

The background features a dark purple grid with several 3D rectangular blocks. These blocks are colored with a gradient of yellow, orange, red, purple, and blue. They are arranged in a way that suggests depth and perspective, with some blocks appearing to overlap or be in front of others. The overall effect is a modern, abstract, and dynamic visual.

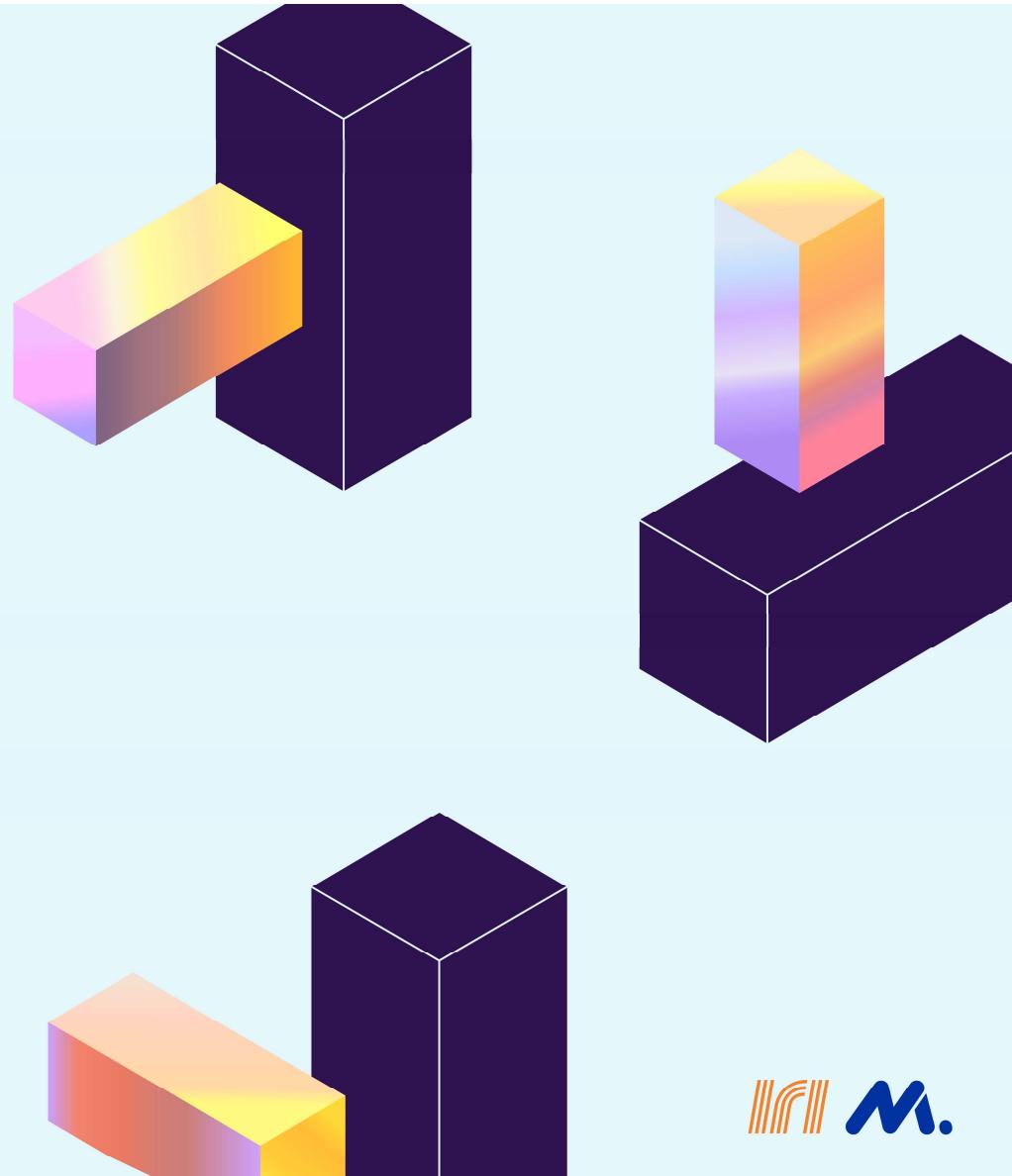
IRI 2025

INNOVATING THE FUTURE

Facilitated Session

Spotting Rough Seas—and How You'll Get Through Them

Michael Holman
Senior Content Director, IRI



Getting ready to use the framework

Now

Next



Getting ready to use the framework



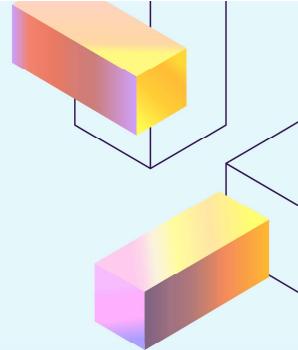
Where you are
today as a
company



How
innovation
can drive
future
success

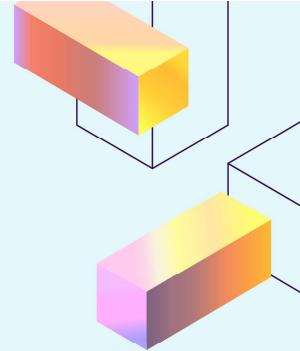


