



# Leapfrogging

Helping innovative leaders disrupt mindsets & markets

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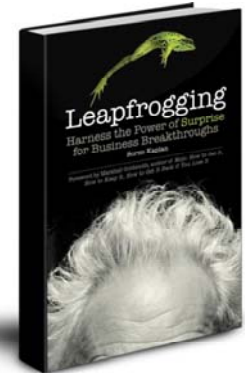
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*“Soren’s new spin on the popular topic of innovation kept the entire audience on the edge of their seats. His talk was amazing.”*

Tatyana Kanzaveli  
Organizer, TEDx Silicon Valley



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AMA American Management Association®



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Most leaders and organizations want breakthroughs, but many struggle with the often unspoken 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.

Soren has presented to dozens of organizations, from corporations and conferences to associations, universities and nonprofits. His engaging style leads his audiences through a journey of exploration and discovery to insight and practical application, ensuring that everyone walks away energized – and with a sense of actionable direction.

Soren customizes every talk to his specific audience – since he’s an adamant believer that it’s only possible to truly connect to others when one has an understanding of their needs, challenges and passions. Hot topics often include:

- **Harness the Power of Surprise for Business Breakthroughs**
- **Using Customer Surprises as a Catalyst for Innovation**
- **Leading Disruptive Innovation and Change**
- **Leadership Competencies for a Disruptive World**
- **Managing the Paradoxes of Breakthrough Innovation**



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**Soren Kaplan**

Soren Kaplan is the author of the bestseller *Leapfrogging* and the founder of the Leapfrogging Alliance, where he works with organizations including Disney, Colgate-Palmolive, Medtronic, PayPal, 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. He can be reached through his website at [www.leapfrogging.com](http://www.leapfrogging.com).

## Sample Clients

- Cisco Systems
- Colgate-Palmolive
- Disney
- Frito-Lay
- JP Morgan Chase
- Kimberly-Clark
- PepsiCo
- Wells Fargo
- Alliant International University
- Case Western Reserve University
- Harvard Business School
- NHTV Breda University
- California State University
- American Association of Museums
- American Society of Association Executives
- American Society of Training and Development
- Innovation Convergence
- New Media Consortium
- Organization Development Network

*"Soren understood our audience and he made the topic of disruptive innovation accessible and inspirational. People are still buzzing about his presentation."*

Mary Beth Robles  
Vice President, Colgate-Palmolive

## In the Press



### How To Turn A Nasty Surprise Into The Next Disruptive Idea

[http://www.fastcodesign.com/1670007/how-to-turn-a-nasty-surprise-into-the-next-disruptive-idea?partner=homepage\\_newsletter](http://www.fastcodesign.com/1670007/how-to-turn-a-nasty-surprise-into-the-next-disruptive-idea?partner=homepage_newsletter)



### Leading Disruptive Innovation

<http://www.iveybusinessjournal.com/topics/innovation/leading-disruptive-innovation>



### Leadership Competencies for Disruptive Innovation

<http://www.amanet.org/training/articles/Leadership-Competencies-for-Disruptive-Innovation.aspx>



### From Surprise to Breakthrough – 'Leapfrogging' Your Way to Success

<http://www.cnbc.com/id/48593933>



### The Power of Surprise

<http://www.openforum.com/articles/the-power-of-surprise>