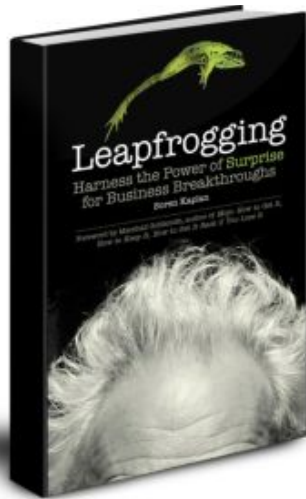


TOP 10 BESTSELLER  
**amazon.com**

WALL STREET JOURNAL.  
BESTSELLER

**BARNES & NOBLE**  
#1 BESTSELLER



# Power of Surprise

# SCAD

Soren Kaplan, Ph.D.  
skaplan@leapfrogging.com

Download slides: [www.leapfrogging.com/SCAD](http://www.leapfrogging.com/SCAD)

**FASTCOMPANY**



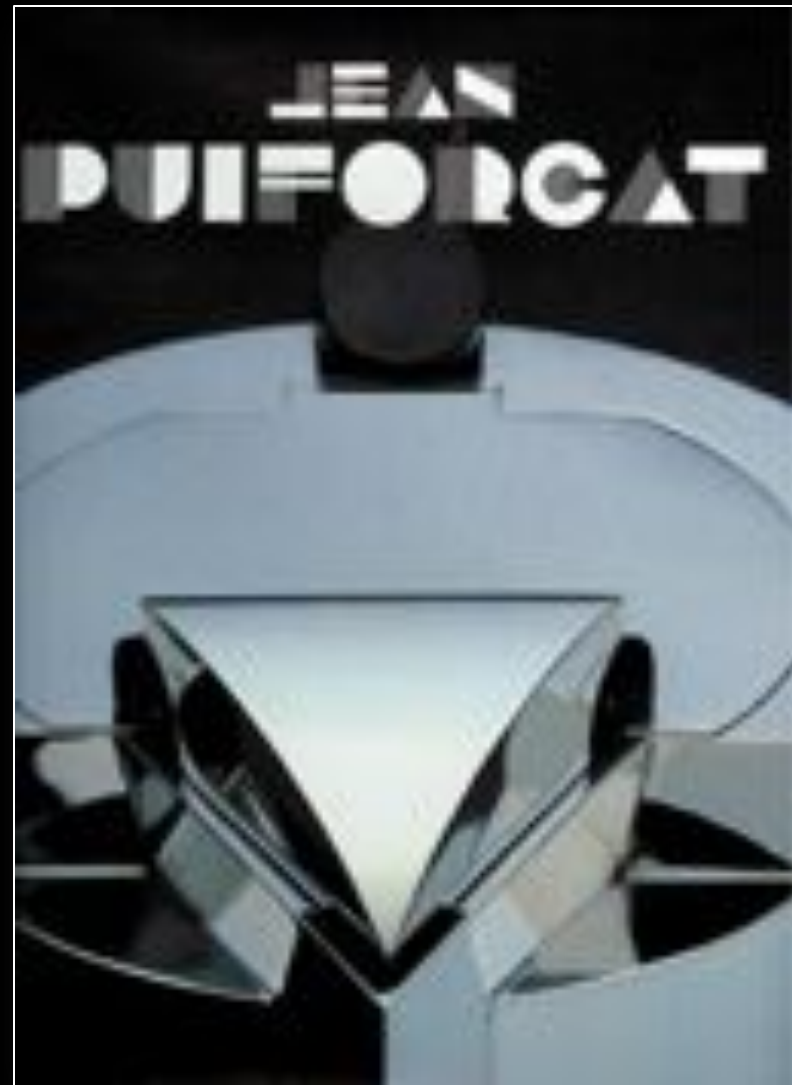
**Forbes**.com



monster



**OPEN**













**Georgette Chadourne**

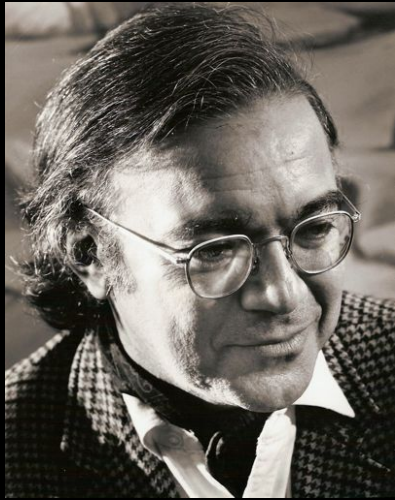






Portrait of Charles Matisse

PORTRAIT D'HENRI MATISSE



Jacques Kaplan



FASHION

# Jacques Kaplan's Tour de Furs

In the living room  
Jacques Kaplan's  
muffled-up girl in  
coat (\$2,000) on  
Kaplan's mounted  
Zebra™ on wall

