



Mock Exam

Authorized

Innovation Assessor®

AInA®

Exam Preparation Course



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Global Innovation Institute
Grand Rapids, Michigan, USA



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Q1	Maintaining formally authorized assessors lets GInI enforce its standard for quality & effectiveness, ensuring all CInOrg® and CGInO® assessments are conducted to the highest levels of _____.
A	Competence, fairness, justness, and clarity.
B	Confidence, objectivity, fairness, and clarity.
C	Competence, objectivity, uniformity, and transparency.
D	Confidence, fairness, equity, and transparency.

Q2	What are the 3 levels of CInOrg® innovation maturity?
A	Instigator, Leader, Champion
B	Initiator, Leader, Pacesetter
C	Originator, Chief, Premier
D	Originator, Champion, Leader

Q3	What 5 key qualities are important for a global innovation maturity standard to have?
A	Reliability, objectivity, evidence-based, independently-verified, globally-accepted.
B	Reliability, equitable, test-based, independently-reported, locally-accepted.
C	Believability, transparency, exam-based, professionally-verified, globally-marketed.
D	Achievability, uniformity, evidence-based, independently-reported, regionally-accepted.

Q4	Which of the following are the 3 critical areas against which CInOrg® and CGInO® measure innovation maturity?
A	Innovation Tactics, Innovation Program Design, Innovation Prowess.
B	Innovation Strategy, Innovation Program Architecture, Innovation Outcomes & Results.
C	Innovation Strategy, Innovation Management Framework, Innovation Procedures.
D	Innovation Tactics, Innovation Management Agenda, Innovation Outcomes & Results.

Q5	Which of the following is a GInI criteria for being considered innovative?
A	The organization has a clear innovation strategy that is aligned with its higher-level business strategy.
B	The organization has a clear business strategy that acknowledges the role of innovation.
C	The organization has a comprehensive 10 year innovation strategy that can supersede its higher-level business strategy.
D	The organization has a basic innovation strategy that is a small subset of its higher-level business strategy.

Q6	Which of the following is a GInI criteria for being considered innovative?
A	The organization once had a formal innovation program with an executive leader running the program.
B	The organization has designed a formal innovation program and has negotiated executive sponsorship for the concept.
C	The organization has contemplated a formal innovation program and has discussed securing executive-level sponsorship and leadership for such a program.
D	The organization has initiated a formal innovation program and has secured the necessary executive-level sponsorship and leadership for this program.

Q7	Which of the following is one of the things an organization can legitimately do with CInOrg® or CGInO® accreditation?
A	Gain an understanding of their own level of innovation maturity compared to the most innovative organizations in the world.
B	Gain an understanding of the concept of innovation maturity.
C	Gain an understanding of their innovation maturity as compared to the least innovative organizations in the world.
D	Gain an understanding of the innovation maturity of all kinds of organizations around the world.

Q8	Which of the following is not one of the steps for becoming an AlnA?
A	Complete the online application and submit registration fees.
B	Design and submit a hypothetical enterprise innovation program architecture.
C	Complete the GInI AlnA® Master Training.
D	Pass the GInI AlnA® Authorization Exam.

Q9	Organizations who hold status as a CInOrg® or CGInO® do so proudly, as a reflection of what?
A	Their desire to bring new innovation to the world.
B	Their hard work & accomplishments in making their people feel happy and innovative.
C	Their hard work & accomplishments in bringing new innovation to the world.
D	Their being the first to achieve CInOrg® or CGInO® designation in their nation or region.

Q10	There are numerous innovation maturity / capability assessment tools in use in the world. Why are the CInOrg® and CGInO® the gold standard?
A	GInI's InMAT / GInMAT is the simplest and most straightforward assessment tool to use.
B	GInI's InMAT / GInMAT is the most comprehensive and robust assessment tool available anywhere in the world.
C	GInI's InMAT / GInMAT is the most beautifully-designed assessment tool available anywhere in the world.
D	GInI's InMAT / GInMAT is as good as any other assessment tool out there.

