

CIRCLE OF INTRAPRENEURS PROJECT LIFECYCLE

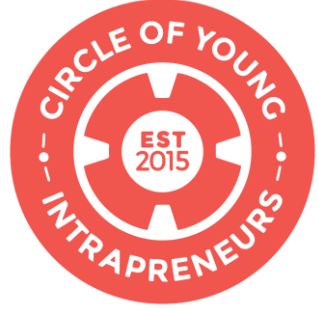
PLAYBOOK

social intrapreneur

[NOUN] : SOH-SHUH-LIN-TRUH-PRUH-NUR

A PASSIONATE INDIVIDUAL, WHO THINKS AND ACTS LIKE A ENTREPRENEUR,
WORKING INSIDE A MAJOR CORPORATION OR ORGANISATION,
WHO DEVELOPS AND DELIVERS INNOVATIVE, PROFITABLE AND SUSTAINABLE
SOLUTIONS TO SOCIAL OR ENVIRONMENTAL CHALLENGES

**SOCIAL INTRAPRENEURSHIP IS THE
GREATEST OPPORTUNITY FOR BUSINESS
TODAY TO SOLVE SOCIAL PROBLEMS**



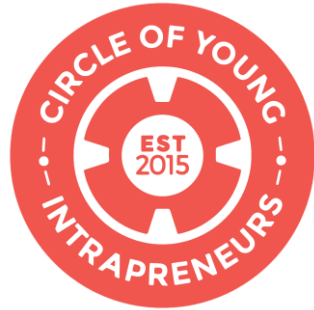
WELCOME

Welcome to the Circle of Intrapreneurs Playbook.

This is designed to present a common framework through which the Circle will use best practices and deploy a consistent approach to how social intrapreneurship projects are developed and delivered.

This Playbook will provide all members the tools and guidance to be able to self-identify where they are on the Lifecycle, and be met with stage-appropriate advice and tips from live case studies.

Through implementing this lifecycle, we hope to be able to refine it over time; to make it more bespoke to particular use cases, and to generate an additional pipeline of social intrapreneurship ideas.



WHY THE CIRCLE?

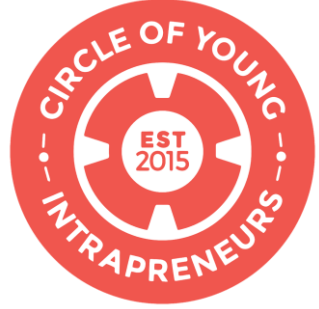
- Scale-Creation:** World's largest network of social intrapreneurs with >5000 members and connections to 100,000's more individuals through our strategic partners
- Insight-Led:** Our mission is to inspire members to create new profitable-do-good initiatives
- Impact-Focused:** We aim to provide our members with the support and tools necessary to deliver their initiatives
- Purpose-Driven:** Created and run by social intrapreneurs for social intrapreneurs
- Inclusive:** All events and membership are free

We are more than just a network, we are a global movement



The Circle of Intrapreneurs goes beyond the existing parts of the social intrapreneurship ecosystem:

- A focus on delivery of social intrapreneurship projects, as well as community advocacy
- Builds on high quality thought leadership, advancing the global dialogue around social intrapreneurship
- Develops projects within some of the world's largest corporates, using feedback from live case studies to continually support members
- Provides members with access to a suite of tools and resources, appropriate to their social intrapreneurship journey



OBJECTIVES

- 1. Develop a Project Lifecycle to bring to life ideas through to delivery
- 1. Clarify the Governance questions to be asked at each stage
- 1. Support with tools and resources to accelerate progress and quality
- 1. Identify the relevant stakeholder touchpoints at each stage
- 1. Outline the cascade of the Project Lifecycle to the Circle community



OUR MEMBERSHIP PROPOSITION

The key behaviours we stand for as an organisation

Characteristics of a COI Member

Passion. We are a community of changemakers who believe in the mission and importance of social intrapreneurship. We are the Circle's biggest advocates and this passion fuels our work every day.

Knowledge. We all have a basic understanding of social intrapreneurship, why it's important, and how to get involved. We are willing to share this insight with a variety of audiences and people.

