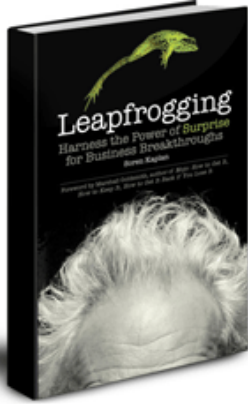




Leapfrogging

Harness the Power of **Surprise** for Business Breakthroughs



Leapfrogging is about changing the game – creating something new or doing something radically different that produces a significant leap forward.

- **Gain** new insights from PepsiCo, Intuit, Philips, Four Seasons, Colgate-Palmolive, Kimberly-Clark, OpenTable, Etsy, Apple, Google, and many others
- **Learn** how breakthroughs apply to any organization or business function
- **Obtain** practical tools for game-changing innovation

Most leaders and organizations want breakthroughs, but many struggle with the often unspoken leadership principles and practices required for creating them. Using his highly interactive approach, Soren Kaplan delivers a deep dive into the ins, outs, ups and downs of what it actually takes to lead game-changing innovation – both personally and organizationally. One of Soren's key messages shatters a huge assumption in business – that *surprises* should be avoided at all costs. Through research studies and compelling examples, Soren shows how the most successful leaders and organizations use the *power of surprise* to create business breakthroughs. Key themes include:

- Use unexpected events and surprises to create focus and direction
- Push personal boundaries to challenge mindsets and assumptions
- Apply intuition and judgment in strategic decision-making
- Tap into failure as a catalyst for success
- Manage the paradoxes of organizational innovation



Soren Kaplan

Soren Kaplan is the author of *Leapfrogging* and a Managing Principal at InnovationPoint, where he works with organizations including Visa, Disney, Colgate-Palmolive, Medtronic, Philips, PepsiCo, and numerous other global firms. Soren previously led the internal strategy and innovation group at Hewlett-Packard (HP) during the roaring 1990's in Silicon Valley and was a co-founder of iCoHere, one of the first web collaboration platforms for online learning and communities of practice. He is an Adjunct Professor within the Imagineering Academy at NHTV Breda University of Applied Sciences in The Netherlands. He holds Master's and Ph.D. degrees in Organizational Psychology and resides in the San Francisco Bay Area with his wife, two daughters, and hypo-allergenic cat.