

Jeff DeGraff

The Ross School of Business at the University of Michigan

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Summary of Skills:

- Teaching: Leading creativity and innovation
- Public speaking: Ranked top academic speaker
- Course development: BBA, MBA, EMBA, and Executive Education
- Innovation culture and competency development: Fortune 500 and US military

Highlights:

- 36 years teaching BBA, MBA, EMBA, and Executive Education
- Founding faculty member for MAP and Capstone programs
- Founder of Innovatrium Institute of Innovation
- Founder the Intellectual Edge Alliance delivering multiple innovation programs to the US military, NATO, and other US allies in 45 countries
- Developed the University of Michigan Certified Professional Innovator Program
- Advisor to distinguished not-for-profit organizations and associations
- Consulted with hundreds of Fortune 500 companies at C-suite level
- Creator of widely used innovation development methodologies
- Hosted national PBS special "Innovation You" and NPR segment "The Next Idea"
- Authored several books and numerous columns and articles on leading innovation
- TEDMED Talk speaker at Kennedy Center for Affordable Care Act rollout
- Advisor to the Chief of Staff of the United States Air Force and the Joint Chiefs of Staff
- Advisory role for multiple schools and colleges at the University of Michigan

Education:

- Ph.D., Educational Technology, University of Wisconsin, Madison, WI, August 1985
- M.A., Communication and Information Studies, University of Michigan, Ann Arbor, MI, April 1982
- B.S., Communication Arts and Sciences, Western Michigan University, Kalamazoo, MI, April 1980

Professional Experience:

- Managing Partner, Competing Values, LLC, Ann Arbor, MI, January 1990 - Present
- Clinical Professor, University of Michigan, Ross School of Business, Ann Arbor, MI, January 1990 - Present
- Visiting Professor, Aalto University School of Business, Helsinki Graduate School of Economics, Helsinki, Finland, 1994 and 1995
- Vice President of Communications and New Ventures, Domino's Pizza Distribution Corp., Ann Arbor, MI, September 1985 - December 1990

Teaching:

- MAP (1991, 2021, 20250)
- EMBA Professional Development Seminar, Leading Innovation (2005 - Present)
- MO 414, Managing Change (2020 - Present)
- MO 463, Creativity at Work (2013 - 2024)
- MO/Strategy 563, Leading Innovation (2008 - 2018)
- MO 631, Leading Value Creation (Fall 2003 and 2004)
- MO 603, Leading Change (1995 - 2000, 2018-2020)
- MO 745, Managing Creativity (1990 - 2000)
- Executive Education, multiple programs (1990 - 2019)

Current Research Projects:

- Innovation Strategies to Combat Escalating Stormwater Damage in the Great Lakes Basin: \$1M, NFLF 80237, (Investigator)
- Developing Divergent Thinking throughout Engineering Education and Practice: \$750K, NSF 013915 (Co-Investigator)
- Applying an Innovation Framework to Improve Health in Rural Populations: \$100K, BSI, (Co-Investigator)

Publications:

Books:

- "The Art of Change: Transforming Paradoxes into Breakthroughs" (with Staney DeGraff), April 2025
- "The Creative Mindset: Mastering the Six Skills That Empower Innovation" (with Staney DeGraff), September 2020
- "The Innovation Code: The Creative Power of Constructive Conflict" (with Staney DeGraff), August 2017
- Several other books on innovation and creativity

Columns and Articles:

- Regular columns for LinkedIn, Psychology Today, Huffington Post, Inc., Fortune, and more
- Numerous articles in various publications on innovation, leadership, and creativity

Honors/Awards:

- Władysław Eugeniusz Sikorski Medal, the Armed Forces Training Doctrine Center, Polish Armed Forces (2024)
- US Air Force Association Airman for Life Award (2018)
- Voices of the Staff Faculty Award (2012)

Memberships/Affiliations:

- Member of the University of Michigan Office of Research Advisory Committee for the Distinguished University Innovator Award

- Faculty advisor to student clubs: Order of Angel, Design + Business Club, Human Capital Club, and M-Powered
- Advisory board member of the Research Institute of Management Innovation at Kinki University

Not for Profit Clients:

- Extensive experience advising and consulting with various not-for-profit organizations and associations

Military:

- Advisor to high-ranking military officials, including the Chief of Staff of the United States Air Force (USAF), United States Space Force (USSF), NATO, and Singapore Air Force, among others.

Corporate Clients:

- Worked with hundreds of Fortune 500 companies on creating innovation ecosystems, including Google, Microsoft, GE, Apple, Johnson & Johnson, Coca-Cola, and more.

Research Interests:

- Leading creativity and innovation, developing organizational cultures and capabilities for innovation, innovation ecosystems, collaborative innovation networks, and measuring innovation and growth.

Examples of Clients

- 3M • American College of Surgeons • American Medical Association • Apple • Bank of America • Bayer • Central Intelligence Agency • Coca-Cola • Environmental Protection Agency • Federal Bureau of Investigation • Federal Reserve Bank • Ford • General Electric (GE) • General Motors (GM) • Google • Johnson & Johnson • Microsoft • NASA • National Academies of Sciences • Engineering • and Medicine • PBS • Pfizer • Procter & Gamble • Smithsonian American Art Museum • Toyota • United States Air Force • United States Air National Guard • United States Army Future Command • United States Department of Energy • United States Navy • United States State Department