

11 Predictions About AI's Impact on Innovation Management

Notes from an October 2024 LinkedIn Live event. Video is available [here](#).

1. AI makes everyone an innovator

Frank Henningsen, CEO, Hype Innovation

AI coaches help to scale innovation capabilities. The assembly line worker might have a good idea how to improve a product, but maybe not the knowledge to turn it into a viable innovation idea. AI can coach them.

Data based insights and analysis of large amounts of data become easier, so more people can leverage this source of innovation.

Most importantly: AI shifts the challenge of realizing an innovative idea from the execution (like building a new app or a prototype) to the creative side, since AI helps with implementing it.

2. Conviction and execution skills are going to be the next difference-makers in corporate innovation.

Vincent Atallah, President of Aucttus and Executive Advisor at Disruptive Edge

When everyone can conduct financial models, come up with great ideas, test things quickly, what do we have left? The conviction that our company has a right to play and the execution skills to act on it. Innovators with a strong sense of “why us,” informed by a combination of AI assistance and a personal point of view will win.

3. AI is going to become the default setting for 90% of professionals, like using the Internet or the smartphone.

Jonathan Livescault, Managing Director of Itonics US

First consequence: it's going to standardize the way we work. AI will be able to create your innovation process, your governance model, your KPIs, prepare your Decision Committee and influence a lot of your decisions. On the execution side, AI will be able to test assumptions, build prototypes, simulate customer feedback, etc.

Second consequence: differentiation, which always comes from innovation, is going to get much harder.

4. AI will lead to the triumph of data-driven decision making.

Alex Slawsby, Chief Growth Officer, InnoLead

Senior leaders will begin expecting that teams bring them a vast amount of data to support their recommendations... because they will become used to how AI can do that. Over time, if AI isn't informing more and more of their insights and recommendations, senior leaders will be less and less inclined to listen to them. At some point, that could lead to AI taking over growth activities and potentially to AI Chief Innovation Officers etc...

5. AI creates a Tinder for innovation partnerships

Frank Henningsen, CEO, Hype Innovation

More and more corporates consider innovation partnerships, e.g. with startups, to realize their innovation ideas. The crucial part is the matchmaking: Finding the right innovation partner. AI can help with that problem.

6. AI evolution is testing the limits of our curiosity and thirst to learn quickly.

Vincent Atallah, President of Aucttus and Executive Advisor at Disruptive Edge

AI development is not slowing down, and the early adopters will be exponentially better equipped than the laggards. Innovators who want to stay relevant will need to constantly keep up with the latest tools and keep their curiosity ignited. The "conviction" mentioned above will be rendered useless if you aren't using the latest tools while your competitor is mastering them. If you're still using GPT while your competitor has five agents working for them, you'll be left in the dust, and this gravity of change is happening every few months, not years.

7. AI will ALWAYS be a lagging force for at least the next decade.

Jonathan Livescault, Managing Director of Itonics US

AI won't be able to understand humans and how they react and adapt to an evolving world. Unpredictable events and behaviors will always happen. Differentiation will always be possible for teams with a vision of possible futures and a portfolio of bold bets.

8. AI will help reduce our innate biases.

Alex Slawsby, Chief Growth Officer, InnoLead

Many innovation decisions are warped by biases like groupthink, confirmation bias etc...and while it's easy to point out cultural / societal biases reflected by AI today, over time, AI trained with a tremendous amount of data could identify where teams are developing biased insights and making biased decisions and correct them...and perhaps identify new opportunities / ideas revealed when biases are removed.

9. Humans will crave uniquely human experiences even more.

Vincent Atallah, President of Aucttus and Executive Advisor at Disruptive Edge

Finding ways to facilitate activities like ideation and brainstorming in uniquely human environments will become something we crave even more, while our AI counterparts handle the things that don't make us feel connected. Being deliberate about what AI will and won't do for you will keep you grounded in the less tangible culture drivers.

10. AI will never be able to deliver innovative new products and services at scale on its own.

Jonathan Livescalt, Managing Director of Itonics US

So being able to deliver and market the best possible product or service will remain a strong differentiation.

11. Startups will have a huge advantage in this AI era when it comes to launching new products and services.

Scott Kirsner, CEO, InnoLead

In the next five years, startups that are able to embrace new open source and proprietary AI tools and models will be able to launch new products and services quickly, threatening incumbents who are trapped in policy creation, usage prohibition, and risk management. That ties back into prediction #5 — being able to understand and assess what is happening in the startup world will grow in importance, as will having partnership mechanisms that work for your company.