



## Jumpstarting Your Organization's Growth Engine **JUMPSTARTING INNOVATION**

**IF** you seek growth, innovation isn't your best friend—it's your only friend.

The organizations at the top are the ones that re-shape our world, that re-think what we think we know. Jeff DeGraff—world-renowned thought leader, executive, innovation guru and Professor of Management and Organizations at the Ross School of Business at the University of Michigan—will do precisely that: he will change the way you think about growth, he will change your mindset toward change. Everybody wants to do something new or creative, but Jeff actually offers you the practical steps to make that happen. Jeff will highlight tangible actions for your organization to take in achieving innovation.

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The Dean of Innovation

## Where Theory and Practice Meet

As an academic theorist and an executive consultant, Jeff has turned concepts developed by research into a real-life practice. In over two decades of both theoretical analysis and consulting experience with a wide range of organizations (including Fortune 500 companies, non-profit foundations, government entities, and communities), Jeff has perfected a model for sustainable growth that's been used as the game-changing innovation playbook by hundreds of companies. His work uses the Competing Values Framework—a strategic blueprint recognized by the Financial Times as one of the 40 most important frameworks in the history of business.

## Achieving Creativity from Within

Jeff understands that innovation comes from within. Unlike most consulting companies, Jeff puts you in charge of your own change. He helps you find the individuals in your organization who will lead future growth. And, he offers you concrete steps to take to achieve that growth: how to set your targets, build teams to reach those targets, and learn from your experiments and experiences.

## Change Starts Here

Jeff has worked all over the world, with extensive geographical experience—from Europe to Asia—and has diverse expertise, in most industry and market segments. Jeff will bring these tools directly to your organization. To learn more about opportunities for executive and personal coaching services, visit [jeffdegraff.com](http://jeffdegraff.com). To watch Jeff's speaker's biography video, go to [www.innv.at/Jeff-Bio](http://www.innv.at/Jeff-Bio).

