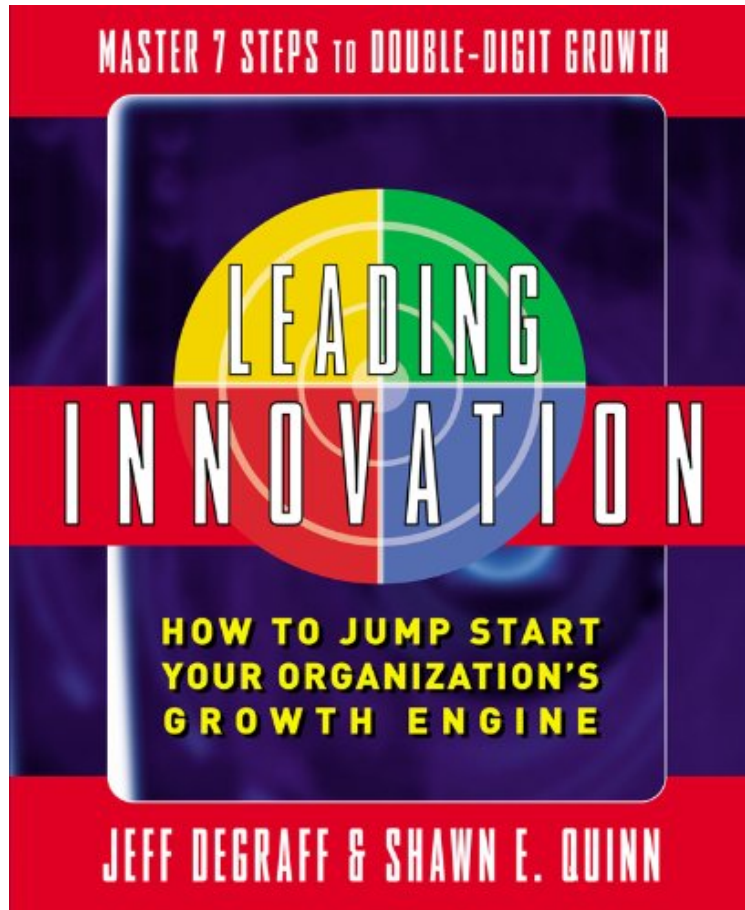


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# Leading Innovation: How to Jump Start Your Organization's Growth Engine

Jeff DeGraff

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**Jeff DeGraff : Leading Innovation: How to Jump Start Your Organization's Growth Engine** before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading Innovation: How to Jump Start Your Organization's Growth Engine:

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and this book is chock full of charts, exercises and checkpoints to take your company there! 0 of 0 people found the following review helpful. jeff degraff+Leading Innovation Book : + Prosper Learning= Happy OrganizationBy Devin WillisI found this book fit well within my companies culture(Prosper) Many points from the book could and should be used to inspire employees, in every department and level, to take ownership of innovation.Jeff has a seven-step process to help you "creativize" yourself, your teams and your organization. Many Case studies and assessments will help a company find a way to engage all of their people demonstrate ownership for innovation in all aspects of their responsibilities.We use many of these ideas in our company currently, however it never hurts to reinforce the principles.It was worth the money by 10 fold!Devin Willis

Leading Innovation presents a unique, holistic approach to creating innovation at all levels of your organization. Authors Jeff DeGraff and Shawn Quinn have created a real-world, how-to playbook of integrated creativity tools and techniques for understanding where innovation comes from and harnessing its power to create a culture where real growth happens on a constant basis. Based on DeGraff's proven methods-which he teaches in his innovation program at the University of Michigan Ross School of Business and has applied at Fortune 500 companies around the world-this breakthrough guide focuses on systematically integrating business practices and connecting them to the value propositions they produce. You'll discover how to diagnose obstacles to innovation, realistically assess your options, and develop an integrated program of action that can be adjusted to meet the needs of any group, department, or business unit throughout your organization. You'll learn the 7 key steps to double-digit growth, sparking innovation in your: Leadership-teams, development, and behavior Strategic planning-identifying emerging opportunities Organizational culture and competency development Performance management processes-resource allocation, portfolio management Innovation incubation processes-stage-gate development processes, innovation networks Human resource management-staffing, team building, organizational learning Throughout, insightful case studies demonstrate how these results-driven methods are supported by senior leadership at GE, Reuters, Coca-Cola, Pfizer, Johnson Johnson, Eaton, and other leading innovators.

About the AuthorJeff DeGraff, Ph.D., is a Professor at the University of Michigan's Ross School of Business, teaching MBA and executive education courses; and the Managing Partner of the Competing Values Company. His clients include Pfizer, General Electric, and Toyota, as well as dozens of other Fortune 500 firms. Shawn E. Quinn is a Partner in Competing Values and specializes in designing and facilitating organization change processes, with particular emphasis on aligning vision, strategy, technology, and human systems. He is a National Training Labs (NTL) certified facilitator.