By Jacques Kaplan



Natural Russian ermine tails











**Noa Puiforcat  
Kaplan**













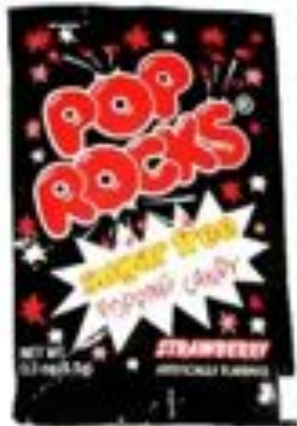


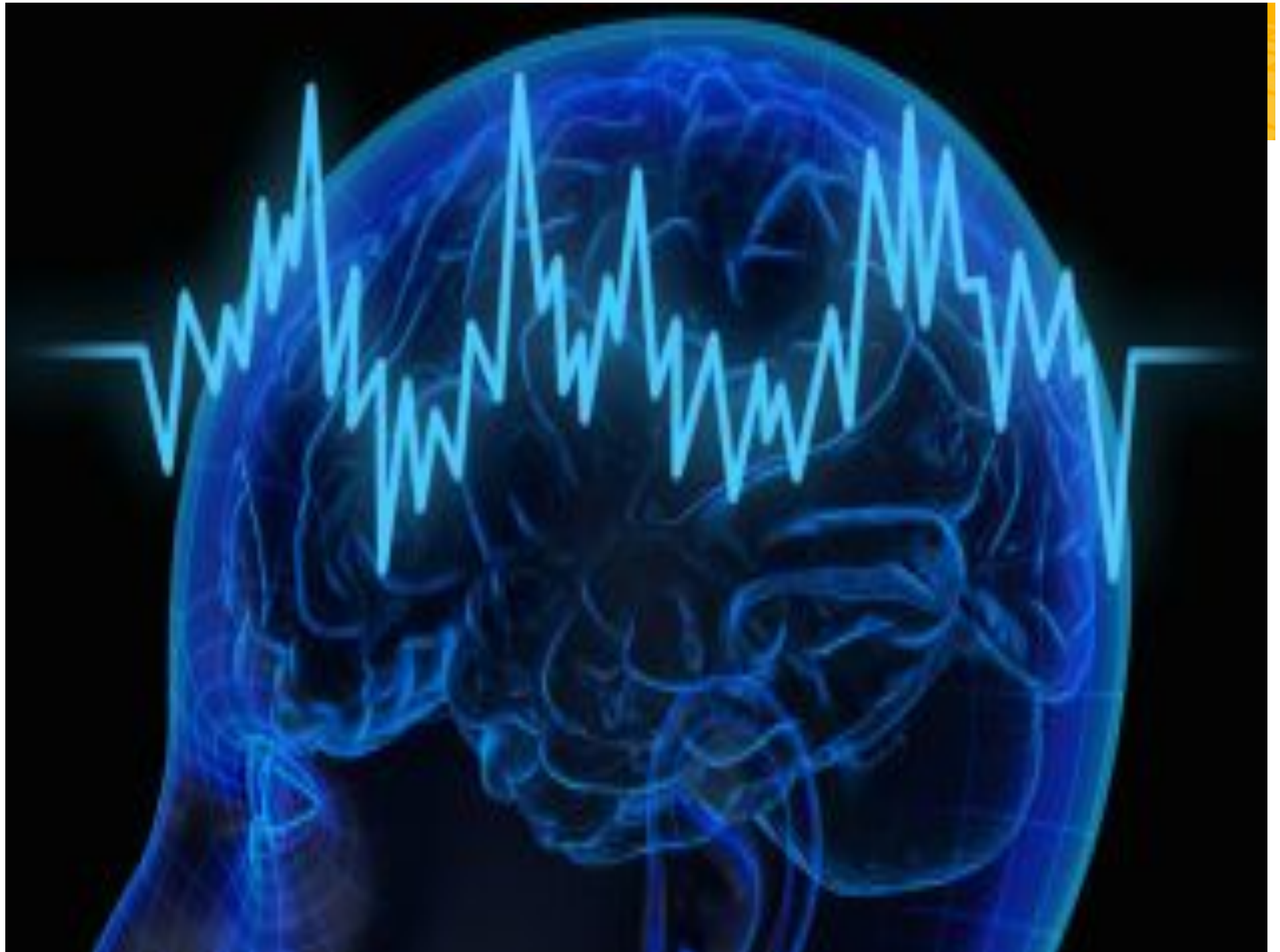




**surprise**

# Famous Breakthrough Innovations









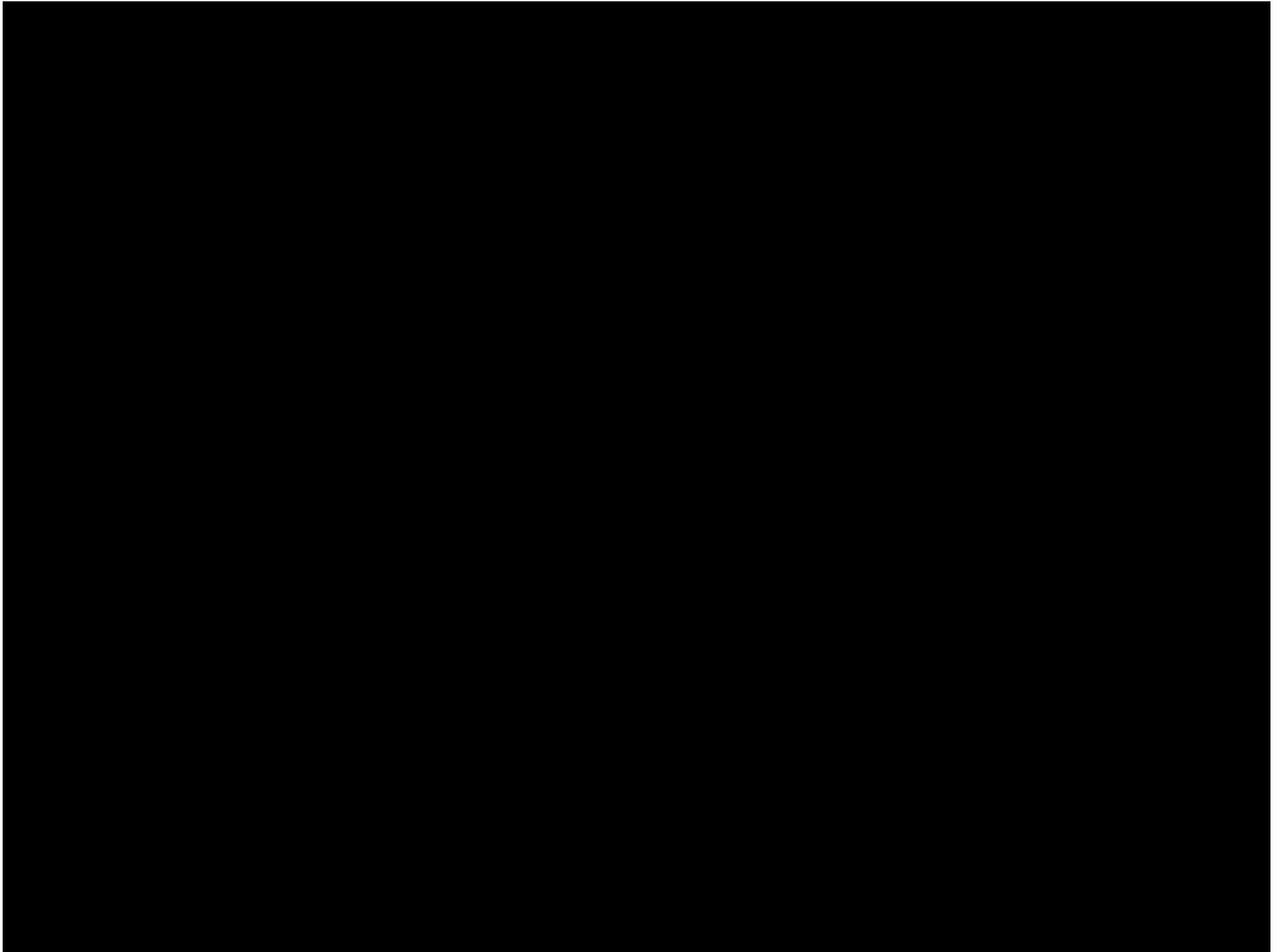
# STORAGE WARS

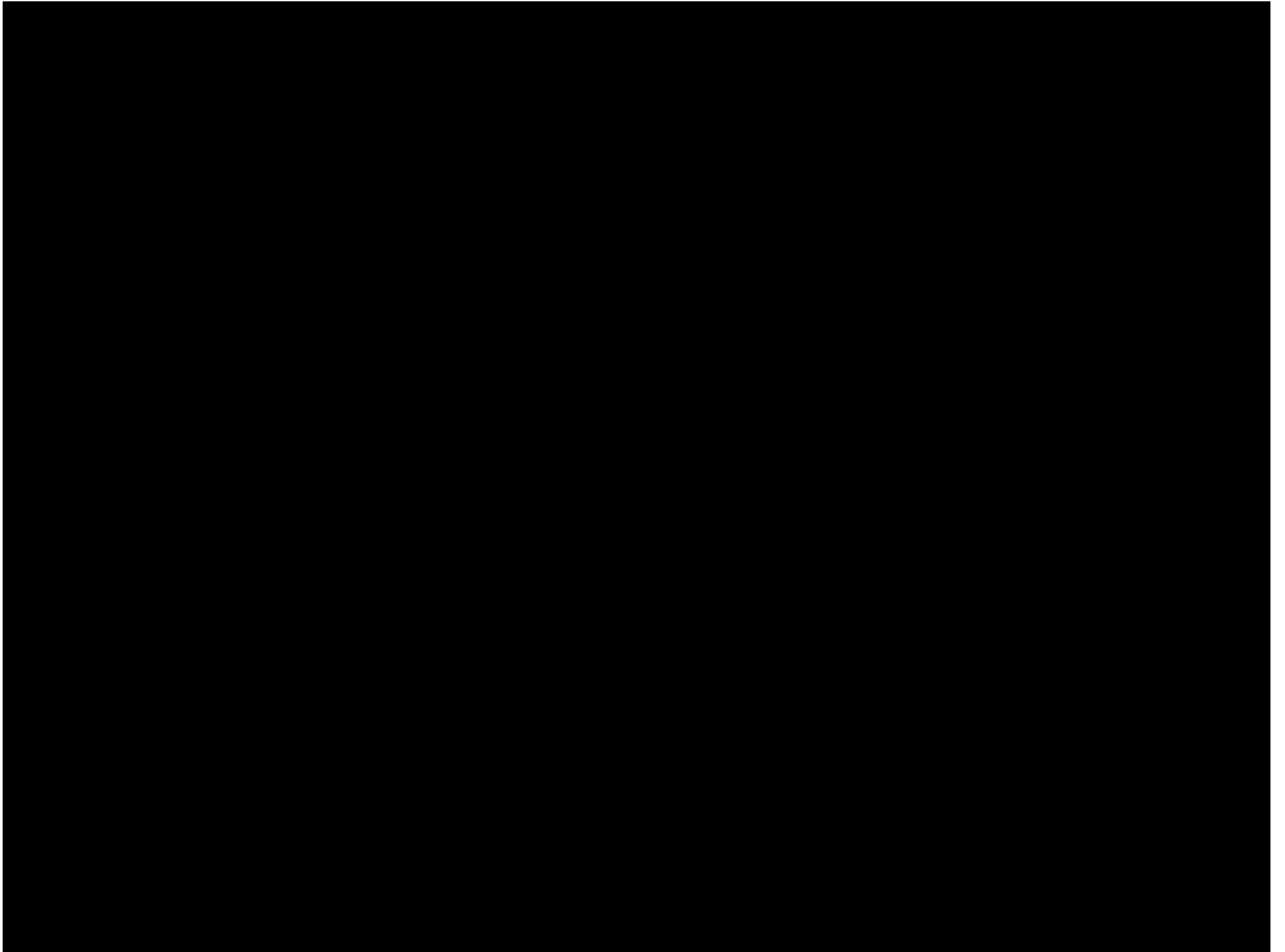


Real Life. Drama.

But there's a problem...













**VINTAGE BY THE POUND**

**CLOTHES  
CONTACT**

PART OF RETRO CITY FASHIONS, INC.





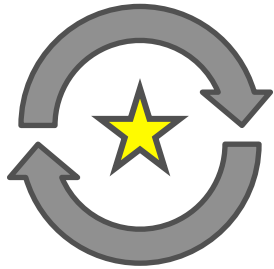
ASSOCIATION OF  
**SECURITY**  
... etc.  
ALL-STATE STORE  
SALES & SERVICE



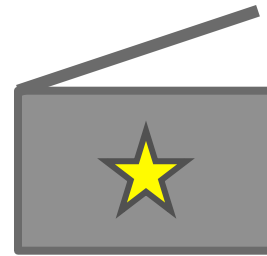
**SF**  
WEEKLY  
WINNER  
BEST OF SAN FRANCISCO  
2014-2015

CLOTHES  
\$12/lb.  
(OR less)

