



# Intrapreneurship (Corporate Entrepreneurship)

Corporate Entrepreneurship, or intrapreneurship, focuses on the mindsets, tools and processes that enable management teams within established organisations to act 'entrepreneurially'. By this we mean proactively, innovatively and with an attitude towards new initiatives and risk-taking that applies processes used by successful start-up enterprises. New initiatives may stretch the organisation's definition of its 'core business' incrementally or radically. The tools and processes introduced in this masterclass help management teams to identify potential sources of growth and renewal.

## *Recommended audience*

This masterclass is designed for:

- Managers in larger organisations seeking business growth and renewal
- Executives developing entrepreneurial initiatives within larger organisations

## *Key benefits*

By the end of this masterclass, participants will be able to:

- Analyse corporate capabilities
- Identify potential new corporate initiatives
- Plan the business case

## *Topics to be covered*

- Corporate capabilities and the capacity for growth
- New concept creation, validation and development
- Resource estimation, business case development and negotiation

## *Length of session*

One half-day of combined short interactive lectures and group discussions

