



Jeff DeGraff's life reads like an innovation playbook. The pages are speckled with failures followed by great successes all because of the mantra adopted at an early age from icon Walt Disney: "Keep moving forward." Jeff knows how to innovate because he has been through the wringer and rolled with the punches, each time adding a new, better, and cleverer play than the last to his dossier. Jeff's creative and direct take on making innovation really happen have made him a world renowned thought leader and have prompted his clients and colleagues to dub him as The Dean of Innovation.

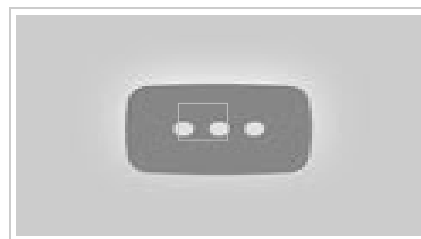
Jeff has advised many of the world's leading corporations, using the Competing Values Framework that he co-created, on how to grow, change and ultimately move forward to see positive results. Jeff's clientele list reads as a 'who's who' of the business world, boasting Eaton, American Airlines, Coca-Cola, Microsoft, General Electric, Prudential and Pfizer, all as happy customers. Clients call Jeff when they want to achieve a cultural change that leads to sustainable innovation and growth. Time and time again, clients have been enthralled and inspired by Jeff's speaking abilities and unorthodox view of innovation. He commands the room as he combines theory and practice to instill themindset needed to make innovation truly happen. Jeff's ideas have gained such a following that he created the Innovatrium, an innovation institute in the heart of the University of Michigan's campus.

The Innovatrium is what every great innovator in the past has had: a laboratory for experimenting with new ideas and creating tangible prototypes to prove the concepts. Throw in the fact that you can write or draw on every surface while looking out the large bay windows at one ...

Jeff DeGraff

Speech Topics

- Management
- Leadership
- Innovation
- Creativity
- Business Strategy
- Business Performance



Testimonials

"Simply put, Jeff DeGraff'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."

- Pfizer, Inc..

"I could not be any more pleased with how well it went over and I know my team feels the same way. It truly was a very valuable experience for everyone."

- Chief Executive Officer, Environmental Data Resources, Inc..