

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



Center for  
Creative  
Leadership<sup>®</sup>

## 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.

## 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 provides 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>

## 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.

## 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 Qualifications

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).

## 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

**Base Price: \$2,000**

- A project is one full survey cycle, which begins with registering respondents and ends with scoring all respondents.
- A project includes up to 100 invitations sent on the same start date, the User's Guide, an Overall Report, up to 2 comparison reports, electronic access to reports, and administration.
- Pricing for projects with more than 100 invitations:

Total Invitations	Price Per Invitation
1-100	Included in Base Project
101-500	\$15 Per Invitation
501+	\$12 Per Invitation

Additional reports/data cuts are \$75 each.

## 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.

[www.ccl.org/KEYS](http://www.ccl.org/KEYS)

