# Healthcare Entrepreneurship -Intrapreneurship: Part B

# Intrapreneurs

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

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

## Keys to Success - change

- Reys to Success cnange

  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

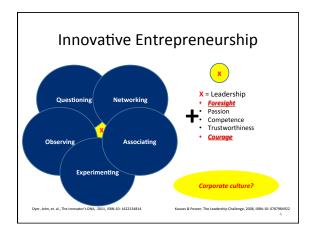
  c. Tailoring business cycles

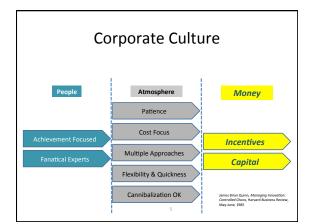
  d. Accepting innovative management processes

  e. Monitoring progress differently e.g. revenue growth and

# **Successful Executives** Passionate curiosity <u>hesis</u> – to simplify Courage to act

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# Summary Entrepreneurship & Intrapeneurship