



Leapfrogging

Harness the Power of **Surprise**
for Business Breakthroughs

by Soren Kaplan, Ph.D.



Leapfrogging to Breakthroughs

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Today's Focus

- **Where does “breakthrough” innovation come from ?**
- **What do the most innovative leaders to do “break-through” ?**



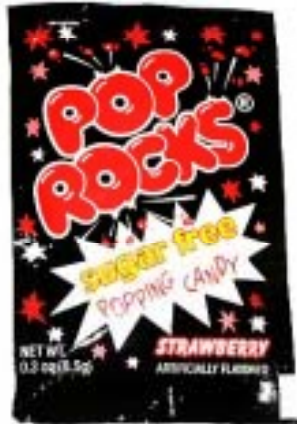








What's your favorite breakthrough?





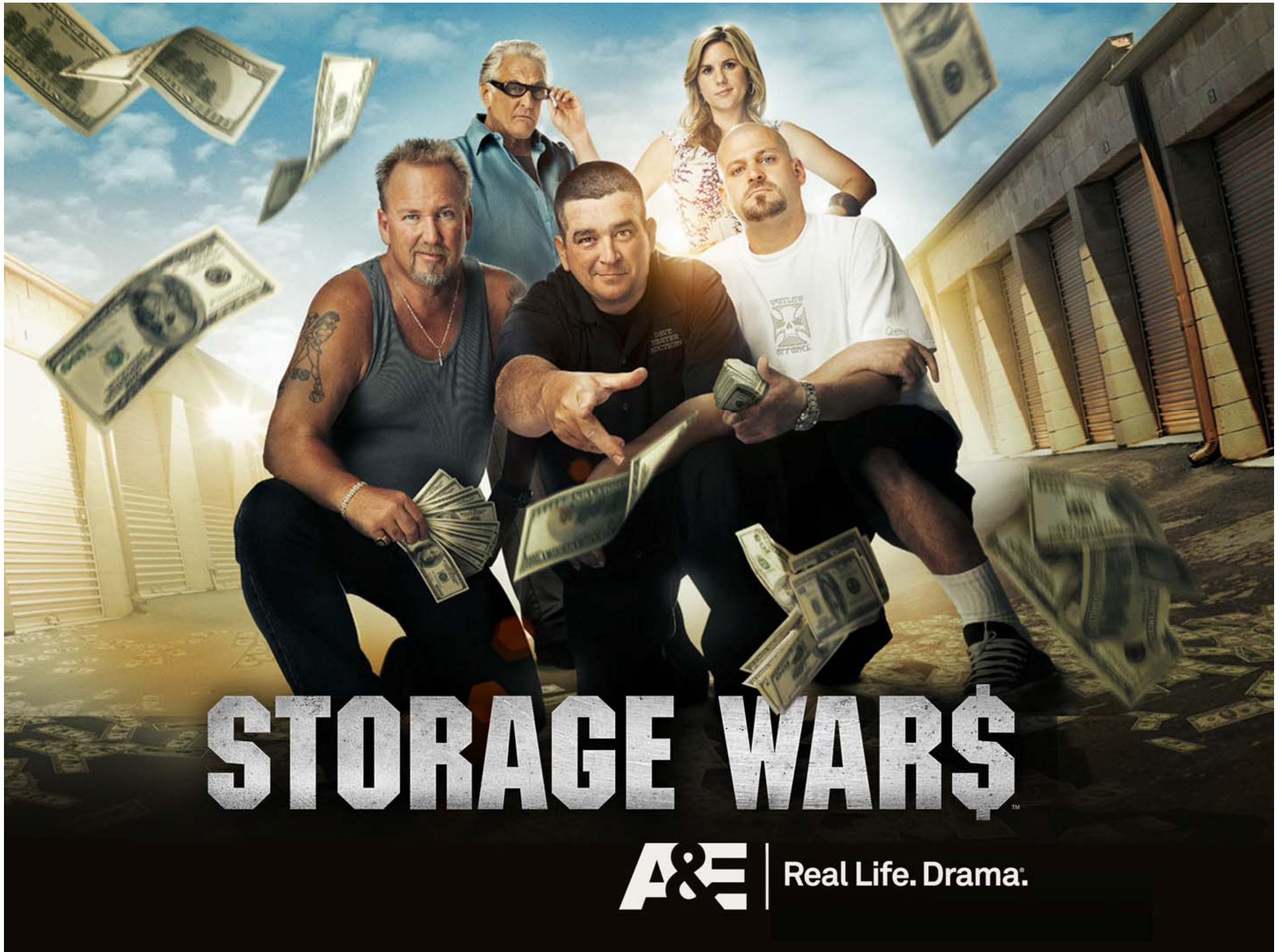
Casualties of Disruptive Innovation





We're wired for positive surprise

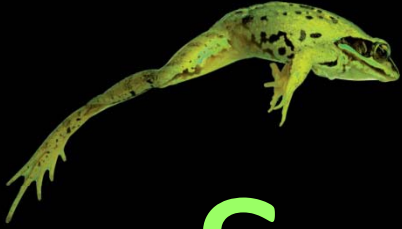




STORAGE WARS™



Real Life. Drama.



Summary Point #1

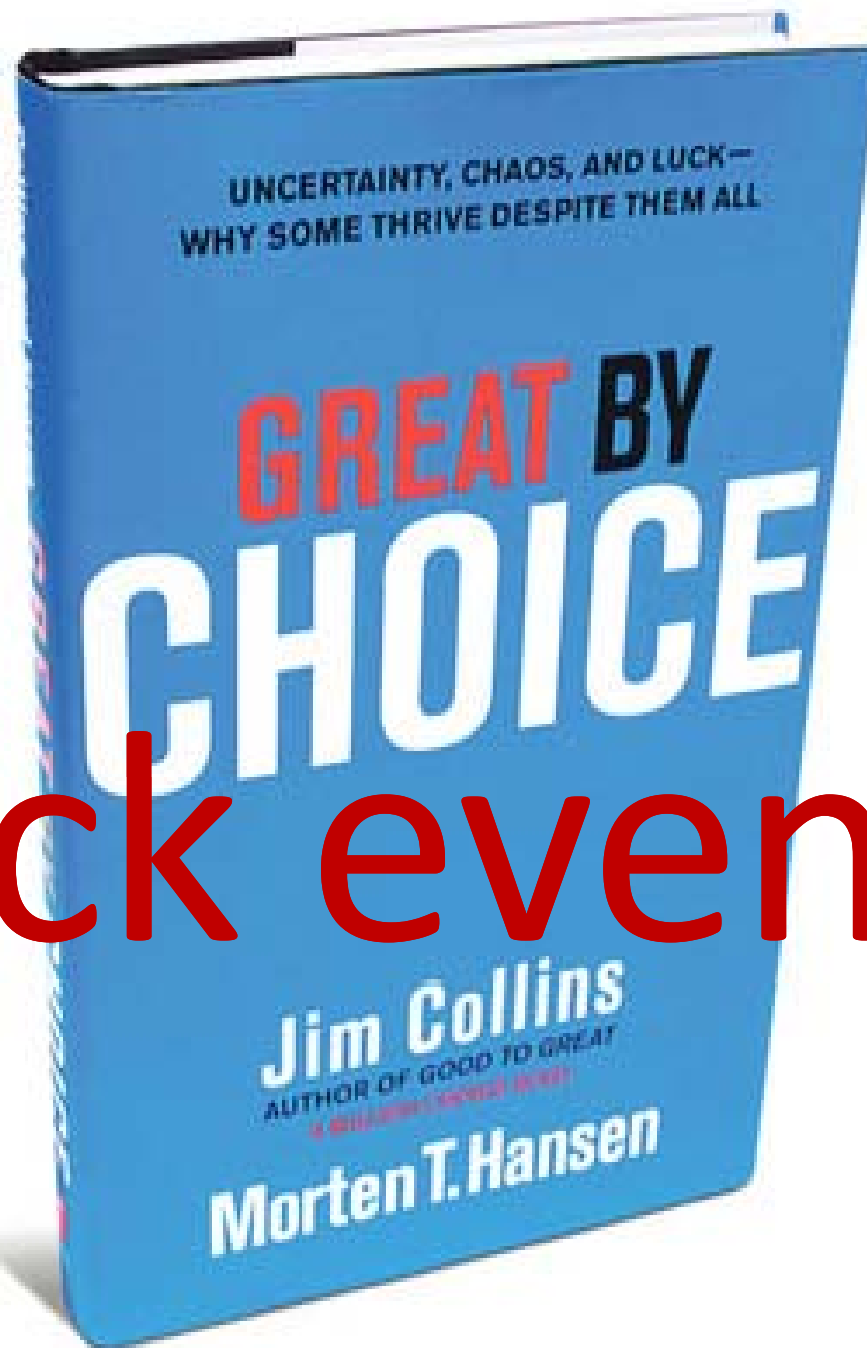
**Breakthrough innovations
“surprise” the market**