Collaboration. We are team-oriented and always willing to share knowledge and insights with each other. We go above and beyond to lend a hand to others where we can. We are open, honest and friendly.

Grit. We focus on the big issues and don't give up, even when the going is hard or we're experiencing something new. We are determined to persevere. If one approach doesn't work, we adapt it and seek to try something else.

Celebration. We want our fellow members to thrive. We constantly seek to empower others, celebrate their successes, and share their stories to motivate others.

Ownership. We're all building this movement on the side of our daily lives and have plenty of other things to do. But we remain accountable to delivering what we say we'll deliver. We follow through and we focus on results. And if we can't, we communicate it as soon as possible. Each of us is responsible for the success of the Circle. We're professionals and act accordingly.

Dynamism. We strive to think outside of the box, to push the envelope, and to come up with new ways of doing things. We aren't afraid to pivot, rethink things and respond to new situations with flexibility.

Our Value Proposition to You

When you join the Circle, you have a chance to work with brilliant, passionate people to help business be a force for good through empowering and equipping social intrapreneurs. This is a chance to make a real impact.

We will give you the chance to gain and share technical experience in (social) intrapreneurship. This knowledge could further your career in a number of ways.

Working on the Circle team allows you to build your network of changemakers around the world. These connections can span far beyond your work with the Circle.

This is a chance to step outside of your comfort zone and try something new. We'll do our best to help you build new skills or gain new experiences that you might not get in a more traditional "day job." (This could range from leadership experience to pitching to building a network to growing our organization, and far beyond.) And we have a great support system to help you find your way.

Just as we celebrate our intrapreneurs and members, we want to celebrate you. We'll give you a platform to share your own story and build your own brand as an intrapreneurial thought leader. And just because this isn't your "day job" doesn't mean it's not work. We are committed to providing a reference for your next career move.

The sky is the limit in terms of the impact you can make on the Circle. If you bring a new idea to the table, you have the space to deliver it. And leadership positions abound for those who show they mean business. You can truly own your Circle experience.



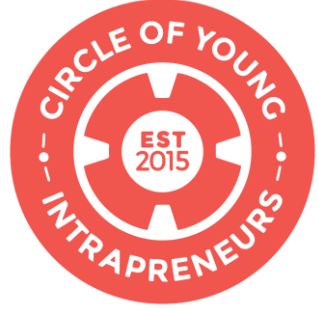
SELF-IDENTIFICATION AS A MEMBER

Type	Who you are	How we identify you	What we offer you	What we can learn from you
Interested Pre-Member (Member Level 0)	You like what you have learned about socint or COI and is interested in learning more	You have signed up to our mailing list or have signed up for an event	<ul style="list-style-type: none">Global content and opportunities to engage (e.g. newsletter sharing what we're doing)	<ul style="list-style-type: none">Understanding why you signed up to the Circle, and what brought you to us in the first place
Member (Member Level 1)	You are actively consuming information about socint or COI and participating in the conversation	You have attended at least one event or have engaged with the Circle in some way (e.g. reaching out to Chapter Leads, commenting on social media, etc.)	<ul style="list-style-type: none">Everything given to Member 0Specific local attention (e.g. early-bird tickets to events, opportunities to attend specific member-only events, etc.)	<ul style="list-style-type: none">How you have spread the word and awareness about socint and the CircleHelp create and drive the conversation within your corporate / communityPotentially, help you into becoming Pre-Intrapreneurs
Pre-Intrapreneur (Member Level 2)	You are a member who has a potential idea for a socint project	You have attended an event and shared an idea at an early stage. You are considering launching a project within their company	<ul style="list-style-type: none">Everything given to Members 0, 1Circle toolkit materials – any specific accessAs per project lifecycle model, Chapter Lead and Central coaching and guidance	<ul style="list-style-type: none">Early-stage feedback on project developmentHow you have used the tools provided by the Circle and share feedbackHelp you to convert into Intrapreneurs
Intrapreneur (Member Level 3)	You are member in the midst of delivering a socint project or someone who has already delivered one	You have attended an event and shared insight into your project or experience	<ul style="list-style-type: none">Everything given to Members 0, 1, 2Platform to share their stories (e.g. publications, podcasts, speaking gigs, etc.)	<ul style="list-style-type: none">How you have used the tools provided by the Circle and share feedbackShared case studies, insights from what you have done back with the Circle
Experienced Intrapreneur (Member Level 4)	You have successfully launched an intrapreneurship project to scale	You are known to our network, or represent a tangible case study	<ul style="list-style-type: none">Everything given to Members 0 - 3Speaking opportunities, and access to early stage intrapreneurs	<ul style="list-style-type: none">Your mentorship and support to Member Levels 1-3Your own case study of launching



