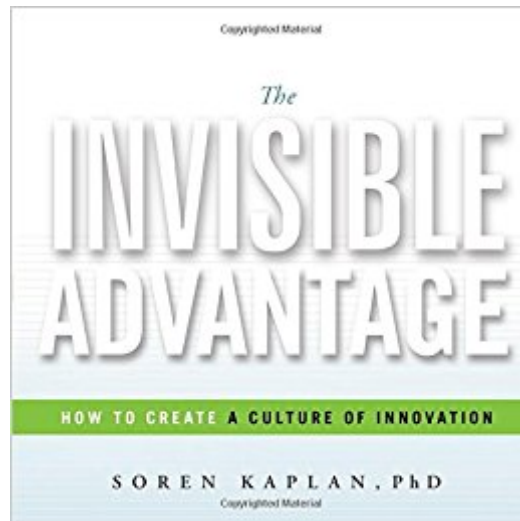




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# **The Invisible Advantage: How To Create A Culture Of Innovation**



## Synopsis

**\*\* WINNER of BEST BUSINESS BOOK, International Book Awards \*\***Every purchased copy of the book includes access to the free downloadable **À Invisible Advantage Toolkit!**The Invisible Advantage shows how any organization can create a culture of innovation--an environment that promotes freethinking, an entrepreneurial spirit, and sustainable value creation at all levels and across all functions. This book isn't just about the importance of an innovation culture, nor how to emulate the 'innovation untouchables' like Google and Apple. It's a complete tool kit that anyone can use to uncover the unique, hidden drivers of innovation and then introduce fresh, intuitive approaches tailored to their organization's specific environment. To get the free Invisible Advantage Toolkit, email your receipt to [toolkit@leapfrogging.com](mailto:toolkit@leapfrogging.com) to get a download link that contains:

1. Free Video: **À Download the Culture as Competitive Advantage** video to help make the business case for creating a culture of innovation.
2. Free Questionnaire: Get proprietary survey questions to assess your current culture of innovation.
3. Free Interview Guide: **À Get proven interview questions to engage key stakeholders in 1:1 discussions to assess culture and build momentum for change.**
4. Free PDF Poster: **À Get a Large Format PDF Poster that you can print to help facilitate working sessions to design your own culture of innovation.**
5. Free PowerPoint Template: **À Use the PowerPoint Template to define and communicate your current-state and future-state culture of innovation.**

## Book Information

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## Customer Reviews

**\*\* WINNER of BEST BUSINESS BOOK, International Book Awards \*\*** "Culture is the key to innovation, and *The Invisible Advantage* helps leaders assess, frame, and create a sustainable environment for both innovation and growth."-- Rebecca Romano, Vice President of Talent Development NBCUniversal

"Soren's insights around innovation culture are both powerful and deeply meaningful. His unique ability to distill complex ideas into simple innovation frameworks and guidelines is inspiring to any organization."-- Alan Wolpert, General Manager, Innovation North America, Colgate-Palmolive

"We all know innovation is essential for success. But how to actually get innovation requires a mix of art and science. *The Invisible Advantage* shows exactly what's needed to create a long-lasting culture of innovation."-- Michael Wiener, Global Business Leader, 3M Health Care

"Soren nails down the often hidden success factors that lead to real, sustainable innovation."-- Alexis Edelstein, Trade Marketing Innovation, Red Bull

"Soren Kaplan's deep understanding of both innovation and organizational culture come together in a valuable framework with practical tools."-- Flemming Poulfelt, Professor & Vice Dean, Copenhagen Business School

"Competitive advantage is ultimately about culture, and aligning your organization's values, attitudes and behaviors to strike a culture promoting innovation is precisely what *The Invisible Advantage* can help any leader to achieve."-- Mark J. Laurie, PwC Managing Partner & Melbourne Business School PwC Ascent Executive Program

"Soren's dynamic style pulls his audience in, gets them processing, and challenges them to think differently. I have had the pleasure of seeing Soren swiftly engage leaders across industries and functions and scope; this book is another great example of his ability to help others drive real organizational change."-- Lacey Leone McLaughlin, Director of Executive Education, Center for Effective Organizations, University of Southern California

"At last a book that rips the invisibility cloak off today's only defensible competitive advantage: a culture of innovation! It's what every company wants but very few achieve. Soren shows us how to turn that aspiration into everyday reality by weaving together all the critical success factors for making innovation stick."-- Rowan Gibson, Bestselling author of *The 4 Lenses of Innovation*

Soren Kaplan is the author of the best-selling and award-winning books *Leapfrogging* and *The Invisible Advantage*, an affiliated professor at the Center for Effective Organizations at USC's Marshall School of Business, a contributing writer for *Fast Company* and *inc Magazine*, a leading keynote speaker, and the founder of *InnovationPoint* and *upBOARD*. He has been recognized by the *Thinkers50* as one of the world's top thought leaders in business strategy and innovation.

