



Leapfrogging

Helping innovative leaders leapfrog mindsets & markets

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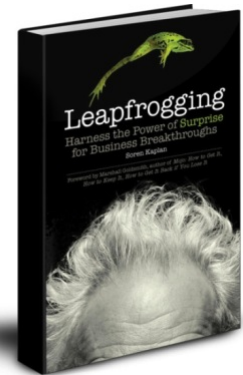
WALL STREET JOURNAL
BESTSELLER

BARNES & NOBLE
#1 BESTSELLER



“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



FASTCOMPANY



Forbes.com

AMA American Management Association®



OPEN

Soren Kaplan is the author of the bestselling and award winning book, *Leapfrogging*, a writer for FastCompany, adjunct faculty member at the Copenhagen Business School, and the Founder of InnovationPoint where he works with market leaders like Cisco, Disney, Visa, Colgate, and Red Bull.

In his *Wall Street Journal* bestselling book *Leapfrogging*, Soren shows how any leader, organization or business function can “change the game” through breakthrough innovation – *by creating or doing something radically new or different that produces a significant leap forward.*

Soren always fine-tunes his keynotes to his specific audience by emphasizing different types of innovation (product, service, process, technology, business models, and organizational innovation) as well as the examples used to illustrate his points. Visit www.leapfrogging.com for examples of how Soren tailors his message for financial services, healthcare, technology, and other industries.

Hot topics often include:



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Leapfrogging to Breakthrough Innovation

In this high-energy and provocative keynote, Soren highlights the importance of breakthrough innovation for leaders, organizations and business functions – and helps participants identify future opportunities in products, services, processes, and/or business models. Definitions of the different types of innovation are provided along with concrete examples and emerging practices for driving the type of innovation that “leapfrogs” the competition.

- Learn about the different types of innovation – from incremental to disruptive
- Obtain principles and practices for innovating products, services, process, and business models
- Gain insight from real-world trailblazers like Intuit, OpenTable, Kimberly-Clark, Colgate, Gatorade, & many others
- Instantly apply new knowledge to real business issues or opportunities through interactive, facilitated group breakouts



How to Create a Culture of Innovation

Based on 20+ years' experience and his widely recognized *FastCompany* article on the topic, Soren reveals the secrets for creating a culture of innovation. While “disruptive” or “breakthrough” innovation may seem easy for companies like Apple or Google, Soren outlines why most organizations struggle to create an environment that produces sustainable innovation – and then reveals how anyone can foster a culture that promotes new thinking, customer focus, experimentation, continuous improvement and business growth.

- Learn how organizational culture impacts behavior and how it can be shaped to foster innovation
- Gain insight into the levers that influence culture, including leadership behavior, storytelling, metrics, rewards, and organizational structures and processes
- Obtain models and tools for transforming your organization's own culture
- Instantly apply new knowledge through interactive, facilitated group breakouts





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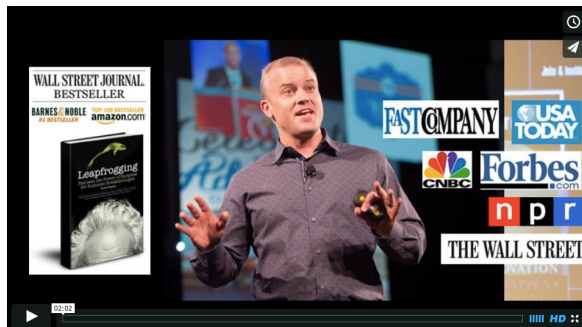
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Disrupt It! The Future of Disruptive Technology

Soren Kaplan's diverse, hands-on experience with disruptive technology, disruptive innovation, and emerging business models, gives him a unique perspective that keeps his audiences on the edge of their seats. With an eye on the future, he outlines the intersecting trends, technologies, and the forces shaping the future. But he doesn't stop there. He also reveals the disruptive applications of these technologies that represent both opportunities and potential threats, while outlining implications for business leaders and organizations as they move into their increasingly fast-paced and uncertain futures. Having worked in the field of "strategic innovation" for over 20 years, he has led hands-on innovation programs for companies including Cisco, Disney, Visa, Colgate-Palmolive, Red Bull, Medtronic, Roche, and many others. He has also led innovation research and executive development programs for the Danish Technology Institute, the Copenhagen Business School, Tekes (the Finnish Funding Agency for Innovation), and other universities and government organizations. And having served as the head of strategy and innovation for Hewlett-Packard (HP) in the roaring 1990's in Silicon Valley, he understands the practical challenges of disruptive innovation.



- Learn about the emerging technology trends changing the face of every industry
- Gain insight into specific technology-driven trends including 3D printing, augmented reality, cloud computing, big data, wearable devices, sensors and beacons, robotics, social media, and other disruptors
- Obtain insights into specific opportunity areas and potential disruptive threats
- Instantly apply new knowledge through interactive, facilitated group breakouts



Check out Soren's keynote highlights video:

<https://vimeo.com/104110870>



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Soren Kaplan, Ph.D.

Soren Kaplan is the author of the *Wall Street Journal* bestselling and award winning book, *Leapfrogging*, a writer for *FastCompany*, adjunct faculty member at the Copenhagen Business School, and the Founder of InnovationPoint. As a premier thought leader and expert in strategy and innovation, Soren works with organizations including Disney, Visa, Kimberly-Clark, Colgate, Medtronic, Philips, Red Bull, and numerous other global innovators. Soren previously led the internal strategy and innovation group at Hewlett-Packard (HP) during the roaring 1990's in Silicon Valley and was co-founder of iCohere, one of the first web collaboration platforms for online learning and communities of practice. He has been quoted, published, and interviewed by Forbes, CNBC, National Public Radio, the American Management Association, USA Today, Strategy & Leadership, and The International Handbook on Innovation, among 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.

Sample Clients

- Agilent Technologies
- Ascension Healthcare
- Bank of Montreal
- Cisco Systems
- Colgate-Palmolive
- Dean Foods
- Disney
- Edmunds.com
- Frito-Lay
- Hill's Pet Nutrition
- JP Morgan Chase
- Kaiser Permanente
- Kimberly-Clark
- Medtronic
- PayPal
- PepsiCo
- Roche
- Sealed Air
- Star Alliance
- Wells Fargo



COLGATE-PALMOLIVE



What The Say

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 of Innovation

Soren's talk inspired our organization while providing both strategic and practical approaches for driving breakthroughs in the business and for our leadership.

– Teppo Paavola, VP & Head of Global Business Development

Soren's engaging keynote jump started our event and got the entire audience thinking about how we can transform the healthcare landscape.

– Dr. Eric Silfen, Senior VP & Chief Medical Officer