OUR VISION FOR MEMBERS

What we do	What does this look like?	Channels	Who has access
Curate and share knowledge	<ul style="list-style-type: none"><i>We develop our own content and curate other pieces of content to further knowledge and understanding, e.g.:</i>Content related to what socint is, what it looks like, why it is important, who is doing itReports on intrapreneurshipCircle Reading ListHigh-level tips and tricks for (1) intrapreneurs, (2) leaders within organizations who may support them	<ul style="list-style-type: none">Social Intrapreneurship Knowledge Center housed on websiteComms channelsNewsletter	<ul style="list-style-type: none">Free and accessible to all who follow our channelsPre-Members, Members, Pre-Intrapreneurs, Intrapreneurs
Create a network	<ul style="list-style-type: none">Chapter model and events in local citiesEvents are ways to educate about intrapreneurship, share our COYI tools and guidance for budding social intrapreneurs, and promote networking and community-building	<ul style="list-style-type: none">Events (local Chapters)	<ul style="list-style-type: none">MembersPre-IntrapreneursIntrapreneurs
Develop tools and guidance	<ul style="list-style-type: none">Toolkits around ideation through delivery of projectE.g. templates and guidelines for ideation, business model, value proposition, persona, interviews, pitch decks, communication; other tips and tricks	<ul style="list-style-type: none">Events (training on these toolkits)Dropbox or channel where specific access is required	<ul style="list-style-type: none">MembersPre-IntrapreneursIntrapreneurs
Provide tailored mentoring and coaching	<ul style="list-style-type: none">As per project lifecycle, promising projects can be given specific mentorship and coaching through the lifecycleMatching with a mentor, calls and guidance, etc.	<ul style="list-style-type: none">Individual discussions	<ul style="list-style-type: none">Pre-IntrapreneursIntrapreneurs~6-10 per year



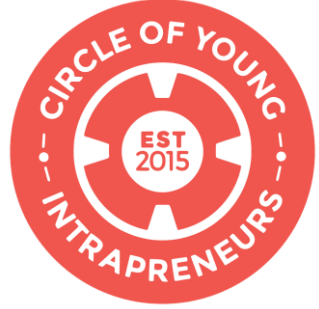
HOW IT WILL WORK

Once signing up on our website, please:

- Self-identify your Member maturity level, from 0-4, after reading this document
- Self-identify which stage of the project lifecycle best applies to your situation

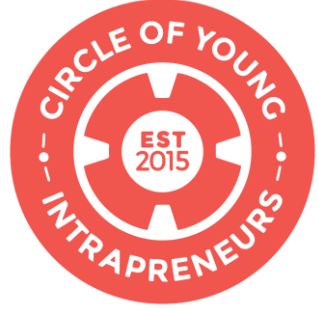
We can then tailor a more personalised support package of tools and resources to you, that is stage-appropriate to your social intrapreneurship journey!

We are keen to support your progression through the lifecycle, based on our dedicated support outlined in this Playbook. This is very much an evolving document, and we are keen to hear from your experiences what additional tools and support you require.



