

Is Your Company Creating Intrapreneurs?

Intrapreneur (n): A manager within a company who promotes innovative product development and marketing.

Research across organizations are showing that despite the stated objective of creating an intrapreneurial culture, organizational effort at intrapreneurship is failing to take off at many of them.

What can you learn from organizations that have successfully managed to create intrapreneurs? Companies such as Adobe, 3M etc have succeeded because they have created a system and process that enables employees to become intrapreneurs.

Blockers to intrapreneurship

1. **Bureaucracy:** Most employees are put off by the layers of decision making to even start experimenting on a promising idea
2. **Lack of resources:** Employees with innovation ideas don't get the time and resources that are required to validate and develop the ideas
3. **Lack of skills:** Employees with innovation ideas lack the skills (and the training support from organization) that is required to convert it into a business proposal
4. **Lack of process:** Innovation as an activity is seen as the role of the organization elites and organization has no process to engage the rank and file
5. **Linkage to strategy:** Many of the innovative ideas aren't linked to the strategic direction of the organization, due to lack of strategy transparency and don't move forward

Can you change the narrative in your organization?

Introducing the KickBox methodology to promote Intrapreneurship

Pioneered by Adobe, the KickBox is a structured process that can be run over either a fixed a timeline or a flexible timeline.

In this process, employees are taught to explore ideas and convert them to a prospective innovation that includes validating the idea, exploring the solution, preparing and validating a minimum viable product (MVP) to prove the concept.

The process is facilitated by an experienced innovation consultant. At the end of the process, teams / individuals pitch their MVP's to a management board for investment.

The process breaks down hierarchies and bureaucracy by empowering employee experimentation. The power of the process is built on the playbook that can be customized for an individual organization need.

The process is ideally used prior to development stage during which other methods like design Thinking are employed

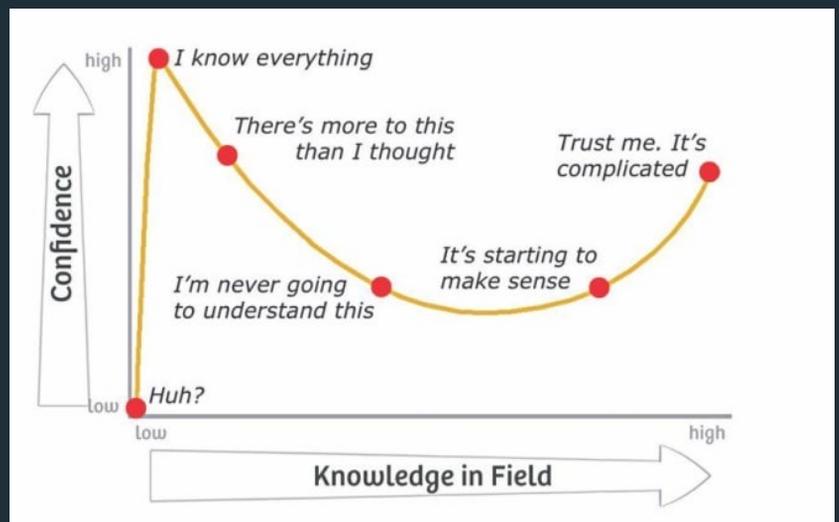


ABOUT US

The process is facilitated and led by Krishnan Naganathan, an Innovation Professional with nearly 30 years of experience in research, product development, operations and extensive consulting experience.

He was the CEO of a Danish consulting firm and has worked at McKinsey. He is part of the network of Innovation360 group licensed practitioners and is one of the select consultants certified as Innovation Management Black Belt™.

Krishnan has worked with many Indian and global organizations and has extensive transformation experience



The Dunning Kruger map on the right is illustrative of my journey with Innovation Consulting. When I started this journey, I was confidence personified. 4 years on since, I am more humble and today I have overcome the lowest point of confidence; It's starting to make sense.

I am not the most knowledgeable person in the field of Innovation Management. I bring the wisdom of experienced consultants, my associates; we don't know everything, but enough to make sense and help others make sense.

We believe in co-creation. We will work along with you, shoulder to shoulder and ensure that your best interest is delivered.

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