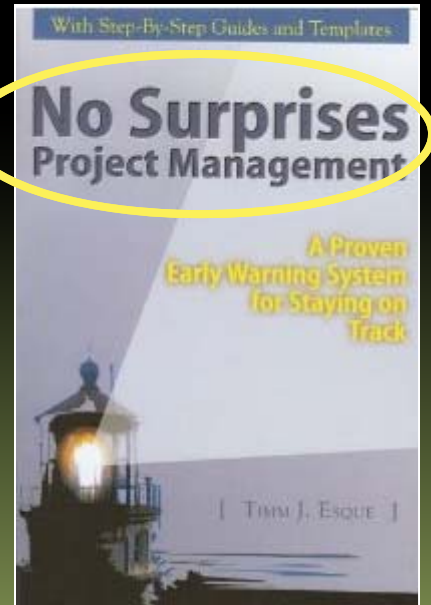
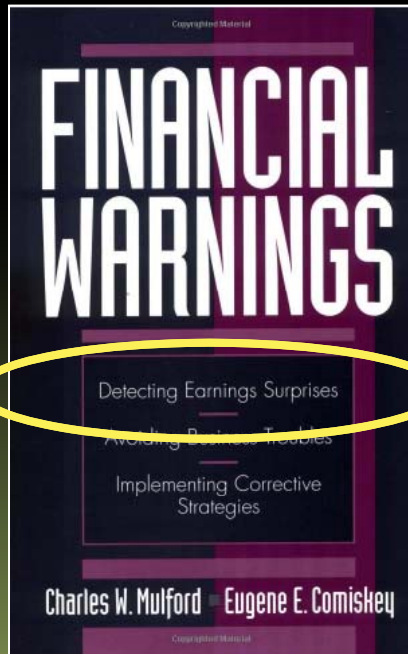
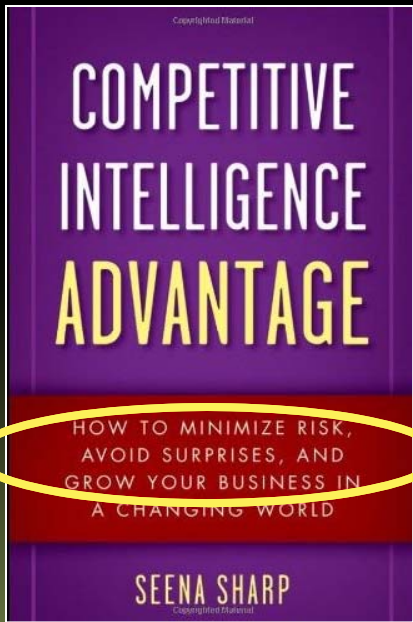
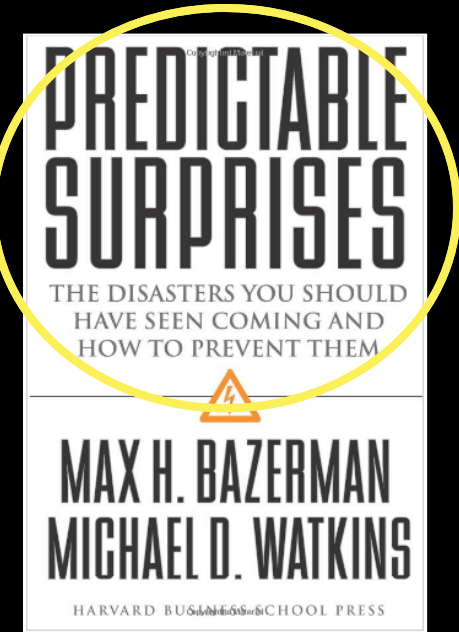
