



Innovation: Corporate Entrepreneurship

Beautifying Minds with Primal Ingenuity

Success Architecture USA



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Program Brief

In a context of intense competition, severe market disruption, and an increasingly changing competitive global business environment, innovation becomes indispensable. Successful Organizations recognize this imperative and place appropriate innovation systems to support and extend their capabilities. Organizations must develop and sustain holistic innovation programs to identify and generate high impact business opportunities and ideas, hence transforming them into purposeful innovations that create significant value in their ecosystem. This high competitiveness leads to a dilemma making innovation a key to survive; whilst repeatability, execution, and operational control focus inherent to organizations may signify a barrier to replicate entrepreneurial behavior through the entire business.

At a first glance, this innovative training program may be seemingly examining the elements and attributes of two oxymorons put to work together; namely a corporation and the entrepreneur. Since, for most, entrepreneurship signifies lone or special team innovators; who identify, pursue, and profit from market opportunities in the mist of uncertainty. While, on the other hand, organizations are collaborative work forces managed with set rules and certain processes to provide specific products and services. Corporate entrepreneurship requires aligning supportive architectures in the organization to encourage employees to both learn, and act entrepreneurially. Corporate entrepreneurship is a process whereby an individual or a group of individuals associated with a single existing organization, instigate renewal or innovation to parts within that organization. A more proper view of an entrepreneur is, then, someone who discovers and provides innovation for unmet needs by producing value for others in a community or for themselves.

In this training program we will examine Success Architecture's Creative Innovation Tools, Entrepreneurship, and Corporate Entrepreneurship. How can an organization accommodate its creative innovation force; i.e. its entrepreneurs?

1. Ideation is the first step in the innovative process. This process is best accomplished by the introduction of both individual and collaborative team building tools and strategies in the workplace. An understanding of the innovators mindset: the ambiguity, the uncertainty, the suspension of judgment, the living in the question, and the incubation strategy inherent to Success Architecture are necessary to learn and pursue innovative market strategies. Are there any personality types that fit the innovation curve? How to build teams of various individuals to achieve breakthrough thinking? How do we avoid building nonproductive and non creative teams?
2. We will also explore the earlier stages of the entrepreneurial venture process. We examine the nature of growth in entrepreneurial settings. In addition, we look at the emergence and existence of entrepreneurial opportunities, the formulation of ideas in relation to stakeholders unmet needs, and how these influence entrepreneurial phenomena. Finally, we focus on how business concepts underlie compelling entrepreneurial missions that provide guidance to the evolution of an ideas business model.
3. What is the nature of the innovative entrepreneurial organization? How can we apply entrepreneurial behavior and process to our organization to make innovation a part of its corporate culture? What are the challenges, techniques, burdens, and successes associated with initiating and implementing major changes within innovative entrepreneurial organizations? Participants will learn the difference between innovative cultures versus a managerial control process. How do we help our employees learn the proper innovators mindset; and instill the process that will support the turbulent nature of innovation? Provide a culture and an environment that fosters creativity, innovation, and corporate entrepreneurship.



Why is this Program Important

The long term survival of the business organization depends on how innovative it can be in this day and age. Right now, our most modern technologies can completely change the face of the traditional way of doing business. Products, services, processes, organizations, and entrepreneurship can be radically changed over the next few years. In the absence of properly integrating entrepreneurial employees, within a culture that embodies tools and management processes can endanger the existence an organization's competitive edge. The list of organizations that diminished out of existence, or suffer continuous erosion to their net worth of tangible and intangible equity is long. Even when the Organization's workforce becomes creative, people will not find the proper channels to put new good ideas to use. The generated frustration can hinder the production of new ideas and can demoralize staff members. This training program will show you three major building blocks that are essential for the entrepreneurial organization to succeed. The innovation tools in the Success Architecture framework, entrepreneurship, and the corporate frameworks that support their functions. You will learn how innovative organizations, worldwide, implement and quality control; evaluating new creative ideas and progress them to implementation while following a design thinking approach to innovation.



The purpose of this Training Program

The overall objective of this course is to enhance your understanding of three topics essential to pursue entrepreneurial behavior in a corporate setting. Understand the creative process, the entrepreneur, and how to diffuse innovation and teach employees to think like entrepreneurs while supporting them with proper processes.

