

# KEYS<sup>®</sup> to Creativity and Innovation

## What is KEYS to Creativity and Innovation?

KEYS is an organizational survey that assesses the climate for creativity and innovation that exists in a work group, division, or organization. It measures the work environment; specifically the management practices, resources, motivations, and interactions.

### The World's Most Widely Used Leadership Assessments

CCL pioneered the use of assessments and feedback in leadership development decades ago. Since then, millions of users from thousands of organizations have relied on CCL assessments to produce valid, reliable, and actionable results.

### Results

- Measures specific management practices that impact innovation
- Quantifies how productivity and creativity are perceived across an organization
- Provides a benchmark for improvement, comparing an organization's innovative climate with organizations in CCL's KEYS normative groups
- Identifies areas of excellence as well as areas of critical development needs
- Quantifies the most important factors that support or inhibit, and suggestions for improving the climate for creativity and innovation

### What KEYS Measures

Management Practices	Organizational Motivation	Resources	Outcomes
<ul style="list-style-type: none"><li>• Freedom</li><li>• Challenging work</li><li>• Managerial encouragement</li><li>• Work group supports</li></ul>	<ul style="list-style-type: none"><li>• Organizational encouragement</li><li>• Lack of organizational impediments</li></ul>	<ul style="list-style-type: none"><li>• Sufficient resources</li><li>• Realistic workload pressures</li></ul>	<ul style="list-style-type: none"><li>• Creativity</li><li>• Productivity</li></ul>

## Special Features

- Flexible. KEYS allows for custom group comparisons targeted to your organizational structure.
- Valid and reliable. Accurately measures the climate for creativity and innovation.
- Easy to use. Survey can be completed in 20 minutes.

## Facilitator Certification

Facilitation of KEYS requires a written qualification process. For more thorough orientation, optional train-the-facilitator workshops are available through CCL.

Facilitator Qualification Forms can be completed and submitted online at [www.ccl.org/qualificationform](http://www.ccl.org/qualificationform)

To learn about CCL's two-day Assessment Certification Workshop or how CCL can customize it for your organization, please visit [www.ccl.org/acw](http://www.ccl.org/acw) or call us at +1 800 780 1031

## Facilitation Options

CCL can:

- Train you and your staff to deliver feedback
- Train your staff and also assist you in delivering feedback
- Deliver feedback to the participants in your organization

## Pricing

**\$2000 per engagement** (quantity discounts available)

Pricing includes:

- Up to 100 invitations sent on the same start date
- User's guide
- Overall report and 2 comparison reports
- Electronic access to reports and administration

*KEYS is available in U.S. English only.*

## Customized Services

To support and strengthen the impact of your KEYS initiative, we offer a range of services, including:

- Executive/stakeholder briefings
- Feedback facilitation workshops
- Feedback report analysis
- Facilitator training
- Complete Innovation Assessment Process (IAP)

## Product Support

All CCL Assessments are supported by our knowledgeable and accessible product specialists. If you need assistance defining objectives, selecting an assessment, training facilitators, administering and interpreting data, or development planning, CCL has the resources to assure that your assessment initiative will be effective and efficient.

## How to Order



To order KEYS or to learn more about how CCL can support you through the entire process, email [info@ccl.org](mailto:info@ccl.org) or call +1 800 780 1031.



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