

A photograph of two women sitting at a wooden table in a meeting. The woman on the left is wearing glasses and a light blue shirt, gesturing with her hands as if speaking. The woman on the right is also wearing a light blue shirt and is looking towards the first woman. There are papers and a smartphone on the table.

CFI iLab

EXPLORING SOLUTIONS TO THE
WORLD'S TOUGHEST PROBLEMS

CFI iLab brings economically sustainable social change to the world by drawing together rigorous research, the wisdom of the liberal arts, and marketplace expertise.

Who? CFI iLab invites market-driven companies, innovative non-profits, faith-based organizations, and educational institutions to sponsor projects. CFI hand picks a team of students, faculty, and marketplace coaches specially for each iLab project.

When? Projects are scheduled to coincide with the academic calendar. Clients meet virtually with CFI once at the start of the project and twice with their iLab team during the project (either at Wheaton College, IL, or at your corporate site).

How? CFI iLab teams are trained in a unique approach developed in-house, drawing on human centered design, social and business research, ethical/philosophical analysis, and agile project management.

Does your organization face complex problems?

CFI iLab helps companies and nonprofits clarify their challenges and solve business problems while placing social value at the center of the design process to build a more just, sustainable, and profitable world.

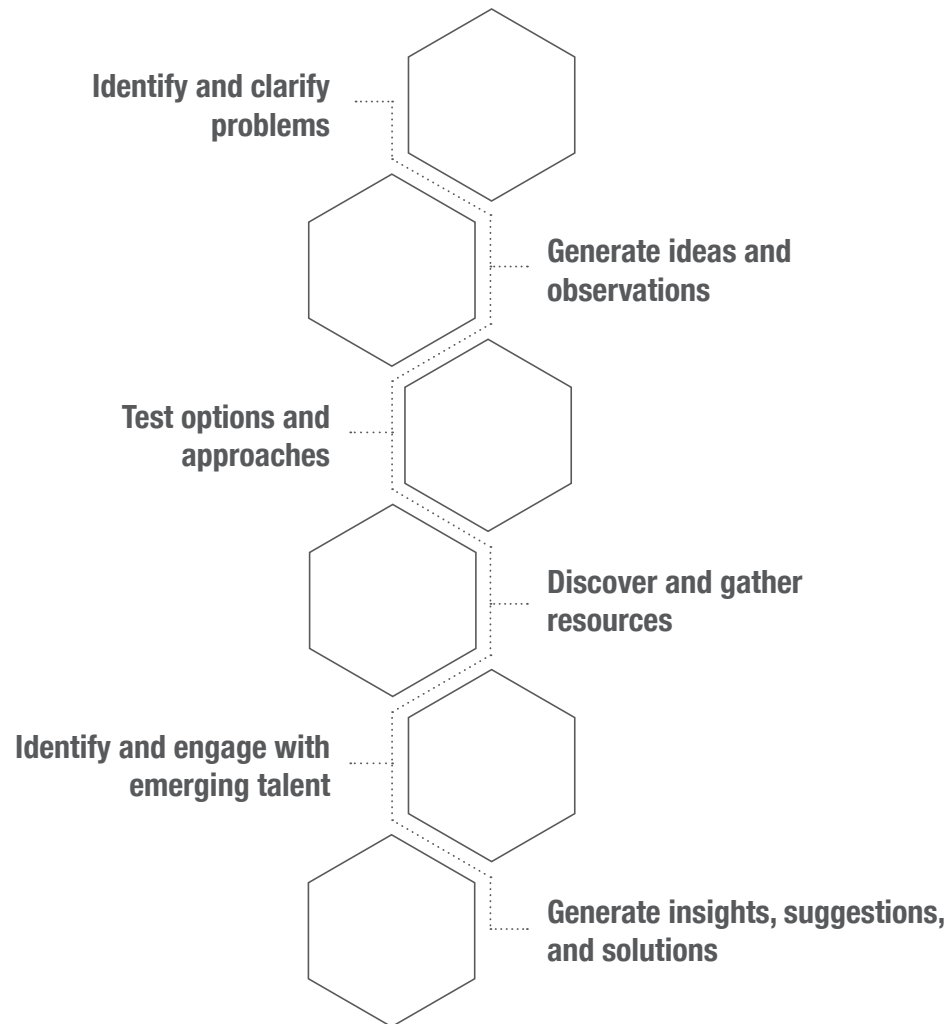
CFI iLab will partner with you to build innovative solutions drawing on the rich intellectual resources of Wheaton College:

- the raw talent of interdisciplinary teams of *passionate students*
- the participation and oversight of *faculty experts*
- the careful guidance of experienced *marketplace leaders*

“*Social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions.*”

Phills, Deiglmeier & Miller (2008)

What can CFI iLab do for you?



Project Areas

With a focus on social innovation, CFI iLab can execute projects in the following areas:

- Brand management
- Business planning, strategy, and change management
- Diversity and inclusion analysis
- New market analysis and entrance plan development
- Engagement planning for GenZ as employees or customers
- Environmental, economic, or social impact analysis
- Global/cultural intelligence analysis
- Information technology application opportunities
- Current markets and marketing strategy analysis to increase market penetration & customer retention
- Technology commercialization and digital/social media development
- Supply chain management/sourcing and logistics assessment
- Talent management and leadership development
- Business ethics/codes of conduct analysis
- Customer and supplier values alignment

Sponsor a project

Visit wheaton.edu/CFI/iLab to request your project quote today.