Circle of Young Intrapreneurs

Recommended Reading for New Members

**Articles:**

1. [The Complete Guide to Social Intrapreneurship](https://blog.movingworlds.org/the-complete-guide-to-social-intrapreneurship-updated-for-2016/)  by Mark Horoszowski, cofounder-CEO of MovingWorlds.org and adjunct professor at University of Washington, Tacoma, which includes a reading list of additional materials, many of which are included below
2. [Skoll’s Field Guide to Social Intrapreneurship](http://www.echoinggreen.org/sites/default/files/The_Social_Intrapreneurs.pdf" \t "_blank) at echoinggreen.org
3. [The Social Side of Ben & Jerry’s: What it Really Means to Make Ice Cream in the Nicest Possible Way](https://www.tbd.community/en/a/social-side-ben-and-jerrys); Naomi Ryland, January, 2017
4. [What is Intrapreneurship?](https://www.techchange.org/2013/09/30/what-is-intrapreneurship/) By Joe Agoada (COYI lead), September, 2013
5. [The Business Case for Social Intrapreneurship](https://www.oneyoungworld.com/blog/business-case-social-intrapreneurship), by Tim Heard (COYI Founder), April 2017
6. [Social Intrapreneurs: An Extra Force for Sustainability](https://www.som.cranfield.ac.uk/som/dinamic-content/media/social%20intrapreneurs%20occasional%20paper.pdf), a report by David Grayson, Melody McLaren and Heiko Spitzeck
7. The International Society of Sustainability Professional’s [articles on Becoming a Social Intrapreneur](https://www.sustainabilityprofessionals.org/resources/how-become-social-intrapreneur-full-seven-articles" \t "_blank)
8. [Social Intrapreneur’s DNA Report](http://www.corporate-entrepreneurs.com/social-intrapreneur-research-report/" \t "_blank) by Corporate Entrepreneurs LLC, 2014

**Books:**

1. [Social Intrapreneurism and All That Jazz: How Business Innovators are Helping to Build a More Sustainable World](https://www.amazon.com/Social-Intrapreneurism-All-That-Jazz/dp/1783530510/ref=as_li_ss_tl?ie=UTF8&qid=1451772983&sr=8-1&keywords=social+intrapreneurism+and+all+that+jazz&linkCode=sl1&tag=moving05f-20&linkId=c34f9ce273fa98ea7f16397318627441), by David Grayson
2. [Changing Your Company from the Inside Out - A Guide for Social Intrapreneurs](http://amzn.to/1JQjdZC), by Gerald David and Christopher White
3. [Changing Your Business from the Inside Out - A Tree Hugger’s Guide to Working in Business](http://amzn.to/1JQjk7v), by Tim Mohlin
4. [Switch: How to Change Things When Change is Hard](http://amzn.to/1VxxPDW" \t "_blank) by Chip and Dan Heath
5. [The Misfit Economy](http://amzn.to/1VxBH88" \t "_blank) by Alexa Clay and Kyra Maya Phillips
6. [The Power of Unreasonable People](http://amzn.to/1Vxz71Y" \t "_blank) by John Elkington and Pamela Hartigan

**Other:**

1. Follow COYI and other social intrapreneurs on Twitter, Instagram and Facebook
2. Take an elective course at the [University of Michigan](https://michiganross.umich.edu/courses/social-intrapreneurship-leading-social-innovation-organizations-8406) in Social Intrapreneurship
3. Take +Acumen’s courses on [Lean Startup Principles for Social Impact](http://plusacumen.org/courses/lean-for-social-impact/" \t "_blank) and [Social Entrepreneurship 101](http://plusacumen.org/courses/socent101/" \t "_blank)
4. YouTube documentary about [Vodafone and Safaricom](https://youtu.be/zQo4VoLyHe0" \t "_blank)  launching a mobile money transfer system in Kenya (You can also read a good case study of it [here](http://growinginclusivemarkets.org/media/cases/Kenya_MPESA_2008.pdf" \t "_blank)).
5. Skoll Video Archives “[Social Intrapreneurs – Driving Change from Within](https://archive.skoll.org/session/skoll-world-forum-2013/driving-change-from-within-the-social-intrapreneur/)” from 2013
6. YouTube David Grayson and Heiko Spitzeck “[The Anatomy of an Intrapreneur](https://www.youtube.com/watch?v=xb0skCBsbSo)”