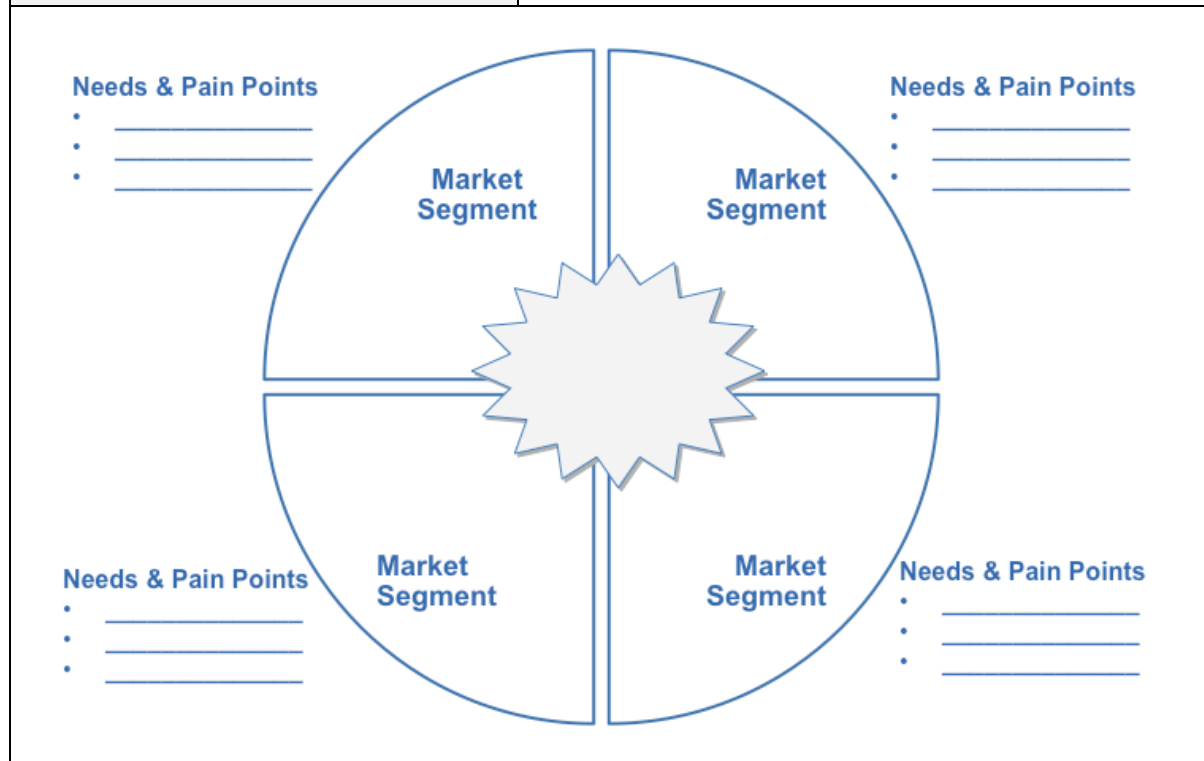


Breakthrough Innovation is Everyone's Business

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Strategy #1	Notes / Opportunities
<p>Rethink Your Role</p> <ul style="list-style-type: none"> • What “business” are we in? • Who do we serve? • What are the real pain points and needs of our various “customers?” • What are the implications & opportunities? 	



Strategy #2	Notes / Opportunities
<p>Create new learning models</p> <ul style="list-style-type: none"> • How do we foster “better learning”? • How do we promote lifelong learning? • What new things can we do to add value and differentiate what we do? • What are the implications and opportunities for helping certificants and those hiring them? 	

What are your potential new learning models?



- Online?
- Mobile?
- Cohort Learning?
- Social Learning?
- MOOCS?
- Peer Coaching?
- Badges?
- Gamification?

Strategy #3	Notes / Opportunities
<p>Expand Your Offerings</p> <ul style="list-style-type: none"> • What are the unmet needs & pain points of your existing “customers?” • Who else can you serve or add value to? • What else can you offer and how would you charge? • How might you change your business model to reframe existing products or create new offerings? 	

