

# Jeff DeGraff

DEAN OF INNOVATION

## Connects Leadership, Innovation and Growth



The charismatic Jeff DeGraff began his career as a VP at Domino's Pizza, where he was responsible for developing innovative strategies, communication/support technologies, and new business ventures. The title on Jeff's business cards read "Dean of Innovation." In this role, he helped spur Domino's growth during the 1980's from a regional success story to an international franchise phenomenon.

### MORE ABOUT THE DEAN

With over twenty years experience in management issues, Jeff is a Professor at the University of Michigan's Ross School of Business, teaching MBA and executive education courses; the Managing Partner of Competing Values Company, a firm that facilitates change, innovation and growth; and the Executive Director of the Innovatrium Institute for Innovation, where ideas grow.

Known as the 'guru to the innovation guru' at Fortune 500 companies, he has created a broad array of widely used tools and methods for implementing innovation. 3M, Apple Computer, American Express, GE, Johnson & Johnson, LG, Pfizer, and Toyota are a few of his showcase clients.

He has also contributed his expertise in publications such as *BusinessWeek*, *CIO*, *Leadership Excellence*, *T+D* (Training + Development), *Training*, and *USA Today*.

Besides being an in-demand speaker, Jeff is a thought leader at top innovation incubators and think tanks such as the Aspen Institute. His advice is frequently sought after by the investment community on how to pick, manage and harvest winning ideas and business enterprises.

Jeff has written about innovation in numerous articles and books. He is the co-author of *Creativity at Work: Developing the Right Practices to Make Innovation Happen*, (Jossey Bass, 2002), *Competing Values Leadership: Creating Value in Organizations* (Edward Elgar, 2006) and *Leading Innovation: How to Jump Start your Organization's Growth Engine* (McGraw-Hill, 2006). Jeff holds a Ph.D. in Educational Technology from the University of Wisconsin-Madison.

### KEYNOTE PRESENTATIONS

#### Leading Innovation

is Jeff's most requested keynote topic. This popular "Innovation 101" session is meant to inspire every employee, at every level, to take ownership of innovation. He debunks accepted innovation myths and misconceptions and provides the simple steps to make innovation work. Jeff shares how to avoid common pitfalls and how to harness the existing corporate culture and competencies to drive innovation and growth.

#### Jumpstart Innovation

is very targeted, most appropriate for leaders with a key growth project. The focus is on how to rapidly create results while identifying innovation practices that can be repeated in the future. Leaders will learn how to build teams that can support innovative initiatives and quickly launch projects to proof creative concepts.

#### Make Innovation Work in Your Workplace

facilitates a groundswell of innovation support within a company. Strive to knock down the barriers between corporate divisions and unite with a shared vision and commitment to innovation. Setting up new ways of communicating and working, in order to transform an organization, is goal of this presentation.

#### Custom Presentations

Jeff's presentations can be tailored in content and length to the specific needs of your organization, industry, and event themes.

"Innovation is a skill, not a gift. It can be routinized like any other business imperative such as productivity, leadership, or quality. DeGraff shows you the way."

Drew Boyd, Director, Marketing Mastery, Johnson and Johnson

"At Reuters, we have greatly benefited in our return to growth from our work on innovation with Jeff DeGraff."

Tom Glocer, CEO, Thompson Reuters

"He (Jeff) has provided marketing professionals across GE with a collaborative, measurable process that leverages existing creativity."

Beth Comstock, Senior Vice President and Chief Marketing Officer, General Electric

#### To Arrange Your Speaking Engagement with Jeff DeGraff:

Call Carrie Green, Account Manager, Marketing & PR, (312)520-5673  
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**Jeff DeGraff**  
 Speaker, Consultant, Coach

**WORLD RENOWN EXPERT ON INNOVATION**

As a speaker, Jeff is the complete package. He offers his personal experience as a former business executive from one of the fastest growing companies in America, an academic background as a Professor at a leading business school with extensive knowledge gained from consulting with top tier clients, and the credibility of being a published author and an expert resource for the media.

Jeff is also the co-creator of the Competing Values methodology that integrates innovation with finance, strategy, management, and leadership into a robust business model that boosts the bottom-line. The Competing Values Framework (CVF), the result of 25 years of research and testing, has been implemented by nearly one hundred of the Fortune 500 and it was recognized by the Financial Times as one of the 40 most important frameworks in the history of business.

The premise of the CVF is that there are four basic competing values within every enterprise: Collaborate, Create, Compete and Control. These values compete in a very real sense for a corporation's limited resources (funding, time, and people). How leadership responds to the tension created between these competing values will shape a companies culture, practices, products, and ultimately, how they innovate and grow.

**BOOKS WRITTEN BY JEFF**



**Leading Innovation: How to Jump Start Your Organization's Growth Engine**

The ultimate playbook for innovation that provides the seven simple steps that result in corporate growth and prosperity.



**Competing Values Leadership: Creating Value in Organizations**

Inspiring case studies about companies that have identified their core values and then are able to find untapped potential & growth opportunities.



**Creativity at Work: Developing the Right Practices to Make Innovation Happen**

Filled with tools, techniques, and tips that transform personal creativity into business innovation and growth.

**PARTIAL LIST OF CLIENTS**

- 3M
- Allegro Microsystems
- American Express
- Apple Computers
- Coca-Cola
- COMDEX
- Consumers Electronics Association
- Con Edison
- DOW
- EATON
- Environmental Data Resources
- Federal Reserve Bank
- Hagerty Insurance
- Haworth
- Johnson & Johnson
- JP Morgan
- LG
- Navy Federal Credit Union
- NBC
- New York University Medical Center
- Pfizer
- Pitney Bowes
- PDMA (Product Development Management Association)
- Prudential Retirement
- Quad Graphics
- Thomson Reuters
- Toyota
- UMHS
- United Way
- United States Department of Energy
- VISA
- Yahoo!