

Corporate Entrepreneurs Newsletter

Insights for Corporate Entrepreneurs, Social Intrapreneurs and Entrepreneurial Leaders



November 2017

Time for Intrapreneurs to Step-Up and Lead

A report by the Association of Executive Search and Leadership Consultants (AESC) showed that there is a high degree of anxiety among senior executives about their ability to keep up with a business climate of increasing uncertainty and rapid change. These executives are keenly aware of the disruption caused by the shift to a digital economy and increasing demands from their customers.

These factors combined with the changing demographics is putting pressure on organizations to identify and develop their next generation of leaders. Many of these executives recognize that leaders are the new competitive advantage. But do these executives truly understand what it takes to lead in the new business economy. They themselves admit that they don't understand the new digital environment and are far removed from customers.

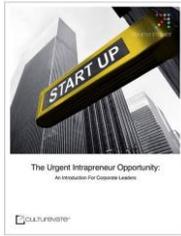
There couldn't be a bigger neon sign than this report to say it is time for Intrapreneurs to step-up to lead. Intrapreneurs can no longer sit back and wait for an opportunity to present itself. They must rise to the occasion. It is not about being given the lead but taking the lead.

Intrapreneurs must demonstrate through their actions that they are ready to lead. Not in what they say but in what they do. Being an intrapreneur is more than a mindset, it is a set of behaviors and actions.

This article Time for Intrapreneurs to Step-up and Lead looks at the opportunity and challenges Intrapreneurs face in becoming the next wave of leaders. The article will ask you to think about how you approach work and what that says about your leadership style.

[Read the Article](#)

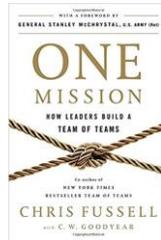
Corporate Entrepreneur and Social Intrapreneur Tools



The Urgent Intrapreneur Opportunity

[The Urgent Intrapreneur Opportunity: An Introduction for Corporate Leaders](#) by Culturevate is a must read for leaders that want to instill an entrepreneurial mindset in their organizations with Intrapreneurs. This whitepaper defines, describes and articulates the various approaches organizations can take to build and support Intrapreneurs. The paper looks at the benefits that organizations can achieve in leveraging Intrapreneurs and ways they can improve the effectiveness of Intrapreneurs in achieving organizational goals and objectives. A well written and practical look at the opportunity that Intrapreneurs bring to organizations. Download it for FREE from Culturevate.

Download: [The Urgent Intrapreneur Opportunity](#)



One Mission: How Leaders Build a Team of Teams

[One Mission: How Leaders Build a Team of Teams](#) by Chris Fussell, the co-author of the New York Times bestseller Teams of Teams. This book provides a practical guide for leaders looking to make their organizations flatter and more interconnected. In a world that demands constant change, traditional business models fail. One Mission will help leaders tear down silos, improve collaboration and avoid turf wars. Fussell's approach is to unite people around a single compelling vision that leverages resources across the organization. The book will help organizations build a more agile and resilient structure that can adapt to a rapidly changing world. This book will challenge your assumptions and push you to think bigger.

Buy at Amazon: [One Mission](#)



Intrapreneurs: The Unsung Hero's of Large Companies

[Intrapreneurs: The Unsung Hero's of Large Companies](#) by Daniel Hofmann from mantronet. This document provides a detailed introduction to the topic of Intrapreneurship and the factors important for successful implementation. This whitepaper describes Intrapreneurship as an attitude and business culture, looks at how intrapreneurship can be fostered inside traditional corporations and describes the importance of intrapreneurship for consultancies. It looks at Intrapreneurship as a source of innovation, explores the talent and abilities needed to support it and how attitude is the key to Intrapreneurship.