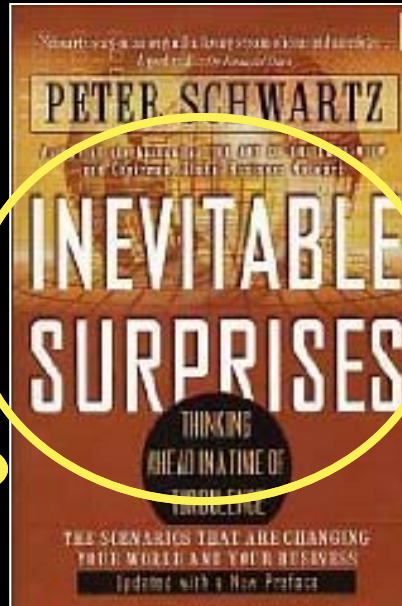
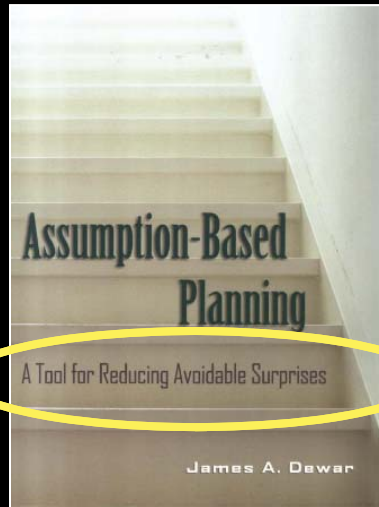
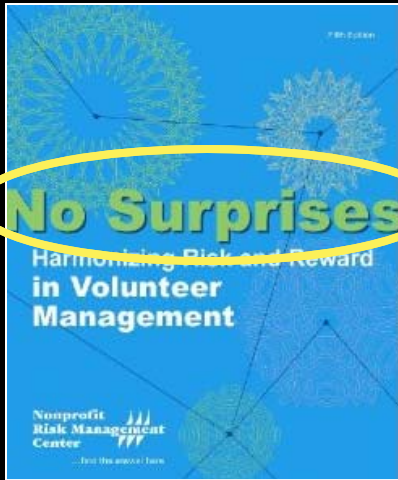
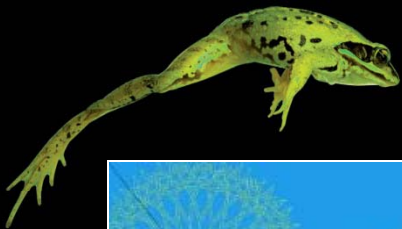
Discussion