Lenses for NOW



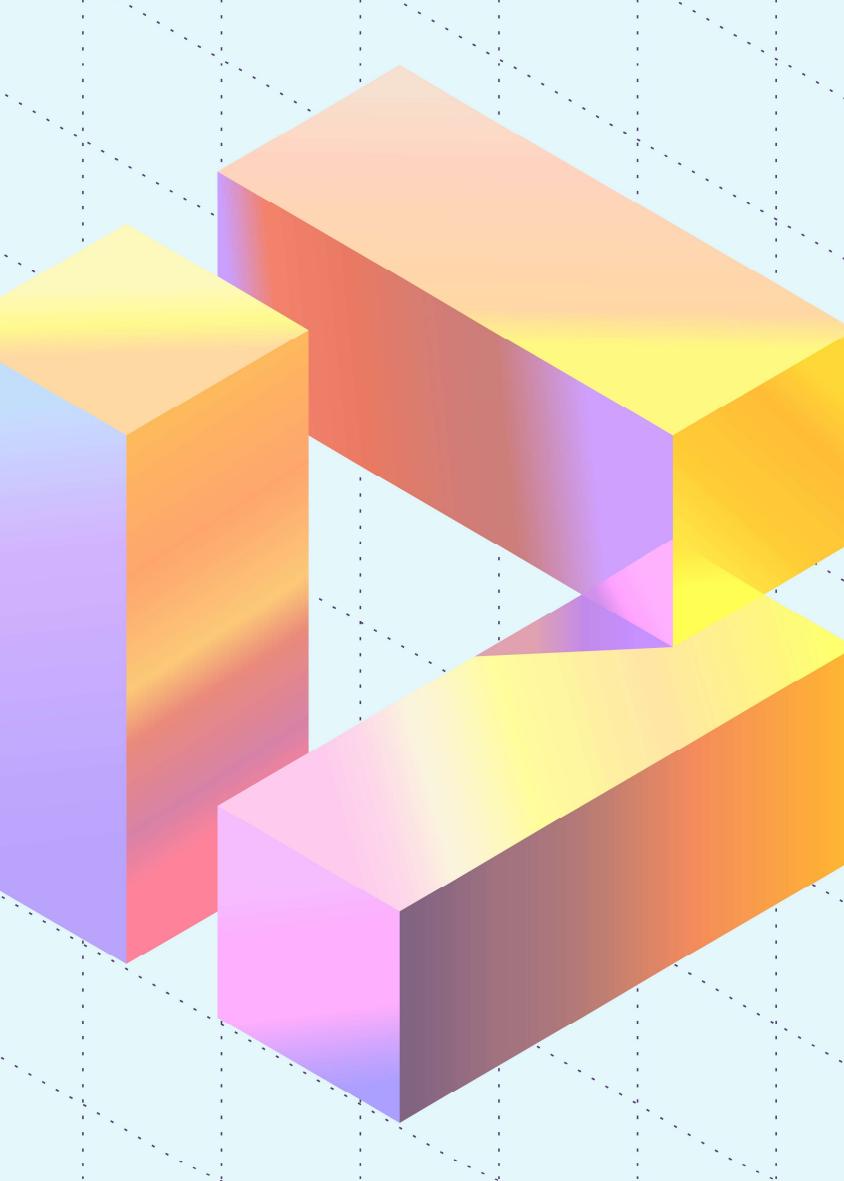
- What **shifts in the market** do you observe?
- Which **technologies** would you like to leverage?
- Which **people/workforce** issues do you want to address?

Lenses for NEXT



- What **trends** can tap into to drive growth?
- How might you rethink your strategy to be more **resilient**?
- How can you unlock **transformational** innovations, not just incremental advances?



A cluster of overlapping 3D rectangular blocks in various colors (orange, yellow, red, purple, pink) is positioned on the left side of the image, partially obscuring the background. The background consists of a light blue surface with a subtle grid pattern of dashed lines.

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