

## Module Four – Intrapreneurship

Intrapreneurship is an adaption of entrepreneurial mindsets and techniques, passion for impact and adoption of new venture strategies inside of a corporate organisation.

### Why intrapreneurship

Antidote to disruption

Competitive advantage

Future focused

Build organisational culture and retain talent

Industrialisation to creativity

New revenue streams and business models

### Principle #1

Intrapreneurship helps organisations adapt, maintain and build relevance

### What is an intrapreneur

Enterprise value creator, change maker and legacy builder

1. Problem solver and innovator
2. Storyteller and influencer
3. Opportunity identifier
4. Do'er

### Principle #2

Intrapreneurship creates value using the organisation as a base foundation of resource and partnerships

### Characteristics of an intrapreneur



Big and bold



Glass half full



Lateral



Confident



Resilient



Financial



Curious



Learner

### Principle #3

Intrapreneurs are legacy builders and change makers

## What does an intrapreneur do



### Business Cases

Reasons to use a business case:

1. It is a common language
2. It helps you to articulate and understand why you are doing things
3. It helps you to take your idea and see if it is commercially viable.
4. It helps you have a conversation with people
5. It helps people understand the price/cost of doing something or doing nothing

### Principle #4

Intrapreneurs  
make stuff  
happen

You do need a base level of financial acumen to help you with a business case.

### Awareness

Be aware of your own leadership, your own style and your own bias – your natural response. It is important to be aware of your own style and how that links to you being an intrapreneur or an employee. Being able to be aware of what is actually adding value is a critical skill to have in business.

## Waste

If you don't eliminate waste you can't solve problems, if you can't solve problems you can't add value and if you can't add value you are not being creative in running a business. Eliminating waste allows you to free up time.

Some elements of waste:

- Overproducing - producing more than necessary
- Waiting – processes aren't lined up and you are waiting for something to happen to continue your part
- Transportation – moving things around and not taking the most direct route
- Too much inventory
- Rework – getting things wrong, having to do things more than once across different systems.
- Human intellect – this is the biggest waste. When people just get stuck in processes or doing things, they don't get into a space of being able solve problems in a meaningful way.

Three categories of waste:

1. What is a value adding activity?
2. What is a non-value adding but necessary activity?
3. What is a non-value adding activity?

Example of each activity – Mowing the Lawn

### Value adding activity



Starting the mower, pushing it around and cutting the grass

### Non-value adding but necessary activity



Putting fuel in the mower

### Non-value adding activity



Moving the mower around trying to decide where to start.

Understanding the role of others can also help eliminate waste and help people work more efficiently.

## Hustle

Be resourceful.

Get things done without complication.

Don't be afraid to ask for help and accept help.

Money isn't always the answer.

## How to effect intrapreneurship in your organisation

1. Start with leadership – Here leadership is not about a title but about a person's behaviours.
2. Develop a strategy - Similar to a business case, use a deliberate effort to understand direction.
3. Identify talent - Leverage on the people who naturally get 'it'.
4. Create the space - The space refers to the workplace culture not the physical room.
5. Communicate with intent - Be direct clear and link back strategy
6. Develop partnerships - Build deep and meaningful relationships and learn to collaborate.
7. Get out of the road - Let people do what they have to do, empower and trust them to get it done.
8. #GSD – Get stuff done.

### Principle #5

Intrapreneurs are not bureaucrats

### Principle #6

Intrapreneurs are value creators however they are not miracle workers (...sometimes)

## Establish the right environment for an intrapreneur



Separate from business as usual



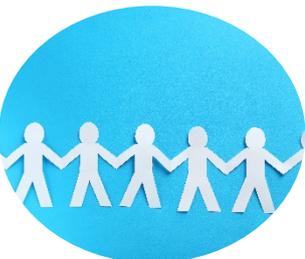
Provide mentors



Provide an independent and creative workspace



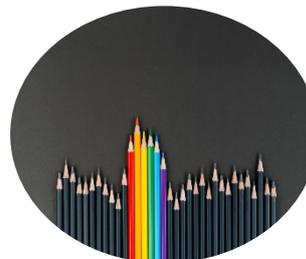
Establish a resource repository



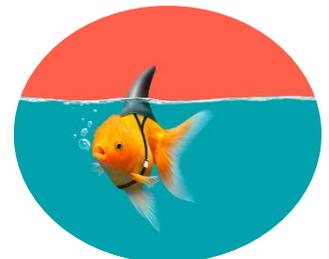
Make introductions



Encourage external observation visits



Include the customer, partners and people



Provide support – not judgement