



WHY INTRAPRENEURS
ARE THE ALL-STARS OF BUSINESS

PRESENTED BY:





INTRAPRENEURS ARE THE
GAME-CHANGERS OF BUSINESS

DEVELOPING THE ALL-STAR TEAM THAT WILL
EXECUTE YOUR STRATEGY IS KEY TO BEATING
THE COMPETITION.

WHAT IS AN INTRAPRENEUR

INTERNAL ENTREPRENEURS

INTRAPRENEURS ARE INDIVIDUAL EMPLOYEES OF A COMPANY THAT APPLY ENTREPRENEURIAL SKILLS AND MINDSET TO THEIR POSITION.

SOURCE: THE C&M GROUP

INTRAPRENEUR KEY ATTRIBUTES

Initiative

Innovation


Problem Solving

Confidence


Team Player Mentality

Encouragement

HOW INTRAPRENEURS BENEFIT THE WORKPLACE

- 
- INCREASES OPERATION EFFICIENCY
 - IMPROVES TEAM MORAL
 - REDUCES WORKER TURNOVER
 - RETAINS LOYALTY
 - PROVIDES CHRONIC INNOVATION
 - IGNITES PASSIONATE WORK CULTURE
 - INSPIRES INTEGRITY WITHIN OTHERS

SOURCE: FISHBOWL INVENTORY



"THE FUNDAMENTAL QUESTION IS 'WHAT IS GOING TO HAVE PEOPLE GET MOTIVATED AND INSPIRED TO BE IN THEIR HIGHEST CONTRIBUTION?'"

WHAT IS GOING TO GET YOU FIRED UP TO DO WHAT YOU CAME HERE TO DO? AND I THINK THE MORE THAT ALL OF US ARE ASKING THOSE QUESTIONS AND ENGAGING IN THOSE OPPORTUNITIES, THE BETTER WE ARE ALL GOING TO BE."

-RHA GODDESS, CAREER COACH
TO INTRAPRENEURS &
ENTREPRENEURS

A man in a blue shirt is seen from the back, looking towards a group of people sitting around a table in a bright, modern office. The background is slightly blurred, showing large windows and other office elements.

WHY OWNERS MUST PARTICIPATE THE IMPORTANCE OF A MUTUAL EFFORT

INTRAPRENEURS ARE EAGER TO TAKE OWNERSHIP OF THEIR POSITION WITHIN THE BUSINESS AND PROACTIVELY LEAD ADVANCEMENTS TOWARDS EMPLOYER GOALS. HOWEVER, IT'S UP TO BUSINESS OWNERS TO NOT LET THEIR PASSION GO TO WASTE, BY CREATING AN ACTIVE PROCESS FOR IDENTIFICATION AND DEVELOPMENT OF THESE ALL-STARS.

HOW TO IDENTIFY INTRAPRENEURS

UNDERSTANDING THE DIFFERENCE

THERE ARE HARD WORKERS
AND THEN THERE ARE INTRAPRENEURS.
THE DIFFERENCE IS THAT THE LATTER
GROUP CONDUCTS BUSINESS FROM A
HIGHER LEVEL OF PROFESSIONAL VISION.

- 93% of adults believe they possess entrepreneurial qualities, yet two-thirds of them admit that they need to improve using these qualities within their career.
- 71% of working adults believe their employer is lacking in opportunities to use their Intrapreneurial skills.

Source: University of Phoenix Workplace
Survey, 2015



“INTRAPRENEURS INVEST
IN THE SUCCESS OF
THEIR COMPANY BEYOND
THEIR INDIVIDUAL
ACHIEVEMENTS AND
IDENTIFY CREATIVE
SOLUTIONS TO ADDRESS
ORGANIZATIONAL NEEDS”


-LENA RODRIGUEZ,
PROGRAM DEAN,
UNIVERSITY OF PHOENIX
SCHOOL OF BUSINESS



DEVELOPING INTRAPRENEURS CULTURE IS KEY

INTRAPRENEURS TAKE PRIDE IN EMULATING THE CULTURE OF THE TEAMS/COMPANIES THEY ARE INTEGRATED WITHIN. ENFORCE DYNAMIC LEADERSHIP THAT FOSTERS A SHARED CULTURE VALUING CREATIVITY, ACCOUNTABILITY, AND QUALITY WORK AT ALL LEVELS TO BUILD AN ENVIRONMENT WHERE INTRAPRENEURS WILL STAND OUT.

SOURCE: [ENTREPRENEUR.COM](https://www.entrepreneur.com)

A man and a woman in business attire are looking at a tablet together in an office setting. The woman is on the left, wearing a light blue button-down shirt, and the man is on the right, wearing a white sweater over a white shirt and a dark tie. They are both smiling and looking at the tablet. The background is a blurred office environment.

*"AT THE END OF THE DAY,
YOU'RE ALL ONE TEAM...
MAKE PEOPLE
UNDERSTAND AND FEEL
THAT THEY'RE PART OF
SOMETHING LARGER."*

· PHIL SHAWE, CO-FOUNDER
& CO-CEO OF TRANSPERFECT

DEVELOPING INTRAPRENEURS

SPECIALTY AREAS FOR DEVELOPMENT

CRISIS MANAGEMENT

PRODUCTIVE BRAINSTORMING

PROJECT LEADING

BETTER UNDERSTANDING OF COMPANY INFRASTRUCTURE

MIND MAPPING

CAREER PROJECTION

SPECIALTY ACTIVITIES

MENTORSHIP

PARTNERING PROJECTS WITH OTHER DEPARTMENTS

ACKNOWLEDGMENT PROGRAMS

DISCUSSION GROUPS WITH COMPANY LEADERS

ONE-ON-ONE SESSIONS

IN-HOUSE COURSES

TEMPORARY ASSIGNMENTS

QUARTERLY SHOWCASES

KEEPING INTRAPRENEURS ENGAGED THROUGH SPECIALTY DEVELOPMENT OPPORTUNITIES PROVIDES AN AWARDED SENSE OF GRATIFICATION FOR THEIR COMMITMENT, THAT WILL MOTIVATE THEM TO EMBRACE THEIR NATURE.

