

The Innovatrium

Where Ideas Grow

Imagine a dynamic place

where experts and practitioners, researchers and students, leaders from both the business community and the non-profit sector meet to generate new ideas and collaborate on cutting-edge projects. This is the Innovatrium (Innovation + Atrium)—a center that is to business what the Juilliard School is to music: we bring together master artists, teachers, and scholars in a joint effort to create something new.

Run by Jeff DeGraff—world-renowned “Dean of Innovation” and professor at the Ross School of Business at the University of Michigan—the Innovatrium is not just one thing. It is an institute that provides instructions for current and future innovation leaders. It is a laboratory that jumpstarts, develops, and shepherds innovation projects through your organization. And, finally, it is a diverse community, comprised of university faculty and industry insiders, offering a singular blend of practical and theoretical expertise.

At the Innovatrium, we will train you to change the way you think about change.

Rather than using abstract principles, we will help you look closely at the everyday realities of your organization so that innovation will come from within you. In joining the Innovatrium community, you will become a part of a larger network for cross-business collaboration, build replicable and scalable new business practices, and enhance your leadership pipeline by developing the skills of future innovation leaders.

With facilities in Ann Arbor and Atlanta—and services that come directly to your organization—there are many outlets for strengthening your organic growth. From short-term workshops to long-term seminars, you can choose programs tailor-made to address the challenges unique to your organization. To learn more about Jeff DeGraff and the Innovatrium, visit www.innovatrium.org.