

We capture. Continuously uncovering key information to accelerate innovation management.
We discover. Sharing what we've lived, what we've learned, and what we still need to know.
We challenge. Studying approaches that don't work, and staying curious about those that do.
We pioneer. Collaborating to test concepts, launch pilots, and generate next practices.
We thrive. Applying breakthroughs to advance our field and cultivate innovation leaders.



INNOVATION RESEARCH
INTERCHANGE

Accelerating Value Creation

BRAND STORY GUIDE

Our Mantra

Capture insights.

Challenge convention.

Pioneer practices.

Cultivate leaders.

Accelerate growth.

POSITION

IRI is home to a worldwide network of cross-industry leaders interested in driving innovation and new growth – representing small specialty companies, large global corporations, government labs, and everyone in between.

We value strength in cooperation and partner with other organizations at the forefront of developments in innovation management, creating a haven for all to convene and contribute in an experimental, noncompetitive, and noncommercial environment.

Founded in 1938, we lead the field of innovation management by using the collective insight of our members to create contemporary practices. Some of the world's most widely-adopted models – such as “open innovation,” “fuzzy front end,” and “stage-gate” – were born from the work of our members.

IRI GIVES YOUR ORGANIZATION THE FOUNDATION TO EXPERIENCE SUCCESSFUL INNOVATION.

PURPOSE

IRI brings a global community of leaders together to advance our field by generating powerful next practices that accelerate innovation and value creation.

Together, we pioneer leading-edge methods to decide in which ideas to invest. We enable rapid piloting of new innovation management models by equipping members with curated trends, original research, team development, and best-in-class benchmarking.

In addition to the instrumental co-creation enabled within IRI forums, we provide coveted opportunities for members to collaborate with each other year-round to explore high-value partnerships.

PROMISE

IRI cultivates the best innovation leaders and helps organizations flourish under ever-changing conditions by delivering critical information to inform strategic direction, and producing specialized development tools and training programs to improve team performance.

We do more than collect, compile, and communicate key findings. We use these insights to modernize and customize innovation management roadmaps for operational success.

Organizations that apply practices generated by IRI experience a superior ability to achieve growth and create new value.

ACCELERATE GROWTH.

Belong to your professional home of global leaders who drive innovation to accelerate new growth – representing companies of all industries, types, and sizes.

CAPTURE INSIGHTS.

Participate in the leading interchange where innovation management insights are captured and used to help your organization flourish through ever-changing conditions.

CHALLENGE CONVENTION.

Challenge conventional ways of managing innovation using key findings uncovered in our curated trends, original research, and best-in-class benchmarking.

PIONEER PRACTICES.

Collaborate with other leaders and use rapid experimentation to pioneer next practices that improve value creation and help your teams decide in which ideas to invest.

CULTIVATE LEADERS.

Give your leaders modernized roadmaps for operational success, critical information to inform strategic direction, and specialized training to improve team performance.

With immersive experiences designed to excite innovation leaders in all roles and career phases, we welcome all employees from your organization to participate in IRI and contribute to the advancement of our innovation management field.