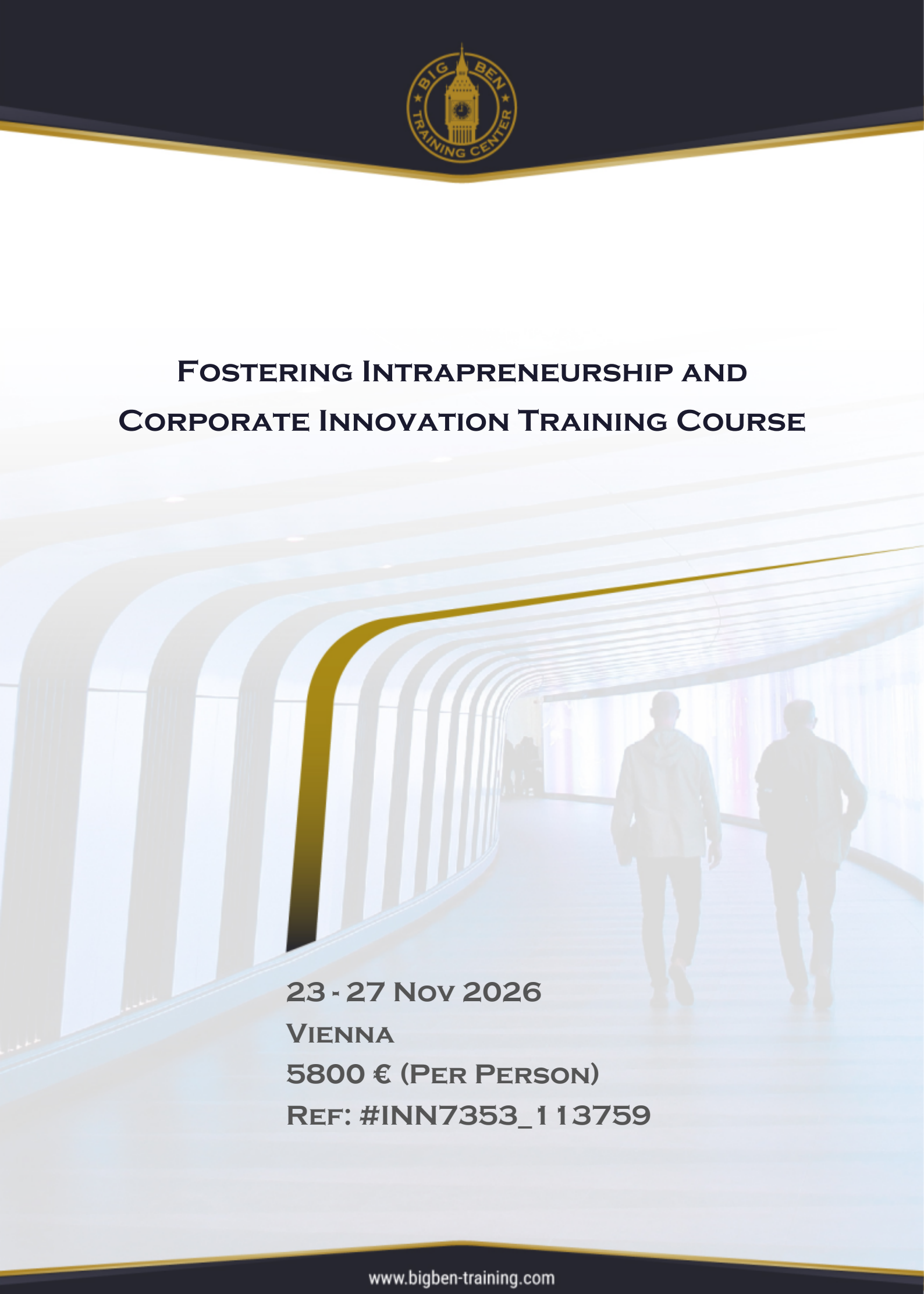
Fostering Intrapreneurship and Corporate Innovation Training Course



23 - 27 Nov 2026

Vienna

5800 € (Per Person)

Ref: #INN7353_113759

Course Introduction / Overview:

In today's rapidly evolving business landscape, the ability to innovate from within is no longer a luxury but a critical driver of sustainable growth and competitive advantage. This course is designed to unlock the entrepreneurial spirit within your organization, transforming employees into proactive intrapreneurs who champion new ideas and drive meaningful change. We will explore the core principles of corporate innovation, moving beyond theoretical concepts to provide actionable strategies for building a vibrant culture of creativity. Drawing on the foundational work of thought leaders like Gifford Pinchot III, who in his seminal book "Intrapreneur Ing: Why You Don't Have to Leave the Corporation to Become an Entrepreneur" first defined this powerful concept, participants will learn to identify opportunities, develop compelling business cases, and navigate corporate structures to bring their ideas to life. BIG BEN Training Center has developed this program to equip individuals and teams with the mindset, tools, and techniques necessary to foster a dynamic internal ecosystem where innovation thrives. This journey will empower participants to challenge the status quo, experiment with new solutions, and ultimately contribute to the long-term success and resilience of their organization by embedding intrapreneurship into its very DNA.