Q11	The bar for what constitutes 'most innovative' continues to raise each year as organizations do what?
A	Create ever more clever ways to market themselves as innovators.
B	Invent ever more elaborate means for achieving efficiency and lean operations.
C	Craft ever more compelling new innovations.
D	Invent ever more sophisticated approaches to innovation.

Q12	In the InMAT / GInMAT, the core set of Group Sections derive from which GInI innovation model?
A	GInI Strategic Innovation Roadmap
B	GInI Enterprise Innovation Architecture
C	GInI Innovation Management System
D	GInI Corporate Innovation Architecture

Q13	The InMAT consists of _____ Group Sections and Program Categories, respectively.
A	8 and 30
B	7 and 27
C	6 and 32
D	9 and 40

Q14	Which of the following are reported on the InMAT / GInMAT Summary Page?
A	The actual final assessment score for the organization.
B	The level of CInOrg® or CGInO® maturity assigned to the organization (based on their final score).
C	A detailed breakdown of scores by Groups and Program Categories.
D	All of the above.

Q15	Which of the following are the 3 primary steps involved in the CInOrg® / CGInO® assessment process?
A	Preliminary Report / On-Site Audit Inspection / Post-Assessment Review
B	Secondary Review / In-Situ Assessment / Post-Assessment Ranking
C	Preliminary Review / Remote Assessment / Post-Assessment Report
D	Preliminary Review / On-Site Assessment / Post-Assessment Report

Q16	The InMAT / GInMAT asks 4 very specific types of questions about the organization's innovation program, each intended to get at a certain point. What is the fourth of these about?
A	Outputs / Returns
B	Outputs / Rewards
C	Outcomes / Results
D	End Games / Evidence

Q17	The InMAT / GInMAT is scored on what scale range?
A	0 - 5
B	0 - 10
C	1 - 7
D	1 - 10

Q18	If the AInA® deems a Program Sub-Category or a particular question to be 'not applicable', they should mark the score for that line as what?
A	Enter a '0' into the score cell.
B	Enter 'n/a' or 'N/A' in the score cell.
C	Enter a '?' in the score cell.
D	Leave the score cell blank.

Q19	The InMAT / GInMAT Assessment Log is a private log where the AInA® keeps a record of what?
A	All the assessments they have conducted and their outcomes.
B	All the organizations they have assessed and their target scores.
C	All the assessments GInI has had conducted over the years and their outcomes.
D	All the assessment projects they have bid on.

Q20	For a given assessment, the AInA® will enter all of their answers and scores on the _____.
A	Innovation Maturity Assessment workbook
B	Innovation Management Assessment workbook
C	Innovation Capability Assessment workbook
D	Innovation Maturity Assessment Report

Q21	In lieu of entering answers and scores directly into the InMAT / GInMAT during on-site interviews, the AInA® can opt to instead use GInI's _____ to make the process easier and faster.
A	Program Review Forms
B	Targeted Interview Forms
C	Executive Interview Worksheets
D	Targeted Ops Review Forms

Q22	Value Capture growth pathways do what to current Foundations of Value (current S Curves)?
A	Stretches them.
B	Flattens them.
C	Thickens them.
D	Replicates them.

Q23	If the Pathways are about WHERE we wish to go with innovation, the Vehicles are about what?
A	IF we intend to get there.
B	WHAT we want to achieve.
C	WHEN we intend to get there.
D	HOW we intend to get there.

Q24	Both Corporate Venturing and Mergers & Acquisitions are classified as what type of growth?
A	Ecosystem
B	Network
C	Organic
D	Inorganic

Q25	When a selection of Growth Vehicles are used to pursue a selection of Growth Pathways, this results in what?
A	An orthogonal growth matrix.
B	An innovation strategy portfolio.
C	A tactical roadmap.
D	An operational excellence plan.

