

# Corporate Entrepreneurs Newsletter

Insights for Corporate Entrepreneurs, Social Intrapreneurs and Entrepreneurial Leaders



January 2020

## Are Intrapreneurs Crazy or Wired Differently?

Are you hardwired to be an Intrapreneur? That was a question that came up in a discussion at a luncheon of experienced women intrapreneurs.

All these women had successful careers, but they did it their way, on their terms. They didn't let organizational barriers or obstacles get in their way. They looked at everything with a fresh perspective, always asking if there was a better way.

They were willing to question and challenge authority and the status quo. Just because the organization did something the same way for twenty years didn't make it the best way, the most efficient way to do it. They would see an opportunity and go for it. They would identify a problem and find a solution. If they saw a need they created a service to address it. They took the initiative to do what was right.

When they were asked to explain why they did these things, a few of them said they were hardwired that way. *"Hardwired asked one of the participants. What does that mean?"* It means that you are conditioned to act in a certain way.

You look at everything as an opportunity to do something better, faster or more effectively. You are willing to experiment, test your ideas. You react to situations by keeping an open mind. You take a stand and stick out your neck for what you believe. Right or wrong you learn from the experience.

Your peers sit back and watch what you are doing. They think your ideas are crazy, impossible or will never fly. They may even ask you if you are crazy. Yes, it seems that being labeled crazy has become a rite of passage for Intrapreneurs.

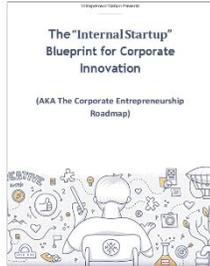
This article Are Intrapreneurs Crazy or Wired Differently? looks at why and how Intrapreneurs are hardwired to think and act differently.

[Read the Article](#)

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## Corporate Entrepreneur and Social Intrapreneur Tools

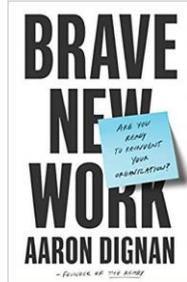
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### Innovation Nation

Innovation Nation provides Free Tools and Resources for Intrapreneurs including *The Internal Startup Blueprint for Corporate Innovation* (AKA: The Corporate Entrepreneurship Roadmap). Innovation Nation is an organization that focuses on helping individuals and organizations develop their ideas to succeed in the market. The Blueprint provides a step by step process that you can use to take your idea through conception to implementation and growth. According to the company's founder, Mark Bower, there are 3 critical factors that make intrapreneurs highly effective. "Customer Focus, Experimentation, and Structured Learning." The company has developed a nine-week process with sixteen assignments and twenty + hours of training and coaching that take you from idea to launch. Download The Internal Startup Blueprint for Corporate Innovation. It is a useful guide to get you on the right path to success.

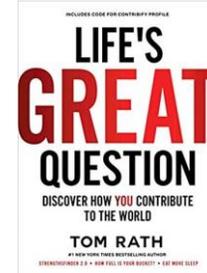
FREE: [The Internal Startup Blueprint Brochure](#)



### Brave New Work

*Brave New Work: Are You Ready to Reinvent Your Organization?* by Aaron Dignan takes a fresh perspective on work. "Dignan has found that nearly everyone, from Wall Street to Silicon Valley, points to the same frustrations: lack of trust, bottlenecks in decision making, siloed functions and teams, meeting and email overload, tiresome budgeting, short-term thinking, and more." His conclusion is that organizations "aren't machines to be predicted and controlled. They're complex human systems full of potential." That said the book looks at why organizations that 'tinker around the edges' are not fixing the problem. Change will only happen with organizations completely reinvent their operating systems. According to Seth Godin, "This is the management book of the year. Clear, powerful and urgent, it's a must read for anyone who cares about where they work and how they work."

