

## Jeff DeGraff—University of Michigan Professor, Consultant, Author, Speaker

**Jeff DeGraff** is a world-renowned professor, speaker and innovation guru. Referred to as the Dean of Innovation, Jeff's expertise has been shared globally at top innovation incubators and think tanks such as the Aspen Institute and with companies that include Eaton, GM, SPX, 3M, Apple, Coca-Cola, GE, Johnson & Johnson, LG, Pfizer, and Toyota.

Dr. DeGraff has been featured in Business Week, CIO, Fortune, USA Today, Training+Development and the Wall Street Journal. He is an expert on how to lead innovation initiatives and develop organizational culture, capabilities, and competencies that result in revenue and market growth.

### Guru to the Innovation Gurus

With over 25 years of corporate leadership experience and as Clinical Professor of Management and Organizations at the University of Michigan's Ross School of Business, Jeff is the 'guru to the innovation gurus' at Fortune 500 companies. His advice is highly sought on how to pick, manage and harvest winning ideas in organizations. He jumpstarts the innovation initiatives and works with organizations to provide the necessary support for those initiatives.

As a speaker, Jeff offers his personal experience as a former business executive from one of the fastest-growing companies in America, the credibility of being a published author and a master teacher. He is the Executive Director of an idea lab called the Innovatrium Institute for Innovation, and a Managing Partner of the Competing Values Company, a top innovation consulting firm. Jeff is also the co-creator of the Competing Values methodology that integrates innovation with finance, strategy, and leadership into a robust business model that boosts the bottom line.

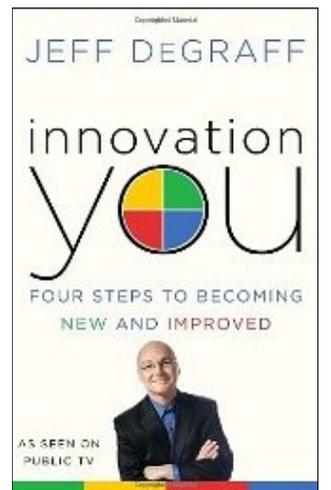
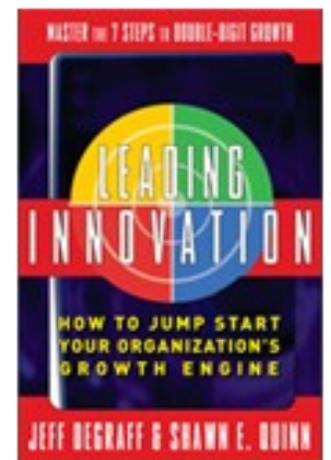
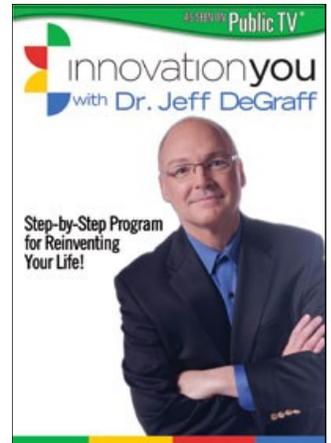
The Competing Values Framework (CVF), the result of 25 years of research and testing, has been implemented by nearly one hundred of the Fortune 500 and was recognized by the *Financial Times* as one of the 40 most important frameworks in the history of business.

### Keynote Presentations and Customized Workshops

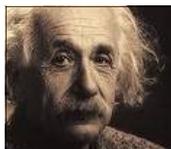
- ▶ **Leading Innovation:** How to Jump Start Your Organization's Growth Engine
- ▶ **Creativity at Work:** Developing Practices to Make Innovation Happen
- ▶ **Innovation You:** Four Steps To Becoming New and Improved
- ▶ **Innovation You:** Custom workshops

Presentations and workshops can be tailored in content and length to the specific needs of your organization, industry, or event themes.

**Contact Lynn Stotz, The Professor Connection, at 404-538-5829.**



Dr. Jeff DeGraff  
"The Dean of Innovation"  
and author of the books  
***Innovation You*** and  
***Leading Innovation***



**The Professor Connection**  
*Great Minds. Great Speakers.*

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