

Catalyst Empowerment Summit



Intrapreneurship: Unlocking Courage,
Creativity and Collaboration in your
Organization

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WORLD

THE WORLD IS
TEMPORARILY CLOSED



“If the first two decades of the 21st century have taught us anything, it’s that uncertainty is chronic; instability is permanent; disruption is common; and we can neither predict nor govern events. There will be no ‘new normal’; there will only be a continuous series of ‘not normal’ episodes, defying prediction and unforeseen by most of us until they happen.”

- Jim Collins, Entrepreneur 2.0



“We will not go back to normal.
Normal never was.

Our pre-corona existence was not normal other than we normalized greed, inequity, exhaustion, depletion, extraction, disconnection, confusion, rage, hoarding, hate and lack.

We should not long to return, my friends. We are being given the opportunity to stitch a new garment. One that fits all of humanity and nature. ”

—

SONYA RENEE TAYLOR

AUTHOR, POET, SPOKEN WORD ARTIST,
SPEAKER, HUMANITARIAN AND
SOCIAL JUSTICE ACTIVIST





INTRAPRENEUR, N.

An employee who harnesses the assets of their organization to solve real world problems that need solving.*

An entrepreneur on the inside.

* See [Sustainable Development Goals](#),

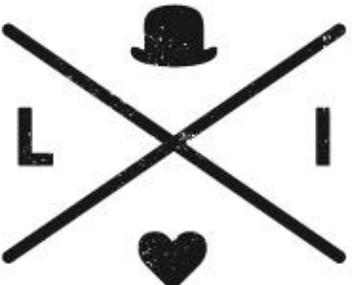
i.e. The World's To-Do List.



An Intrapreneur
works FROM
rather than FOR an
organization



THE LEAGUE OF INTRAPRENEURS.



The logo consists of a central graphic with two crossed lines forming an 'X'. In the top-left quadrant of the 'X' is a speech bubble icon, and in the bottom-left quadrant is a heart icon. The text 'THE LEAGUE OF INTRAPRENEURS.' is written in a bold, black, sans-serif font, curving around the top and sides of the central graphic.





The 5 C's of Intrapreneurship*

CARE

What motivates me?

What am I willing to stand up for?

CURIOSITY

What is really going on here?

Why? Why? Why?

CREATIVITY

What if? How might we?

COURAGE

What's the bigger risk in not doing it?

COLLABORATION

Who can help me to bring this idea to life?



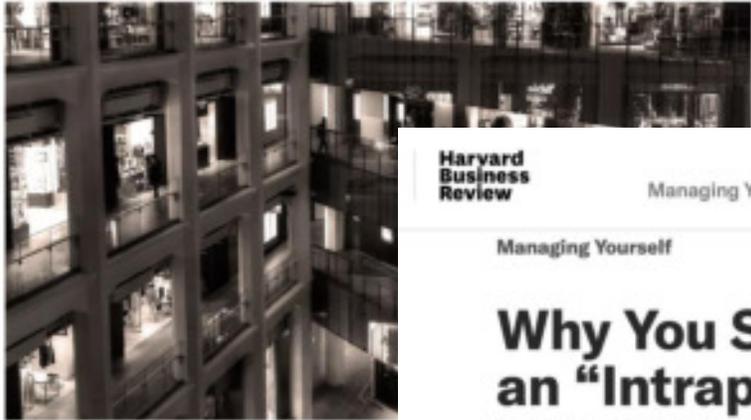
* Note: with a healthy dose of GRIT

Intrapre-WHA?!

05-18-15 | THE NEW RULES OF WORK

The Rise Of The Intrapreneur

Never before has there been such a push for employees to take ownership of their own corner of a company.



(PHOTO: FLICKR USER JERRY B)