Q26	In translating the GInI Strategic Innovation Roadmap to what the client organization is actually doing, the first thing the AInAs® should look for is what?
A	Clear evidence of a Value Extraction mindset.
B	Evidence of a culture of innovation.
C	Evidence of clear Value Capture and Value Creation initiatives.
D	Evidence of a few random innovation projects being done.

Q27	Enterprise Innovation is the _____ pursuit of innovation within a business enterprise.
A	creatively structured
B	systematically organized
C	slow and incremental
D	furios, wide-open

Q28	In the ambidextrous organization, the organization advances today's Foundations of Value so as to do what?
A	Finance the development of tomorrow's foundations of value
B	Generate as much revenue as absolutely possible.
C	Maximize its brand building efforts.
D	Finance the pursuit of pure scientific research.

Q29	Which of the following is one of the things an organization's Executive Leadership must do in order for its Enterprise Innovation program to succeed?
A	Deliver a compelling motivational speech.
B	Issue a rulebook for innovation.
C	Issue a mandate for innovation.
D	Deliver a directive for beating competitors.

Q30	What does having the right culture do for innovation?
A	Initiates and drives it.
B	Nurtures and sustains it.
C	Supports and controls it.
D	Directs and steers it.

Q31	Running flexibility in innovation budgets allows the program to remain agile. Why is this important?
A	Promising new opportunities may be discovered that need to be pursued aggressively.
B	The organization's Board of Directors or CEO may dictate a change in strategy.
C	So as to allow innovation teams the latitude they need for maximum creativity.
D	Major new threats may be uncovered that have to be addressed immediately.

Q32	One of the more fundamental structure questions that an organization will have to address is _____ its 'innovation function'.
A	when to start
B	what to call
C	how to market
D	where to locate

Q33	In terms of building relationships beyond the core innovation team, the guiding philosophy must be one of what?
A	Stakeholder legal contracts.
B	Stakeholder alignment.
C	Stakeholder engagement, but not until absolutely needed.
D	Stakeholder dictation from senior executives.

Q34	Having agreed-upon ground rules for innovation governance drives what within the program and across the organization?
A	transparency
B	cross pollination
C	creative thinking
D	new intellectual property

Q35	Organizations often track their governance metrics on some form of what?
A	Innovation maturity assessment.
B	Lean / Six-Sigma scorecard.
C	Balanced scorecard.
D	Innovation scorecard.

Q36	Networks benefit the innovation program by creating access to _____ that may otherwise be inaccessible.
A	data, information, and analysis
B	knowledge, insights, and resources
C	secret data
D	additional funding

Q37	With the appropriate resources at their disposal and the right training on how to use them, the program can sustain high levels of _____ and yield high-return outcomes.
A	executive support
B	innovation knowledge
C	engagement
D	media attention

Q38	The infrastructure aspect of an innovation program involves various collections of what?
A	top-secret research laboratories
B	labs, research spaces, study spaces, coworking spaces
C	elite offices
D	vendor offices

Q39	High RPM mechanisms of engagement like Idea Challenges, Innovation Jams, Hackathons, and Innovation Workshops are used for uncovering what?
A	The true executive motivations for innovation.
B	Secret skunkworks projects the organization has going on.
C	Opportunities for incremental innovation.
D	'Outside the core' opportunities and equally novel solutions.

Q40	In an Enterprise Innovation program, incentives and rewards are an effective tool for sending a message about what?
A	Which executives are on board and which are not.
B	The value the organization places on innovation.
C	The value the organization places on efficiency and cost
D	The image the organization wants to portray to the outside world.

Q41	The use of tactical PR for the innovation program will continue stoking excitement for the program and driving engagement and participation – all crucial for doing what?
A	Ensuring it retains the right to be called 'innovative'.
B	Generating the maximum possible revenue and profit.
C	Ensuring it is as good as most competitors.
D	Sustaining the momentum it needs.