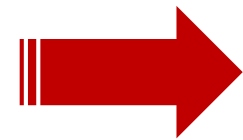
KEY PRINCIPLES

- We are creating a consistent process to best support the ideation and delivery of social intrapreneurship projects
- The process will be localised to each chapter, but ultimately able to be visibly aggregated to a portfolio impact, with accountability for delivery
- We will only scale and deepen our support for ideas that have the largest opportunity for doing well *and* doing good
- The value we create will be for the benefit of the customers and organisations the projects serve, as well as for wider society
- By creating the Project Lifecycle, we will be better able to identify where, how and to what extent we deliver value as the Circle of Intrapreneurs

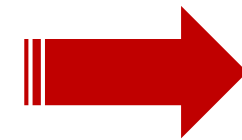


“5C” CIRCLE PROJECT LIFECYCLE

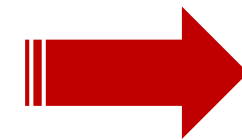
Convert



Create



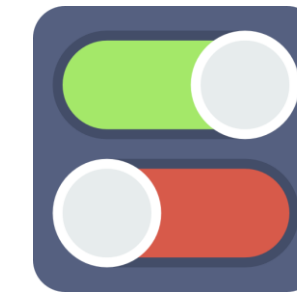
Construct



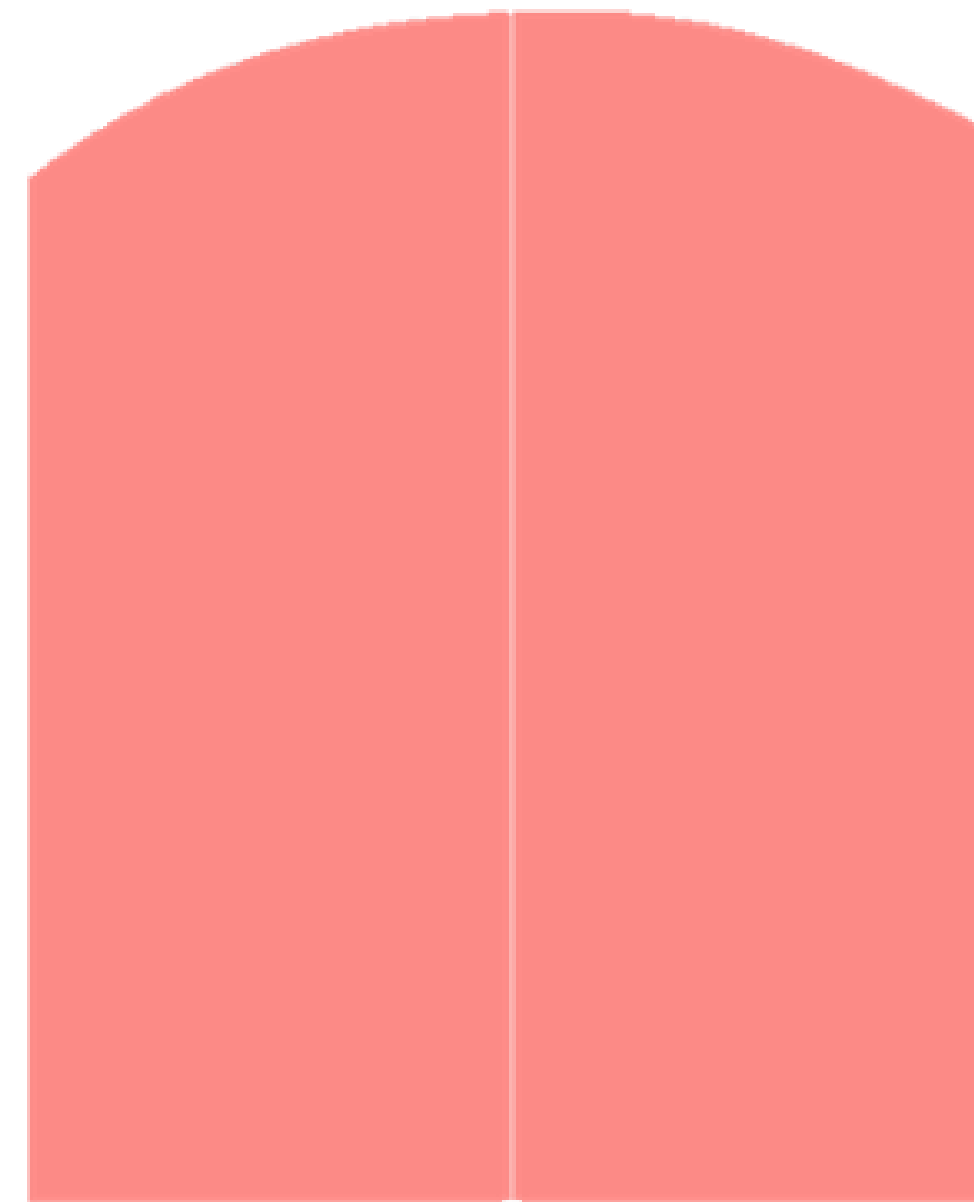
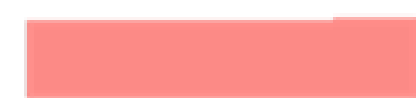
Commit