KEEP THEM EXCITED ABOUT THE COMPANY'S MISSION, AND THE ROLE THEY CAN PLAY IN YOUR SUCCESS.



DEVELOPING INTRAPRENEURS LET THEM TRY SOMETHING DIFFERENT

ANOTHER TACTIC TO KEEP THEM ENGAGED WITH YOUR BRAND IS REWARDING THEM WITH A NEW RESPONSIBILITY THAT FURTHERS THEIR PERSONAL INTEREST AND PASSION.

ACCORDING TO THE EXPERTS AT **SMALL BIZ SENSE**, BUSINESS OWNERS ARE SEEING GREAT BENEFITS BY GIVING INTRAPRENEURS NEW RESPONSIBILITIES.

TASKS TO DELEGATION

IDENTIFYING NEW COMPANY RESOURCES

OPERATION AUDITS

LEAD DEVELOPMENT OF NEW TEAMS/PROJECTS

TRAINING DEVELOPMENT

OPERATION DEVELOPMENT

QUALITY CONTROL DUTIES

LEAD PARTNERSHIP OPPORTUNITIES

LOSS PREVENTION ASSESSMENTS

A man in a dark suit and white shirt is speaking at a conference. He is gesturing with his hands as he speaks. The background is dark and out of focus.

CASE STUDY: AN INTRAPRENEUR IN ACTION

HEALEY CYPHER, CHIEF OF STAFF FOR GLOBAL PRODUCT MANAGEMENT AT EBAY

IN 2012 HE WAS THE DRIVING FORCE THAT LEAD EBAY IN
EXPANDING INTO THE PHYSICAL STORE RETAIL MARKET, BY
OFFERING AN INNOVATIVE DIGITAL INTERFACE FOR
RETAILERS. SOURCE: FASTCOMPANY

EBAY CASE STUDY



- Inspired by unique perspective of market through current position.
- Initiated action plan.
- Confidently communicated to leaders an innovative suggestion.
- Identified other players needed.
- Balanced current responsibilities while leading initial project.
- Expanded one project into a new department for the company.



- Provided opportunity for communication through trust.
- Leaders respected previous experience and his insight.
- Leadership was open to adapting to the new need of the market.
- Showed support for project and provided tools for success.
- Saved significant cost in discovering a new source of long-term revenue.

RETAINING INTRAPRENEURS

BEING A GOOD LEADER IS BEING A TEAM PLAYER

The idea of intrapreneurs can be intimidating to some business owners worrying that such advance growth in an employee may turn them into competition.

While 78% of Millennials in the workforce see themselves eventually working on an individual basis, this should be seen as an opportunity not a threat.


Source: The Deloitte Millennial Survey, 2014

RETAINING INTRAPRENEURS

KEEP THEM CURIOUS

CURIOSITY IS AT THE HEART OF BOTH ENTREPRENEURSHIP AND THE INTRAPRENEURIAL SPIRIT. RESPECT THEIR IDEAS AND ALLOW INTRAPRENEURS THE ABILITY TO EXPLORE THEIR SOLUTIONS HONORING THEIR MOTIVATION TO SOLVE PROBLEMS AND ACKNOWLEDGING THEIR ABILITY TO DRIVE SUCCESS CAN HELP THEM MAINTAIN LOYALTY.





“THIS ISN’T EMPLOYEES TRYING TO DO BETTER AT THEIR EXISTING JOBS OR MOVE UP THE LADDER; THIS IS THEM WANTING TO CREATE SOMETHING NEW THAT DOESN’T CURRENTLY EXIST.”

CLAUDIA CHAN,
FOUNDER OF S.H.E. GLOBAL MEDIA

RETAINING INTRAPRENEURS

BUILD AWARENESS

Make the most of the integrity and infectious work ethic of intrapreneurs by sharing this information with them.

Encourage Intrapreneurs to own their title and all of the passion this affirmation ensues. Awareness is key to holding them accountable at this higher level of professionalism.

RETAINING INTRAPRENEURS

ENCOURAGE ACTION

- Be the first to give updates on projects.
- Encourage your co-workers growth.
- Collaborate with passionate peers.
- Invest in your position with your strengths.
- Communicate Concerns With Your leaders
- Proactively ask for performance feedback from leaders and peers

RETAINING INTRAPRENEURS

LEAD BY EXAMPLE

SHARE WITH YOUR EMPLOYEES WHAT BEING AN INTRAPRENEUR LOOKS LIKE SPECIFICALLY WITHIN YOUR COMPANY. TO SET AN EXPECTATION AND HELP THEM MANAGE THEIR PROGRESS.

CHAMPION BUSINESS OWNERS WILL:

- ASK WHAT THEY CAN DO TO HELP THEM REACH THEIR INTRAPRENEURIAL GOALS,
- RESPECTING THESE RISING LEADERS.
- CREATE A MUTUALLY BENEFICIAL WORKPLACE RELATIONSHIP.

READY TO LEVEL UP?

Every day in business is another play for success. And players at every level of the game are dedicated to pushing the limits by putting everything on the line for their goals.

Continue to gain more insight on how you can 'Go for the Gold' and take your company to the next level by following [#SeacoastBank](#)

