



# Leapfrogging

Helping innovative leaders disrupt mindsets & markets

## Leapfrogging Opportunity Sessions

Is your organization smoking its own exhaust? Bringing in fresh, future-oriented perspectives from outside the organization is a critical catalyst for uncovering new opportunities that lie at the intersection of emerging trends, unarticulated customer needs, and new technologies.

*Leapfrogging Opportunity Sessions* are engaging, highly collaborative events that are customized to achieve any of the following:

- Define new business models, products, or services that leapfrog the competition
- Identify opportunities to leapfrog customer expectations
- Disrupt organizational mindsets to create radical shifts in thinking
- Foster relationships with external partners and innovation leaders
- Build internal alignment to accelerate decision-making and implementation

During the process, a cross-functional team comprised of an organization's key stakeholders, subject-matter experts, change agents and innovators is brought face-to-face with a hand-picked group of external Thought Leaders to explore, speculate and collaborate. Sourced from different walks of life and companies, these forward-looking Thought Leaders are experts in their respective fields. They are practitioners, executives, partners, industry analysts, academics, venture capitalists, entrepreneurs, consultants or cultural creatives.

While traditional strategy or market research firms might gather information through a series of one-on-one interviews with similar experts and then assemble a report, a Leapfrogging Innovation Session provides a very different shared experience that engages key internal stakeholders directly in the process. The forum is extremely interactive and exploits the synergies between individual Thought Leaders who bring complementary perspectives in a way that makes often surprising connections and takes strategic insight to a new level. Inspiration comes when the Thought Leaders vociferously debate different perspectives on the future, and when they identify opportunities that lie at the intersections of their respective worlds. Finally, a variety of non-traditional in-session techniques enable Thought Leaders and the internal team to move beyond static thinking to take a future-oriented perspective that explores breakthrough possibilities.

### Scoping an Initiative

The approach can be used to address a wide array of business questions – from strategic to tactical:

- What business models and products should we focus on – and how should we execute against them?
- How should we define our go-to-market strategy?
- What “white space” opportunities lie at the intersections of our business and other industries?
- How can we improve our operating practices by learning from other industries?

The initiative's sponsor and the client team play a key role in scoping the opportunity and guiding questions. Once defined, Thought Leaders are identified and recruited, with the final participants selected by the team.

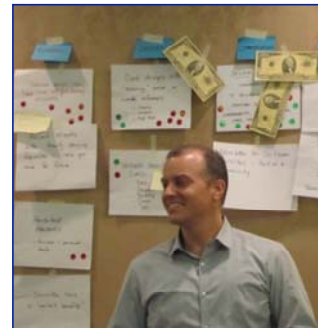




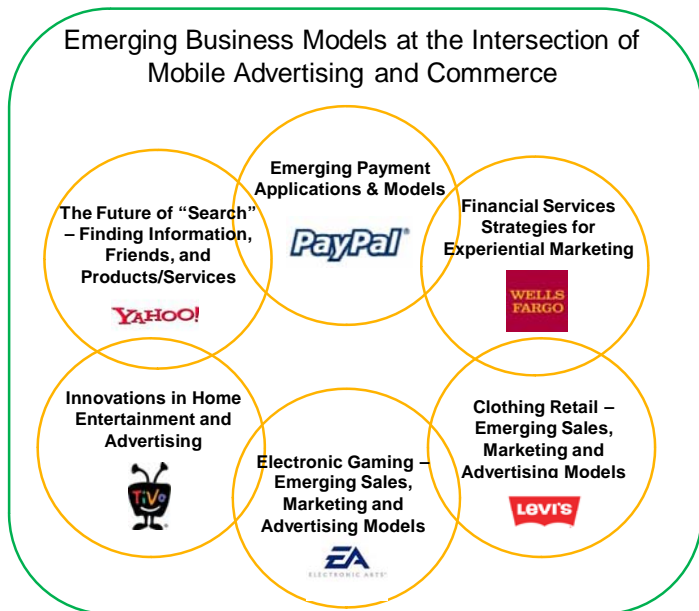
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The *Leapfrogging Opportunity Session* itself is a one-day event followed the next day by a workshop with the internal team. Because the internal team fully participates in the session alongside the Thought Leaders, and proactively shapes the deliverables on the second day, the results always include practical application to today's business while ensuring a new line of sight to breakthrough opportunities. With such a high degree of engagement across key stakeholders, individuals feel full ownership of the results which leads to rapid execution.



## Leapfrogging Opportunity Session Examples:



**For more information:**

Inquiry @ [leapfrogging.com](mailto:leapfrogging.com)

1.925.456.4131

[www.leapfrogging.com](http://www.leapfrogging.com)