

Name of programme: "Intrapreneurship Training for Employees/students"

Name of the Module: Tools for Intrapreneurs

Module Description

Intrapreneurship is key to any growing economy. It increases the demand in the market and brings competition to produce top quality products and services. Intrapreneurship is the results of self-confidence, skills, creativity, imagination, and innovation. It is also a source of income and in the same time creates the conditions for a flourishing society.

Within this module employees/students **will be introduced to some of the recent and most innovative start-up tools for corporate use** to minimize risk, take decisions and implement change: *the Lean Start-Up strategy, Business Model Canvas, Blue Ocean strategy, Innovation Accounting, etc.*

The module is very practical oriented and by attending it participants will learn how to use these tools and gain practical experience.

Expected learning outcomes:

Learning outcomes:

Upon successful completion of this module, you will be able to:

- understand and use different practical Intrapreneurship tools such as: Change Management System; Lean Start-Up business strategy; Business Model Canvas; Blue Ocean Strategy, Innovation accounting, etc.
- develop your perception of business opportunities at work and convert problems or challenges into opportunities;
- prepare a convincing pitch of an intrapreneurial idea to key decision-makers within a company.

This module contributes to the following **SCOPE competences**:

- CMMM3 Enhancing Creativity & Coaching intrapreneurship
- CMMM5 Planning and optimizing the innovation process

This module contributes to the following EntreComp-Framework competences:

- Spotting opportunities (1.1)
- Creativity (1.2)
- Vision (1.3)
- Valuing ideas (1.4)
- Financial and economic literacy (2.4)
- Taking the initiative (3.1)
- Planning and management (3.2)
- Coping with uncertainty, ambiguity and risk (3.3)
- Learning through experience (3.5)

Contents:

Face-to-face:

- Warming up

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- Tools for Intrapreneurs – Part 1:
 - o Lean Start-Up business strategy;
 - o Build – Measure – Learn;
 - o Split testing;
 - o Pivot;
 - o Innovation accounting
- Tools for Intrapreneurs – Part 2:
 - o Business Model Canvas;
 - o Blue Ocean Strategy
- Pitching ideas within a company:
 - o Pitch Canvas
 - o DeBono´s Thinking Hats
- Coping with uncertainties:
 - o Definition and understanding of uncertainty in intrapreneurship projects;
 - o Typical challenges during the project planning and implementation

Overview:

Session	Duration	Content
Introduction	1:00h	Warm up and reflection on the e-learning assignment from Module 2
Tools for Intrapreneurs – Part 1 (Theoretical input + practical session)	5:00h	How to boost intrapreneurship in-house. Presentation of: <ul style="list-style-type: none"> - Lean Start-Up business strategy; - Build – Measure – Learn; - Split testing; - Pivot; - Innovation accounting Presenting good example from the business practice connected with the Lean Start-up business strategy. Discussion. Q&A.
Tools for Intrapreneurs – Part 2 (Theoretical input + practical session)	4:00h	How to boost intrapreneurship in-house. Presentation of: <ul style="list-style-type: none"> - Business Model Canvas; - Blue Ocean Strategy Presenting good example from the business practice connected with the Business Model Canvas and Blue Ocean Strategy. Discussion. Q&A.
Pitching ideas within a company	3:00h	Presentation of: <ul style="list-style-type: none"> - The Pitch Canvas - DeBono´s Thinking Hats or Ad Libs Presenting practical example. Discussion.

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		Q&A.
Coping with uncertainties (Theoretical input)	1:00h	Definition and understanding of uncertainty in intrapreneurship projects. Typical challenges during the project planning and implementation. Presenting example from the business practice.
E-learning assignment	0:30h	Presentation of the e-learning task
Summary of the module and work	0:30h	Summary of the module contents Outline of upcoming modules Exchanging ideas Feedback from participants and trainers
TOTAL	15:00h	

E-learning:

This e-learning session is based on the content of the current module and will focus on practical implementation of learned Tools for Intrapreneurs,. The goal is to start thinking about intrapreneurship in your organization and take hands-on initiation for creating innovation of any kind, within your company.

Assignment

Hello Young Intrapreneur! Today you have a very important task ahead of you!

Your mission:

- 1.) Select one of the presented tools in the course (BM Canvas, Blue Ocean, Build/Measure/Learn=Lean Approach) and apply it to the idea you have developed in e-learning step 2.
- 2.) Prepare a pitch to your elaborated idea building on the pitch canvas and the tool you have prepared in step 1. Try to think out of the box with your idea and with your presentation.

Literature and relevant web sources

- ["NASA, Goddard Space Flight Center, Goddard Technical Standard GSFC-STD-0002, Risk Management Reporting" \(PDF\). 2009-05-08. Retrieved 2018-06-17.](#)
- ["Risk, Issue, and Opportunity Management Guide for Defense Acquisition Programs" \(PDF\). United States Department of Defense. January 2017. Retrieved 2018-06-18.](#)
- ["What's right with risk matrices?". Julian Talbot on Risk, Success and Leadership. Retrieved 2018-06-18.](#)
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- Blank, Steven G. (May 2013). "Why the lean start-up changes everything". [Harvard Business Review](#). **91** (5): 63–72. Lean start-up practices aren't just for young tech ventures. Large companies, such as GE and Intuit, have begun to implement them.... Over the years managerial experts such as Clayton Christensen, Rita McGrath, Vijay Govindarajan, Henry Chesbrough, Ian MacMillan, Alexander Osterwalder, and Eric von Hippel have advanced the thinking on how large companies can improve their innovation processes. During the past three years, however, we have seen large companies, including General Electric, Qualcomm, and Intuit, begin to implement the lean start-up methodology.
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Evaluation criteria:

- will be jointly defined for the whole course on the course description

Trainers:

Author of this Module: ECQ Ltd.

The Bulgarian trainer/s profile/s will be added upon finalisation of Syllabus and after a consultation between the two Bulgarian partners