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Innovatrium Partnership is New Model in Business Education

Innovatrium brings fresh ideas from Ann Arbor to the world to help businesses grow

Core News Facts

- The [Innovatrium](#) (Innovation + Atrium) is an innovation development community that is comprised of leading companies, government agencies, universities, trade associations, top faculty, researchers, students, and best in class growth and innovation experts. The Innovatrium acts as an idea market, think tank, and research lab for innovation projects. The focus is on growth through the development of innovation practices and leaders (Creativizers), quickly generating results.
- The Innovatrium just celebrated its first anniversary. In just one year, The Innovatrium has already orchestrated 40 team innovation events to help businesses grow and create new jobs. These events include:
 - Drug discovery for a major Pharmaceutical company
 - Transforming at Tier 1 company to an OEM
 - Working with a Clean technology firm
 - “Creating 10,000 jobs in Michigan”
 - The “Henry Ford Innovation Strategy” event
- The Innovatrium is the future of business education, where private and public entities work together to solve real world problems that span multiple disciplines. It is where faculty members, students, and business leaders work together to create hands-on action learning, with real people and real problems. Jeff DeGraff, Executive Director of the Innovatrium, calls this “See one, Do one, Teach one” or SODOTO, similar to the medical school model. This is also a space where faculty members can be mentors to younger ones and provide real world perspectives to academe.
- The next major event, in conjunction with the [Ross School of Business at the University of Michigan](#) is an innovation solutions program for General Electric in July. This unique program will bring the top 35 executives from GE Energy to Ann Arbor to learn from outstanding Ross faculty in the [Executive Education](#) program in the morning and then develop innovative solutions at the [Innovatrium](#) in the afternoon.
- [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,

Social Media News Release for Competing Values



Michigan, one of the knowledge capitals of the world. [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.

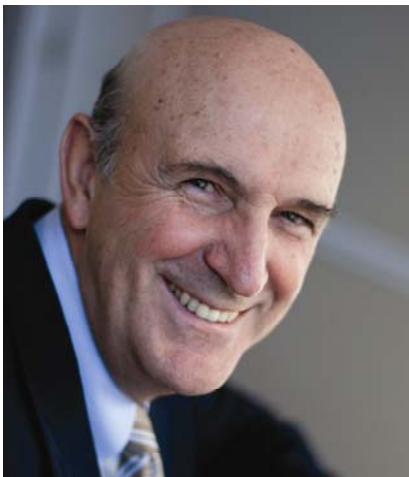
- Jeff is author of [Leading Innovation: How to Jump Start Your Organization's Growth Engine](#) (McGraw-Hill, 2007) co-authored with [Shawn E. Quinn](#), and [Creativity at Work](#) (2002, Jossey-Bass).
- Other scholars from the [Ross School of Business at the University of Michigan](#) who are also founders of [Competing Values](#) and partners in the [Innovatrium](#) include Professor [Bob Quinn](#), author of [Deep Change](#), [Lift](#), and [Diagnosing and Changing Organizational Culture](#), and Professor [Kim Cameron](#), author of [Positive Leadership](#), [Making the Impossible Possible](#), and [Diagnosing and Changing Organizational Culture](#).
- The Innovatrium is sponsored by the privately-held and family-owned company [Haworth](#) and [ISCG](#), the Haworth dealer based in Royal Oak, Michigan.

Photos

Jeff DeGraff

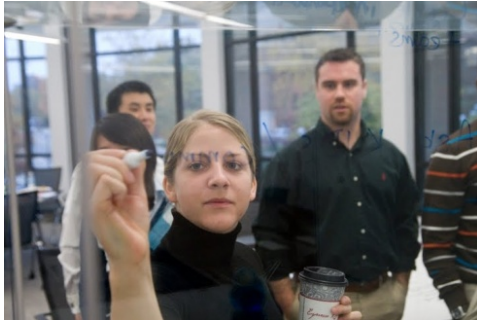


Bob Quinn



Kim Cameron





[Jeff's Video Introduction of the Innovatrium](#)

More Multimedia Available by Request

[Leading Innovation Media Kit](#)

[Q&A with Jeff DeGraff about the Innovatrium](#)

[Innovatrium Brochure](#)

Pre-Approved Quotes

“Leading innovation is mostly about connecting the dots. It is syncing up all of the value propositions of the organization. Many firms have great ambitions around innovation, but have not developed the culture or capability to realize them.”

“...Innovation is not your best friend. It is your only friend.”
Jeff DeGraff, Founder, Innovatrium

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](#)

[Training Magazine feature on the Innovatrium](#)

[Leading Innovation](#)

[Creativity at Work](#)

Boilerplate Statements

Jeff DeGraff is the Dean of Innovation. The charismatic Jeff DeGraff is a highly sought after speaker and advisor for companies that include 3M, Apple, American Airlines, Coca-Cola, GE, Johnson & Johnson, LG, Pfizer, and Toyota. He is the Clinical Professor of Management and Organizations at the University of Michigan's Ross School of Business, where he co-created the Competing Values school of thought that is taught in leading universities, colleges and business schools throughout the world; the Executive Director of the Innovatrium Institute for Innovation, an idea lab; and the Managing Partner of the Competing Values Company, a top innovation consulting firm.