- **What assumptions have YOU challenged to drive success?**
- **What other assumption(s) exist in your industry or market that COULD be challenged?**



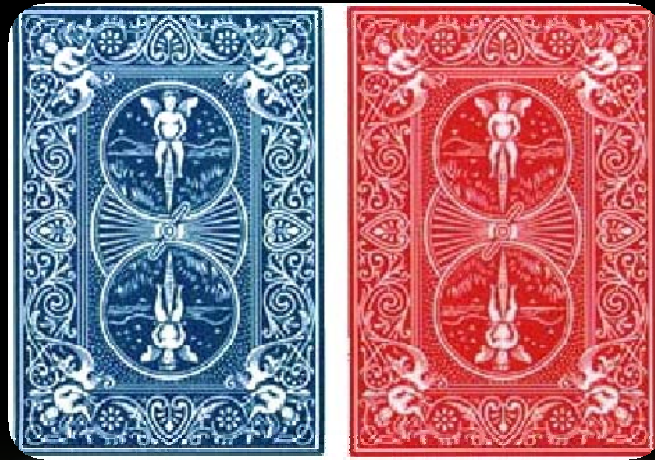


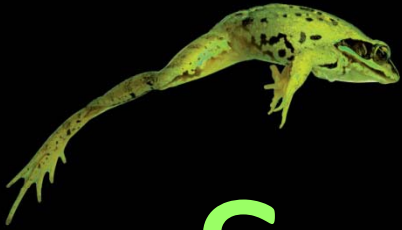
Luck events!





Card Trick Video





Summary Point #2

**New opportunities come
from finding and leveraging
our own “surprises”**



Leading breakthroughs

So how do
you do it?



LEAPS

LEAPS

A black and white photograph of a hand held palm up. The word "LISTEN" is written in black marker on the palm. The hand is positioned in front of a person's face, which is visible through a circular opening in a wall. The word "LEAPS" is written in large, bright green letters at the top of the image.

Listen: Start with yourself,
not the market



LEAPS

A man in a green t-shirt and blue jeans stands with his arms outstretched on a grassy field under a blue sky with clouds. The word "LEAPS" is written in large, green, sans-serif font across the top of the image.

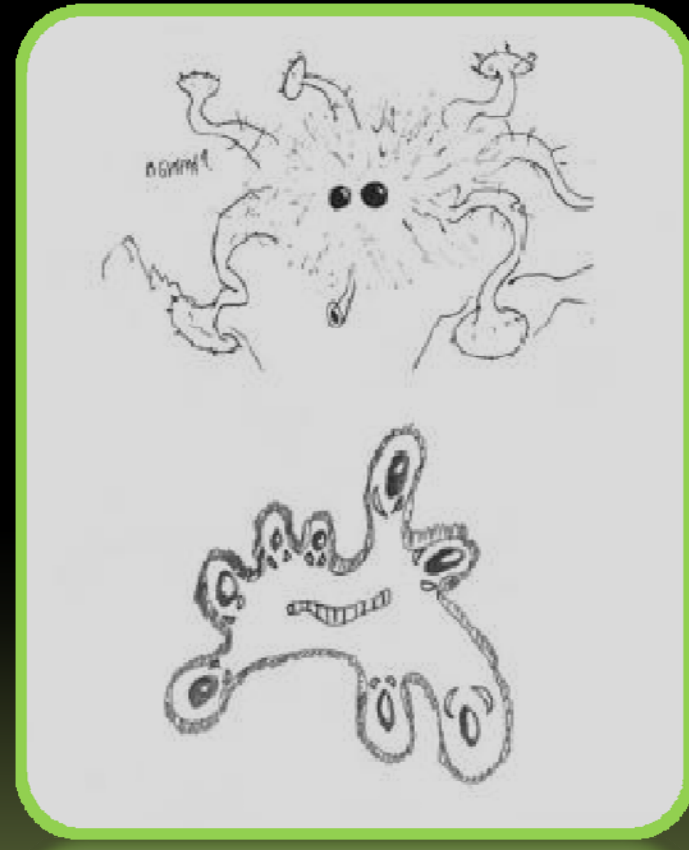
Explore: Go outside to stretch the inside



No cross-cultural thinking



Thinking of cross-cultural experiences



Email

Password

- Register
- Forgot Your Password?