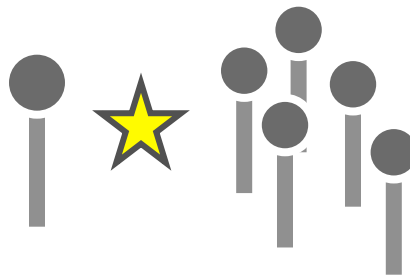
# Dynamics of Positive Surprise



Want to  
Experience  
More



Learn How  
or Why it  
Works



Share it  
with Others



DE BLAUWE

ADANK

DE BLAUWE





MICROGRIP®



DROG. "DE BLAUWE WINKEL"  
Fa. ADANK



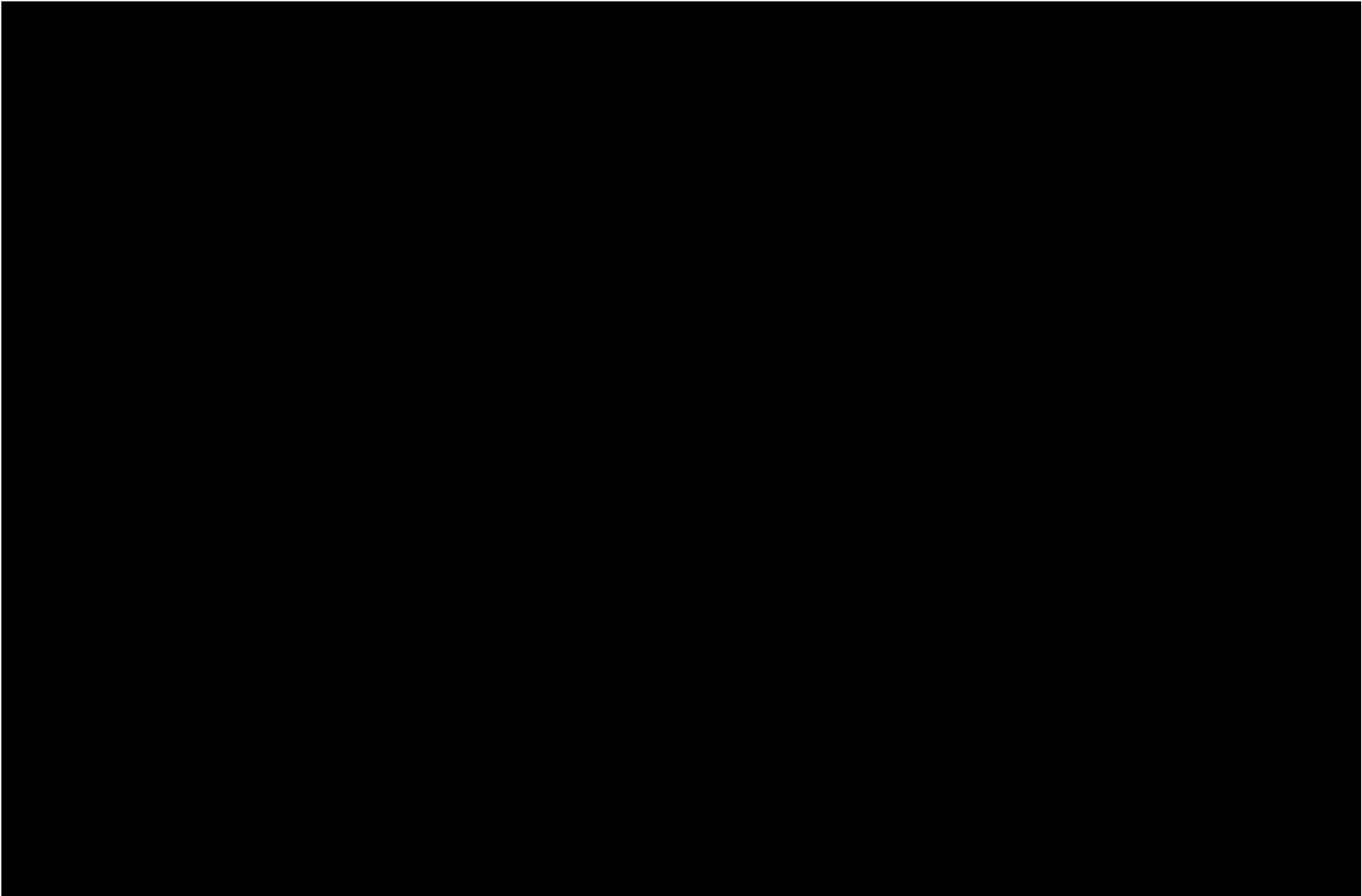
Boschstraat 82-84  
4811 GJ BREDA

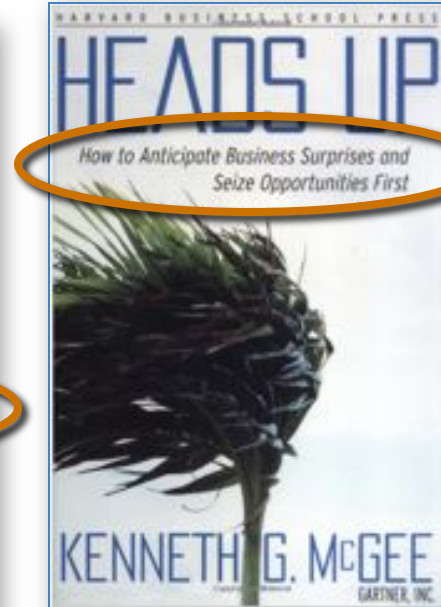
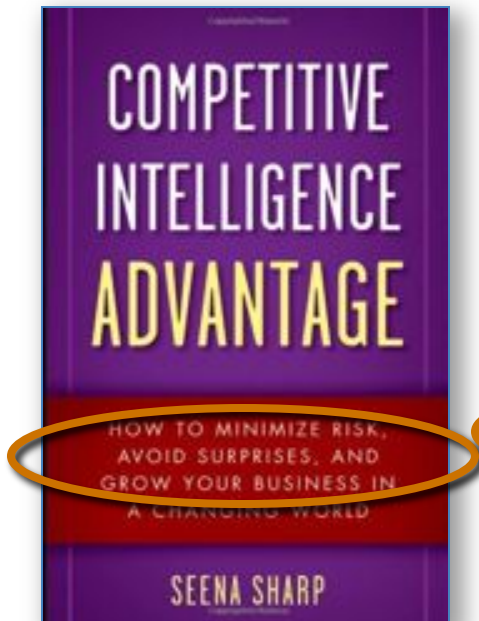
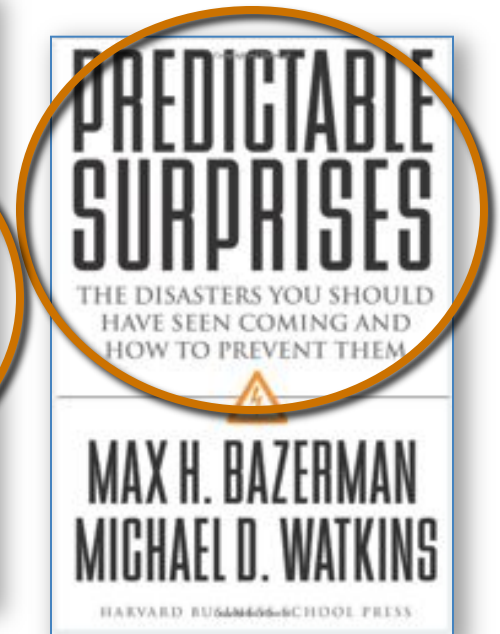
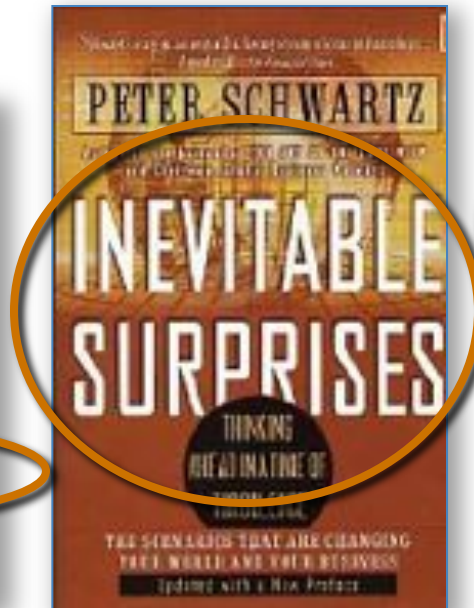
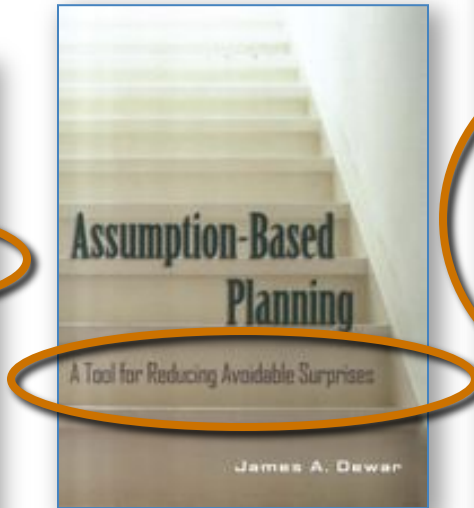
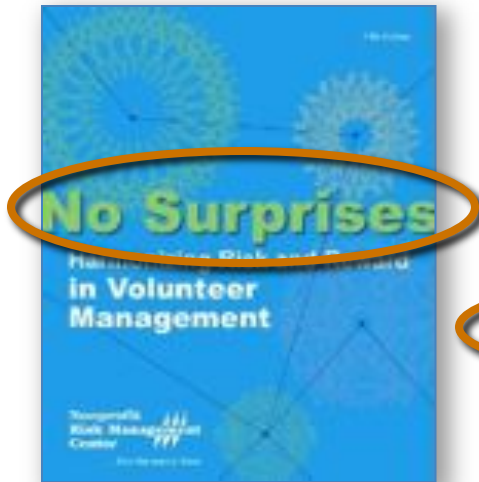
AUTO  
PILOT

AGE

DISENGAGE









# Innovation



# Surprise



forecasting

SWOT analysis

financial analysis

scenarios

business modeling

market analysis

strategic planning

reverse engineering



**InNOvation**



**CORPORATE MEAT GRINDER  
TURBO FORCE 1800**

***“There's no formula. If there was a formula, a lot of companies would have bought their ability to innovate.”***



**-- Tim Cook, CEO**







**OpenTable.com** Restaurant Reservations  
Free - Instant - Confirmed

Home [Sign In](#) [Mobile Help](#)

