

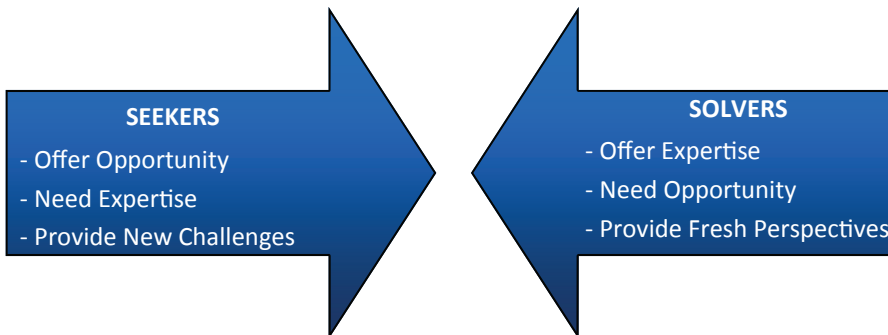
Innovation is mostly about connecting the dots and crossing boundaries - Jeff DeGraff

THE INNOVATOR'S DILEMMA

Innovation occurs at the intersections of disciplines. But industry and organizational structures often drive us into silos. Imagine the breakthroughs that could occur if your organization could rapidly connect the domain expertise hidden within your employees with the organization's most pressing challenges.

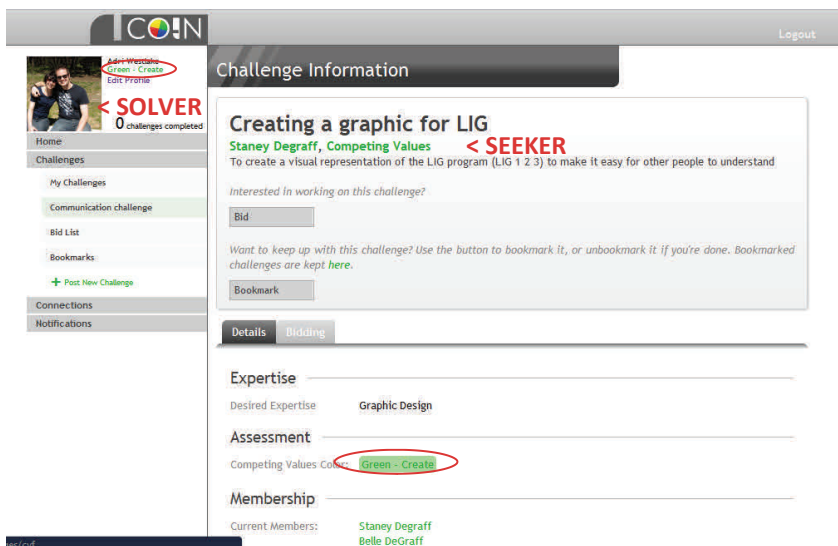
MATCH.COM...FOR INNOVATION!

The Collaborative Innovation Network (CoIN) is a platform that cuts across organizational silos to connect *seekers* and *solvers*. Seekers offer dynamic opportunities but need fresh perspectives and diverse expertise to overcome their incremental ideas. Solvers are looking for fresh opportunities to use their deep expertise to overcome a mundane routine.

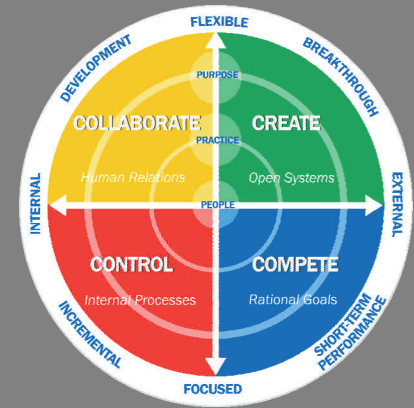


MAKING THE CONNECTION

Competing Values' CoIN is designed to steer users toward the positive tensions that stimulate innovation. Matches between seekers and solvers are recommended based on the **compatibility of both parties' areas of expertise and innovation competency**. Matching tools also help build teams who have complimentary expertise and competencies.



DEVELOPING INNOVATION LEADERS



The result of over 25 years of academic research and testing, the Competing Values Framework (CVF) is a broadly applicable model that fosters successful leadership, improves organizational effectiveness and promotes value creation.

The premise of the CVF is that there are four basic competing values within every enterprise:

- **Collaborate (Yellow)**
- **Create (Green)**
- **Compete (Blue)**
- **Control (Red)**

These values compete in a very real sense for a corporation's limited resources (funding, time, and people). How leadership responds to the tension created between these competing values will shape a company's culture, practices, products, and ultimately, how they innovate and grow.

Recognized by the Financial Times as one of the 40 most important frameworks in the history of business, the CVF has been used as the innovation playbook by hundreds of companies.

INNOVATION IS NOT AN AMATEUR SPORT

To ensure the quality of participants, Competing Values' CoIN is an invitation-based system. Each participant's expertise is verified by the user who invited the participant, through project managers' evaluations and by recommendations from other CoIN users. CoIN is designed to connect deep domain experts.

The Competing Values Framework is used to create alignment between projects and leaders and diversity within teams. Individual experts are matched with projects for which their dominant innovation quadrant is aligned and teams that are composed with diverse perspectives increase their likelihood of winning a bid.



INNOVATRIUM

The CoIN is the virtual extension of the *Innovatrium* (Innovation + Atrium), our innovation center that connects private and public entities. The mission of the *Innovatrium* is to be to business innovation what the Juilliard School is to music; bringing together master artists, teachers and students in a collaborative effort to create something new. The *Innovatrium* serves as:

1. An institute for innovation, providing instructions to current and future innovation leaders.
2. An idea laboratory for jumpstarting, developing, and shepherding innovation projects through the organization.
3. A diverse interdisciplinary community of scholars and practitioners that can enhance the development of new knowledge and methodology.

OUR CLIENTELE

We work with a wide range of organizations, including Fortune 500 companies, non profit foundations, government entities and communities to reenergize themselves. Our clients include General Electric, Prudential, Thomson Reuters, The W. K. Kellogg Foundation and the Federal Reserve Bank, just to name a few.



Jeff DeGraff—Making Innovation Happen



Known as the “Dean of Innovation” because of his influence on the field, Jeff DeGraff is Professor of Management and Organizations at the Ross School of Business at the University of Michigan. He teaches MBA and Executive Education courses on leading creativity, innovation and change. Jeff’s research and writing focuses on innovation strategy, competency, culture and methodologies. He is a co-author of the books *Creativity at Work*, *Leading Innovation* and *Competing Values Leadership*. His latest book, *Innovation You: Four Steps to Becoming New and Improved*, shows how the principles and methods of business innovation can be applied to our lives as individuals. His special program by the same name in Public TV introduced many of these ideas to viewers across America. Jeff has consulted with hundreds of the world’s most prominent firms such as GE, Pfizer and Coca-Cola to name just a few, and has developed a broad array of widely used change and innovation methodologies and tools. He is the Managing Partner of Competing Values, a consulting practice that specializes in helping organizations make change and innovation happen. He runs a leading innovation center, the Innovatrium, with facilities in Ann Arbor and Atlanta, and serves as an advisor to think tanks and governments. He has worked all over the world, with significant experience in Europe and Asia, and in most industry and market segments. To learn more visit www.jeffdegraff.com.

