

# INDUSTRY INNOVATION CONSTRAINT SURVEY

The Industry Constraint relates to how you view competitors, your relationships with outside suppliers and how you react to the market. Take this short quiz to see if this constraint is lurking in your organization:



*Customers have access to alternatives to our products*



*We rely on outside vendors for critical elements of our products*



*We ignore the needs of low-end customers in new product offerings*

If you answered "yes" to any of these questions, you may benefit from attending Vanderbilt's Strategic Innovation Short Program to work on the Industry Innovation Constraint in your organization. Visit [creativepeoplemustbestopped.com](http://creativepeoplemustbestopped.com) to take the full survey.