I hadn't heard of this book before but stumbled upon it, and I'm glad I did. It's a quick easy read. Plus the format is very creative and the design is unusual for a business book - it's square, lots of photos and colored pages, and the last two chapters contain a model and tools that would be really useful for any internal consultant, external consultant, or change leader who want to diagnose and help facilitate a culture of innovation. I'd definitely recommend this book.

Besides a firm theoretical basis, this book offers practical, experience-driven examples of how innovation can be infused in the workplace. Dr. Kaplan offers many clear, current, relevant examples without the reader having to digest a 12-page case study. The innovation examples reflect what is happening with companies in multiple industries and reveal their processes and results. In addition, there are practical how-to's to kick-start an innovation assessment. Therefore, the book outlines critical innovation examples - plus provides a tool-kit to help mobilize a more innovation-driven culture. This book flows smoothly - making it a digestible blend of practical ideas and approaches that can help organizations seeking a more innovative culture!

Soren is at it again with a wonderfully simplistic, yet profound way of integrating innovation into workplace culture top down and all across. The Invisible Advantage sets a framework for launching into a renewed sense of clarity and purpose-- to create, improve upon, and truly innovate, and it equips leaders with the tools needed to make it happen. By combining and applying soft skills with hard metrics in intentful ways, comes powerful shifts in keeping organizations fresh. Soren captures and tackles this concept with practical approaches via his helpful toolkit. This book is a quick read for busy leaders, and helps organizations move one step closer to working smarter, with an edge on competition - to working with an invisible advantage.

The challenge with business books is to be both memorable and actionable. Kaplan hits both out of the park with Ivy League level storytelling and useful, real world recommendations that can be implemented instantly.

I especially liked the visual. A picture is worth a thousand words.

The Invisible Advantage really is more than a book... I was able to download a full suite of really

practical tools, after I emailed the receipt. This book contains a lot of new and unique examples that span industries and organizations including Zipcar, NBCUniversal, AAA Insurance, SAP, Adobe, Intuit, KQED Public Media, and many more. Each chapter begins with a pithy one-liner that highlights a key innovation culture principle or key strategy and then goes into detail on how to actually do it such as:- Be intentional with your innovation intent- Create a structure for unstructured innovation- Measure what's meaningful- Give "worthless" rewards- Use symbols to rewrite the unwritten rules. The book argues that the soft stuff is the hardest stuff for competitors to copy (e.g., your culture) and it makes a solid case that this is true. It also describes how competitive advantage these days is temporary and that products, services, and business models will eventually be commoditized and that innovation culture is really the only way to create a "sustainable" competitive advantage. The last two chapters may be the most valuable since they include a diagnostic survey and a four step process for using the tools in the book to begin assessing and then designing your own innovation culture. It's refreshing to finally see a book that isn't just about big ideas. This book has big ideas, but it translates them into practical strategies and actions that can probably apply to pretty much any organization.

Soren Kaplan's second book on business innovation is a poignant and timely delight for a few reasons. At just over 130 pages and physically small enough to almost fit inside a large coat pocket, it is unlike many business books in that it entertains like a "can't put it down" novel. Yet it is crafted like a good technical manual: to the point, pleasingly illustrated, with clear how-to strategies aimed at today's business executives and employees alike. Yes, according to Mr. Kaplan, innovation isn't just for philosophical discussions behind closed-door executive suites, it is best implemented throughout organizations. And there's no one-size-fits-all strategy, nor is so-called "disruptive innovation" necessarily always the best approach in today's business climate, according to Soren, a recognized expert in the field. Yet despite the broad scope and seeming "soft" ambiguity of all this, Soren manages, through crystal-clear prose and colorfully described example after real-world example, to cut straight to the heart of how to kick start an innovative culture in just about any organization, large or small. With cool examples of what has worked for such major organizations as Adobe and SAP or Pizza Hut and Kentucky Fried Chicken, smaller ones such as San

Francisco's KQED, or hip startups such as Zipcar, Soren provides a map and compass that any professional organization can use to reinvigorate their products, services, culture, and ultimately, revenue. This handy dandy little volume can be read in an afternoon and should, in this person's humble opinion, be required reading for every exec, manager or employee up and down your organization.

I was fascinated by each case study presented in the book: how companies try to break out of their norms to become better. The book also ends with questions that you can ask your colleagues, or yourself; a helpful survey of sorts. The author's voice is optimistic and encouraging, which makes reading this enjoyable. Best of all, the ideas are succinct and arranged in a clear way. I especially adore the bold fonts and quotes at the start of each chapter. \*I got a free copy in exchange for an honest review from NetGalley

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