Q42	Enterprise Innovation Outcomes are assessed along 10 dimensions, clustered into 4 groups. What are these 4 groups?
A	Foundational / Effectiveness / Proficiency / Return
B	Functional / Efficiency / Proficiency / Reward
C	Foundational / Efficiency / Productiveness / Reward
D	Functional / Evocativeness / Productivity / Return

Q43	Section 7 of the InMAR / GInMAR is the Findings & Observations... the heart of the report. What do the AInAs® enter here?
A	A very detailed explanation of observations in at least 1 of the Group Sections, including strengths, weaknesses, gaps, ratings, and so forth.
B	A very detailed explanation of observations in each of the 8 Group Sections, including strengths, weaknesses, gaps, ratings, and so forth.
C	A very summarized explanation of observations in the 8 Group Sections... pointing out some strengths, weaknesses, gaps, ratings, and so forth.
D	A verbatim report out of what each interviewee had to say about each of the 8 Group Sections.

Q44	The Findings & Observation section of the InMAR / GInMAR is to be reported at which level of granularity?
A	The Group
B	The Program Category
C	The Sub-Category Cluster
D	The Individual Question

Q45	Section 10 of the InMAR / GInMAR is the Final CInOrg® / CGInO® Recommendation. Here the AInAs® are to do what?
A	Affirm that they believe the organization is an innovative one that produces very compelling innovations in the market.
B	Affirm that they agree with the way in which the assessment was conducted.
C	Affirm that they agree with the final Innovation Maturity Score and the CInOrg® / CGInO® Ranking stemming from that.
D	State why they believe the organization should get a particular CInOrg® or CGInO® ranking regardless of whatever score it received.

Q46	To whom do the AInAs® submit the InMAR or GInMAR?
A	To GInI only.
B	To the client organization only.
C	To both GInI and the client organization.
D	To no one. It is purely for their own records.

Q47	What is the 3rd step that GInI undertakes after the AInAs® have submitted the InMAR / GInMAR and the process passes to GInI?
A	Reviews the InMAR / GInMAR to ensure that everything is in order.
B	Reviews the amended copy of the InMAR / GInMAR.
C	Issues the organization its CInOrg® or CGInO® accreditation and a copy of the InMAR / GInMAR.
D	Nothing, unless the organization asks for a copy of the InMAR / GInMAR.

Q48	Who may conduct a CInOrg's or CGInO's biennial reassessment?
A	Anyone the organization chooses.
B	Any innovation leader in the organization, such as its Chief Innovation Officer.
C	Anyone who holds a GInI certification, such as CCInO or CInS.
D	Only GInI Authorized Innovation Assessors.

Q49	Which type of assessment is intended for organizations who have not yet launched a formal enterprise innovation program, but intend to do so?
A	Innovation Readiness Assessment
B	Innovation Maturity Pre-Assessment
C	Formal Innovation Maturity Assessment
D	Innovation Management Preparedness Assessment

Q50	Which type of assessment is intended to help an organization understand the maturity score and CInOrg® or CGInO® ranking it should expect, prior to jumping into a formal CInOrg® or CGInO® assessment?
A	Innovation Readiness Assessment
B	Innovation Maturity Pre-Assessment
C	Innovation Readiness & Preparedness Assessment
D	Innovation Management Preparedness Assessment

ANSWER KEY

AlnA® Mock Exam

Q #	KEY	Q #	KEY	Q #	KEY	Q #	KEY	Q #	KEY
Q1	C	Q11	D	Q21	B	Q31	A	Q41	D
Q2	D	Q12	B	Q22	A	Q32	D	Q42	A
Q3	A	Q13	A	Q23	D	Q33	B	Q43	B
Q4	B	Q14	D	Q24	D	Q34	A	Q44	C
Q5	A	Q15	D	Q25	B	Q35	D	Q45	C
Q6	D	Q16	C	Q26	C	Q36	B	Q46	A
Q7	A	Q17	B	Q27	B	Q37	C	Q47	C
Q8	B	Q18	D	Q28	A	Q38	B	Q48	D
Q9	C	Q19	A	Q29	C	Q39	D	Q49	A
Q10	B	Q20	A	Q30	B	Q40	B	Q50	B



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