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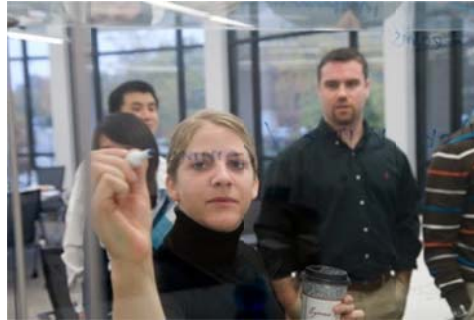
**For Immediate  
Release**

**University of Michigan Business School Professor Speaks at Ross Alumni Event**  
Professor Jeff DeGraff hosts alumni event at Idea Lab to speak on  
*"Innovation and You: An Ever More Critical Component to Success"*

**Core News Facts**

- [The Ross School of Business Alumni Club of Southeast Michigan](#) is hosting an alumni event on Thursday, September 30<sup>th</sup> from 6:30 to 8:30 p.m. Professor Jeff DeGraff will speak on "Innovation and You"
- Attendance is limited to the first 40 Ross alums that register for this event. You must pre-register at [http://www.rossmich.org/store.html?event\\_id=159](http://www.rossmich.org/store.html?event_id=159).
- Price: Members \$10; Non-Members \$25. Appetizers will be provided.
- Location: [The Innovatrium](#) at 601 East University (Corner of East University and South University) Ann Arbor, MI 48104
- [Jeff DeGraff](#), [University of Michigan Business School](#) professor 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.

## 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

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 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.

**The Ross School of Business Alumni Club of Southeast Michigan** was founded in 1996. It is committed to serving RSB Alumni in Southeast Michigan by providing educational programming and social networking opportunities for its alumni base. Additionally, this is the sixth year of its Nonprofit Board Volunteer Program, through which it has trained over 150 local RSB alumni for service on nonprofit boards. To learn more about future nonprofit board training, placement, and networking opportunities, go to its [website](#). The current President is [Matt Schuster](#).

## [Client's News Releases](#)

["Del.icio.us"](#)