

## Leading Innovation & Growth (LIG)

Awaken the Innovator Inside

### **What if there is a brilliant source of untapped talent** and incredible

potential hidden at the center of your organization?

Innovation is the awakening of the promise that's always been inside. This is precisely what our specialized workshop series, Leading Innovation and Growth (LIG), will do for you: create growth from the resources you already have. In this way, change will come from within you. You will become the driving force behind your own sustainable growth.

**Led by Jeff DeGraff**—internationally distinguished innovation leader and professor at the Ross School of Business at the University of Michigan—the LIG program is a unique opportunity to look inside your organization and develop new capabilities for ongoing creativity. Unlike standard consulting companies that provide outside instruction or intervention, Jeff does not really “consult.” Instead, he puts you in charge of your own change by working with you to build an innovation blueprint unique to your organization.

**You will begin with a deep assessment of your organizational culture.** Then, collaborating as a dynamic community, you will launch a series of projects to tackle real problems confronting your company. With each new project, you will develop your skills as innovation leaders and learn which practices work (and which do not work) in your particular situation. This creates a process that you can apply to future projects—a process that will perpetually evolve but will remain a codified part of your organization that you can use to train future innovation leaders.

From shorter workshops to long-term engagements, there are many options for a LIG program specially designed to meet the particular challenges that your organization faces. To learn more about the LIG programs and Jeff, visit [www.jeffdegraff.com](http://www.jeffdegraff.com).