With over twenty-five years experience in management issues, Jeff began his career 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 rapid growth from a regional success story to an international franchise phenomenon.

As the guru to the innovation guru¹ at Fortune 500 companies, he has created a broad array of widely used tools and methods for implementing innovation. His work is focused on how to lead Innovation—developing the culture, capabilities, and collaborative connections that result in revenue and market growth.

His advice is frequently in demand from the investment community on how to pick, manage and harvest winning ideas and business enterprises. Jeff has shared his insight at top innovation incubators and think tanks such as the Aspen Institute. He has also contributed his expertise in publications such as Business Week, CIO, Fortune, Training+ Development, Training, USA Today, and the Wall Street Journal.

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.



Bob Quinn. Robert E. Quinn is recognized as having the highest rate of repeat business in the speaking industry. Because he connects the latest insights of science to the deepest needs of his audience, he inspires people to change. So organizations tend to invite him again and again. He has over 30 years of experience in helping people change and has published more than 20 books on the topic of change. He holds the M. E. Tracy Collegiate Professorship at the University of Michigan and is on the Organization and Management Faculty in the [Ross School of Business](#). He is a fellow of the Academy of Management and a cofounder of the [Center for Positive Organizational Scholarship](#). His [competing values](#) framework has been recognized as one the 50 most important models in the history of business.

Kim Cameron. Kim Cameron is a world expert in organizational culture and change management. He is one of the founders of [Competing Values](#), [The Center for Positive Organizational Scholarship](#) and is a partner in [The Innovatrium](#), a change and innovation institute. Kim developed the Competing Values Culture & Competency Assessments which have been used by over 100 of the Fortune 500 and 100,000 executives. He is The William Russell Kelly Professor of Management and Organizations at [the University of Michigan Ross School of Business](#). Kim's past research on organizational downsizing, organizational effectiveness, corporate quality culture, development of leadership excellence and the study of virtuousness in organizations has been published in more than 120 articles and 14 books.

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.

Haworth. Haworth Inc. is a global leader in the design and manufacture of organic workspaces, including raised floors, movable walls, systems furniture, seating, storage and wood



casegoods. Family-owned and privately held, Haworth is headquartered in Holland, Michigan, and serves markets in more than 120 countries through a global network of over 600 dealers. The company had net sales of US \$1.65 billion in 2008.

Haworth at a glance

- Haworth operates over 20 wholly owned manufacturing facilities in 10 different countries,
- 55 sales offices and 600 dealers worldwide
- Nearly 7,000 members are employed by Haworth worldwide - the Haworth family is more than just the people whose name is on the building. It includes our members, partners, suppliers and dealers who all help make it happen behind the scenes.
- Global acquisitions have strengthened workspace and design capability
- A focus on invention has resulted in 250+ patents
- A longstanding commitment to the environment has brought many awards
- Haworth's quality exceeds the industry standard

Leading designers from around the world contribute to Haworth products and processes. In 1994 Haworth reached the \$1 billion mark, and in 2000 surpassed \$2 billion.

Haworth's roots are in 1948 - a garage in Holland, Michigan where G.W. Haworth first started his business to help put his kids through college. As the company grew in sales and acquisitions, G.W.'s son Dick assumed the position of CEO and then Chairman of the Board.

Under Dick's leadership, Haworth has become the industry's only true global company. Haworth's strategic direction begins with its core values; a passion for serving customer, serving members, embracing change, continuous pursuit of greater effectiveness and striving for excellence in quality. These values define Haworth and are the same values on which Haworth was founded.

Building on these principles, Haworth seeks to meet its performance objectives through the leveraging of its global capabilities, a unique adaptable workspaces approach, and a designed performance approach to quality and product engineering. This allows Haworth to provide a broad set of solutions anywhere in the world with the highest standard of quality.

To execute this strategy, Haworth operates in three geographic sectors: North America, Europe, Asia/Pacific. Haworth connects suppliers and more than 600 independent dealers with 24 ISO-9001 registered manufacturing sites in 10 countries and offer products and services in over 120 countries.

ISCG. **iscg** has been a leading Michigan corporation since 1976 striving to improve the workplace environment. **iscg**'s teams of professionals specialize in interior design, facility planning, new and reconfigured contract furnishings, furniture installations and move/asset management. **iscg** offers a varied menu of contract services to accommodate small, mid-sized, and Fortune 500 businesses.

At **iscg**, we continually explore ways to improve and expand our services. From concept to move-in, we partner with our clients, taking pride in working closely and cooperatively with them. Integrity of design



and dedication to service are our contributions toward successful project completion and client satisfaction.

We are committed to building long-term relationships with our clients. For over 30 years we have worked hand-in-hand with organizations such as Kelly Services, University of Michigan, Huntington Bank, Washtenaw County and Plante and Moran.

iscg is made up of a team of professionals that are concerned with, and committed to, improving the workplace environment. **iscg's** solid foundation is the combination of:

- employee character and longevity
- customer retention and loyalty
- financial stability and business acumen
- solid vendor relationships

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