

# CERTIFIED PROFESSIONAL INNOVATOR PROGRAM

## Program Description

This program is designed to develop highly practiced innovation leaders. It will provide the necessary tools and techniques to stimulate and manage innovation. Leaders will be given frameworks and methods for strategizing, developing, and implementing innovative solutions. The aim of the program is to provide leaders with the perspective and skill base necessary to manage breakthrough innovation-focused projects, people, and ventures.

The program will emphasize how innovation tools and methods can be successfully employed in real work environments. It will consist of several basic components which include:

- Innovation Leadership Assessment
- 14 instructional videos and self-paced modules about the fundamental innovation principles, method, and process
- A CPI workbook for the 14 video modules
- A two-day jumpstart boot camp where participants craft their innovation challenge and create an action plan to develop a solution
- Bi-weekly group coaching and teleconference for 90 days after the boot camp to build on momentum, keep participants focused and projects moving along, and help participants develop a proof of concept/prototype
- Project review teleconference where participants present a venture capital committee style short pitch summarizing their innovation project, its progress, key insights, and future plans

Each segment of the program is designed to engage leaders in action based learning experiences and to develop real expertise in innovation. In this rigorous, multi-media program, you will explore and master research-proven and real world-tested methods in a minimal amount of time.

## Program Format

This unique program consists of both an online component and a 2-day on-site boot camp. You will complete distance learning assignments and collaborate with peers in online communities of practice. Throughout the program you will develop, refine, and implement a customized plan to bring about a significant innovation initiative at your organization. Participants will spend an average of three hours per week on program activities when not on site.

## Who Should Attend

- Proven leaders looking to define the next chapter for their organization and their career
- Professionals such as doctors, scientists, and engineers who see opportunities in their profession and want the business savvy to take good ideas to commercial reality
- Managers who are yearning for the credibility and toolkit to channel their expertise toward more creative, value creating, and game-changing business pursuits

## Key Program Elements

- Selecting and assessing high potential innovation leaders
- Diagnosing an organization's innovation culture and competency
- Developing an innovation strategy
- Building a high performing innovation team
- Launching innovation projects and teams
- Jumpstarting processes
- Gaining buy-in for solutions
- Synchronizing growth opportunities and organizational practices

## Action-Based Components

- The Innovation leadership assessment will help you identify areas in need of innovation and the capabilities you have to bring about change.
- You will bring a formidable challenge or ambitious opportunity from your organization and work closely with faculty and peers to develop a comprehensive plan to realize change. You will have the support and input of faculty and peers as you begin to implement your plan and emerge fully prepared to carry out the initiative over time to great effect.

## Program Details

### Pre-work (30 days before Jumpstart Boot Camp)

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- Complete the online innovation leadership assessment
- Watch all 14 videos and complete downloadable modules
- Identify a suitable innovation focused project or initiative
- Develop a challenge statement for an innovation focused project or initiative

### Jumpstart Boot Camp (2 days on-site)

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#### Overview

- Kickoff and introductions
  - Introductions, challenges and opportunities, innovation projects
  - Why we are here and what we need to achieve
- The new rules of innovation and the new role of program participants
  - Research on what makes a company innovative
  - Myths regarding effective innovation
- Overview of the Innovation Genome
  - Syncing up the generative forces at all three levels: Strategy, Organizational Culture and Competencies, and Leadership
- Diagnosing your innovation leadership style
  - Current and desired states for program participants
  - Identify innovation themes and hotspots

#### Setting High-Quality Targets

- Developing a viable strategy for innovation
- Creating a shared vision

#### Enlisting Deep and Diverse Domain Experts

- Identifying and enrolling innovation team members
- Building a high-performing innovation team

#### Taking Multiple Shots on Goal

- Jumpstarting processes and innovation solution selection techniques
- Gaining buy-in for solutions

#### Learning from Experience and Experiments

- After action reviews
- Socializing and institutionalizing innovation projects and initiatives

#### Action Planning

- Develop action plans for the next 3 months
- Launch project and teams

### Coaching

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- After the conclusion of the jumpstart workshop, a group teleconference will be conducted bi-weekly so that faculty and colleagues can provide coaching and guidance on innovation projects and initiatives.

## Program Details (Cont.)

### Final Project Review (Video conference 90 Days after Jumpstart Boot Camp) \_\_\_\_\_

This is a venture capital committee style short pitch summarizing your innovation project or initiative, its progress, key insights, and future plans.

The criteria for these innovation solutions are as follows:

- Does it provide a viable solution to the challenge?
- Is it feasible given the capabilities and resources of the organization?
- Does it provide a creative and unique approach to the challenge?

All work will be due at the time of your final presentation.

## Certification

Pending a satisfactory faculty review, a Certified Professional Innovator certificate will be issued by the *University of Michigan College of Engineering*.

## Required Materials

- *Making Stone Soup: How to Jumpstart Innovation Teams* by Jeff DeGraff
- *The Certified Professional Innovator: How to Create Innovation in Organizations* by Jeff DeGraff

## Program Faculty



### 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. Jeff's research and writing focuses 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* introduces his ideas about innovation to viewers across America. Jeff's opinions on contemporary business matters are covered by *NPR*, *Forbes*, *Fortune* and the *Wall Street Journal* to name a few. He has consulted with hundreds of the world's most prominent firms and has developed a broad array of widely used innovation methodologies and tools. Jeff is a popular speaker at top venues including *TED*. Dr. DeGraff founded a leading innovation institute, *Innovatrium*, with labs in Ann Arbor and Atlanta. He was a member of the executive team at Domino's Pizza when it was one of the fastest growing businesses in the world in the 1980's. You can follow Jeff on his syndicated LinkedIn Influencer column.