

*Innovation happens at the edges of disciplines—Jeff DeGraff*

### SODOTO PHILOSOPHY

We believe that innovation cannot be taught in a traditional setting and is best learned and taught through a series of experiences and high impact experiments. Thus we use the “See One, Do One, Teach One” (SODOTO) approach. It is similar to an apprenticeship approach that is used in the training of physicians. Innovation leaders can mentor more novice innovators while working on a real project with high potential to develop new practices and competencies.

### INNOVATION FELLOWS

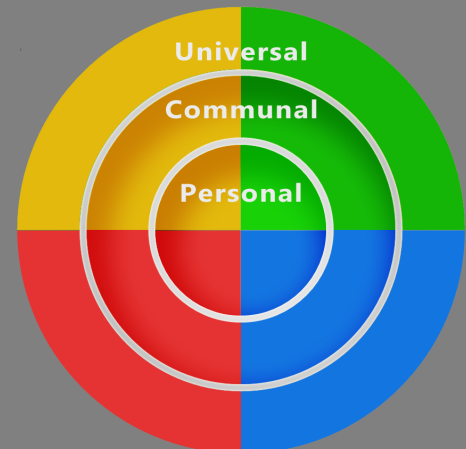
In accordance with the SODOTO approach, every year we take on new apprentices, our “Innovation Fellows” and train them in the art of innovation. They start as students and begin their training by attending our various workshops and completing different assignments. As a part of their training, they immerse themselves with various client projects under expert supervision and get a first hand look at how innovation works and does not. When they are considered ready, they move from support function to a consultant function, all within the guidance of our experts.

### BENEFITS

In addition to our principal and leading consultants, our current Innovation Fellows can help you pursue your innovation challenge in the *Innovation You* model. Since they are trained in all aspects of the system, they are equipped to help you with:

- Personal coaching in the *Innovation You* model. With their support, you will:
  - ◇ Receive guidance and clarity in executing your action plan.
  - ◇ Develop a deeper understanding in the *Innovation You* model and the principles of innovation such as:
    - \* The four innovation approaches and how they affect you, your interactions with other people, and your innovation challenge.
    - \* The nesting doll principle and how you can use it to revise your aspirations and life directions.
    - \* The *Innovation You* assessment and how you can use it as a foundation for growth.

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?

- \* The four Creativizer steps which are (1) set high quality target, (2) enlist deep and diverse domain expertise, (3) take multiple shots on goal, and (4) learn from experience and experiments.
- Small group workshop, teaching and speaking.
- Consulting in their specific area of expertise.

All services will be customized to your needs and under the direction of our *Innovation You* experts.

## MEET THE FELLOWS



**Chris Mueller** is a business executive and social innovator who specializes in start-up businesses and mission driven organizations. As Chief Operating Officer of a regional health service provider in Virginia, he grew service volume by 43% and tripled profits. In 2010, he developed a social enterprise focused on water transportation for women and children, which is currently launching operations in Rajasthan, India. He has consulted with Fortune 500 companies, international NGOs and university health systems. Chris holds Masters' degrees in Business Administration and Public Policy from the University of Michigan, where he specialized in the disciplines of entrepreneurship and social innovation.



Dan Nathan-Roberts is a fourth year Ph.D. Candidate researching Human Factors at the University of Michigan. Dan has a diverse work and academic background, having lived and worked in Spain, England, China, and throughout the US for small start-ups, large companies like Alcoa and Intel, government agencies, and has started and run two successful businesses. After completing a Bachelors in Mechanical Engineering at the University of Rochester, Dan was awarded a prestigious fellowship to spend a year studying Cognitive Science as well. In addition to working with the *Innovation You* team, Dan's current research focuses methods of device design using physical ergonomics and human factors. Outside of work, Dan serves on international committees of several engineering societies and volunteers with the University of Michigan Sailing Club.

## INNOVATION YOU COMMUNITY

Get to know the fellows and our consultants by joining our *Innovation You* community in facebook, start and join discussions, share your personal stories, and upload your videos. Visit our website [www.innovationyou.com](http://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](http://www.jeffdegraff.com).