

Innovation is about arriving at a place we have never been before by doing something we have never done before.
 — Jeff DeGraff

INNOVATION YOU CERTIFICATION

The certification program is intended for:

1. Organizations looking to develop organic and sustainable personal growth in its members. The *Innovation You* certified member will be the catalyst for innovation initiatives and personal development projects and a champion for organizational culture change.
2. Individuals who are interested in becoming an innovation coach and consultant using this powerful yet simple method.

CERTIFICATION PROCESS

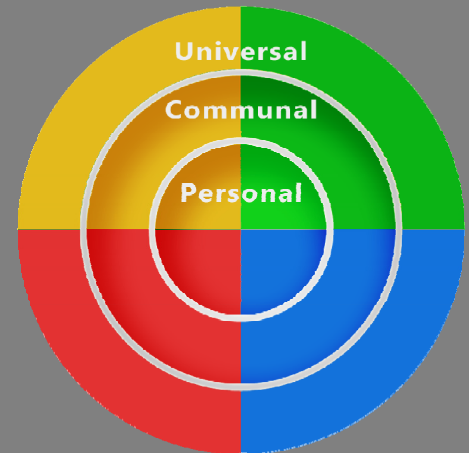
We use an action learning method in training our consultant, merging innovation theories with practice and learning with doing. Based on the SODOTO (See One, Do One, Teach One) philosophy, our expert consultants work with the trainees in an apprenticeship model. As trainees, you are certified as Innovation You consultants when you have completed three steps:

1. *See One*: Attend a regular one day *Innovation You* workshop to learn about the model and develop an action plan to solve a challenge.
2. *Do One*: Complete the innovation challenge as specified in the See One step. This should be done with the help and support of existing *Innovation You* coaches who will evaluate and guide your skill development.



"Simply put, Jeff's methods work! In working with Jeff and his framework to transform various aspects of our business model, it became increasingly clear that he was also subtly transforming me and my team. It's clear that the step by step process he's used to transform business can likewise be unleashed to re-shape and transform the individual." Clinton A. Lewis, Jr. President, U.S. Operations Pfizer Animal Health, Pfizer Inc.

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?

3. *Teach One*: Attend an *Innovation You* Certification workshop, where you will further develop your knowledge in *Innovation You* method, facilitation, and consulting. You also will facilitate a regular *Innovation You* workshop, supporting the expert consultants, share best practices, and begin the cycle anew. For our corporate clients, this means developing the blueprint for innovation practices in the organization.



BENEFITS OF THE INNOVATION YOU CERTIFICATION

This training method helps our corporate clients to build an organizational culture and competency that promote innovation by making sustainable changes in the current organizational practices. By engaging in the *Innovation You* certification process, you will:

- Create a system to evaluate best practices and produce replicable and scalable new business practices that promote personal innovation in the workplace.
- Develop a community of innovation leaders and trainers who can facilitate and execute innovation everywhere.
- Stack your leadership pipeline with high potential innovation leaders.
- Infuse an organizational culture of innovation and growth by training, guiding, and empowering a series of small high potential groups.
- Facilitate various innovation projects that can cross-boundaries.
- Build best in class sustainable capabilities for innovation to gain competitive advantage through differentiation.

WHAT YOU GET

- The *Innovation You* premium group assessment, which highlights how the organization works and what interactions and dynamics exists among the group members. It also provides a guide to more effective practices.
- The *Innovation You* premium individual online assessment with a comprehensive report, 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 provides opportunities to participate in webinars and video podcast, download a mobile application, and signup for customized daily innovation news.
- The *Innovation You* card game to help each person to develop his/her skills with the organization.
- The Competing Values online tool portal, which contains important business management and training tools.
- Long-term partnership and continuing support from our expert Innovation You consultants.



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.