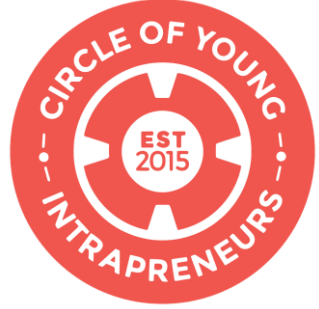
Control



- The Project Lifecycle supports members to self-identify their stage of project development and has been created by crowd sourcing best practice from over 400 organisations
- Circle HQ provides stage-appropriate tools and support
- New projects incepted are advised to follow this process
- Circle HQ will scale and support the projects with the greatest impact potential



Time, Energy & Resources →



Tips, Tools & Resources
available at circleofyi.com

DEVELOPMENT ACTIVITIES

▲ Approval Gate

Convert

∞



Understand the principles of social intrapreneurship and identify a project idea

Create

1 month



Confirm the problem being solved, build your team, and create a high level solution

Construct

1 month



Further develop the idea, test the need with your customers, build social capital, create a business case and a pitch deck to pitch for funding

Commit

6 – 12 months



Deliver your MVP, launch a pilot and refine the product based on feedback

Control

∞



Complete your pilot phase, scale the product, document your key learns and write up your case study to inspire others!

Support

Circle HQ

- Provide tools and support to chapter leads and members
- Leverage Brain's Trust thought leadership

- Provide lessons learnt globally and advise project inception and testing best practices

- Pitch deck template
- Pitch coaching training delivered to Leads
- Identify member skills suitable for project collaboration

- Provide strategic support and mentoring for projects
- Our how to deliver purpose-driven projects methodology

- Understand and report on the aggregate impact of projects
- Identify project hotspots, accelerate support where needed
- Refine delivery methodology

Chapter Leads

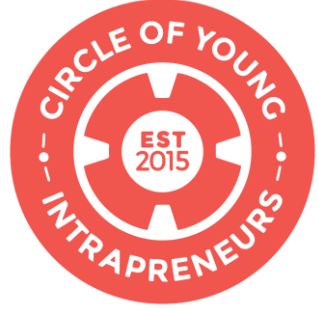
- Run inspiration events
- Support localisation of ideas
- Surface ideas to Circle HQ

- Run ideation events
- Identify gaps in toolkit and provide feedback

- Develop capacity locally to deliver projects within member community
- Mentor projects through to creation

- Generate local ecosystem of corporate support and contacts
- Mentor projects through to creation

- Refer successful projects to Circle HQ
- Reinforce marketing with successful case studies



Tips, Tools & Resources
available at circleofyi.com

GOVERNANCE QUESTIONS

 Approval Gate

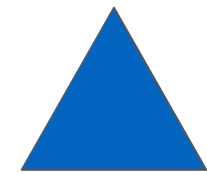
Convert

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Create

1 month



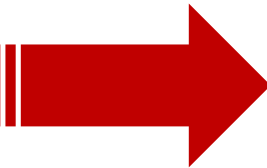
Construct

1 month



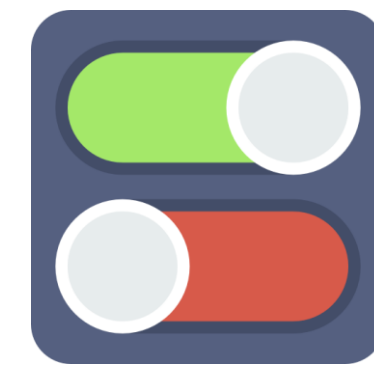
Commit

6 – 12
months



Control

∞



Do you understand
what it means to be a
Social Intrapreneur?

