning
- B. Leaders penalize deviating from initial plans
- C. Core assumptions are regularly tested
- D. Execution teams discourage transparent dialogue

Answer: A,C

Question: 7

Why is it essential to integrate innovation activities directly into corporate strategy development?
Response:

- A. To maintain separate budgets for each function
- B. To control the innovation narrative for marketing purposes
- C. To ensure that innovation addresses the enterprise's future growth agenda
- D. To isolate innovation teams from financial oversight

Answer: C

Question: 8

How can early-stage discovery-driven teams manage uncertainty while making progress?
Response:

- A. By waiting for complete data before proceeding
- B. By launching full-scale pilots immediately
- C. By defining learning goals and using staged funding
- D. By focusing on final metrics from day one

Answer: C

Question: 9

In the context of discovery-driven growth, which capabilities enable faster and smarter decisions?
(choose two)
Response:

- A. Embedding experimental discipline
- B. Encouraging strict process adherence
- C. Practicing real-time market sensing
- D. Emphasizing long-term fixed planning

Answer: A,C

Question: 10

How does a “discovery mindset” influence an organization’s strategic innovation capabilities?

Response:

- A. It reduces the complexity of operations
- B. It enhances compliance with existing systems
- C. It encourages curiosity, exploration, and challenging the status quo
- D. It supports merger and acquisition activities

Answer: C

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