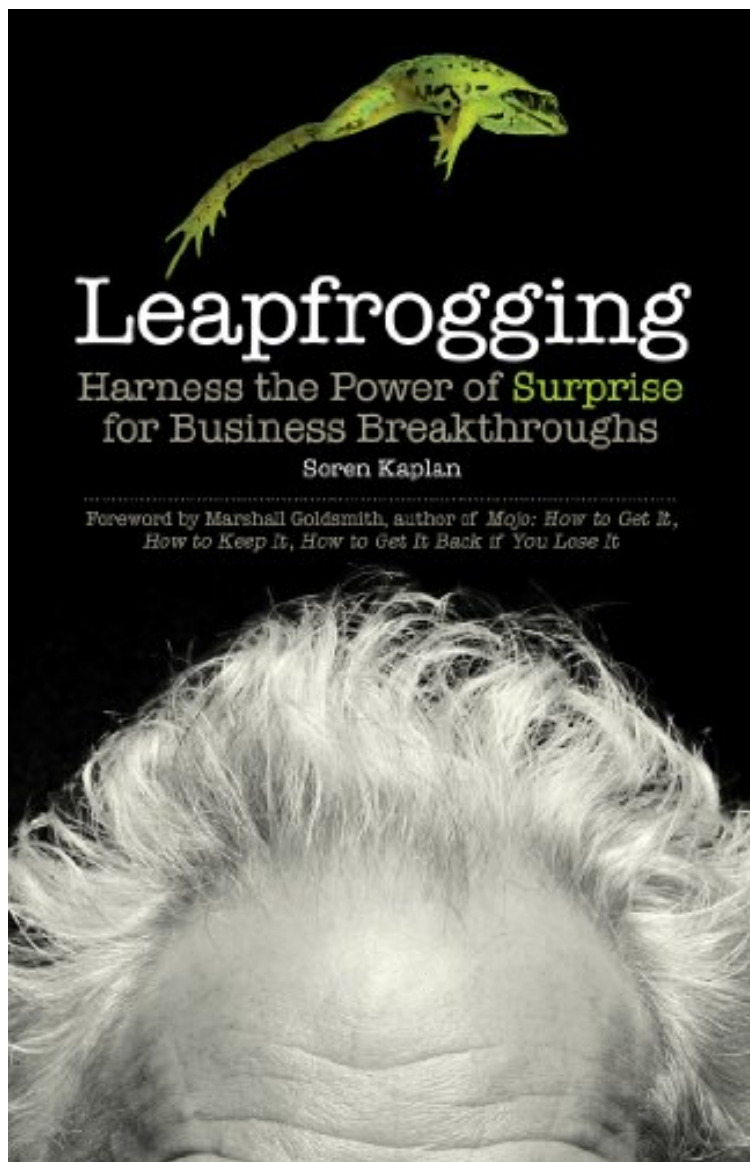


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# Leapfrogging: Harness the Power of Surprise for Business Breakthroughs



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## Description :

Prsentation de l'diteurHow did Gatorade revitalize itself in the wake of Red Bull and Starbucks? How did OpenTable come to be? What makes one company thrive while others languish in mediocrity? Theres no doubt hard work is involved, but Soren Kaplan shows you cant do it by simply creating a big vision and implementing a set plan. In his trailblazing debut, Kaplan gives business leaders the tools to do exactly what theyre taught to avoid: embrace surprisethe new key to business breakthroughs.Instead of fighting against uncertainty, Kaplan reveals how to use it to break down limiting mindsets and barriers to change the game.

By highlighting specific ways to transform both good and bad surprises into unique opportunities, Kaplan encourages leaders to compete by embracing counterintuitive ideas, managing paradoxes, and even welcoming failure. This is the key to leapfrogging—creating or doing something radically new or different that produces a significant leap forward. Leapfrogging connects new research, unconventional strategies, and practical tools for navigating the messy and elusive process of achieving business breakthroughs. Filled with real-world examples from innovators such as Gatorade, Intuit, Philips, Kimberly-Clark, Colgate-Palmolive, OpenTable, and Etsy, Kaplan shows that any organization or business function can leapfrog. Using his LEAPS process (Listen, Explore, Act, Persist, and Seize), leaders learn to seek out, recognize, and respond to surprising experiences and events as a way to create solutions that leap beyond the current expectations of customers, partners, employees, the market, and the competition. Kaplan's Leapfrogging is the new handbook for the modern leader.

How did Gatorade revitalize itself in the wake of Red Bull and Starbucks? How did OpenTable come to be? What makes one company thrive while others languish in mediocrity? There's no doubt hard work is involved, but Soren Kaplan shows you can't do it by simply creating a big vision and implementing a set plan. In his trailblazing debut, Kaplan gives business leaders the tools to do exactly what they're taught to avoid: embrace surprise—the new key to business breakthroughs. Instead of fighting against uncertainty, Kaplan reveals how to use it to break down limiting mindsets and barriers to change the game. By highlighting specific ways to transform both good and bad surprises into unique opportunities, Kaplan encourages leaders to compete by embracing counterintuitive ideas, managing paradoxes, and even welcoming failure. This is the key to leapfrogging—creating or doing something radically new or different that produces a significant leap forward. Leapfrogging connects new research, unconventional strategies, and practical tools for navigating the messy and elusive process of achieving business breakthroughs. Filled with real-world examples from innovators such as Gatorade, Intuit, Philips, Kimberly-Clark, Colgate-Palmolive, OpenTable, and Etsy, Kaplan shows that any organization or business function can leapfrog. Using his LEAPS process (Listen, Explore, Act, Persist, and Seize), leaders learn to seek out, recognize, and respond to surprising experiences and events as a way to create solutions that leap beyond the current expectations of customers, partners, employees, the market, and the competition. Kaplan's Leapfrogging is the new handbook for the modern leader.

Biographie de l'auteur Soren Kaplan is managing principal at InnovationPoint, where he works with organizations including Disney, Visa, Colgate-Palmolive, Kimberley-Clark, Medtronic, Cisco, Philips, and numerous other global firms. He previously led the internal strategy and innovation group at Hewlett-Packard during the roaring 1990s in Silicon Valley and was a co-founder of iCohere, one of the first web collaboration platforms for online learning and communities of practice. He is an adjunct professor within the Imagineering Academy at NHTV Breda University of Applied Sciences in the Netherlands. He resides in the San Francisco Bay Area with his wife, two daughters, and hypoallergenic cat.