Have you identified a
project that can deliver
benefits three ways?

Do you know what
problem you are trying
to solve?

Do you have the right
team in place and an
Intrapreneurship plan
for your first steps?

Have you tested there
is an actual need for a
solution to the
problem?

Do you have a viable,
well-researched
business case and a
clear pitch?

Have you developed a
critical mass of
traction in your
organisation?

Are you clear on what
resources you will
need to deliver?

How are you
monitoring the impact
of your project?

Do you have a way of
identifying how best to
prioritise your
resources?

Support

Circle HQ

- Oversee project pipeline at a portfolio view

- Oversee project pipeline at a portfolio view

- Decide project advancement based on consistent criteria / rubric

- Allocate resources as required and activate partner support modules as appropriate

- Communicate project outcomes and document key learnings

Chapter Leads

- Oversee project pipeline within chapter
- Scout new project leads

- Decide project advancement based on consistent criteria / rubric

- Pitch projects to Circle HQ for approval / support

- Oversee project delivery as main point of contact

- Monitor project outcomes



CASE STUDIES & MENTORING

SO NOW YOU KNOW A BIT MORE ABOUT...



WHO THE CIRCLE OF YOUNG INTRAPRENEURS ARE AND
WHAT THE IDEA OF SOCIAL INTRAPRENEURSHIP IS ALL ABOUT

... LET'S EXPLORE A FEW EXAMPLES OF THE THEORY IN PRACTICE

{.001}



COMPANY: VODAFONE

SOCIAL INTRAPRENEURS: NICK HUGHES / SUSIE LEONIE

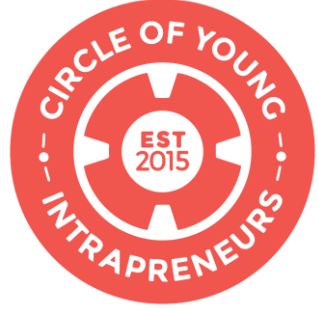
THE CONCEPT: AN ELECTRONIC MONEY TRANSFER AND PAYMENT PRODUCT AIMED AT MAKING FINANCIAL TRANSACTIONS FASTER, CHEAPER AND MORE SECURE, IN AREAS OF THE WORLD WHERE TRADITIONAL BANKING SERVICES EITHER AREN'T AVAILABLE OR FULLY UTILISED.

CUSTOMER NEED: CHEAPER, TRACEABLE WAY TO 'SEND MONEY HOME'

SOCIAL IMPACT: FINANCIAL INCLUSION - BANKING SERVICES TO THE UN-BANKED; SECURITY - MONEY TRANSFER ENCRYPTED AND PIN LOCKED.

BUSINESS BENEFIT: UNLOCK BOTTOM OF THE PYRAMID MARKET, REDUCED CUSTOMER CHURN.

- We have built relationships a number of social intrapreneurs and their projects as live case studies for our members to reference, with more on our website
- We plan to support prospective and active intrapreneurs with mentoring and partner support modules (see later) with specific corporate partners e.g. Barclays, Baringa, HSF Legal
- As we build additional pipeline into the project lifecycle, we intend to use the feedback and learnings from live projects to better understand and predict pathways for aspiring intrapreneurs