Upon successful completion of this course, you will be able to:

- 🕒 **Instill a process to manage innovation in your organization to make your staff passing ideas a part of your culture.** Learn how to select and qualify ideas for implementation using a design thinking approach that will tame innovations turbulent nature.
- 🕒 **Initiate creativity more frequently, break out of stale mindsets more often, progress through the creative process more efficiently and systematically, generate more and better creative products, better persist in the face of rejection**
- 🕒 **Creative Collaboration:** Work effectively with other people to generate creative ideas. Understand how others might perceive and evaluate your ideas. Pitch creative ideas to your management for more likely acceptance. The importance of team dynamics, explain the importance of teams, team structures and innovation in a social networking context.
- 🕒 **Acquire awareness and influencing skills that provides a basis for developing networking skills in favor of creative processes that lead to innovation.** You will acquire competencies in understanding for facilitating the liberation of creative potential in individuals, and teams, e.g. work driven innovation as a process from idea to implementation.
- 🕒 **Understand the steps involved with assessing the feasibility of an entrepreneurial venture idea.** Examine a potential entrepreneurial opportunity and evaluate its viability. Employ a skill set for managing growth and error involving resources in entrepreneurial settings. Formulate a compelling entrepreneurial venture mission. Employ a design thinking philosophy for making risky decisions unique to entrepreneurial contexts.
- 🕒 **Develop an understanding of what is required in your organization to support a new venture.** Develop a plan to identify and approach your first customers. Begin to develop financial projections for the new venture. Develop a plan for raising corporate buy in for the new venture. Monitor the new venture's health and scalability.
- 🕒 **Develop an appreciation of the processes and challenges of innovation to apply them effectively.** Means of communicating to employees in order to create climates that foster creativity for organizational innovation.
- 🕒 **Recognize and describe three types of idea management systems, explain what an innovation strategy is and why it is important, describe what a product portfolio is, explain how innovation projects should be selected and managed.**

Program Training Topics

Topic One: Creativity is a broad issue, and it's not restricted to special people, or certain topics. Innovation can spark at all levels of the corporation. Myths about creativity; are they true? Is there a bias against creativity; both personally or in Organizations? Does creativity have a place everywhere? How do ideas, insights, enlightenments, creativity, and inventions fit together to form the innovation cycle.

Topic Two: The ability of the human mind to live with conflict, i.e. its ability to exploit existing technology, to discover, and research new uncertain ideas. Coexistence of conflicting ideas in the mind of leaders is an essential step to pursue innovative products; and lead organizations creatively through disruptions in the absence of predictability.

Topic Three: How does the brain and the mind work? Learn the Success Architecture data model for the mind and how it synchronizes its performance? Learn new prospective that define several ways to look at creativity and innovation. Are there other ways to defining them? Does being who you are have an effect on your creativity? What has to happen in order to initiate and create a catalyst for the creative mindset?

Topic Four: How can we, as an organization, encourage our staff to be creative, thus innovative and hence embrace the entrepreneurial culture? What are the characteristics of entrepreneurs? And how can we recruit, retain, encourage, and provide incentives for these desired characteristics in our employees? How do motivation, expertise, and training come into play? How can we use these efficiently and support them with processes in our organization?

Topic Five: It's a counter intuitive fact; but, in general, separate individuals come up with better ideas than teams; when they are ill formed. Building the creative team requires upholding certain parameters. How do we guarantee productivity in all the teams in our organization? Learn basic team forming strategies to connect minds, spark ideation, creativity, and innovation. Use case studies and team building exercises? Learn to use proper brain storming techniques.

Topic Six: How do team members block each others ideas? How can we guarantee the participation of all team members; rather than create teams with a dominating person and free riders? How do we

prevent team members from being lazy, or being timid to speak up with their most creative ideas?

Topic Seven: Conformity pressure; surrendering to the power of groups; blind obedience and the power of authority; clustering around common ideas, mistaken perceptions; focusing on common knowledge; and team over confidence in complacent groups are just a glimpse of why teams hinder creativity. So, why organizational cultures insist that teams are creative? What are the real benefits of teams, and how can we make our teams creative?

Topic Eight: Learn to build your corporate inventory of Innovation tools based on Success Architecture primal creativity concepts. Use your whole brain thinking, and design thinking to uncover innovative unmet consumer needs. Create a structure for innovating in a social context; that will always work for your organization. Organizations culture that values failure as much as success; was instrumental in the invention of the "Post It Notes" at 3M.

Topic Nine: Product innovation and creativity is a journey; how can we teach and encourage our employees to persist. What are our organizations failure tolerance levels? Product iteration is a very important entrepreneurial concept. Where in our organization do we allow for such concepts to exist? Persisting when rejected, maintaining self confidence, and continue innovate new acceptable solutions has been most important for creative geniuses through out history. When does our organization allow our employees to fail, persist, explore alternatives, and iterate; where we do not.

