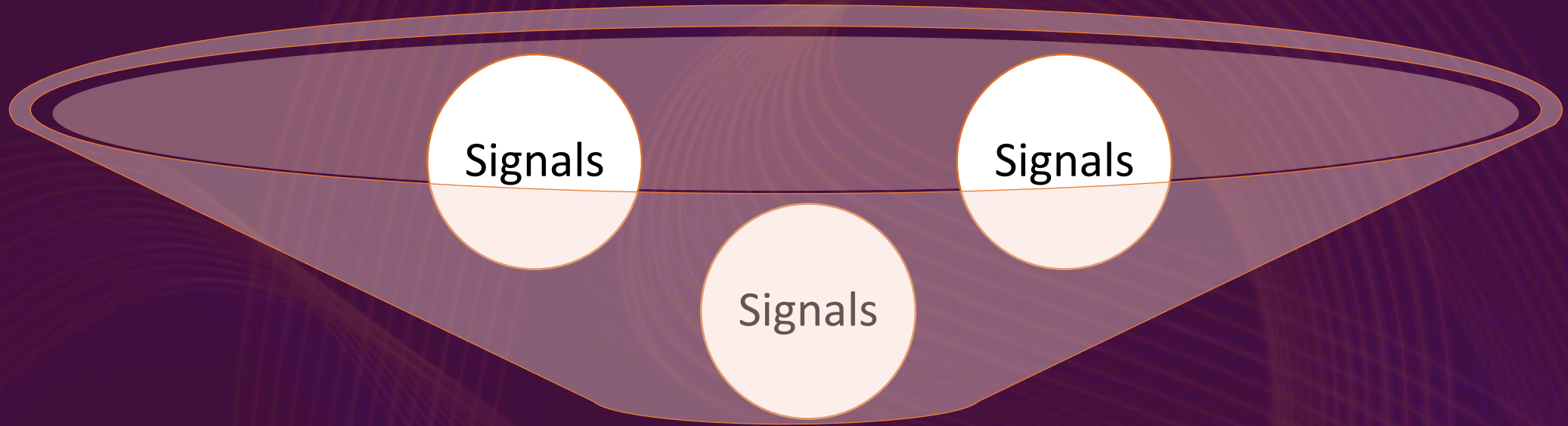




Anticipating Innovation Challenges for the Future

Lee Green, AVP, Research and Content, IRI

Quarterly Trends Analysis

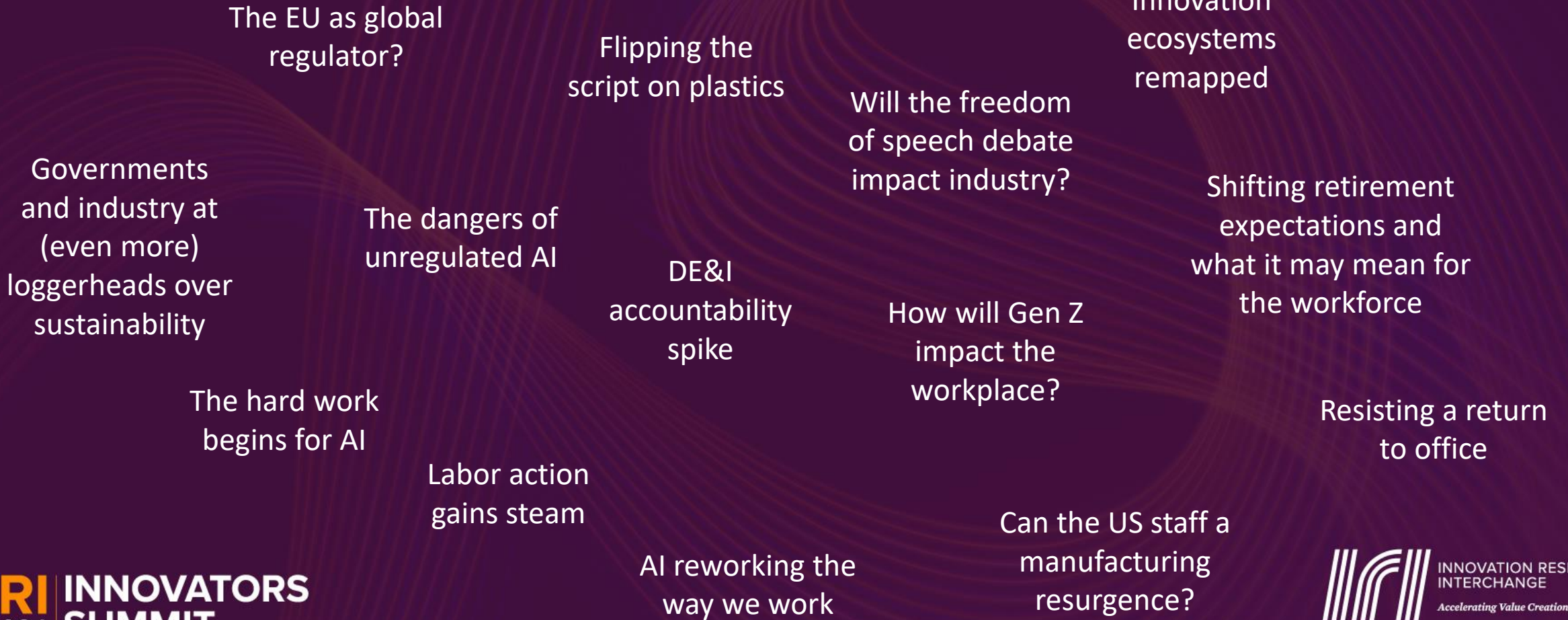


Advisory Board



Questions you need to ask

Recent trends





Some questions you need to ask

- Should we consider appointing a Chief AI Officer responsible for implementing policies and safeguards related to AI technologies?
- How will Gen Z's approach to problem-solving and collaboration impact how we have typically done innovation and R&D?
- How can we use regulatory changes as opportunities for innovation?
- How do we measure microplastics in our products, and are our testing methods robust?
- How can we incorporate a holistic approach into our workforce planning that includes considerations like immigration policies and AI?
- How can we prepare for economic changes and competition driven by regional innovation ecosystems?



What questions should you be asking yourself now to be better prepared for next year?



Top 5 Questions Activity

1. Write down the top five questions that you should be thinking about now. (e.g. How can I start upskilling my staff now to prepare them for an increased use of AI? What can we do now to prepare for pressure to reduce the use of microplastics?) – 5 minutes
2. Working with a partner, compare your five questions and then work together to come up with a list of five questions that incorporates both of your needs. – 15 minutes
3. Working with your whole table, create a list of five questions that satisfies everyone. – 20 minutes