Gallup to the Rescue: Measuring Collaboration and Innovation

Measuring the impact of employee collaboration and how it results in innovation is not easy. No other firm has done more work along these lines than Gallup, Inc. with its Q12 questionnaire. The Q12 measures the top 12 areas that indicate an employee's company and work satisfaction, and gives management and executives a clear, concise tool for providing employees what they need for true empowerment, collaboration and innovation.

In their research study, "The State of the Global Workplace," Gallup shows that businesses which are in the top employee engagement scores have 16% more profitability, 18% greater productivity and 12% greater levels of customer satisfaction. Doug Collins, of the Collaborative Innovation, shows in the chart below how the Q12 is used to measure the effectiveness of Collaboration and Innovation.

Q^{12} Question	Collaborative Innovation	Nature of the linkage
My associates or fellow employees are committed to doing quality work.		
I know what is expected of me at work.		
At work, my opinions seem to count.	✔	I was invited to address the critical question.
My supervisor, or someone at work, seems to care about me as a person.	✔	I was invited to address the critical question.
I have the materials and equipment I need to do my job right.		
At work, I have the opportunity to do what I do best every day.	✔	I was invited to pursue my ideas.
This last year, I have had opportunities at work to learn and grow.	✔	I was invited to pursue my ideas.
The mission or purpose of my company makes me feel my job is important.		
In the past seven days, I have received recognition or praise for doing good work.	✔	The community valued my contributions.
I have a best friend at work.		
In the past six months, someone at work has talked to me about my progress.	✔	I was invited to pursue my ideas - and provided mentorship to do so.
There is someone at work who encourages my development.	✔	I was invited to pursue my ideas - and provided mentorship to do so.

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