



# Leading Innovation: Jumpstart Your Organization's Innovative Challenges

**NOV. 10, 2016**

**8:30 A.M.–4:30 P.M.**

The Innovation Genome or the iGenome is a strategic blueprint developed from over 25 years of academic research of how the best organizations solve their innovation challenges. By identifying and analyzing four different types of innovation, you will learn how you can use the tension between these competing forces – like the simultaneous pursuit of standardization and customization – to create positive movement. Using this method, you will discover practical ways to help your organization develop, implement and sustain change and innovation. Every individual has some qualities of each quadrant, but some are stronger than others. By attending to the ways that these profiles interact, you can build an organizational culture that benefits from the advantages of all these approaches without inheriting their downsides.

## **This program will help leaders:**

- Discover ways to create a culture for innovation within your organization
- Identify strategies to intentionally build multiple communities of innovation practitioners
- Learn why it is important to provide safe places to fail and/or accelerate opportunities for failure



### **JEFF DeGRAFF**

Jeff DeGraff got his nickname, the “Dean of Innovation,” because of his influence on the field. Dr. DeGraff is clinical professor of management and organizations at the Ross School of Business at the University of Michigan. His research and writing focus on leading innovation. He is co-author of several books including *Creativity at Work*, *Leading Innovation*, and *Making Stone Soup*. His public television program, *Innovation You*, introduced his ideas about innovation to viewers across America. DeGraff’s opinions on contemporary business matters are covered by *Fortune*, *Wired* and the *Wall Street Journal* to name a few. DeGraff writes a syndicated column on leading innovation for *Inc.* magazine and has a regular segment on public radio called *The Next Idea*.