Log In

About the Grant

Business Resources

Submit Your Idea

Inspired Moms Like You

The Huggies® MomInspired™ Grant Program is

AWARDING UP TO \$15,000

to further the development of innovative products inspired by motherhood. Take your ideas to the next level with the Huggies® Brand!

Learn More



Replay



Inspired Moms Like You



Mothers of Invention - 2010 Winners



◆ **Allyson Phillips :: TILTY Cup**

Creating a successful experience with the first step towards independent feeding, the TILTY Cup is a spill-proof training cup with an internal angled wall that allows children to drink without tipping the cup past half way, making the transition from a bottle easier and the transition to a regular cup a success.



◆ **Amy Baxter :: Buzzy Pain Relief**

Dr. Amy Baxter started MMJ Labs to help parents reduce their kids' pain. Buzzy is a small plastic bee that uses cooling and vibration to block sharp pain from shots or stings, and Bee-Stractor cards pull attention away from pain to clever designs with questions.



◆ **Amy Hilbrich Davis :: Balance MAP**

An online tool that creates individualized action plans to guide mothers towards achieving greater balance, success, and happiness.

TILTY™
a better sippy cup™



LEAPS

Act: Take small simple steps,
again and again and again



Entrepreneurial Thinking Style Study



Serial Entrepreneurs:
Take small steps



Professional Managers:
Predict the future



FOUR SEASONS
Hotels and Resorts

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BALI

AT JIMBARAN BAY

Welcome

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[DINING](#)

[SPA](#)

[DESTINATION](#)

[OFFERS](#)


[MAKE A RESERVATION](#)

LEAPS

A photograph of a man with a beard, wearing a Philadelphia Eagles beanie and a grey hoodie, covering his eyes with his hands. The word "LEAPS" is overlaid at the top in large, green and yellow letters. In the center, there is a quote in green and yellow text: "Persist: Take the surprise out of failure".

Persist: Take the
surprise out of failure




 Restaurant Reservations
 Free - Instant - Confirmed

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

New York / Tri-State Area Restaurants

<p>1 Select Location</p> <p>Select a Location <input type="text"/></p> <p>See other U.S. cities</p> <p>See also: Atlantic City, Philadelphia</p>	<p>2 Refine Search Criteria</p> <p>All Neighborhoods <input type="text"/></p> <p>All Cuisines <input type="text"/></p> <p>- OR -</p> <p>Enter Restaurant Name <input type="text"/></p> <p>See all New York Area restaurants (1293)</p>	<p>3 Select Date, Time & Party Size</p> <p>05/19/2009 7:00 PM 2 people</p> <p>mm/dd/yyyy</p> <p><input type="checkbox"/> See Results On A Map NEW</p> <p>Find a Table</p>
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Search Results
Done



John's Grill 0.17 miles

Downtown / Union Square \$\$\$\$

6:30pm 7:00pm 7:30pm

San Francisco Shopping Center
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100



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](#) >

<p>Most Booked 1000-Point Tables</p> <p>Best Overall</p> <p>Neighborhood Gem</p> <p>Most Booked</p> <p>Best Food</p>	<p>Most Booked 1000-Point Tables</p> <ol style="list-style-type: none"> 1 Ethos - U.N. 2 The Modern - Bar Room 3 Kellari Taverna 4 Madison & Vine 5 Accademia Di Vino
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LEAPS