Topic Ten: The difficulty of idea evaluation comes from our focus on the present and the impossibility to envision the future. Some of the best ideas that changed the world today were initially rejected. On the other hand, some of the worst ideas were selected only to have disastrous results. What criteria should our organization use in idea selection; how do we ensure to a certain extent the validity of our selections. Can our process prevent missing real opportunities; prevent false selections; and choose more hits.

Topic Eleven: How can we as a team or as individuals convince management to adopt our creative innovative solutions? How can we pitch our ideas to management to make them memorable, exciting,



selectable, and most of all, prospective changing? How can you make other people see what you see in your innovative idea? Learn how to pitch your story about your idea in order to spread a shared compelling common vision among your audience.

Topic Twelve: What are the differences between Entrepreneurial and Management activities? Learn the Success Architecture control mechanisms applied to entrepreneurial business module. How do you use a controlled error miniaturization function to advance and grow your business venture? Learn the entrepreneurial growth process beginning with creative innovation, into initial configurability of your proof of concept, and moving on to deciding the practicality of your project.

Topic Thirteen: Learn the 7 stage framework approach to entrepreneurial venture implementation process:

- I. Recognizing a Market inefficiency or a social problems,
- II. Creating Opportunity with a new mindset,
- III. Creativity and Ideation,
- IV. Developing you Business Concept,
- V. Initial Strategy Formulation,
- VI. Business Modeling,
- VII. Planning and Implementation.

Topic Fourteen: The nature of the entrepreneurial opportunity. Are opportunities only outside yourself or are they a result of your prospective? Case studies of how some opportunities presented themselves to entrepreneurs; and how their ideas changed the world? What are the types, personality, and nature of the ideation phase? How is a well perceived ideas part of your experience?

Topic Fifteen: What are the characteristics of entrepreneurial ideas? Inventions are typically a well known character for innovation. They are by far the most difficult and lucrative for the entrepreneur. Are they easy to produce? What other types of tools, methods, characters, and strategies innovators can add to their arsenal of unique idea generation?

Topic Sixteen: Learn how to put your idea into your Organizations context? How to build a feasibility case around your innovation? What are the cornerstones

of a feasibility study? Discover the reference frames of a feasibility study; and how to apply these from a pure organizational entrepreneurial prospective? Learn how to craft a statement of mission to describe your innovative venture and its growth potential? Learn how to lay the foundation of your business model and your strategic plan for your unique idea?

Topic Seventeen: Learn the personal development of the entrepreneurial journey. What are the successful factors that need to be found in the character of the entrepreneur? What skill sets do we need to learn in order to launch successful ventures? Learn the four quadrants for the individual experience of the entrepreneur's journey. What are the traits, and skill sets that you need at each stage of your process to transition to a seasoned innovative entrepreneur?

Topic Eighteen: Innovation as a management process, Innovation idea management. Learn three types of innovation idea management processes. What are the characteristics of each model? What are the challenges in organizational idea management with examples from leading organizations? Solution and how to improve your organization's idea management process?

Topic Nineteen: How to take a portfolio Management approach for implementing aggressively to balance the inherent risks of the unknown with the targeted rewards of success, risking, and calculated failing in order to ultimately succeed. What ideas should we select and implement? A look at how Venture Capital firms manage innovative startups and what can we learn, as an organization, from their approach.

Topic Twenty: What is the difference between managing a repeatable process and Innovation Development of products, services, and business processes? How can we as an organization apply Success Architecture's control to a stage gate model to produce manageable data fast, and minimize innovation failure risk?

Topic Twenty One: Case Studies: Managing a process of this scope and complexity is of course a challenge. The knowledge that some do it very well, and that it's possible to be an innovative organization should be a powerful source of motivation to develop and apply your own master plan.

Graduation Certification

- Life time access and membership to the Success Architecture web site
- This program is an elective to obtain Master Certification in “Creative Success Architecture”, you need 3 electives in addition to the essential program.
- A Certificate for this training program:” Entrepreneur in Success Architecture”, from Success Architecture Corporation, USA.

Training Program Period

This training program is conducted in fully equipped class rooms in proper venues. The training material, exercises, discussions, case studies, educational films, and supporting ideas are presented within 5 hours for 5 day. Breaks within this period will be taken for resting, praying, and food.



