



CONTACT INFORMATION:

Client contact

John DeGraff
Phone (734)604-1012

john@competingvalues.com
<http://competingvalues.com/>

Spokesperson

Karen Mishra
Phone (517)802-8702

lizmishra@gmail.com
<http://competingvalues.com/>

For Immediate Release

University of Michigan Business School Professor Sets Standard for New Model in Innovation Education

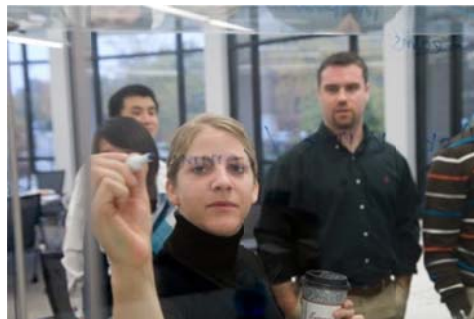
Innovatrium to spur innovation by creating value for the global community

Core News Facts

- The new [AACSB report on innovation](#) encourages business schools to develop “multiple places where business schools can connect with and engage external constituents or collaborate with different types of organizations (p. 27).” [The Innovatrium](#), founded by professors at the University of Michigan Ross School of Business, is a place where professors, students, and companies come together to solve real problems that will create new economic growth.
- Students come from many different departments at the University of Michigan (and even from different universities, such as [Michigan State University](#)) to work on real life projects at the Innovatrium. This gives students the opportunity to learn the trade of innovation, stay in Michigan, and stay on the ramp to gainful employment—in Michigan.
- While the Innovatrium is not an official part of the University of Michigan, [Professor Jeff DeGraff](#) regularly works on projects with the University pro bono or at cost, working across departments and crossing traditional boundaries to provide solutions to pressing problems.
- [Jeff DeGraff](#), Clinical Professor of Management and Organizations at the [Ross School of Business at the University of Michigan](#) and “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, 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.
- 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, quickly generating results.

- The Innovatrium recently 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
 - Working with the [Ross School of Business Executive Education](#) to train leaders from GE Energy
- 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 Innovatrium is sponsored by the privately-held and family-owned company [Haworth](#) and [ISCG](#), the Haworth dealer based in Royal Oak, Michigan.
- 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](#).

Photos



More Multimedia Available by Request

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

[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](#)

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 guru' 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 is a 1980 graduate of Western Michigan University and 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.

[Client’s News Releases](#)

[“Del.icio.us”](#)