



Testimonials



There's no room for complacency in today's business environment. Jeff's approach to innovation **instills the habits required for today's leaders to succeed.**

Chris Kearney
Chairman, President & Chief Executive, SPX

We continue to hear wonderful things about your teaching and your work with the museums and symphony leaders...I am so glad we could introduce you to these networks. I have high hopes that **your expertise, persistence and energy** will make a positive difference.

Gail Crider
Vice President and Chief Operating Officer,
National Arts Strategy

A sincere note of thanks for your **inspiring and thought provoking** presentation at our La-Z Boy Leadership meeting last week. You certainly know how to get your point across in an interesting, humorous and challenging way and that is exactly what our team needed to hear at this stage of our business evolution.

Kurt Darrow
Chairman, President & Chief Executive Officer,
La-Z Boy

Simply put, Jeff'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 **transforming** me and my team.

Clinton A. Lewis, Jr.
President, U.S. Operations Pfizer Animal Health,
Pfizer Inc.

He (Jeff) has provided marketing professionals across GE with a collaborative measurable process that **leverages existing creativity.**

Beth Comstock
Senior Vice President and Chief Marketing
Officer, General Electric

While creativity and innovation have become big business buzz words in the last few years, Jeff DeGraff **has been buzzing** about them—and how to make them happen on a consistent systemic and cultural level—for decades.

Ari Weinzweig
Co-Founder & Co-Owner of Zingerman's

Jeff DeGraff has helped Pfizer's senior leaders advance the company's innovation agenda by bringing deep expertise to his sessions, complemented by an engaging style and tremendously high level of energy. From his own business experiences, he **adds a practical perspective on how companies build innovation competence**, balancing the research and theory that grounds his framework.

Stephen Kontra
Director, Team Leader of Leadership Education
and Development (LEAD), Global Talent
Development, Pfizer, Inc.

Innovation is a skill, not a gift. It can be routinized like any other business imperative such as productivity, leadership, or quality. **DeGraff shows you the way.**

Drew Boyd
Director, Marketing Mastery, Johnson & Johnson