



# The Rainforest Scorecard: A Practical Framework for Growing Innovation Potential

*Henry H. Doss, Alistair M. Brett*

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**Organizational leaders have always known that culture drives performance and innovation. But developing practical, measureable strategies and tactics to actually *do* culture has historically been an elusive and mysterious project. Can you describe, measure, quantify and manage culture?**

*The Rainforest Scorecard: A Practical Framework for Growing Innovation Potential* is the answer to that question and the answer is "yes." In a concise 40 pages, the Rainforest Scorecard provides a systematic, comprehensive, detailed strategy for assessing and quantifying all elements of an organizational culture with respect to its capacity for innovation. The framework serves as a tactical scaffolding upon which innovation culture can be built at scale, in any organization, public or private.

Drawing on the groundbreaking work of Victor Hwang and Greg Horowitz in *The Rainforest: The Secret to Building the Next Silicon Valley*, *The Rainforest Scorecard* helps organizational leaders structure a deep-dive internal quantification of the critical elements of innovation: Leadership; Frameworks, Infrastructure and Policies; Organizational Resources; Activities and Engagement; Role Models; and Culture. The book guides the user/reader through a detailed question and answer process, which in turn creates both an innovation profile and a clear, direct process for building innovation into an organization.

Anyone who is interested in understanding both the theory and practice of innovation and performance cultures will find this book compelling. It is grounded in the science of innovation, but it focuses on the implementation of innovation. It is the toolbox for those who wish to craft innovation.

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