

Innovation is mostly about connecting the dots and crossing boundaries - Jeff DeGraff

HERE, INNOVATION HAPPENS FASTER

The *Innovatrium* (Innovation + Atrium) is an innovation development community that combines private and public entities including leading companies, universities, top faculty, 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.

INSTITUTE OF INNOVATION

The mission of the *Innovatrium* is to business innovation what the Juilliard School is to music, bringing together master artists, teachers and students in



a collaborative effort to create new ideas, skills and practices. The *Innovatrium* integrates the best of consulting and teaching into action learning. Through these activities, we seek to create a sustainable interdisciplinary innovation community of

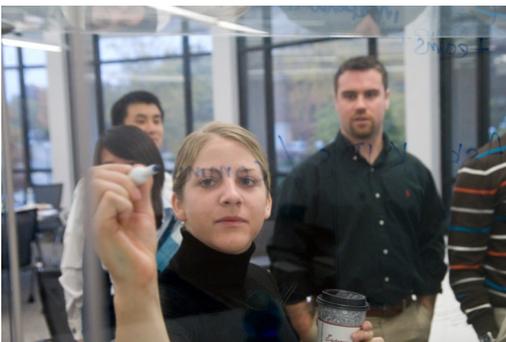
scholars and practitioners that can enhance the development of new knowledge and methodology in applying innovation in the business environment.

ACTION LEARNING...

The *Innovatrium* represents the future of business education. In the *Innovatrium*, we use a “See one, Do one, Teach one” (SODOTO) approach, much like the apprenticeship model used in the medical school. It involves developing highly experienced innovation facilitators who learn first by example, then by working on actual projects, and, lastly, by sharing their knowledge with others, replicating the process.

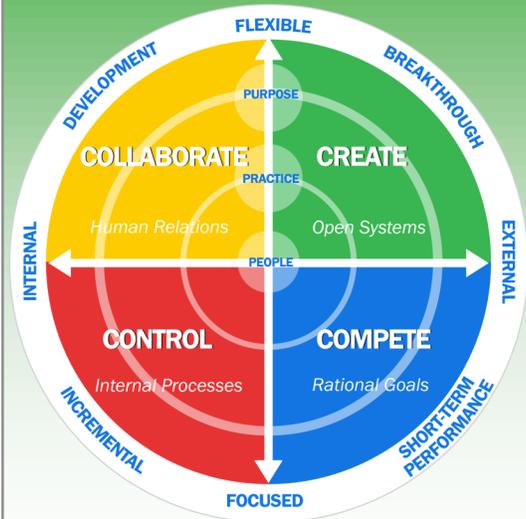
OUR COMMUNITY

Ann Arbor anchors the high tech corridors that extend from Detroit on I-94 and M-14, it is known as ‘the address of innovation™’ and cited by *Fast*



Company as a hot spot for business start-ups. Ann Arbor is also the home to the University of Michigan, the only university in America to receive a top ten rating in all 19 areas judged by the Carnegie Commission along with having the largest graduate school in the

ACCELERATING THE DEVELOPMENT OF LEADERS WHO MAKE INNOVATION HAPPEN



The *Innovatrium Institute for Innovation* is based upon the cutting-edge principles of the Competing Values Framework (CVF). The result of over 25 years of academic research and testing, the CVF is a broadly applicable model that fosters successful leadership, improves organizational effectiveness and promotes value creation.

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 company’s culture, practices, products, and ultimately, how they innovate and grow.

The *Innovatrium* is the ideal venue for leaders to establish new innovation practices, experiment, and tackle specific project challenges, becoming more effective innovators. Moving innovation out of corporate isolation through collaborative ventures, the *Innovatrium* will offer resources, training, and coaching to jumpstart organizations’ growth engine.

The *Innovatrium* is a collaboration between Competing Values, Haworth, and ISCG.

TO LEARN MORE

Visit www.innovatrium.org or contact the *Innovatrium* directly at 734-962-0350

world. A deep talent pool of thousands of technically skilled, highly qualified students and graduates is available to assist the *Innovatrium* community in their innovation and growth efforts.

INNOVATRIUM PROGRAMS AND SERVICES

Competing Values offers its Leading Innovation & Growth (LIG) Programs at the *Innovatrium* to help leaders create momentum by developing the projects and people to support their corporate strategic innovation and growth initiatives:

LIG 1: Evaluate & Coordinate

LIG 2: Educate & Accelerate

LIG 3: Integrate & Perpetuate

The programs are highly customized to your needs and are intended to jumpstart your organization's growth engine. We start with assessment of your organizational culture and competencies to help you understand your challenges and identify opportunities. The programs then progress to a number of services according to your specific situation, including convening a leadership summit, jumpstarting your innovation projects, training "Creativizers," the innovation leaders in your organization, and designing sustainable innovation processes. Our commitment to you extend beyond your time in the *Innovatrium*. To help you continue your innovation initiatives, we provide a toolkit that is comprised of a large number of worksheets and materials easily assessable online.



For more information, visit www.competingvalues.com

BENEFITS OF THE INNOVATRIUM



- A sustainable community of innovation leaders and practitioners who can facilitate and execute innovation everywhere
- An innovation network for cross-business collaboration
- A "proving grounds" for unique projects and strategic initiatives with resilient organizational competencies and a high performing culture
- Replicable and scalable new business practices
- Recognizable certification for those meeting this highest level of expertise in the field of Enterprise Innovation

- Line of sight on new practices and technologies
- Leadership pipeline
- Under the radar 'garage' to cross organizational boundaries
- Organic growth through innovation



Jeff DeGraff—Making Innovation Happen



Known as the 'Dean of Innovation,' Jeff DeGraff is a Professor at the University of Michigan's Ross School of Business, teaching MBA, EMBA and Executive Education courses, and the Co-Creator of the Competing Values methodology that integrates finance, strategy, management, innovation, and leadership into a system that boosts the business bottom-line. As the Managing Partner of the Competing Values Company, a consulting firm that assists leaders in facilitating change, innovation and growth, DeGraff has developed a broad array of tools that make innovation happen. He has significant experience in numerous industries and market segments and he has worked all over the world. Representative clients include 3M, American Express, Apple Computers, GE, Johnson & Johnson, LG, Pfizer, Reuters, Toyota, and Yahoo. DeGraff has shared his expertise with many publications such as *BusinessWeek*, *CIO*, *Leadership Excellence*, *T+D* (Training + Development), *Training*, and *USA Today*. He has written numerous articles and three books: *Leading Innovation: How to Jump Start Your Organization's Growth Engine* (McGraw-Hill, 2006), *Competing Values Leadership* (Edward Elgar, 2006), and *Creativity at Work: Developing the Right Practices to Make Innovation Happen* (Jossey-Bass, 2002). Jeff's new book *Innovation You: How We Grow*, which applies business innovation practices to individuals will be published in 2011, along with the corresponding Public Broadcasting Service (PBS) TV special. To learn more, visit www.jeffdegraff.com.