****

**InnoLead Member Survey: December 2024/January 2025**

We surveyed InnoLead corporate members, as well as vendor, advisory, and academic members, about the issues at the top for their agenda for 2025. This survey data also included people who receive our email newsletter but are not currently members.

Here’s a synthesis of what they told us…

Top Issues for Corporate Respondents

• Enterprise AI Integration: Strategic integration of AI in operations, products, and services; adoption and governance of generative AI, including ethical frameworks and responsible use.

• Innovation Culture and Mindset: Fostering a culture of innovation across all organizational levels; differentiating innovation efforts from traditional R&D.

• Upskilling and Workforce Development: Training employees on AI tools and methodologies; promoting low-code/no-code platforms to empower citizen developers while ensuring governance.

• AI-Driven Operational Excellence: Using AI to optimize processes, enhance customer experiences, and improve agility in product development.

• Measuring and Communicating Value: Tracking and communicating the business impact of innovation initiatives; establishing clear metrics and communicating success to leadership and stakeholders.

• Avoiding Innovation Theater: Prioritizing meaningful, impactful initiatives over superficial innovation efforts; navigating internal corporate and political challenges to focus on real impact.

• Securing adequate funding for innovation initiatives.

• Innovation Structure and Collaboration: Aligning different innovation units to maximize productivity; using growth boards, fusion teams, and other structures to scale new ventures.

• Sustainability and Compliance: Balancing the scale-to-cost equation for sustainable materials; complying with regulations while fostering innovation.

• Leadership and Executive Support: Gaining buy-in and support from executive leadership for innovation agendas; elevating the perception of innovation within the organization.

• Global and Political Context: Addressing challenges like H1B visa policies and collaborating with international startups; adapting to economic and political shifts impacting innovation strategies.

Top Issues for Vendor/Academic/Consultant Respondents

• AI and Technology Integration: Incorporating AI into workflows while balancing with human expertise; addressing outdated retail technologies and exploring the intersection of AI and the future of retail.

• Innovation Efficiency and ROI: Improving innovation efficiency; differentiating innovation efforts from R&D while maximizing return on investment.

• Growth and Adjacent Markets: Designing strategies to drive new adjacent growth and bridging the gap between current and future initiatives.

• Avoiding Innovation Theater: Prioritizing impactful innovation over superficial efforts and achieving meaningful outcomes.

• Startups and Competition: Exploring how startups can compete effectively in the digital economy and innovate under competitive pressures.

• Corporate Engagement with External Ecosystems: Leveraging external ecosystems for corporate innovation and ensuring collaboration.

• Autonomous Innovation Management: Investigating the future of innovation management, including autonomous approaches and projections for 2030.

• Navigating Political and Economic Change: Addressing challenges from deregulation, administrative changes, and economic impacts on innovation strategies.

• Workplace Inclusion and Enhancement: Focus on inclusion, workforce development, and creating opportunities, including youth employment.

• Securing Stable Productivity: Launching products in a controlled manner while maintaining stable productivity levels.

Areas of Overlap

While the two sets of respondents have unique nuances, there is substantial overlap in areas related to AI, innovation culture, workforce development, delivering meaningful innovation impact, growth strategies, communicating value, and external ecosystem or market challenges.

(\* Survey conducted with SurveyMonkey. N=60. ChatGPT used to synthesize free text responses.)