Harvard
Business
Review

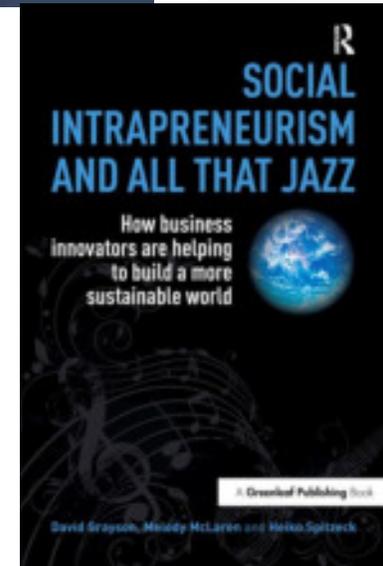
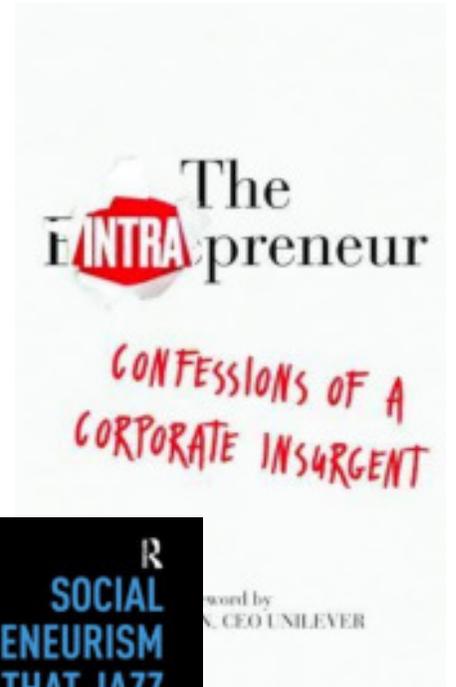
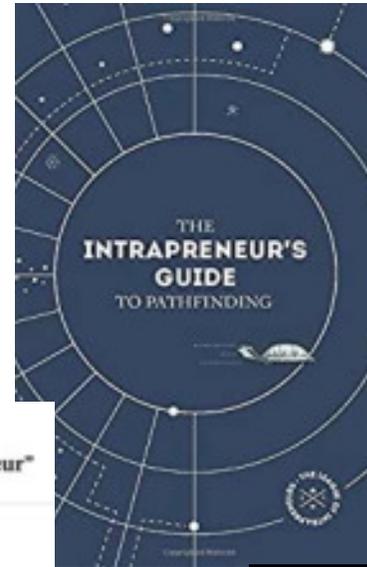
Managing Yourself | Why You Should Become an "Intrapreneur"

Managing Yourself

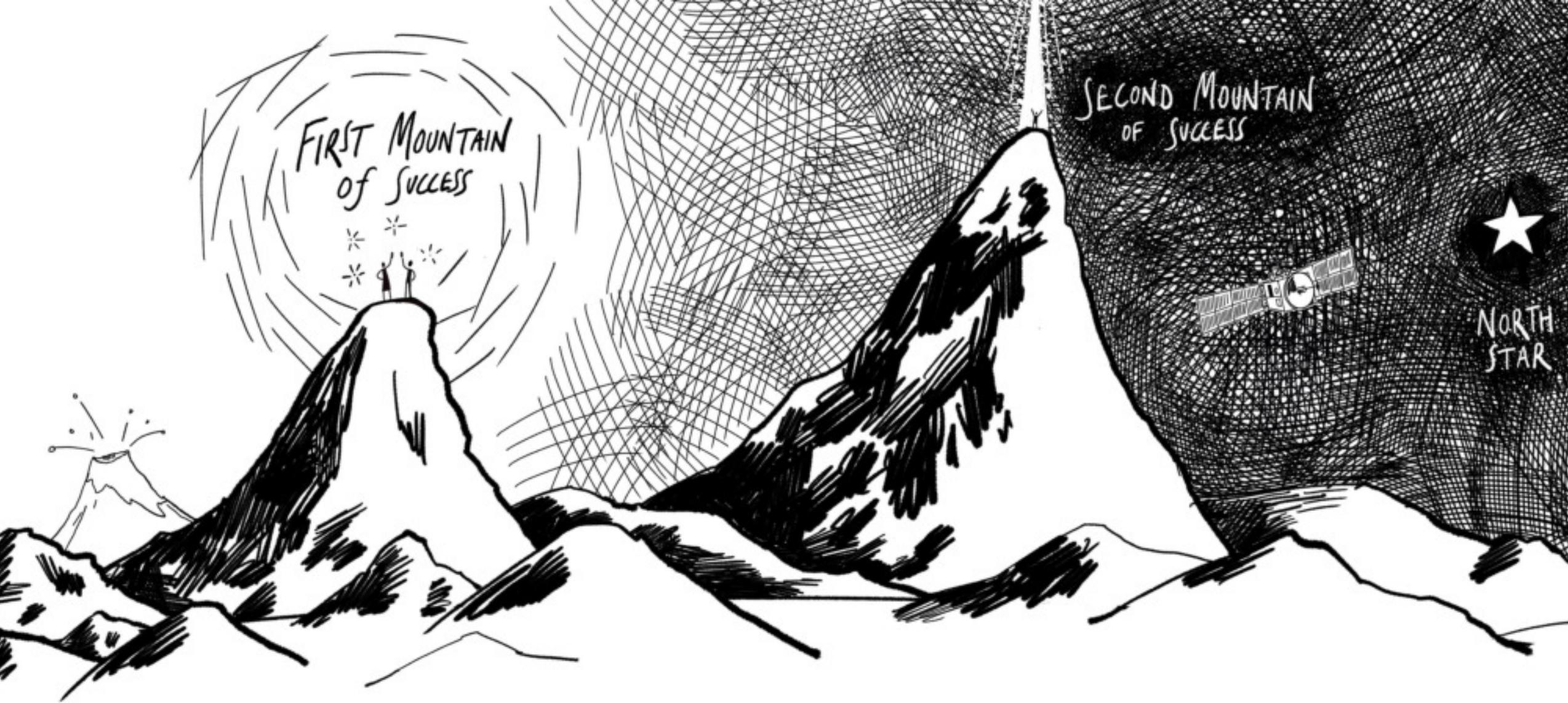
Why You Should Become an "Intrapreneur"

