

Healthcare Entrepreneurship – Intrapreneurship: Part B

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Intrapreneurs

Why?

In difficult times, when costs have been cut to the maximum --- top line growth becomes an attractive option!

Requires

Commitment of time and funding ... and willingness to IMPLEMENT winning ideas ...

Keys to Success - *change*

1. Training and coaching --- especially with regard to business planning
2. Incentives and *protection*, i.e. a soft landing if failure
3. Investing heavily in ideas that have passed initial requirements
 - a. Recruiting "business builder" leaders
 - b. Providing appropriate incentives
 - c. Tailoring business cycles
 - d. Accepting innovative management processes
 - e. Monitoring progress differently – e.g. revenue growth and ...

Corporate culture?

Intrapreneuring in Action by Gifford Pinchot – 1985 & 1999 – ISBN 1576750612

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Successful Executives

Passionate curiosity

Self-Confidence

Team focus

Synthesis – to simplify

Courage to act

Corporate culture?

The Corner Office by Adam Bryant – 2011 – ISBN 978 0 8050 9306 3

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