THE FITNESS MODEL

Mad*Pow's Fitness Model works to help leaders and teams understand the behavioral and cultural qualities of their organization relative to how they support or hinder strong human-centered design and innovation practices.

When used in conjunction with process and skill-oriented models for practice development, this model helps organizations optimize their efforts to improve how design and innovation work gets done. This happens through building shared understanding amongst team members, identifying previously unseen opportunities and challenges, and informing how efforts should be prioritized.

MINI ASSESSMENT WORKSHEET

This document is a sample of some of the facets within each of the 7 categories contained in the fitness model. It offers some insight into areas and aspects of your organization to focus on as you develop your strategy for strengthening design and innovation practices in your organization.

VISION & DIRECTION

Rate each question on a scale from 1 (strongly disagree) to 5 (strongly agree).

1. **Clarity**: Our teams always have a clear vision of the product/service/offering they're working on.
   1 -------- 2 -------- 3 -------- 4 -------- 5

2. **Iteration**: They continually strive to refine and evolve this vision.
   1 -------- 2 -------- 3 -------- 4 -------- 5

3. **Connection**: Team members see a direct connection between their work and achieving the vision.
   1 -------- 2 -------- 3 -------- 4 -------- 5

Vision & Direction Total: _____   **Average** (Total/3): _____

LEARNING & MEASUREMENT

Rate each question on a scale from 1 (strongly disagree) to 5 (strongly agree).

1. **Methods**: We use a variety of complementary methods to collect data and insights about our customers and their needs.
   1 -------- 2 -------- 3 -------- 4 -------- 5

2. **Use of insights**: We have an effective way to absorb and act on these insights to inform changes and decisions.
   1 -------- 2 -------- 3 -------- 4 -------- 5

3. **Continuous practice**: Our organization understands the importance of building a practice to gather customer feedback and identify their evolving needs and desires.
   1 -------- 2 -------- 3 -------- 4 -------- 5

Learning & Measurement Score: _____   **Average** (Total/3): _____

EMPOWERMENT

Rate each question on a scale from 1 (strongly disagree) to 5 (strongly agree).

1. **Influence**: Our team has the power to influence critical organizational decisions about strategy and products/services/offerings.
   1 -------- 2 -------- 3 -------- 4 -------- 5

2. **Self-direction**: Our team has the autonomy to shape what we work on and how we work together, as long as it aligns to the vision.
   1 -------- 2 -------- 3 -------- 4 -------- 5

3. **Support**: Our team can secure additional resources (e.g., money, people) with minimal bureaucracy and red tape.
   1 -------- 2 -------- 3 -------- 4 -------- 5

Empowerment Score: _____   **Average** (Total/3): _____

EXPERIENCE ORCHESTRATION

Rate each question on a scale from 1 (strongly disagree) to 5 (strongly agree).

1. **Understanding**: We use personas, journey maps, and other tools to gain a deep understanding of the end-to-end customer experience.
   1 -------- 2 -------- 3 -------- 4 -------- 5

2. **Focus**: We use this understanding - along with customer feedback & insights - to direct our work in improving offerings and interactions with customers.
   1 -------- 2 -------- 3 -------- 4 -------- 5

3. **Process maturity**: We have the right tools and structures in place to optimize this process across different channels and offerings.
   1 -------- 2 -------- 3 -------- 4 -------- 5

Experience Orchestration Score: _____   **Average** (Total/3): _____

DESIGN & INNOVATION PRACTICE

Rate each question on a scale from 1 (strongly disagree) to 5 (strongly agree).

1. **Customer-centricity**: Our organization always gives customer impact and business impact equal weight when making decisions.
   1 -------- 2 -------- 3 -------- 4 -------- 5

2. C**reativity**: Our organization fully supports exploration and experimentation, including the possibility of learning from failure.
   1 -------- 2 -------- 3 -------- 4 -------- 5

3. **Craft**: Regardless of the medium or output, our organization emphasizes quality and details to ensure we are creating the best version of our product/service/offering.
   1 -------- 2 -------- 3 -------- 4 -------- 5

Design & Innovation Practice Score: _____   **Average** (Total/3): _____

EXECUTION

Rate each question on a scale from 1 (strongly disagree) to 5 (strongly agree).

1. **Agility:** We have established an effective structure to continuously and iteratively build, optimize, and deploy solutions.
   1 -------- 2 -------- 3 -------- 4 -------- 5

2. **Integrity:** We expertly balance iteration and evolution with our commitment to the vision of the product/service/offering.
   1 -------- 2 -------- 3 -------- 4 -------- 5

3. **Perseverance:** We have a shared determination to work through technical/organizational/resource limitations.
   1 -------- 2 -------- 3 -------- 4 -------- 5

Execution Score: _____   **Average** (Total/3): _____

COLLABORATION

Rate each question on a scale from 1 (strongly disagree) to 5 (strongly agree).

1. **Trust:** Our team feels safe and secure together, and we can depend on each other to follow through.
   1 -------- 2 -------- 3 -------- 4 -------- 5

2. **Team-focus:** Team members put their own interests aside for the common good of the team.
   1 -------- 2 -------- 3 -------- 4 -------- 5

3. **Openness:** We seek out "unusual partners" with different expertise to incorporate new perspectives and expand our thinking.
   1 -------- 2 -------- 3 -------- 4 -------- 5

Collaboration Score: _____   **Average** (Total/3): _____

VISUALIZE YOUR FITNESS

Plot the average for each category along its respective axis. Connect the dots to determine the "shape" of your organization's fitness. A score of 1 would be the innermost ring, a score of 2 would be the next ring out, and so on..