

Social Media News Release for Competing Values



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JEFF DEGRAFF ENCOURAGES MICHIGAN TO GET IN TOUCH WITH ITS "INNER HENRY FORD"

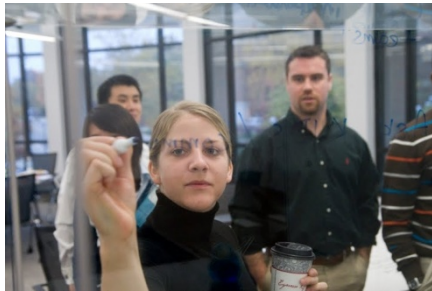
DeGraff tells audience how Michigan lost its edge at WWJ's "Destination: Innovation" Business Breakfast

CORE NEWS FACTS

- Michigan's University Research Corridor and WWJ Newsradio 950 gathered leading innovators at the Michigan State University Management Center, 811 W. Square Lake Road, in Troy on Thursday, April 29 for "[Destination Innovation](#)". The University Research Corridor is an alliance between Michigan's three major research universities to transform, strengthen and diversify the state's economy. The partners, Michigan State University, the University of Michigan and Wayne State University, spark regional economic development via invention, innovation and technology transfer, by educating a work force prepared for the knowledge economy, and by attracting smart and talented people to our state.
- Jeff DeGraff, Clinical Professor of Business Administration, [Ross School of Business](#) at the University of Michigan, [talked about how Michigan lost its edge](#).
- Jeff DeGraff, "The Dean of Innovation" is founder of [Competing Values](#), a consulting company to 100 of the Fortune 500 companies. In 2009, Jeff created the [Innovatrium](#) in Ann Arbor, Michigan. [The Innovatrium](#) combines a community of world-class thought leaders and practitioners with a collection of integrated methodologies for leading innovation. This idea lab, beyond acting as a launch pad for innovative projects, is dedicated to developing innovation experts who can make innovation happen, everywhere, everyday, in their workplaces.
- Jeff is author of [Leading Innovation: How to Jump Start Your Organization's Growth Engine](#) (McGraw-Hill, 2007) co-authored with [Shawn E. Quinn](#).

PHOTOS





[MP3 FILE](#) of Jeff's Radio Interview with WWJ

MORE MULTIMEDIA AVAILABLE BY REQUEST

[Leading Innovation Media Kit](#)

**PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS,
CUSTOMERS AND/OR PARTNERS**

In order for Michigan to regain its entrepreneurial spirit, University of Michigan Business Professor Jeff DeGraff said we need to get back in touch with our "inner Henry Ford."

"[We had] a hundred years of tinkerers and inventors and builders, and 'can do', and a sense of destiny -- I think that one of the things that happened in the 80's, in the downturn, is things got very conservative here," DeGraff said.

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

Beth Comstock, Corporate VP and Chief Marketing Officer, General Electric

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

LINKS TO RELEVANT COVERAGE TO-DATE

[Jeff DeGraff and the Innovatrium](#)

[University Research Corridor](#)

BOILERPLATE STATEMENTS

Jeff DeGraff is the Dean of Innovation. 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 DeGraff's business cards read "Dean of Innovation" and he helped spur Domino's meteoric growth during the 1980's from a regional success story to an international franchise phenomenon.

With over twenty years experience in management issues, DeGraff is the Clinical Professor of Management and Organizations at the University of Michigan's Ross School of Business, teaching MBA and executive education courses; the Managing Partner of Competing Values Company, a consulting firm that assists leaders in facilitating change, innovation and growth; and the Executive Director of the Innovatrium Institute for Innovation, Ann Arbor, MI, where ideas grow. Known as the 'guru to the innovation guru' at companies such as 3M, Apple, American Express, Coca-Cola, GE, Johnson & Johnson, LG, Pfizer, Reuters, Toyota, and Yahoo!, he has created a broad array of widely used tools and methodologies for implementing innovation.

DeGraff is an in-demand speaker at both academic and business events as well as 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 successful business enterprises. He shares his expertise in over 30 countries and with many of the world's leading corporations in the Automotive, Biotech, Consumer Electronics, Information Technology, Financial Services, Food Service, and Pharmaceutical industries.

DeGraff 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). DeGraff holds a Ph.D. in Educational Technology from the University of Wisconsin-Madison.

The Innovatrium. The Innovatrium combines a community of world-class thought leaders and practitioners with a collection of integrated methodologies for leading innovation. This idea lab, beyond acting as a launch pad for innovative projects, is dedicated to developing innovation experts who can make innovation happen, everywhere, everyday, in their workplaces.

- Innovatrium works with organizations with a need for significant and ongoing change and innovation.
- Innovatrium aligns people at all levels and areas of the organization and provides a specific roadmap to value creation by diagnosing the culture and competencies of the organization, facilitating business tactics that support innovation.



- Innovatrium is resource rich due to its location near the University of Michigan, which has the world's largest graduate school, and it is the only university in America with a top ten rating in all nineteen areas evaluated by the Carnegie Commission. This means that the knowledgeable faculty and students are only a phone call—and a short distance—away.
- Innovatrium is establishing the world's leading community of innovation practitioners, the mission of the Innovatrium is to be to business what Juilliard School is to music, bringing together master practitioners and educators with students.
- Innovatrium will improve the design, development, and delivery of innovation methods through a wide range of creative techniques and experiences as it serves diverse constituencies, including those engaged in Finance, Marketing, New Product Development, Organizational Development, Strategic Planning, and Leadership.

About the University Research Corridor: The URC is an alliance between the University of Michigan, Michigan State University, and Wayne State University to transform, strengthen and diversify the state's economy. The University Research Corridor partners have formed this alliance to improve understanding of the vital role the three universities have played, and will play, in revitalizing the state's economy. The collaborative effort will disseminate useful information for key stakeholders, including the business community, researchers and students, policymakers and other investors. In doing so, the universities hope to enhance our outreach and collaborative efforts, speed up technology transfer and development, and communicate the advantages of doing business here.

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