New York / Tri-State Area Restaurants

**Select Location**  
Select a Location  
[See other U.S. cities](#)  
See also: [Atlantic City](#), [Philadelphia](#)

**Refine Search Criteria**  
All Neighborhoods  
All Cuisines  
- OR -  
Enter Restaurant Name  
[See all New York Area restaurants \(1293\)](#)

**Select Date, Time & Party Size**  
05/13/2009 7:00 PM 2 people  
mm/dd/yyyy  
[See Results On A Map](#) **Find a Table**

**Welcome, Guest**  
**An OpenTable Introduction**  
> See how OpenTable works  
> Find out about Dining Rewards  
> Learn how restaurants are added

**Offers and Events in New York / Tri-State Area**  
> **Fathers Day - June 21**  
Special Menus & Offers  
> **2009 Diners' Choice Winners**  
Top 50 Best Overall Restaurants  
> **Earn Free Meals Faster**

**OpenTable Diners' Choice™**  
All New York / Tri-State Area  
Refine Location: Manhattan, Brooklyn, Westchester / Hudson Valley [More](#)

**Most Booked 1000-Point Tables**

**Best Overall**

**Neighborhood Gem**

**Most Booked**

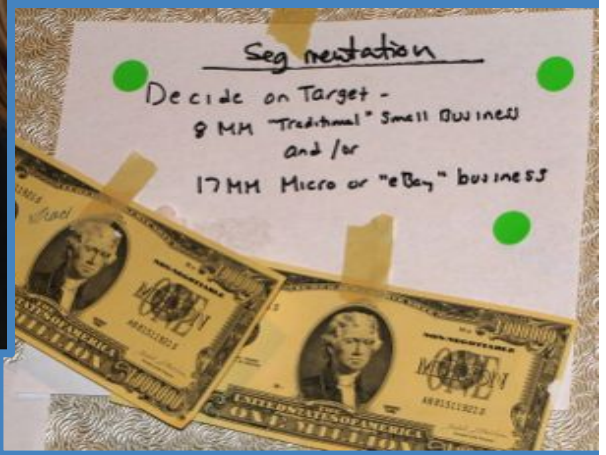
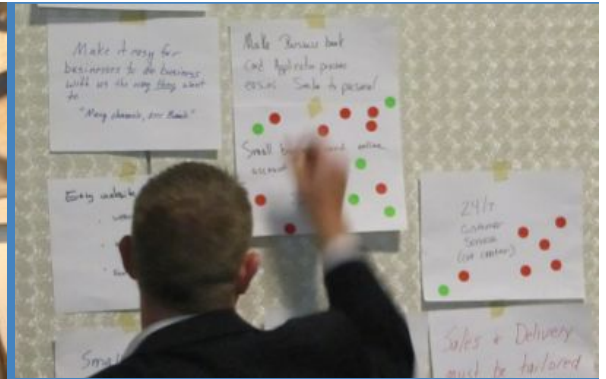
**Best Food**