Seize: Make the journey a part of the (surprising) destination

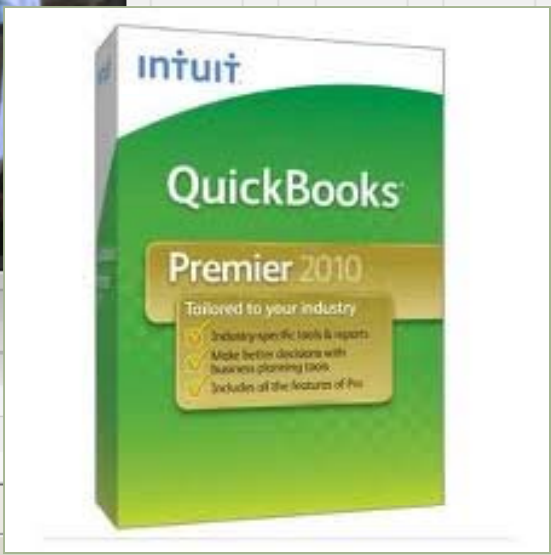
Quicken Home

- Business Center \$0.00
- Cash Flow Center
 - Checking 99,910.11 \$99,910.11
- Investing Center \$0.00
- Property & Debt \$0.00

Checking Register Overview

Delete Find Transfer Reconcile Write Checks Set Up Online View Report Options How Do I?

Date	Num	Payee Category	Memo	Payment Exp	Clr	Deposit	Balance
10/4/2006		Opening Balance [Checking]			R	100,000 00	100,000 00
10/25/2006	100	Wikipedia		75 00			99,925 00
11/1/2006	DEP					123 67	100,048 67
11/3/2006	ATM			40 00			100,008 67
11/4/2006	101			98 56			99,910 11



Net Worth \$99,910.11

Financial Overview

Customize Hide Amounts

Download Transactions Scheduled Transactions (0 Due)

Set Up Download Set Up Online Payment

Pay your bills electronically from this account using Quicken Bill Pay!

Pay vendors online the easy way - Quicken Bill Pay



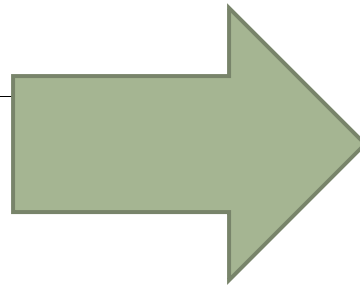
Back to You...

- ***What surprise(s) have you experienced that created a big shift for you as a person, a leader, or for your team or organization?***

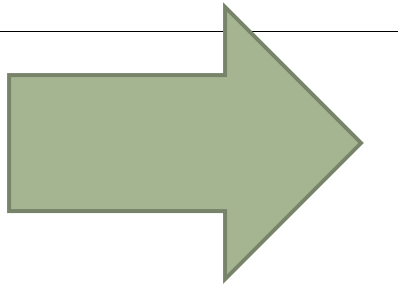
Welcome to the Innovation Trivia Show!



