# Building Innovation Ecosystems and Intrapreneurship Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS9053_293726

## Course Introduction / Overview:

This course provides a comprehensive framework for fostering innovation from within and leveraging external networks to drive sustainable growth. In today's rapidly evolving business landscape, the ability to innovate is not a luxury but a necessity for survival and success. This program delves into the dual pillars of modern corporate innovation: building robust internal entrepreneurship, or 'intrapreneurship', and strategically developing dynamic innovation ecosystems. We will explore how to cultivate a culture that empowers employees to think and act like entrepreneurs, turning creative ideas into viable business ventures. Drawing on foundational concepts from experts like Henry Chesbrough, particularly his work on "Open Innovation", the course examines how organizations can look beyond their internal boundaries to co-create value with startups, universities, and other partners. BIG BEN Training Center has designed this immersive experience to equip leaders and professionals with the practical tools and strategic mindset needed to design, launch, and scale effective innovation initiatives, transforming their organizations into resilient, forward-thinking market leaders.

## Target Audience / This training course is suitable for:

- Innovation Managers and Directors.
- Research and Development (R&D) Professionals.
- Product Managers and Development Teams.
- Corporate Strategists and Business Development Executives.
- Human Resources Leaders and HR Business Partners.
- Senior Executives and Department Heads.
- Project and Program Managers.
- Entrepreneurs looking to understand corporate innovation.

## Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and FinTech.
- Healthcare, Pharmaceuticals, and Biotechnology.
- Advanced Manufacturing and Engineering.
- Telecommunications and Media.
- Energy and Utilities.
- Retail and Consumer Goods.
- Governmental Agencies and Public Sector Organizations.

## Target Organizations Departments:

- Research and Development (R&D).
- Strategy and Corporate Development.
- Product Management and Innovation Labs.
- Business Development and Partnerships.
- Human Resources and Talent Management.
- Marketing and Market Intelligence.
- Operations and Process Improvement.
- Finance and Corporate Venture Capital.

## Course Offerings:

By the end of this course, the participants will have able to:

- Design and implement a corporate intrapreneurship program from the ground up.
- Map and analyze an organization's internal and external innovation ecosystem.
- Develop strategies for effective collaboration with startups, universities, and research institutions.
- Foster an organizational culture that encourages experimentation, risk-taking, and learning from failure.
- Apply methodologies like Lean Startup and Design Thinking to internal venture development.
- Create robust frameworks for funding, governing, and managing innovation projects.
- Establish key performance indicators (KPIs) to measure the impact and ROI of innovation initiatives.
- Champion innovation initiatives and secure buy-in from senior leadership and key stakeholders.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively build their skills. The program is built on a foundation of interactive workshops, real-world case study analysis of successful and unsuccessful innovation programs, and collaborative group exercises. Participants will engage in simulations that challenge them to develop intrapreneurial pitches, map innovation ecosystems, and design governance models. A significant portion of the course is dedicated to peer-to-peer learning and facilitated discussions, allowing attendees to share challenges and solutions from their own organizational contexts. Expert facilitators provide continuous feedback and guide participants in creating actionable plans they can implement immediately upon returning to their roles. The focus is on translating proven theories and frameworks into tangible strategies and operational tactics, ensuring a high-impact learning experience.

## Course Agenda (Course Units):

### Unit One: Foundations of Corporate Innovation and Intrapreneurship

- The Imperative for Innovation in the Modern Enterprise.
- Defining Intrapreneurship vs. Entrepreneurship.
- Historical Evolution of Corporate Venturing.
- Understanding the Innovation Ecosystem Concept.
- Key Characteristics of an Innovative Organizational Culture.
- Identifying and Overcoming Barriers to Corporate Innovation.
- The Role of Leadership in Championing Intrapreneurship.

### Unit Two: Designing the Intrapreneurial Framework

- Structuring an Intrapreneurship Program (Labs, Accelerators, Incubators).
- Developing a Governance Model for Innovation Projects.
- Sourcing and Managing a Pipeline of Innovative Ideas.
- Funding Mechanisms for Internal Ventures (Seed Funding, Budgets, VC Models).
- Defining Roles and Responsibilities: The Intrapreneur and the Sponsor.
- Legal and IP Considerations for Internal Ventures.
- Building a Communication Strategy to Promote the Program.

### Unit Three: Building and Nurturing the Innovation Ecosystem

- Mapping Your Internal and External Ecosystem Stakeholders.
- Principles of Open Innovation and Co-creation.
- Strategies for Collaborating with Startups (Partnerships, Investments, Acquisitions).
- Leveraging University and Research Institute Partnerships.
- Building and Participating in Industry Consortia and Alliances.
- Engaging with Customers and Suppliers as Innovation Partners.
- The Role of Technology Platforms in Ecosystem Management.

## Unit Four: The Intrapreneur's Toolkit: Methodologies and Practices

- Applying the Lean Startup Methodology in a Corporate Setting.
- Utilizing Design Thinking for Problem Discovery and Ideation.
- Mastering the Business Model Canvas and Value Proposition Design.
- Techniques for Rapid Prototyping and Minimum Viable Product (MVP) Development.
- Agile Project Management for Innovation Teams.
- Customer Development and Validation Techniques.
- Pitching and Storytelling for Internal Venture Approval.

## Unit Five: Scaling, Measuring, and Sustaining Innovation

- Developing a Balanced Innovation Portfolio.
- Metrics and KPIs for Measuring Innovation Success (Innovation Accounting).
- Strategies for Scaling Successful Intrapreneurial Ventures.
- Managing the Integration of New Ventures into the Core Business.
- Cultivating Resilience and Learning from Failed Projects.
- The Leader's Role in Sustaining a Long-Term Innovation Culture.
- Future Trends in Corporate Intrapreneurship and Ecosystems.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

How can large, established organizations balance the need for operational efficiency and predictability with the inherent uncertainty and failure rate of disruptive innovation projects?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic and integrated perspective on corporate innovation, seamlessly weaving together the internal dynamics of intrapreneurship with the external strategy of ecosystem building. Unlike programs that focus on one aspect in isolation, this training provides a dual-lens approach, recognizing that sustainable innovation requires both cultivating internal talent and strategically leveraging external partnerships. The curriculum moves beyond theoretical frameworks to emphasize practical implementation, equipping participants with actionable toolkits for designing governance structures, establishing funding mechanisms, and applying methodologies like Lean Startup within a corporate context. It places a strong emphasis on the cultural and leadership elements required to drive change, addressing the real-world challenges of overcoming resistance and securing executive buy-in. The focus is on building capabilities, not just imparting knowledge, ensuring participants leave with a clear roadmap for transforming their organizations into agile, innovative powerhouses prepared for future market disruptions.