**Most Booked 1000-Point Tables**

- 1 Ethos - U.N.
- 2 The Moderns - Bar Room
- 3 Kellari Taverna
- 4 Madison & Vine
- 5 Accademia Di Vino

Search Results Done

**John's Grill** 0.17 miles  
Downtown / Union Square  
8:30pm 7:00pm 7:30pm







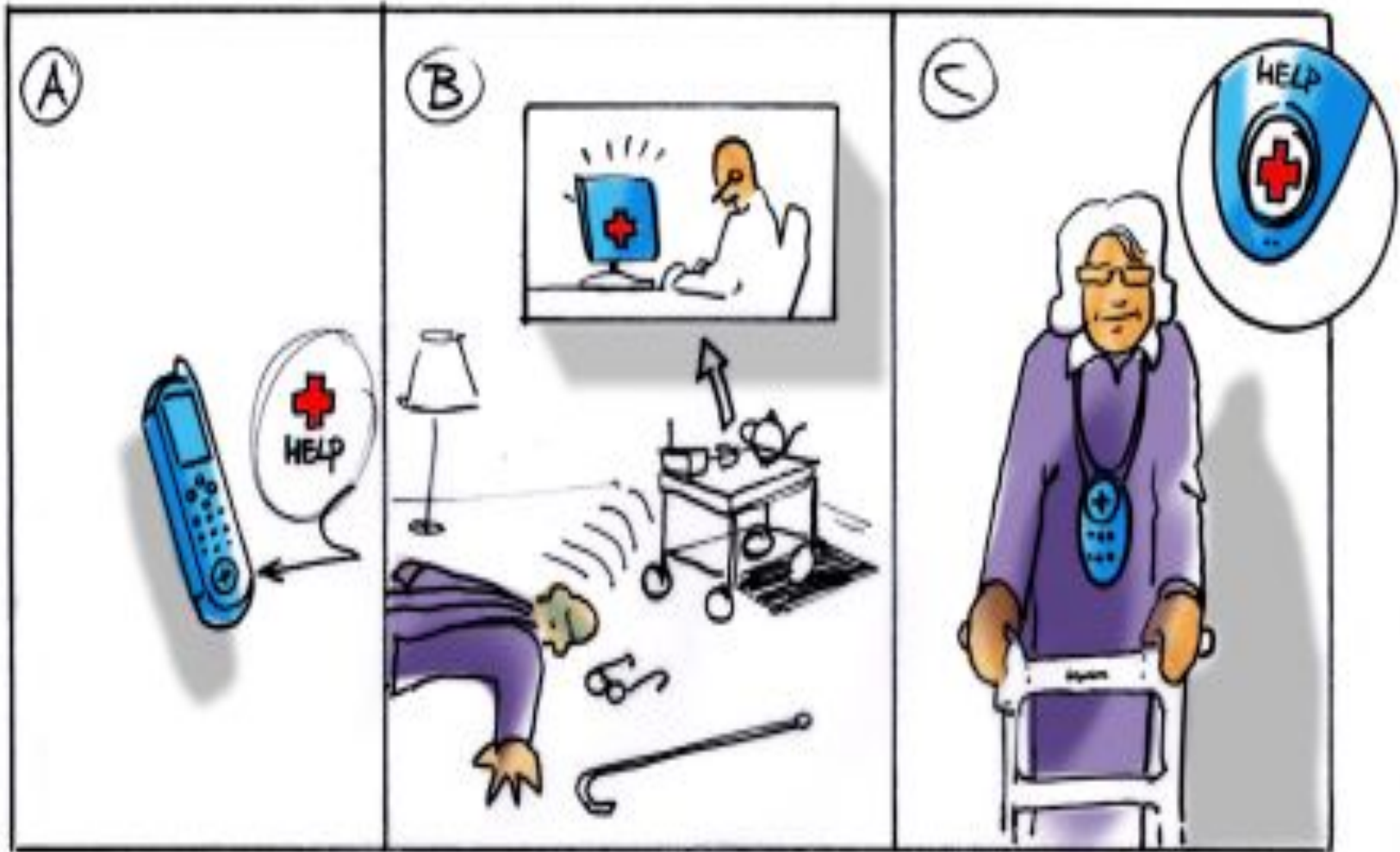
MODERN NOMAD



REDWIRE™ DLX

THE FIRST IPOD COMPATIBLE JEANS

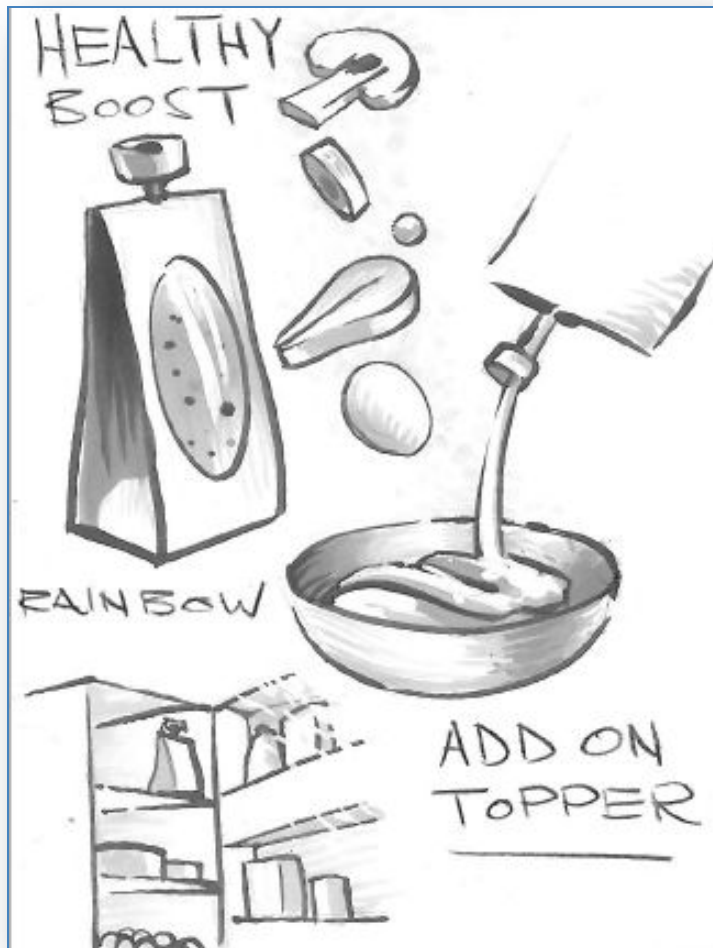




**PHILIPS**  
**Lifeline**



Philips Lifeline Medical Alert Service  
call for help even when you can't with one pendant



# END CAP DIAGRAMA



Extreme added value to retailer

## PRODUCT DISPLAY LOCATION: END CAP

Diagrama w/ actual RB items tied to National PS Suites  
- WPS  
- Franch  
