

THE INSIDE INNOVATOR

Selected Key Concepts

What is intrapreneurship?

Intrapreneurship is the practice of creating value through innovation and growth, inside a larger organization.

Intrapreneurs are critical to sustained success in organizations because they do the following:

1. Push established organizations to adapt
2. Train the next generation of leaders
3. Create transformative growth opportunities for entrepreneurs
4. Drive value creation within the organization

What are some major differences between intrapreneurship and entrepreneurship?

- Size and complexity of organization
- Span of control and influence
- Processes used for decision-making
- Potential access to resources already within the broader organization, including topical and functional experts, cash flow from existing operations, and an existing brand

Top five characteristics of successful intrapreneurs

1. Curiosity
2. Action-orientation
3. Ability to build bridges
4. Risk tolerance
5. Grounded optimism

Where can intrapreneurship thrive?

Intrapreneurship can be practiced in a variety of organizations, not just for-profit companies. These include charitable non-profits, government entities, educational institutions, informal community groups, and beyond.

