



# Innovationedge® Insights

SPRING 2025 ISSUE #7

Spring is a time for renewal, and this year that means embracing AI as a strategic partner in innovation. From R&D to go-to-market strategy, AI is redefining how organizations operate. In the pharmaceutical industry, it's [accelerating drug discovery](#). In marketing, it's powering hyper-personalized campaigns and dynamic pricing models. And in manufacturing, AI is doing much more than simply automating processes.



Companies like [Interseye](#) are using computer vision to monitor workplace conditions in real time. So far, their platform has been able to detect 200x more hazards than manual methods, making it a powerful and proactive safety tool. Meanwhile, [AI agents](#) deployed on production lines can detect anomalies and optimize performance on the fly. While the biggest draw is reduced downtime, these AI agents also help companies build more adaptive manufacturing environments.

So, how can you implement AI in your workplace to reap similar benefits? Here's how to get your team on board:

- **Promote transparent and inclusive communication.** A survey by Phillip Morris International revealed that [91% of respondents value transparency](#) regarding the benefits and risks of new tech. Employees are more likely to embrace AI if they understand its purpose and impact.
- **Empower employees through hands-on engagement.** Provide your team with opportunities to interact with AI tools to demystify this new technology. For example, [Colgate-Palmolive developed an internal AI Hub](#) to encourage employees to create personalized AI assistants.
- **Appoint AI champions within teams.** Identify and train enthusiastic employees to facilitate peer-to-peer learning. Rent a Mac experienced initial pushback when implementing AI, but after using this approach, the company saw [engagement skyrocket from 31% to 89%](#).

At **Innovationedge**, we specialize in guiding organizations through complex transitions like AI integration. [Send us a message](#) to explore how our change management strategies can support your team as you build an AI-ready culture.

# 5 Big Trends

## RESHAPING CONSUMER DEMAND

Consumers are more discerning and digitally empowered than ever before. In order to win them over, brands need to deliver meaningful and personalized experiences that address pressing concerns like sustainability and social justice. Let's look at five of the biggest consumer trends we're seeing today and how innovation leaders are responding by adding value.

- **Personalization at scale:** AI and generative technologies are revolutionizing the delivery of highly tailored consumer experiences. Brands like Victoria's Secret have reported [double-digit increases in conversion rates](#) by using AI to personalize email content and offers at scale.
- **Digital wellness and slow tech:** Digital fatigue is on the rise, and many consumers are turning to "analog wellness" to engage in experiences that promote relaxation over constant engagement. Amway highlights that this [intentional consumption](#) is all about supporting screen-life balance, creativity, and mindfulness.

- **Regenerative offerings and circular economies:** Companies are investing in repairable, reusable, and upcycled products to appeal to the consumer demand for more sustainable and durable options. We're also seeing major brands like [PepsiCo and General Mills invest in soil health and biodiversity](#) to future-proof their supply chains.
- **Local consumerism:** [65% of consumers say they want to shop locally](#) more often to support their communities and reduce environmental impact. Brands are responding by leveraging nearshoring and local supply chains, which in turn makes them less susceptible to global risks.
- **Social commerce and deinfluencing:** Social commerce is still booming, but consumer expectations are changing as the deinfluencing movement continues to push back against overconsumption. [Livestreams, peer reviews, and community-driven content](#) are demanding more authenticity from brands and reshaping purchase behaviors.

Want more insights? Explore **Innovationedge's** [2025 Trend Prediction Series](#). We're reporting on the biggest consumer and business shifts across industries to empower you to lead with agility and purpose.



# Adapting To Global Supply Chain Shifts

## AND BUILDING RESILIENCE

From geopolitical tensions to sourcing challenges, global supply chains are being hit hard by disruption. To thrive amidst this uncertainty, businesses must focus on increasing agility and resilience. Here's what you can do to navigate the volatility:

- **Adopt hybrid inventory strategies.** The traditional “just-in-time” (JIT) inventory model is giving way to a hybrid approach that incorporates “just-in-case” (JIC) strategies. By maintaining buffer stocks of critical items, companies can better withstand supply chain shocks.
- **Leverage predictive analytics.** Despite how unpredictable trade and supply chains feel at this moment, advanced analytics tools continue to give companies an edge. Use AI and machine learning to forecast demand and optimize your inventory.
- **Integrate design thinking.** By considering material availability and supplier diversity during the design phase, companies can create more adaptable products. This proactive approach also reduces dependency on single sources and safeguards production from supply chain disruptions.

- **Diversify through nearshoring.** Mitigate risks associated with distant suppliers by relocating production closer to end markets. This move reduces transportation costs and lead times while decreasing exposure to geopolitical uncertainties.
- **Implement scenario planning.** Companies can develop contingency plans to simulate different scenarios that may play out in the future. This strategic foresight improves preparedness, increases agility, and rewrites how teams approach problem-solving.



Keep an eye on the [Innovationedge blog](#) as we release more resources about building organizational resilience.

# A Message From Our CEO

## BUILDING A CULTURE THAT THRIVES IN UNCERTAINTY



As a leader, uncertainty isn't something to fear. It's something to prepare for, adapt to, and ultimately grow through. As this Spring 2025 Insights Report has shown, building organizational resilience in today's world requires a commitment to curiosity and reinvention. Whether you're concerned about the rapid pace of AI, supply chain volatility, or shifting consumer expectations, it's essential to invest in your team. Encourage experimentation. Ask hard questions. Explore bold ideas. These are steps leaders need to take to foster more resilient workforces for the future.

And to fuel your quest to innovate and strengthen your organization, I'm proud to announce the launch of our new podcast, [Incite Innovation](#). Each episode explores the biggest trends and challenges that are shaping the world as we know it. To mirror our belief in pairing human insight with cutting-edge technology, we even built our show using AI-generated hosts. It's our way of offering a thoughtful, consistent voice and expert insights during periods of rapid change.

If something in this issue sparked an idea or raised a question, I encourage you to [reach out and have a conversation with us](#). Learn more about [our services](#) and how we can help you lead the change you want to see. – Cheryl Perkins, Founder & President, **Innovationedge**



*Innovationedge is a global strategic innovation consultancy with offices in Florida and Wisconsin. Our team's fearless champions of innovation break barriers to help executives define their strategy, develop capabilities, design a winning organizational structure, and deliver breakthrough innovations through a robust growth pipeline of sustainable solutions and new-to-the-world innovations. Innovationedge also gives inventors an edge by crafting winning business propositions and creating strategic corporate partnerships that deliver commercial success.*