Buy at Amazon: [Brave New Work](#)



### Life's Great Question

*Life's Great Question: Discover How You Contribute to the World* by New York Time bestselling author Tom Rath turns our perspective of work upside down. According to Rath, "Life is not what you get out of it...it's what you put back in." We think about work in terms of resumes, salaries, titles, job functions instead of what our work does to improve the world around us. Doing things that leave a lasting impact. It's about investing in the development of other people, making a contribution, and leaving a legacy that has value. "*Life's Great Question* will show you how to make your work and life more meaningful, and greatly boost your well-being. In this remarkably quick read, author Tom Rath describes how finding your greatest contribution is far more effective than following talent or passion alone." The book will change the way you look at work and live your life. A good and insightful read for intrapreneurs.

Buy at Amazon: [Life's Great Question](#)

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Window on the World

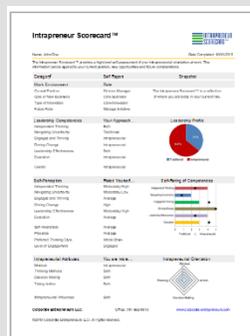
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## Unleashing Innovation - March 24 - 25, 2020, Amsterdam

The objective of this two-day summit, Unleashing Innovation is to bring together cross-industry leaders to facilitate discussions regarding the latest trends and strategies relating to the creation of an ecosystem and culture of innovation within organizations. Topics of discussion include building a Culture of Experimentation and Innovation, Incorporating Sustainability Practices, Using Creativity to Improve Consumer Behaviors, Creating Behavior Change and more. Innovation is a highly critical skill, needed by businesses today. With the rapid expansion of technology, the need for developing novel products, processes and services, is even greater than before and key to ensuring that you remain ahead of the game. How do organizations do that? At the 16th edition of Global Executive Events' Unleashing Innovation summit, various cross-industry leaders and key decision-makers within some of the largest companies from across the globe, will attempt to answer just that!



To find out more go to: [Unleashing Innovation 2020](#)



### Intrapreneur Scorecard - *Special*

We invite you take the [Intrapreneur Scorecard](#) and we will spend 30 minutes on the phone interpreting your results. It is not as simple as just looking at your results but understanding what it means to you and your success.

**Limited Time Offer** - Ends February 28, 2020

### Inside Perspective

As Intrapreneurs we are expected to be both a traditional employee and an entrepreneurial one.

We are asked to perform our current job while we are pursuing a new idea. We are measured on standard metrics and measurements. Expected to adhere to existing policies and practices. Required to utilize existing systems and resources. Encouraged to align our thinking and actions with the rest of the organization. We are discouraged from rocking the boat or challenging the status quo.

It's no surprise that you might feel like you are living a double life. You are. As intrapreneurs we must wear two very different hats. It can get a little crazy at times - frustrating, stressful, hopeless and even depressing. Part of the problem is that you are exploring the unknown. The rest of the organization is dealing with the known. These are two different worlds. At times polar opposites.

It isn't until you learn to operate effectively in both these worlds – traditional and entrepreneurial - that you understand the true essence of what it means to be an intrapreneur. It becomes a balancing act.

The most successful Intrapreneurs we've worked with can slide back and forth between these worlds. Leverage the best of both. Engage in healthy debates. Challenge existing practices. Create new ways of working. Inspire people to change. Build teams that do the impossible. Gain respect from higher levels of management. Earn the right to take risks. Get the funding they need.

They can only do it by understanding the dynamics that exist in both these worlds – the existing business and the new business they are building.



## Intrapreneur - Lessons Learned

*"You need to find a balance between experimentation and pragmatism."*

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### Worth Watching



#### Three Steps to Cultivating an Innovation Mindset

Julie Sweet, CEO Accenture

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### 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](#)

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*Activating Entrepreneurs  
from Within*

Stay Connected:



Melrose, MA 02176  
Office: 781-662-9513

[www.corporate-entrepreneurs.com](http://www.corporate-entrepreneurs.com)