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College Africa Group – Intrapreneurship

Intrapreneurship has been described as a great way to make beneficial changes to organisations. People can choose to continue with the status quo, or they can work to make a difference in the lives of themselves and others within the company.

Who wants to feel empowered and recognised for their innovative and creative ideas? Who wants to make a difference? If participants answer yes to these questions, then this course will help them become energised and ready to push their ideas forward. After participants complete this workshop, they will have ways to get started and implement their plans.

This one-day workshop will teach participants how to:

- Understand the importance of intrapreneurship in today's economy
- Identify the characteristics of an intrapreneur and assess their own strengths
- Create an intrapreneurial team within their organisation
- Understand the process of intrapreneurship
- Develop a new product or process idea
- Understand the importance of a sales strategy
- Create a start-up financial statement

What Is Intrapreneurship?

To begin the course, participants will consider what the terms “intrapreneur” and “intrapreneurship” mean.

Why Is Intrapreneurship Important?

Next, participants will explore the growth of intrapreneurial culture and the history of intrapreneurship.

Characteristics of Intrapreneurs

In this session, participants will think of intrapreneurs that they know and what qualities they display.

Picking Your Team

Intrapreneurs can't do it all alone! This session will look at some of the key people on the intrapreneurial team.

Are You an Intrapreneur?

Next, participants will complete a self-assessment to identify their intrapreneurial qualities.

Becoming an Intrapreneur

This session will give participants some ways to build their intrapreneurial skills.

Creating and Selling Your Ideas

In this session, participants will learn about the intrapreneurial process, as well as ways to develop, screen, and sell ideas.

Pre-Assignment Review

To tie everything together, participants will participate in a mock innovation fair. They will have an opportunity to develop and present their own project idea and evaluate the ideas of other participants.

The Implementation Plan

The course will conclude with a look at the different pieces of the implementation plan, including financial statements.

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