Target Audience / This training course is suitable for:

- Team Leaders and Department Managers.
- Product Development and R&D Professionals.
- Marketing and Business Development Staff.
- Strategy and Corporate Planning Executives.
- Human Resources and Talent Development Specialists.
- Project Managers and Change Agents.
- Any employee with a passion for innovation and a desire to make a greater impact.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications and Media.
- Governmental agencies and public sector organizations.

Target Organizations Departments:

- Research and Development (R&D).
- Product Management and Development.
- Marketing and Sales.
- Strategy and Business Development.
- Human Resources (HR).
- Operations and Process Improvement.
- Information Technology (IT).

Course Offerings:

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

- Cultivate an intrapreneurial mindset to identify and act on new opportunities.
- Apply creative problem-solving and design thinking techniques to generate innovative ideas.
- Develop and validate a business case for a new internal venture.
- Effectively pitch innovative ideas to senior management and secure necessary resources.
- Navigate organizational barriers and build coalitions to support innovation projects.
- Contribute to the development of a sustainable culture of intrapreneurship.
- Utilize lean startup methodologies within a corporate context for rapid prototyping and learning.
- Lead and inspire teams to embrace change and continuous improvement.

Course Methodology:

The training methodology for this course is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. At BIG BEN Training Center, we believe that true learning occurs through doing. Therefore, the program moves beyond traditional lectures to immerse participants in a dynamic learning experience. A significant portion of the course will be dedicated to hands-on workshops, collaborative group exercises, and real-world case study analysis of companies that have successfully fostered intrapreneurship. Participants will engage in brainstorming sessions, idea validation simulations, and role-playing scenarios focused on pitching new ventures to a skeptical leadership panel. The methodology emphasizes peer-to-peer learning and constructive feedback, allowing participants to refine their ideas and communication strategies in a supportive setting. Each module is structured to build upon the last, ensuring a logical progression from understanding the intrapreneurial mindset to developing the practical skills needed to implement innovative projects. Our expert facilitators guide this process, ensuring that theoretical concepts are always linked to practical application and tangible outcomes for both the individual and their organization.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Intrapreneurship

- Defining intrapreneurship versus entrepreneurship.
- The critical role of intrapreneurship in modern organizations.
- Understanding the intrapreneurial mindset and key characteristics.
- Case studies of famous corporate innovations.
- Assessing your organization's current innovation culture.
- Identifying personal barriers and enablers to intrapreneurial behavior.
- The link between psychological safety and a thriving innovation ecosystem.

Unit Two: Unleashing Creativity and Idea Generation

- Techniques for creative problem-solving and divergent thinking.
- Introduction to the Design Thinking process for user-centric innovation.
- Conducting effective brainstorming and ideation sessions.
- Mapping customer journeys to identify unmet needs and pain points.
- Leveraging cross-functional collaboration for richer idea generation.
- Tools for capturing, organizing, and prioritizing new ideas.
- Overcoming mental blocks and fostering a creative environment within teams.

Unit Three: From Idea to Viable Business Case

- Applying Lean Startup principles within a corporate setting.
- Techniques for rapid prototyping and assumption testing.
- Conducting effective market validation and customer discovery.
- Developing a lean canvas for your intrapreneurial project.
- Financial basics for intrapreneurs: estimating costs, revenue, and ROI.
- Building a compelling and data-driven business case.
- Identifying key metrics to track progress and demonstrate value.

Unit Four: Championing Innovation and Securing Buy-In

- Understanding the corporate immune system and resistance to change.
- Mapping stakeholders and building a coalition of support.
- The art of storytelling to pitch your vision effectively.
- Crafting a persuasive pitch deck for senior leadership.
- Navigating corporate politics and influencing decision-makers.
- Strategies for securing funding and resources for your project.
- Handling rejection and using feedback to strengthen your proposal.

Unit Five: Building a Sustainable Intrapreneurial Culture

- Implementing and managing intrapreneurial projects.
- Agile methodologies for iterative development and learning.
- Strategies for scaling successful pilot projects across the organization.
- The role of leadership in sponsoring and protecting innovation.
- Designing reward and recognition systems for intrapreneurs.
- Measuring the impact of intrapreneurship on organizational performance.
- Creating a personal action plan to drive innovation in your role.

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:

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

How can large, established organizations balance the need for operational efficiency and control with the inherent uncertainty and risk-taking required for genuine intrapreneurship?

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

This course distinguishes itself by focusing intensely on the practical, real-world challenges of implementing innovation within an established corporate structure. While many programs cover the theory of creativity and entrepreneurship, our curriculum is specifically designed to bridge the gap between a great idea and its successful execution inside a large organization. We move beyond just ideation techniques to dedicate significant time to the critical skills of navigating corporate politics, building coalitions, securing buy-in from risk-averse stakeholders, and overcoming the organizational "immune system" that often stifles new ventures. The methodology is rooted in application, using simulations and role-playing to build muscle memory for pitching, negotiating, and championing projects. Furthermore, the course adopts a holistic perspective, connecting the development of an individual's intrapreneurial mindset with the systemic changes needed to build a supportive organizational culture. Participants will leave not just with a toolkit of innovation methods like Design Thinking and Lean Startup, but with a strategic roadmap for applying them effectively within their unique corporate context, making them true agents of sustainable change rather than just temporary innovators.