Concept Note
for
Corporate Intrapreneurship for Business Growth & Acceleration Programme

February 2020
OVERVIEW OF THE PROGRAMME

Corporate Intrapreneurship for Business growth and acceleration is a corporate programme designed to systematically capitalize on innovative & entrepreneurial capacity of the workforce to enhance overall business growth. The programme focuses on identifying innovative ideas and intrapreneurs in the system and implement their ideas for the company’s growth.

PROGRAMME OBJECTIVES

• To help organizations accelerate business growth by identifying and capitalizing intrapreneurs systematically.
• To introduce Intrapreneurship Global Best-Case Practices, Processes, Tools and Frameworks for effective business acceleration.

TARGET AUDIENCE

Middle and Senior level corporate leaders across Product, Process and Functional domains.

PROGRAMME DURATION

The programme will be conducted for 3 days (preferably on the weekends).

INDICATIVE SESSION PLAN

<table>
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<tr>
<th>Day</th>
<th>Session</th>
<th>Expected Outcomes</th>
<th>Delivery Mode</th>
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| 1 (Why and How) | Introduction to Intrapreneurship and Entrepreneurial Mindset | - Understand Intrapreneurship nuances, myths, facts, challenges  
- Develop proactive, solution-oriented, experimental and entrepreneurial attitude | Lecture Workshop               |
|           | Intrapreneurship and Innovation Strategies   | - Learn and Devise suitable Intrapreneurship Launch plan  
- Understand Product, Process and Business Model Innovations | Lecture Team Exercise Experience Learning Workshop |
| 2 (Execution) | Change Leadership and Resource Management     | - Forecast challenges in change process and prepare potential plans for effective management  
- Devising effective plans for funds, manpower and technology allocations to maximize ROI. | Lecture Practical Application Exercise                  |
|           | Design Innovation                           | Ideate using Design Thinking framework and other design tools and Elevator Pitching | Experiential Learning Workshop |
|           | Lean Methodology                            | Devise experiments to validate key assumptions incorporating Innovation Accounting Principles | Experiential Learning Workshop |
| 3 (Planning and Implementation) | Influencing/Marketing                        | Develop suitable marketing action plan for Intrapreneurship using case studies | Practical Team Exercise         |
|           | Decision Making                             | Application of Decision-making tools                                             | Lecture Experiential Team Exercise |
|           | Business Modeling                           | Develop detailed Business Plan                                                   | Experiential Learning Workshop Team Presentation |

PROGRAMME BENEFITS

• Learn to create incremental/disruptive value to the organization and customers (ex: New Process/ Products).
• Develop Creative Problem-Solving skills and create Implementation plans and low-fidelity prototypes for validated innovative ideas. (Ex: Blueprints, Paper prototyping, Wireframing, etc.)

**PRICING**
INR 1,00,000 per participant (For a batch of 30 employees) + GST
INR 70,000 per participant (For a batch of 50 employees) + GST