

If you want to grow, innovation isn't your best friend, it's your only friend. – Jeff DeGraff

RETHINK INNOVATION, RETHINK YOUR LIFE

Innovation You is based on the intriguing premise that we can use “business thinking” to analyze our lives more objectively and systematically and make them new and improved. We are taught from an early age to employ our creativity in the service of the arts and crafts, but not for developing our self. *Innovation You* shows you that creativity belongs to every part of our lives and is essential in making us grow.

Innovation You clearly explains how innovation really works and how to use these same principles to help you achieve your goals. This workshop translates the fundamental strategies and practices for leading innovation used by top companies around the world and demonstrates how to successfully apply them to your challenges in four simple steps that repeat in a cycle:

1. Set high quality targets.
2. Enlist deep and diverse domain expertise.
3. Take multiple shots on goal.
4. Learn from experience and experiments.

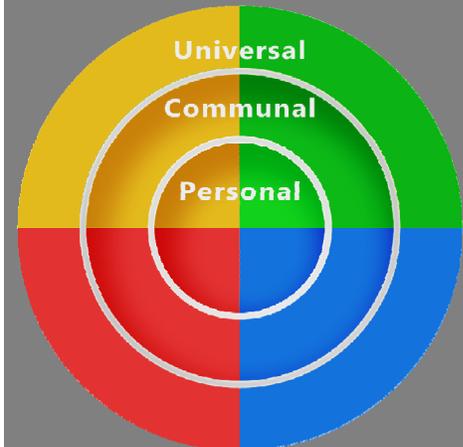
These “creativizing” steps are used to locate our opportunities for growth and add creativity to the seemingly ordinary activities that really make innovation happen. The *Innovation You* simple four step process gives you a real framework to adjust and expand your innovation approach and design your own action plan specially for your goals.



“Whether you’re looking to stay competitive professionally, make a career change, or just want to be inspired to greater personal creativity, this is the book to light the proverbial fire underneath you. It is a pragmatic, step-by-step framework for unlocking the unique capacity for growth in each of us.”

Tom Glocer, CEO Thomson-Reuters

BECOME NEW
AND IMPROVED



Innovation You is a simple four step approach to add innovation and growth to your life. Based on proven business innovation tools and techniques, *Innovation You* provides you with a turnkey method to achieve your authentic goals. It starts by changing how you view the world, your community and yourself so that you discover the powerful opportunities around you now. It promotes fact finding, strategy, and experimentation to develop ideas and transform them into the successful results you seek. While we encourage informed optimism, we avoid wishful thinking. This program will show you that how you create determines what you create, and will demonstrate how to select the right practices for your particular project. Most importantly, it really works. Are you ready to become new and improved?

WHAT YOU LEARN

The *Innovation You* workshop is a one day program where you will learn:

- Tried and true business innovation principles and how to apply them to your life.
- The innovator's tricks of the trade to get your project on track and gain momentum.
- The four basic innovation approaches, how they work in your life, and how you can use them to achieve your goal.
- How to ascertain your own innovation approach, identify the most effective innovative approach for your growth challenge, and design a powerful hybrid approach optimized for your specific situation.
- The four "creativizing" steps, which bring your own brand of creativity to every aspect of your life.



WHAT YOU GET

- The *Innovation You* premium individual online assessment with a comprehensive report of your self, your community, and your situation, complete with growth exercises and suggestions for your action plan.
- The extensive *Innovation You* workbook, which helps you develop your ideas and craft your innovation plan throughout the workshop.
- Access to the premium section in the *Innovation You* website, which gives you opportunities to participate in webinars and video podcast, take a group assessment and innovate with your team/family, download a mobile application, and sign up for customized daily innovation news.
- The *Innovation You* card game to help you build your innovation skill everyday.

WHO SHOULD ATTEND

This workshop is intended for any individuals who have a specific innovation challenge in mind and are willing to make a real commitment to innovate their lives. It is equally applicable for achieving any goal, both personal and professional.

INNOVATION YOU COMMUNITY

Innovation happens when people cross boundaries, connect the dots, and find their creative fire. We invite you to join our *Innovation You* community in facebook, and visit our website www.innovationyou.com to get further information and resources.



Jeff DeGraff—Making Innovation Happen



Known as the "Dean of Innovation" because of his influence on the field, Jeff DeGraff is Professor of Management and Organizations at the Ross School of Business at the University of Michigan. He teaches MBA and Executive Education courses on leading creativity, innovation and change. Jeff's research and writing focuses on innovation strategy, competency, culture and methodologies. He is a co-author of the books *Creativity at Work*, *Leading Innovation* and *Competing Values Leadership*. His latest book, *Innovation You: Four Steps to Becoming New and Improved*, shows how the principles and methods of business innovation can be applied to our lives as individuals. His special program by the same name in Public TV introduced many of these ideas to viewers across America. Jeff has consulted with hundreds of the world's most prominent firms such as GE, Pfizer and Coca-Cola to name just a few, and has developed a broad array of widely used change and innovation methodologies and tools. He is the Managing Partner of Competing Values, a consulting practice

that specializes in helping organizations make change and innovation happen. He runs a leading innovation center, the Innovatrium, with facilities in Ann Arbor and Atlanta, and serves as an advisor to think tanks and governments. He has worked all over the world, with significant experience in Europe and Asia, and in most industry and market segments. To learn more visit www.jeffdegraff.com.