Encased in TOMOLOD case

Similar: No new technology

WOW FACTOR: HIGH  
OPS: HIGH  
COST: \$\$\$

Car that goes to authenticity - just in brand

Hard Rock or steroids





# BALI

AT JIMBARAN BAY

*Welcome*

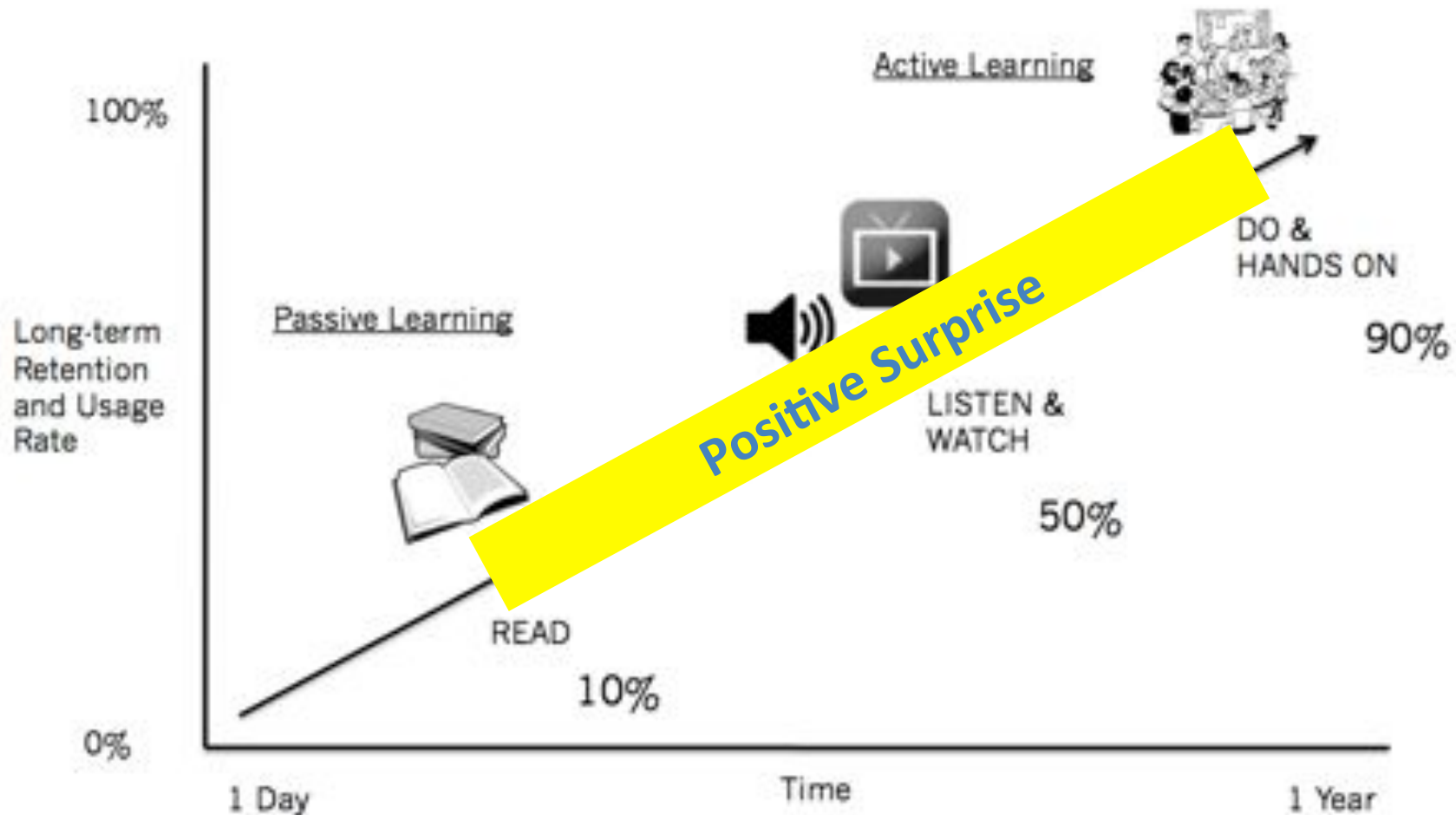
[ACCOMMODATIONS](#) [PHOTOS & VIDEOS](#) [SERVICES & AMENITIES](#) [DINING](#) [SPA](#) [DESTINATION](#) [OFFERS](#)

[MAKE A RESERVATION](#)





# Lifelong learning retention model



An open doorway with two light-colored wooden doors, each with six rectangular panels. The doorway is set into a dark grey wall. Through the doorway, a bright blue sky with fluffy white clouds is visible. The floor in front of the doorway is a light grey color.