by Tomas Chamorro-Premuzic

March 26, 2020



word by
N. CEO UNILEVER



FIRST MOUNTAIN
OF SUCCESS

SECOND MOUNTAIN
OF SUCCESS

NORTH
STAR

INVITE PEOPLE TO
CO-AUTHOR the NEW
STORY



In a world where customers WAKE UP
EVERY MORNING ASKING
WHAT'S NEW, WHAT'S DIFFERENT
and WHAT'S AMAZING?

"SUCCESS" depends on a company's
ability to unleash the
INITIATIVE, IMAGINATION & PASSION
of EMPLOYEES AT ALL LEVELS and
this can only happen if those folks are connected

HEART & SOUL with their
WORK, their COMPANY and its MISSION



DECATHLON | VISION *V21.1*

#Tomorrowstartstoday



The image features the Orsted logo, which consists of a blue circle with a vertical bar and a horizontal bar inside, resembling a power symbol, followed by the word "Orsted" in a bold, blue, sans-serif font. The logo is superimposed over a background of an offshore wind farm. Several white wind turbines with three blades are visible, extending from the foreground into the distance over a blue sea under a light blue sky with scattered clouds. The turbines are arranged in a grid-like pattern, with one turbine in the immediate foreground on the right side of the frame.

Orsted

<https://orsted.co.uk/about-us/our-company/our-green-energy-transformation>

Cultivate
impact networks





Google Food Lab



Source: Cohere

Our response to COVID19: Making an impact where it matters

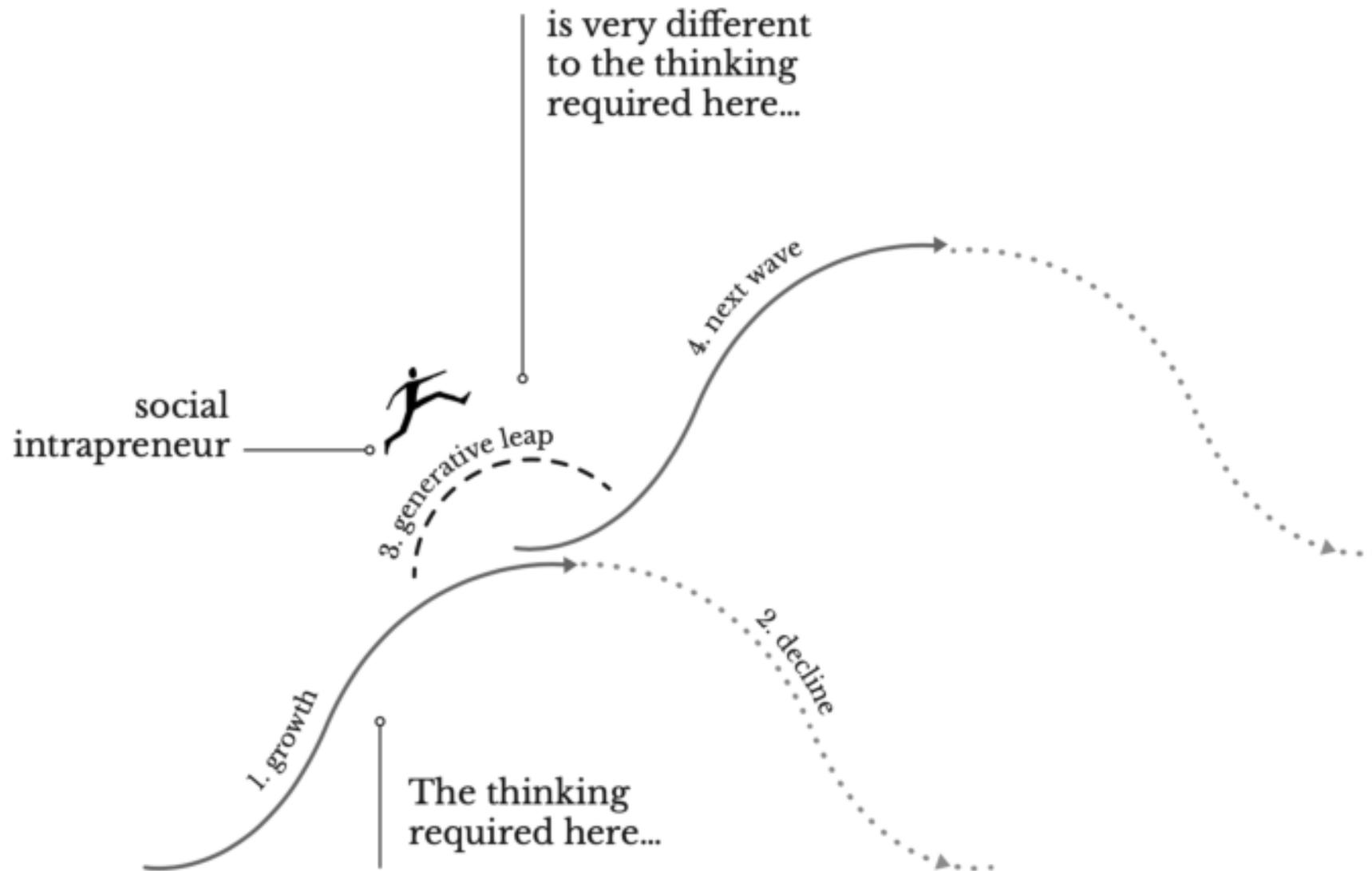
Posted: April 08, 2020



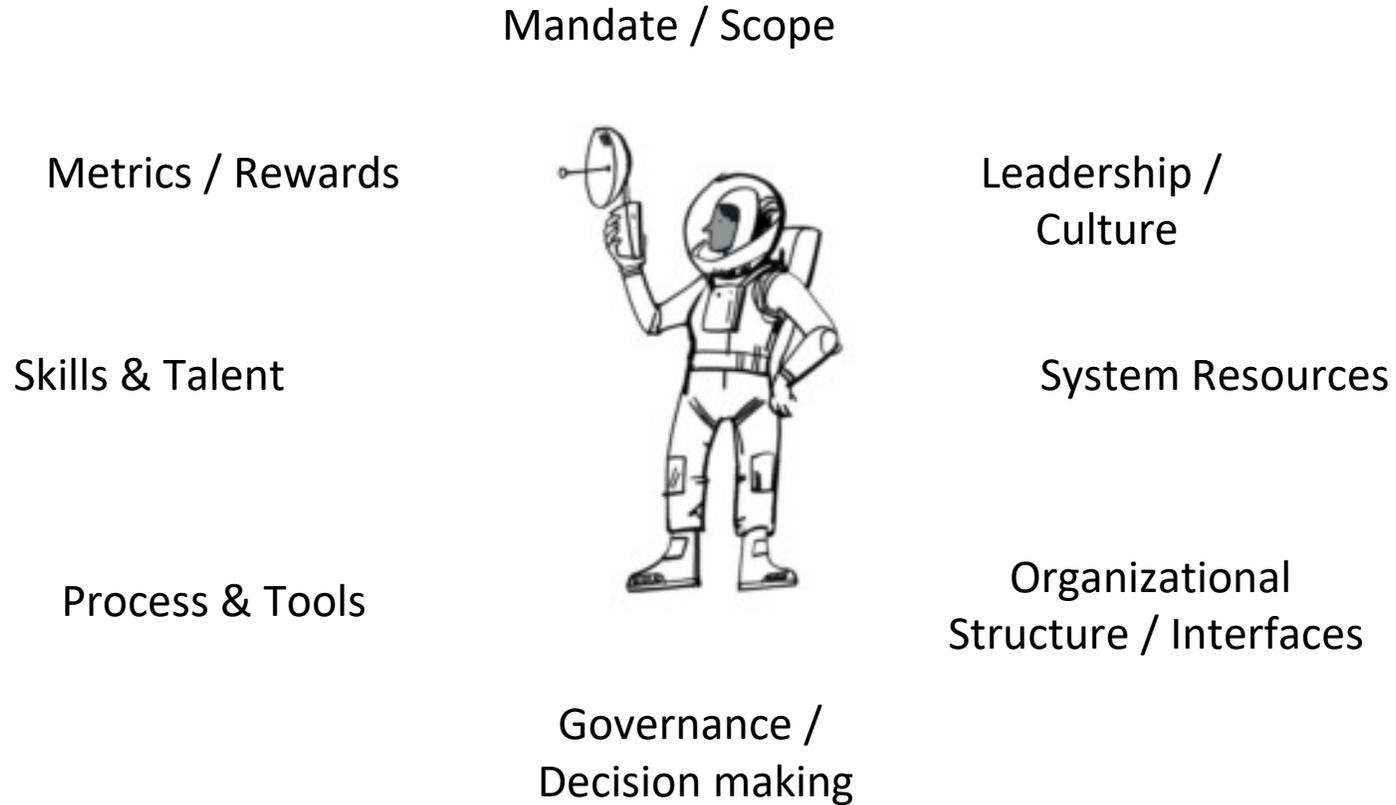
Focus on
organizational
pressure points



THE GENERATIVE LEAP



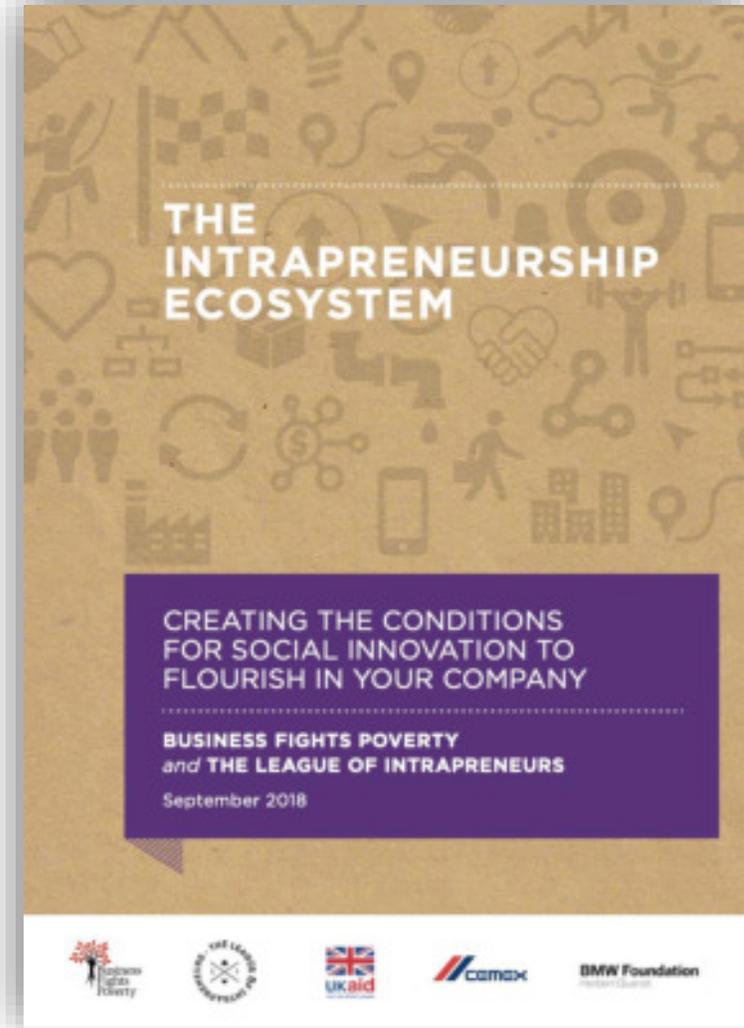
Management system components



Source: O'Connor, Leifer, Paulson & Peters as referenced in
Beyond the Champion: Institutionalizing Innovation through
People, Colarelli O'Connor, Corbett, Peters

Acupressure points

- Open Doors (Culture of we)
- Celebrate Failure
- Metrics / KPIs
- Career Paths for Intrapreneurs



Summary

- Intrapreneurs are key actors in the race to a just, equitable and regenerative future.
- They bring the best of humanity to work and invite to show up as the highest versions of ourselves.
- They are not yet living up to their full potential and require more enabling environments. Ones that:
 - Invite People to Co-Author the New Story
 - Cultivate Impact Networks
 - Invest in Holistic Systems (Acupressure Points) to Unlock Intrapreneurship



Thanks for listening.

What are you learning,
sensing?

