

A photograph of Soren Kaplan, a man in a dark suit, standing on a stage and gesturing with his hands while speaking to an audience. The audience is seated in the foreground, mostly seen from the back, looking towards the speaker. The background is dark with some blue lighting elements.

SOREN KAPLAN

KEYNOTE SPEAKER · WSJ BESTSELLING AUTHOR

— TURN INSPIRATION INTO IMPACT

Keynotes Built for **Action**

The best events don't end with applause. They conclude with people thinking and acting differently.

Every keynote is designed around a simple principle: audiences shouldn't just leave inspired. They should leave with strategies and tools ready to use Monday morning.

BOOK SOREN FOR YOUR EVENT →

[SORENKAPLAN.COM](https://sorenkaplan.com)

3 Signature Talks. One outcome: people who think and act differently.

Each keynote is built on Soren's original research and award-winning books — and tailored to the challenges your audience is facing right now.

AI & THE HUMAN EDGE

The Human Edge in the Age of AI

Turn experience into the competitive advantage AI can't replicate.

AI has more information than any human — but it hasn't led a team, lost a customer, or navigated a crisis. Drawing on his award-winning work on Experiential Intelligence, Soren shows leaders how to uncover the experience already embedded in their people and put it to work on the challenges AI alone can't solve.

- ◆ Recognize the hidden mindsets, abilities, and know-how built through experience
 - ◆ Identify which assumptions limit performance — and which can become advantages
 - ◆ Combine human experience with AI to sharpen judgment and decisions
 - ◆ Apply their own experiential intelligence to a real business challenge
-

STRATEGY & DISRUPTION

Leapfrog Disruption

Turn uncertainty into opportunity when old assumptions stop working.

Uncertainty makes most organizations cautious — exactly when bold thinking matters most. Drawing on his Wall Street Journal bestseller *Leapfrogging*, Soren shows audiences how to surface the assumptions constraining their thinking, spot opportunities hidden inside disruption, and make strategic moves competitors don't see coming.

- ◆ Recognize why uncertainty creates opportunities to leap ahead
 - ◆ Expose the hidden assumptions keeping teams trapped in incremental thinking
 - ◆ Learn a repeatable approach for identifying unexpected opportunities
 - ◆ Apply the approach to a real challenge or opportunity
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CULTURE & LEADERSHIP

The Invisible Advantage

Build the culture your competitors can't copy.

Competitors can copy your products, technology, and even your strategy — what they can't easily copy is your culture. Drawing on his award-winning book *The Invisible Advantage*, Soren reveals how leadership behavior, metrics, rewards, and rituals quietly signal what really matters, and how leaders can reshape those signals to unlock innovation.

- ◆ Understand how culture silently drives everyday decisions and behavior
 - ◆ Identify the signals your organization sends about risk and change
 - ◆ Learn practical levers for intentionally shaping culture
 - ◆ Apply the framework to cultural shifts that accelerate strategy
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Audiences don't just listen. They apply.

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Soren's unique ability to tailor his message, facilitate collaboration, and push the thinking of senior executives puts him in the top tier of speakers we work with.

Meredith Anastasio — Managing Director, Lincoln Healthcare Group

BEFORE

Tailored to you

Soren works with sponsors before the event to understand participants' strategic challenges, then builds the experience around those priorities.

DURING

Applied live

Audiences don't simply listen — they apply the ideas to real issues across strategy, innovation, culture, leadership, and change.

AFTER

Progress you can point to

Optional facilitated breakouts turn the keynote into a working session where teams develop strategies, priorities, and action plans.



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About Soren Kaplan

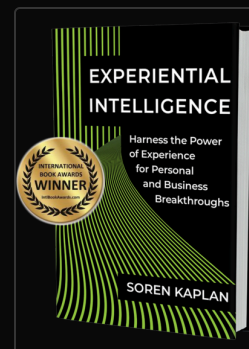
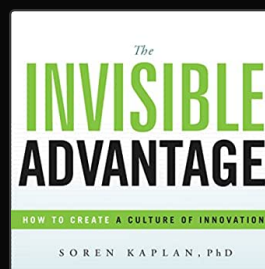
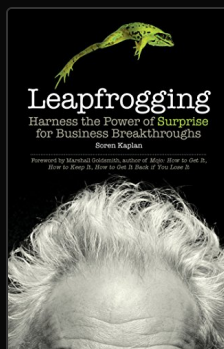
Strategist · Organizational Psychologist · Author

Dr. Soren Kaplan helps leaders make sense of disruption, and act on it. A Wall Street Journal bestselling author and organizational psychologist, he turns shifts in AI, business, and society into clear strategic insight and practical action.

With more than three decades of experience, Soren has advised over 30 Fortune 1000 organizations including Disney, JPMorganChase, PepsiCo, Colgate, Visa, Medtronic, Nucor, and Ascension. He leads executive education programs at USC's Center for Effective Organizations and writes for Harvard Business Review, Inc. Magazine, and Psychology Today.

Recognized by Thinkers50 and Business Insider as one of the world's top management thought leaders, his work focuses on helping leaders cut through noise, align around what matters, and make smarter decisions when ambiguity and stakes are high.

THE BOOKS



Wall Street Journal bestseller — and all three books are International Book Award winners.

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Let's build something that lasts past the applause.

SorenKaplan.com · contact@sorenkaplan.com

SCAN TO SEE
SOREN IN
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