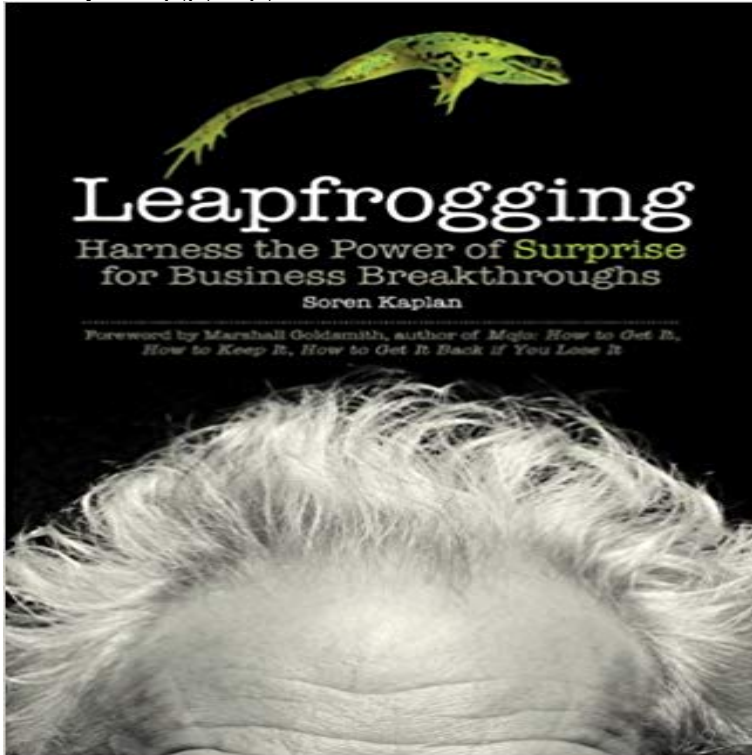


# Leapfrogging: Harness the Power of Surprise for Business Breakthroughs



Today's business climate demands breakthroughs, not incremental improvements. What makes one leader or company thrive while others languish in today's fast-paced, ever-changing marketplace? 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 writing style makes his compelling findings fun to read, simple to understand, and easy to implement. Leapfrogging is the new handbook for the modern leader. Winner of the Bronze Axiom Award in the

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