

<p><b>Name of programme: Name of programme:</b></p> <p><i>"Intrapreneurship Training for Employees/ students"</i></p>
<p><b>Name of the Module: Convey your Innovation</b></p>
<p><b>Module Description</b></p> <p><i>Probably the easiest thing in your intrapreneurial adventure is to get your project killed by one of the company internal stakeholders. On the other hand, some of these stakeholders have the potential and power to back you up and act as advocates/sponsors when your project is challenged. Therefore, the identification of and communication with selected stakeholders in your company is key to the success of intrapreneurship. This module helps you to map out your stakeholders and develop the right communication strategy. Next, it introduces you to leadership basics in order to be able to successfully work across the organisation with your team members.</i></p> <p><i>This module will help to align activities and programs of intrapreneurship and innovation with the company's strategy, facilitating the communication of the outcomes and impact that these processes would have on the company results, and taking into account the role of each one of the company stakeholders.</i></p> <p><i>Module's objective:</i></p> <ul style="list-style-type: none"> <li>• <i>Developing an understanding of the company's organizational chart.</i></li> <li>• <i>Role of leadership and teamwork effort for the innovation birth and communication.</i></li> <li>• <i>Identify the main keys to communicate to the different stakeholders the innovation portfolio resulting of intrapreneurship activities.</i></li> <li>• <i>Align, through different visual tools, the intrapreneurship and innovation idea with the corporation strategy.</i></li> <li>• <i>Develop communication skills of intrapreneurship and innovation programs.</i></li> <li>• <i>Enabling the creation and maintenance of a company network</i></li> <li>• <i>Linking mission, vision and values to your innovation</i></li> </ul> <p><i>In order to meet these goals, participants will be presented with the different concepts and techniques that will increase potential messages describing your idea: how to transmit a message successfully, reciprocal communication and improvement through networking and teamwork, understanding cultural groups within your firm...</i></p>
<p><b>Expected learning outcomes:</b></p>
<p>Learning outcomes:</p> <p>Upon successful completion of this module, the training participants will</p> <ul style="list-style-type: none"> <li>- Align the result of your intrapreneurship project with the company's strategy</li> <li>- Assimilate the operation of the company and benefit from it through</li> </ul>

teamwork and leadership

- Use visual tools to be able to effectively communicate the impact of innovation
- Be able to structure the message, the results and the impact of an intrapreneurship project
- Substantiate communicative skills and personal brand
- Seeking leaders and decision-makers
- Reinforcing the value of your innovation

This module contributes to the following SCOPE competences:

- Communication C.E.5
- Intercultural interaction C.E.6
- Networking C.E.7

This module contributes to the following EntreComp-Framework competences:

- Spotting opportunities (1.1)
- Creativity (1.2)
- Vision (1.3)
- Self-awareness and self-efficacy (2.1)
- Motivation and perseverance (2.2)
- Mobilizing resources (2.3)
- Mobilizing others (2.5)
- Taking the initiative (3.1)
- Planning and management (3.2)
- Working with others (3.4)

**Contents:**

Face-to-face:

- Visualizing and assimilating the company's structure and strategy
- Analyzing the impact of innovation and intrapreneurship on the company's stakeholders
- Keys to communicate and present an intra-entrepreneurship project
- Main elements and structure of an innovative, clear and effective sales-pitch

Session	Duration	Content
---------	----------	---------

Introduction	0,25 h	Warm up
e-Learning assignment	0,5 h	Presentation of e-Learning assignment from Module 3 (Tools for Intrapreneurs): Validation
Strategic analysis Canvas	0,5 h	Strategic analysis Canvas: presentation of a tool to analyze and visualize the impact of innovation in a company
Practical example of a Strategic Analysis canvas	0,75 h	Practical activity using case studies
Communicate and convey your innovation opportunity	0,5 h	The 4 essential factors to analyze and communicate an innovation opportunity
Presentation of an innovation project	0,5 h	Structure of the presentation of an innovation project: team, vision, problem-market, solution-competitive advantage, business model and impact on the company
Key factors on communication of an innovation project	0,5 h	Key factors in the communication of an innovation project: non-verbal communication, commonly used expressions, graphic and visual elements
Presentation of final pitches	1,25h	Presentation of an innovation project. Feedback and selection of the best 3 ideas (future participation in a SCOPE multiplier event as a reward)
Conclusions	0,25 h	Wrapping-up concepts

### ***Literature and relevant web sources***

Recommended literature and further reading:

- Organizaciones Exponenciales, Salim Ismail, Michael S. Malone y Yuri Van Geest. Bubok Editorial, 2016.
- La estrategia del océano azul, W. Chan Kim. Profit Editorial, 2015.
- La Clave es el POR QUÉ (Start With Why), Simon Sinek. Ediciones Península, 2013.
- El manual del estratega, Rafael Martínez Alonso. Gestión 2000,

Grupo Planeta, 2013.

- The Art of Opportunity Marc Sniukas, Parker Lee y Matt Morasky. John Wilwy & Sons, Inc., 2016.
- Decídete, cómo tomar mejores decisiones en la vida y en el trabajo, Dan Heath y Chip Heath. Gestión 2000, Grupo Planeta, 2014.
- Joseph A. DeVito, Essentials of Human Communication, 5th ed., Allyn & Bacon, 2001.
- Kathleen M. German, Principles of Public Speaking, 18th ed., Allyn & Bacon, 2010.
- Frances Kay, Successful Networking: How to Build New Networks for Career and Company Progression, Kogan Page Publishers, 2010.
- Rafael Perez-Uribe, Carlos Salcedo-Perez, David Ocampo-Guzman, Handbook of Research on Intrapreneurship and Organizational Sustainability in SMEs, IGI Global, 2018.
- Paul Burns, Corporate Entrepreneurship: Innovation and Strategy in Large Organizations, 3rd ed., Macmillan International Higher Education, 2012.
- Michael H. Morris, Donald F. Kuratko, Jeffrey G. Covin, Corporate Entrepreneurship & Innovation, 3rd ed., Cengage Learning, 2010.
- Hoegl, M. (2008). Teamwork and innovation. Paper presented at PMI® Research Conference: Defining the Future of Project Management, Warsaw, Poland. Newtown Square, PA: Project Management Institute.

The literature may change when finishing the slides.

**Evaluation criteria:**

- Classroom Participation (20 %)
- E-Learning Assignment (20 %)
- In-Class Case Work (40 %) which will entail creating a presentation conveying your ideas
- In-Class Presentation (20%)

Min. 90 % attendance

**Trainers:**

*Author of this Module: EUSA University Centre.*

*The Spanish trainer profile will be added by 15.01.2019 for the final version of the syllabus. EUSA and INCOMA will agree on one trainer who is going to teach this module. The trainer's profile will be described upon this decision.*