**Finding  
Surprise  
involves  
Finding  
Humility**

**Accurately  
Assess  
Ourselves**

**Acknowledge  
Imperfections**

**Listen to  
Others**

**Exploring**

**Keep  
Accomplishments  
in Perspective**

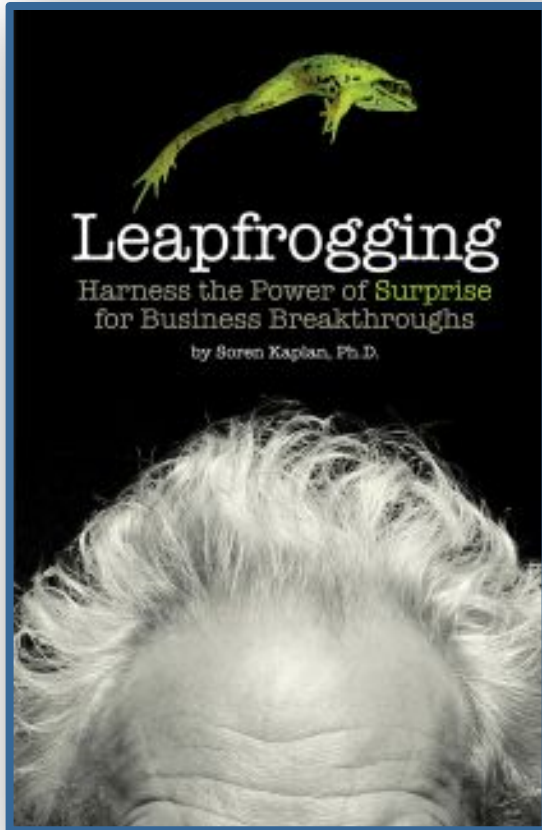
**Appreciate  
Value of All  
People &  
Things**



# In Summary

- **We crave positive surprise**
- **Business wants it – but doesn't**
- **Design's role is expanding – products, services, experiences, & business models**
- **Innovation comes from transforming “ambiguity” into positive surprise**
- **We must first surprise ourselves in order to positively surprise others**

# Discussion & Q&A



**Soren Kaplan, Ph.D.**  
**[www.leapfrogging.com](http://www.leapfrogging.com)**  
**[www.innovation-point.com](http://www.innovation-point.com)**

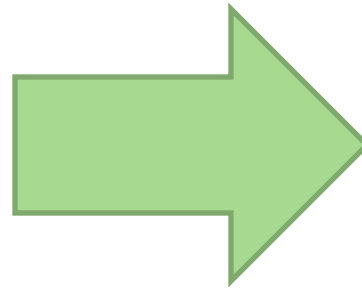
**[skaplan@leapfrogging.com](mailto:skaplan@leapfrogging.com)**  
**Twitter: [sorenkaplan](https://twitter.com/sorenkaplan)**

**Download slides: [www.leapfrogging.com/SCAD](http://www.leapfrogging.com/SCAD)**

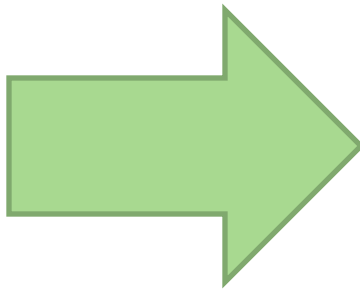
# Welcome to the Innovation Trivia Show!



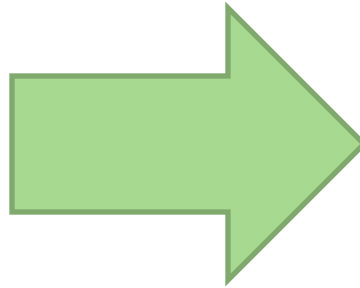
**39 Failures,  
One big  
breakthrough**



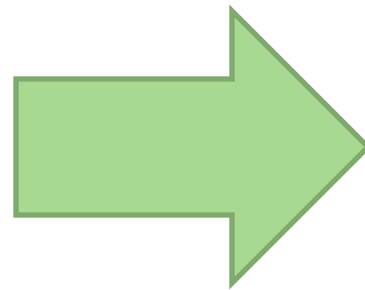
**\$250k &  
24 entries**



**Soap &  
Baking Soda**



**3 Years in  
Development**



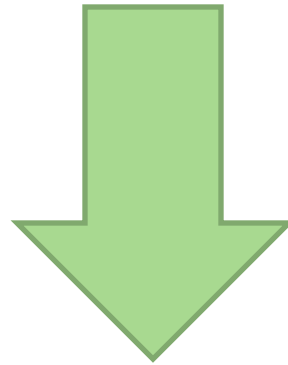
**How much  
invested?**



a lot



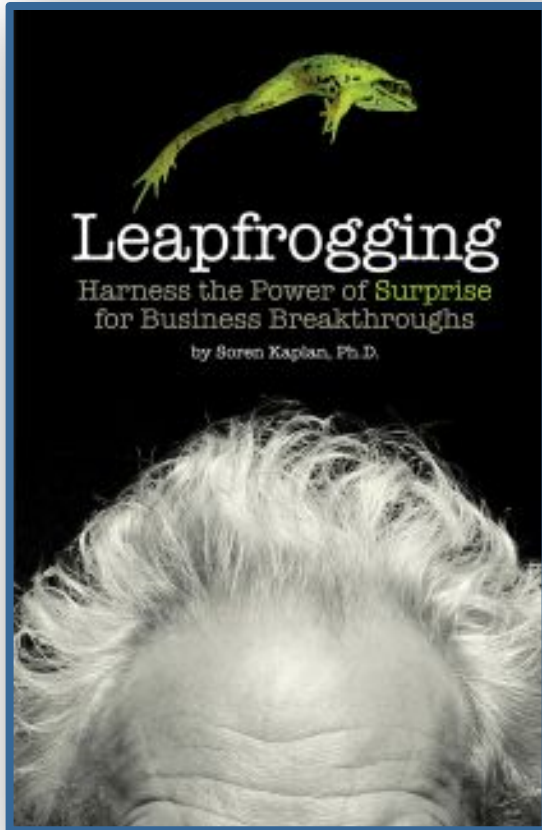
# Failed Dating Website



And the winner is...



# Discussion & Q&A



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**Twitter: [sorenkaplan](https://twitter.com/sorenkaplan)**

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