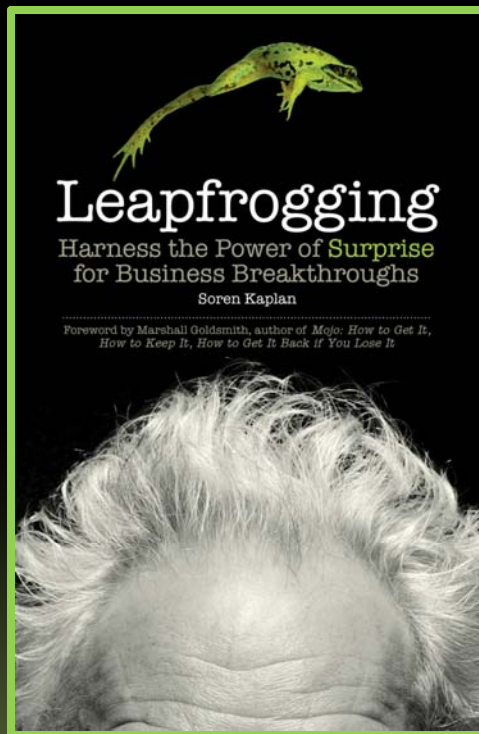




# Leapfrogging

Helping innovative leaders disrupt mindsets and markets



## Silicon Valley Innovation Immersions

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



# Sample Clients

- Our cross-industry experience, relationships, and insight fuels new connections and opportunities



Agilent Technologies



PEPSICO

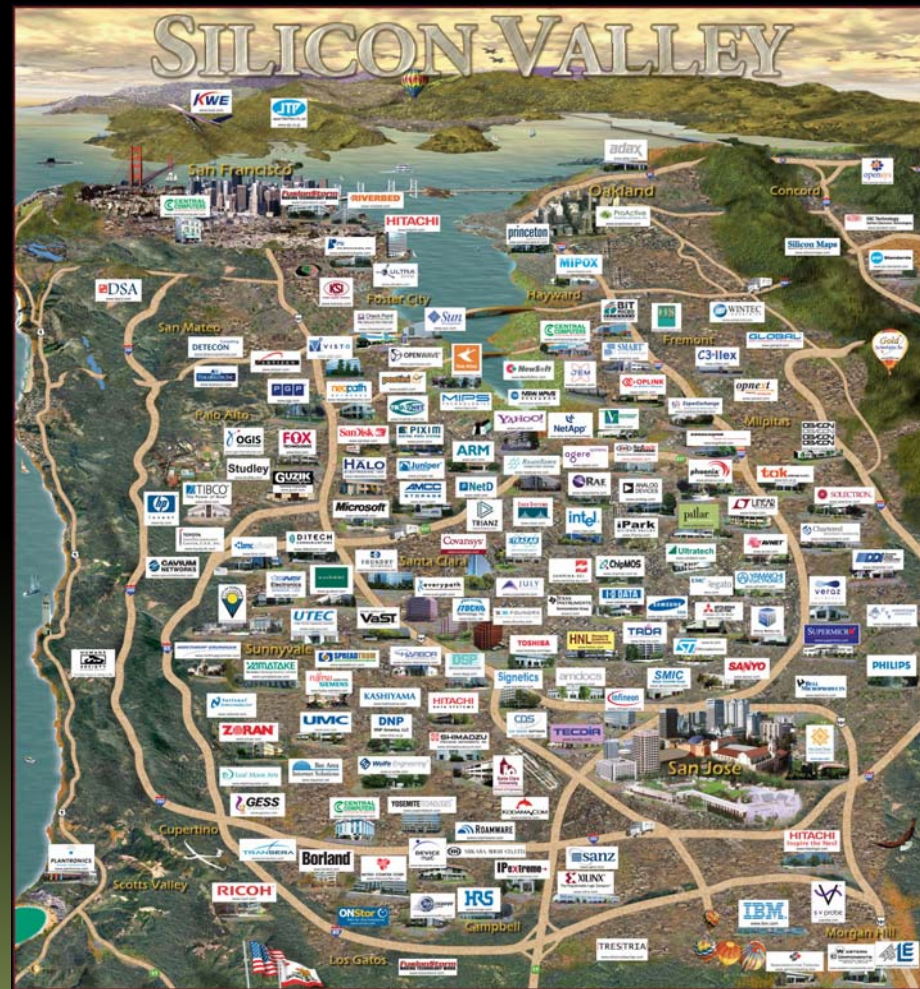


STAR ALLIANCE



# Silicon Valley Innovation Immersions

- Custom-designed visits to Silicon Valley that expose a team to a hand-picked selection of innovation trendsetters from leading organizations
- Highly experiential sessions address client-specific topics and issues, and deliver pragmatic approaches to creating new capabilities based on emerging innovation best practices





# Applied Insights Drive Innovation

- Leapfrogging Workshop with team immediately follows visits
- Captures and synthesizes key insights
- Identifies implications for business strategy, organizational design and innovation processes
- Develops personal or team action plans for implementation





# Potential Visits – Starting List...

- 500 Start-Ups Incubator
- Agilent Technologies
- Chevron
- Cisco Systems
- Computer History Museum
- Danish Center for Innovation (Incubator for Denmark)
- eBay
- Electronic Arts
- Frog Design
- Genentech
- Harper-Collins
- HP
- HUB business incubator
- Ingram Content Group
- Innovation Ireland (Incubator for Irish Government)
- Intuit
- Lockheed Martin
- McKesson
- PayPal
- Smart Design
- Stanford University D-School
- Stanford Research Institute (SRI)
- Tekes (Innovation Outpost for Finland)
- UC Berkeley Haas School
- Visa
- Wells Fargo Bank
- Xerox PARC



# Previous Innovation Immersions



- Sponsored by the VP of Strategy from Star Alliance in Germany, conducted visits to eBay, Intuit, Chevron and other firms, using real-time discussions to shape the airline alliance's own innovation process



- Delivered two-day immersion with Kimberly-Clark's CEO and executive team to gain insight into emerging innovation practices and define implications for the company's growth strategy



- Assembled group of leading silicon valley companies including Yahoo, TiVo, Electronic Arts, PayPal and others in strategic discussion about the future of Advertising and Mobile Commerce. Worked with SK Telecom's strategy team to define implications and opportunities in the US and Korean markets



# Customized & Collaborative Approach

## Typical Process

### Scoping

Work with sponsor(s) to review objectives, ideal companies, process, participants, and logistics

### Design & Planning

Contact companies and organizes Innovation Immersion

### Checkpoint

Review progress, draft agenda, and finalize all logistics

### Team Pre-Work

Team provided with pre-reading and optional assignment to help prepare for participation

### Innovation Immersion

1 or 2 Day Innovation Immersion around Silicon Valley and the San Francisco Bay Area

### Leapfrogging Workshop

1 Day strategy development session with team to capture key insights, define implications and create action plan



# Optional Team Building Events







**For more information**

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