Products	Product Bundles	Product / Service Solutions	License	Access	Membership / Subscription
<p>Price per unit</p> <ul style="list-style-type: none"> • Course • Exam Fees • Re-certification • Book • Supporting products 	<p>Price per set of complementary products</p> <ul style="list-style-type: none"> • Courses with materials • Certificates with materials 	<p>Price for product and a supporting service</p> <ul style="list-style-type: none"> • Certificates with personal coach • Certificates with access to learning community 	<p>Use of intellectual property / technology</p> <ul style="list-style-type: none"> • For a given time period • Unlimited amount of time • For unlimited features • For limited features • Tiered levels 	<p>Price based on access to single event, venue, information or resources</p> <ul style="list-style-type: none"> • Per incident (support svcs) • Per admission (movie, concert, ball game, theme park) • Season pass (theme park) 	<p>Price based on ongoing or longer-term access</p> <ul style="list-style-type: none"> • Time period (monthly, yearly, lifetime) • Number of units • For unlimited features • For limited features • Tiered levels

<ul style="list-style-type: none"> • New Certifications? • Certificate Programs? • Workshops? • Coaching? • Outplacement Services? • Recruiting Services? • Educational Materials? 	<ul style="list-style-type: none"> • Learning Communities? • Products & Equipment? • Career Management Tools? • Business Tools? • Marketing Data?
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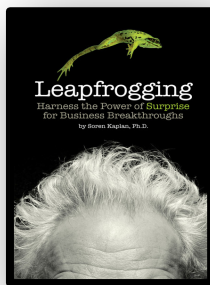
Strategy #4	Notes / Opportunities																		
<p>Disrupt yourself</p> <ul style="list-style-type: none"> • How do we bring the “outside” in? • How do we uncover deeper problems and needs? • What new talent can we bring in to help shift our perspective? • What “experiments” could lead to bigger opportunities? 																			
<table border="1"> <thead> <tr> <th data-bbox="215 1224 602 1272">Disrupt Yourself through</th> <th data-bbox="602 1224 1360 1272">How</th> </tr> </thead> <tbody> <tr> <td data-bbox="215 1272 602 1352">External Talent</td> <td data-bbox="602 1272 1360 1352">Hire leaders and employees from outside your industry / market</td> </tr> <tr> <td data-bbox="215 1352 602 1434">Customer Office Hours</td> <td data-bbox="602 1352 1360 1434">Bring certificants and employers “inside” (and non-re-certificants!)</td> </tr> <tr> <td data-bbox="215 1434 602 1484">Market Safaris</td> <td data-bbox="602 1434 1360 1484">Visit certificants and employers in their environments</td> </tr> <tr> <td data-bbox="215 1484 602 1566">Leadership Development Challenges</td> <td data-bbox="602 1484 1360 1566">Give hi-po’s problems or new opportunities</td> </tr> <tr> <td data-bbox="215 1566 602 1617">Leapfrogging Sessions</td> <td data-bbox="602 1566 1360 1617">Bring employees together for future-focused ideation</td> </tr> <tr> <td data-bbox="215 1617 602 1698">Thought Leader Sessions</td> <td data-bbox="602 1617 1360 1698">Bring outside experts into internal innovation sessions</td> </tr> <tr> <td data-bbox="215 1698 602 1780">Focused (Free?) Time</td> <td data-bbox="602 1698 1360 1780">Give employees X amount of time to generate (and test) ideas</td> </tr> <tr> <td data-bbox="215 1780 602 1862">Culture of Innovation</td> <td data-bbox="602 1780 1360 1862">Create an environment that fosters new ideas & experiments</td> </tr> </tbody> </table>		Disrupt Yourself through	How	External Talent	Hire leaders and employees from outside your industry / market	Customer Office Hours	Bring certificants and employers “inside” (and non-re-certificants!)	Market Safaris	Visit certificants and employers in their environments	Leadership Development Challenges	Give hi-po’s problems or new opportunities	Leapfrogging Sessions	Bring employees together for future-focused ideation	Thought Leader Sessions	Bring outside experts into internal innovation sessions	Focused (Free?) Time	Give employees X amount of time to generate (and test) ideas	Culture of Innovation	Create an environment that fosters new ideas & experiments
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**For more information, articles, and resources visit
www.innovation-point.com**



Soren Kaplan

Soren Kaplan is the author of the award winning, *Wall Street Journal* bestselling book *Leapfrogging*. As the Founder of InnovationPoint, he works with organizations including Disney, Kimberly-Clark, Colgate-Palmolive, Medtronic, Philips, Visa, 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 and has lectured at Harvard Business School, Copenhagen Business School, and with other MBA and executive education programs. He sits on the advisory boards of several Silicon Valley start-ups. He has been quoted, published, and interviewed by FastCompany, Forbes, CNBC, National Public Radio, the American Management Association, USA Today, Strategy & Leadership, and The International Handbook on Innovation, among many others. 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.



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