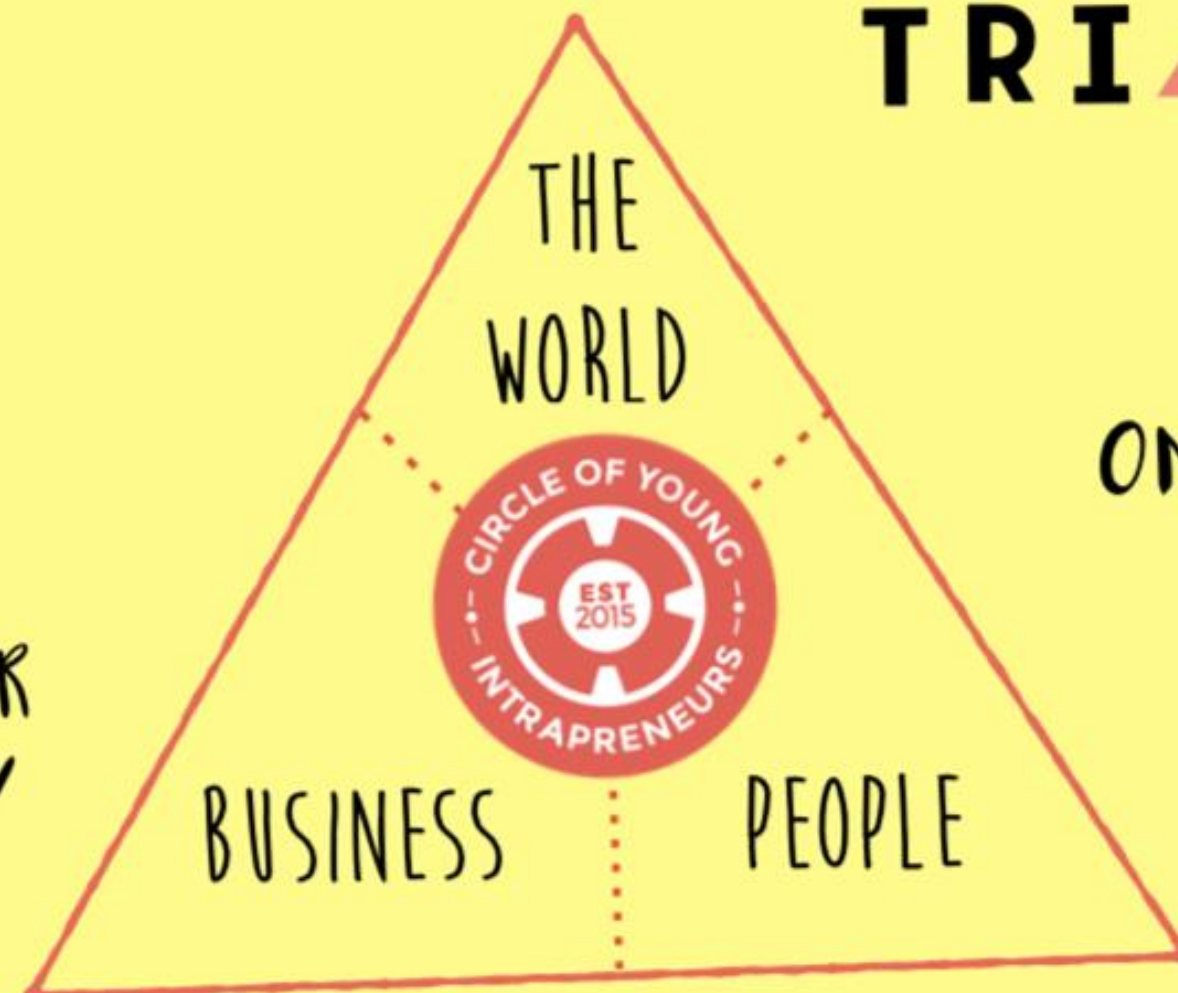
FRAMEWORKS



IN THESE EXAMPLES THERE IS A DIRECT BUSINESS CASE FOR THE COMPANY, AN OBVIOUS BENEFIT TO SOCIETY, AND A CLEAR VALUE PROPOSITION FOR THE PRODUCT USER - HITTING THESE THREE GROUPS IS THE TICKET TO SUCCESS FOR BUILDING A GREAT 'PROFITABLY DO GOOD' PRODUCT - AND WE CALL IT...

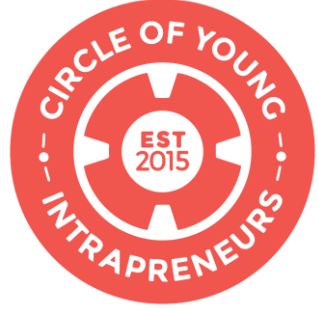
THE SOCIAL INTRAPRENEURSHIP TRIANGLE

WHERE THE
COMMERCIAL
BUSINESS CASE,
THE VALUE
PROPOSITION FOR
THE CUSTOMER/
CLIENT/USER...



