

Sometimes what you discover along the way is more interesting than what you set out to find—Jeff DeGraff

THE INNOVATION YOU CHALLENGE

Consider an organization whose members are motivated to innovate how they work and what they work on. They incorporate new things, add creativity, reach for the next goal, and in effect, create something better every day. Can yours be that organization? That's the Innovation You challenge.

We challenge you and your team to find new creative ways to execute your projects innovatively and create a blueprint for the innovation practices in your organization.

ORGANIZATIONAL CULTURE CHANGE

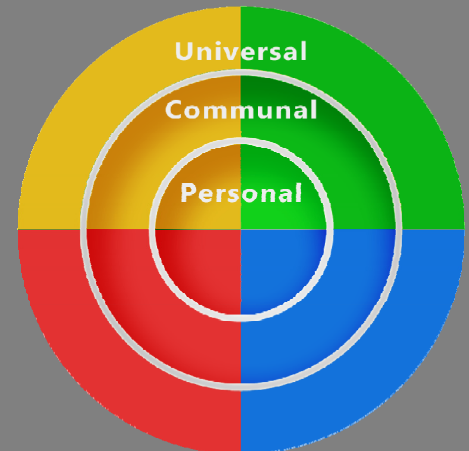
Innovation You centers on creating an innovative organizational culture from the inside-out. It sets to enhance each person's innovative skills by translating leading business innovation practices into personal approaches and creates the competencies and capacity to innovate in the workplace. *Innovation You* trains each member to be an innovation leader and champions in your organization, changing your organizational culture one group at a time.

Innovation You explains how innovation really works in a four step "creativizing" process, which is used to find opportunities and add creativity to the workplace: (1) Set high quality targets, (2) Enlist deep and diverse domain expertise, (3) Take multiple shots on goal, and (4) Learn from experience and experiments. These simple but powerful four steps help you develop the blueprint for organizational practices that facilitate and reward innovation.



"INNOVATION YOU is finally a book we all intuitively felt we needed but was missing. For true innovation in our companies, we have to be willing to be innovative in how we approach our personal and professional lives. They are interconnected. Jeff's book combines his vast experience from the front lines of innovation and the best thinking in the field and gives us a practical guide" Atul Dhir MD;Ph.D, CEO of Bipar Sciences (Sanofi Aventis)

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:

- How to apply leading business innovation principles into your everyday work environment.
- The innovator's tricks of the trade to get your project on track, gain momentum, and obtain support and resources.
- The four basic innovation approaches, how they fit in your organization and your interactions with other people, 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 project, 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 and give you a framework to create organic innovative organizational practices.



WHAT YOU GET

- The *Innovation You* premium group assessment, which highlights how the group works as a whole entity and what interactions and dynamics exist among the group members. It also provides a map to craft more effective group practices.
- The *Innovation You* premium individual online assessment with a comprehensive report of your self, your community, and your situation, complete with growth exercises. This provides a map to effective individual leadership practices.
- The extensive *Innovation You* workbook, which guides you through the workshop.
- Access to the premium section in the *Innovation You* website, which gives you opportunities to participate in webinars and video podcast, download a mobile application, and sign up for customized daily innovation news.
- The *Innovation You* card game to help you build your innovation skills everyday with the rest of your group.

WHO SHOULD ATTEND

- Intact teams working on a specific innovation project or challenge.
- Future innovation leaders in the organization.
- Motivated members of the organization who want to develop their innovation skills and realize their potential.

The *Innovation You* workshop is especially designed to infuse the culture of innovation in everyday practices.



Jeff DeGraff—Making Innovation Happen



Known as the "Dean of Innovation" because of his influence in the field, Jeff DeGraff is a 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.