**39 Failures,
One big
breakthrough**



**\$250k &
24 entries**



WIKIPEDIA

English

The Free Encyclopedia

3 907 000+ articles

日本語

フリー百科事典

799 000+ 記事

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Свободная энциклопедия

838 000+ статей

Italiano

L'enciclopedia libera

905 000+ voci



Deutsch

Die freie Enzyklopädie

1 383 000+ Artikel

Français

L'encyclopédie libre

1 230 000+ articles

Polski

Wolna encyklopedia

887 000+ haset

Português

A enciclopédia livre

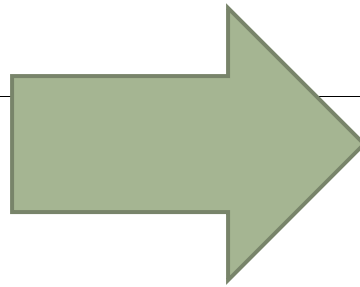
737 000+ artigos

中文

自由的百科全书

429 000+ 條目

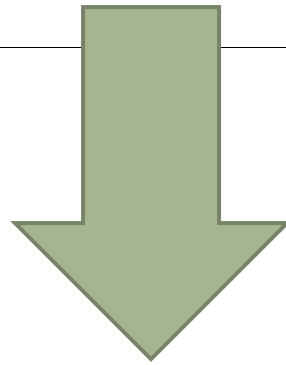
**Soap &
Baking Soda**



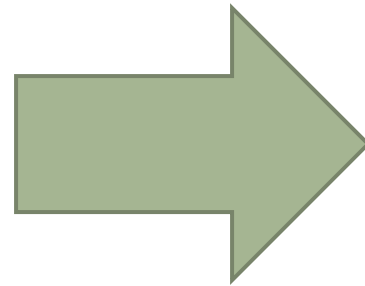
WRIGLEY



Failed Dating Website



**3 Years in
Development**



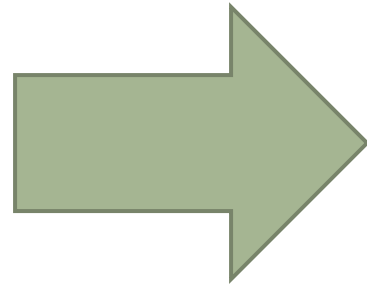
**How much
invested?**





a lot

**11 Years in
Development**



I may not have gone where I intended to go, but I think I have ended up where I intended to be.

-- Douglas Adams





Additional Resources

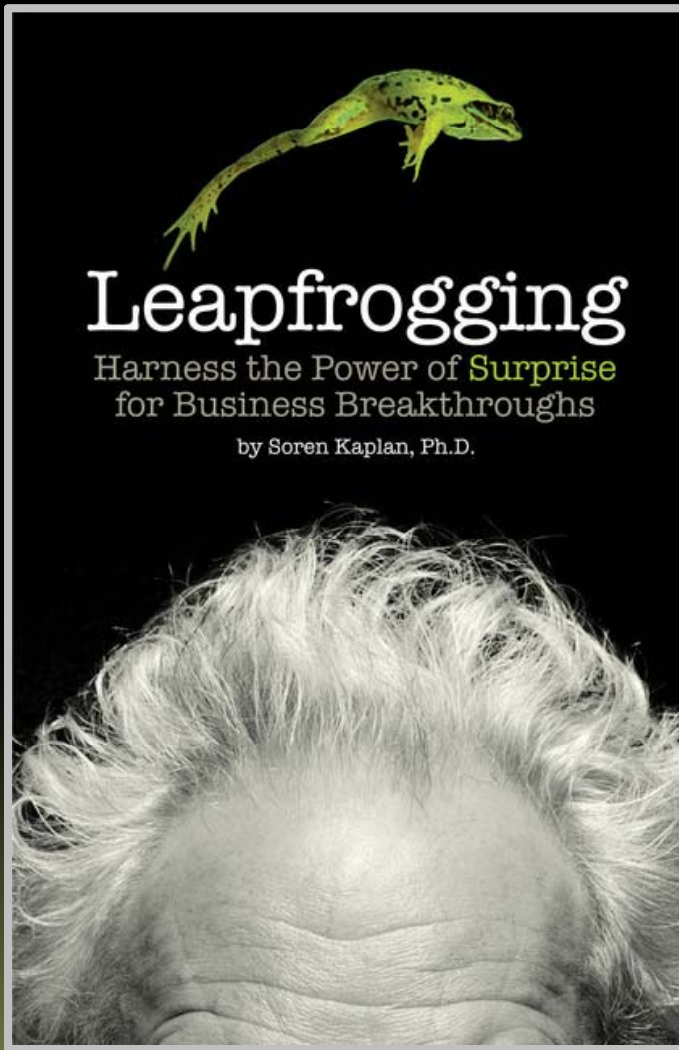


**How To Turn A Nasty Surprise
Into The Next Disruptive Idea**



Leading Disruptive Innovation

Questions & Discussion



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925.405.5003



[@sorenkaplan](https://twitter.com/sorenkaplan)

www.leapfrogging.com