FREE: [Intrapreneurs](#)

Window on the World

Enterprise Innovation Conference - March 20-21, 2018 - Melbourne, Australia

Enterprise Innovation Conference March 20 -21 2018 Melbourne, Australia. The Enterprise Innovation Conference is where the innovation 'doers' come together over two high energy days to discuss their first hand experiences, share their own case studies and learn from the latest trends. The conference is primarily about people and process rather than technology innovation itself. It is designed for entrepreneurial executives, innovation managers, professionals, and practitioners from mid-sized businesses through to global organizations and government. The Enterprise Innovation Conference is not about innovation just for show - otherwise known as "Innovation Theatre". Here, innovation is about retaining relevancy with core capabilities, in the face of transformations that are happening in the market today. To find out more go to [Enterprise Innovation Conference.](#)



Let us know what is happening in your country or in your industry. We will post your event in an upcoming newsletter. Send us an email at: marketing@corporate-entrepreneurs.com

Inside Perspective

The Wizard of Oz is a classic movie that engages and challenges our imagination and sheds some light on an Intrapreneurs life. In the Wizard of Oz we find that the main character Dorothy goes to the Emerald City to ask the Wizard for a way home to Kansas, while her colleague the Lion is looking for courage, the Tin man a heart and the Scarecrow a brain. Upon arriving in the Emerald City they face the all-powerful Wizard of Oz with trepidation. He refuses to grant them their requests after they had full-filled their promise to bring him the witch's broomstick. It is only then that Toto, Dorothy's dog pulls back the curtain to find that the Wizard is a normal middle-aged man who has been projecting the fearsome image.



The Wizard then gives the Scarecrow a diploma, the Lion a medal and the Tin Man a ticking heart-shaped clock, making them realize that they already had what they wanted all along. They just did not know it yet. Suddenly, Glinda the Good Witch returns and tells Dorothy that she can return home by using her ruby slippers. After sharing a tearful farewell with her friends, Dorothy follows Glinda's instructions and taps her heels together three times and repeats, "There's no place like home". Dorothy then wakes up in bed at her home in Kansas surrounded by family.

So if you are still reading this you are probably scratching your head and asking what this has to do with Intrapreneurs. The key elements of the movie that are relevant include courage, heart, brain, fear, disappointment, ability, yellow brick road, and going home. Intrapreneurs must have the fortitude (courage) to face their fears and deal with disappointment. Like the lion fear is a figment of one's imagination. Courage is something you don't know you have it until you use it.

Intrapreneurs must be passionate (heart) and believe in what they are doing. It is passion that is the energy needed to push an idea forward. Intrapreneurs must use their knowledge and intellect (brain) to guide them. They must learn as they go and integrate their learning into their actions. They must face the unknown (the man behind the curtain) and recognize that things are not always what they seem. Intrapreneurs must realize that they already have the capability (ability) to succeed. It is only in doing that they understand the breadth and depth of those abilities.

To reach their goal every Intrapreneur must travel their own path forward (yellow brick road). There will be those that hope you don't succeed. They will try to stop you, slow you down or throw obstacles in your way. It will be incumbent upon you to deal with all the obstacles. Like Dorothy you will do whatever it takes to succeed (go home). But unlike Dorothy you will never be able to go home again, ruby slippers or not. You have been personally and professionally changed by your experience and you cannot see yourself going back - you're moving forward.

Intrapreneur - Lessons Learned

"Intrapreneurs are restless spirits. They have a high level of energy and need to be doing things that are exciting and challenging. If they aren't they are restless."

Worth Watching

 [The Wizard of Oz: Pay No Attention](#) - Grant Lewis - 1.50 min

Corporate Entrepreneurs LLC

Corporate Entrepreneurs LLC is a consulting firm that is focused on helping organizations develop corporate entrepreneurship (Intrapreneurship) as a core competency to accelerate new business growth. We believe that entrepreneurship is a hidden capability within most organizations. Our mission is to activate the entrepreneurial capabilities you already have inside your organization.

[Learn More](#)

*Activating Entrepreneurs
from Within*

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