...AND THE
POSITIVE IMPACT
ON THE WORLD ARE
ALL SIGNIFICANT,
SOUND
AND EQUALLY
IMPORTANT

- We work on the basis of the Social Intrapreneurship Triangle; where benefits are delivered three ways: to the company, users / customers and to wider society at large
- As we develop additional proofpoints of what it takes to deliver social intrapreneurship successfully, and at scale, we will add Circle-conceived frameworks to better support systemic social intrapreneurship
- The intention of our efforts is to further double-down on the tips, tools and techniques to deliver sustainable social intrapreneurship



Tips, Tools & Resources
available at circleofyi.com

WELCOME TO CONVERT

Convert



**YOU
ARE
HERE**

- Welcome to the Convert stage of the Project Lifecycle
- At this stage, you have understood the principles of social intrapreneurship and are thinking of creating a project idea within your corporate
- You may have attended an initiation or ideation event in your local chapter, read about us online, or come directly through the website: either way, we want to capture your idea and see how we can help!
- Have a read of our Social Intrapreneurship report

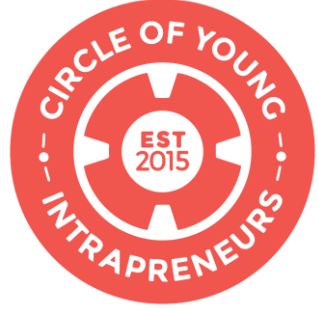
Key Questions

- Do you understand what it means to be a Social Intrapreneur?
- Have you identified a project that can deliver benefits three ways?

Tools & Support available on our website

- Submit your project idea via our website
- Social Intrapreneurship Report
- Intro to Intrapreneurship
- SocInt Definition
- Intrapreneur Pain Points
- 100 Day Programme

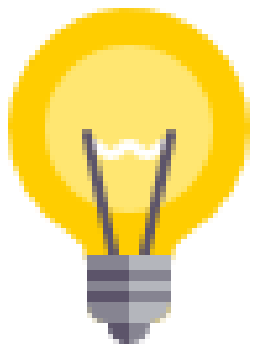
More to come! Coming soon at circleofyi.com



Tips, Tools & Resources
available at circleofyi.com

WELCOME TO CREATE

Create



**YOU
ARE
HERE**

- Welcome to the Create stage of the Project Lifecycle
- At this stage, you are ready and confident enough to conceive your social intrapreneurship idea
- You understand the customer problem you are trying to solve, and understand the relative benefits to each stakeholder
- Moreover, you have initially tested that there is a market for this problem, and thought about what a potential solution would look like
- You have started to discuss the idea with other collaborators

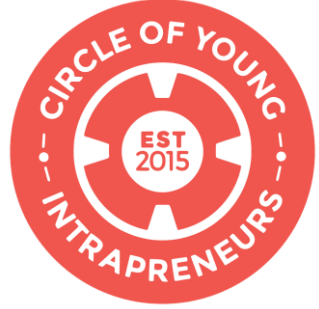
Key Questions

- Do you know what problem you are trying to solve?
- Have you tested there is an actual need for a solution to the problem?

Tools & Support available on our website

- [Business Case for Social Intrapreneurship](#)
- SocInt Triangle
- Email Elevator Pitching
- Product Definition

More to come! Coming soon at circleofyi.com



Tips, Tools & Resources
available at circleofyi.com

WELCOME TO CONSTRUCT

Construct



**YOU
ARE
HERE**

- Welcome to the Construct stage of the Project Lifecycle
- At this stage, you have run experiments to test the project idea both inside and outside of your organisation
- Your local Chapter lead and Circle peers are enthusiastic about your idea and understand its potential impact
- You have built some initial traction within your corporate at a budget holder level and are ready to build a business case and pitch for funding

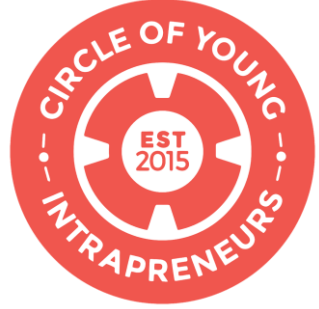
Key Questions

- Can you profitably deliver the solution?
- Have you developed a critical mass of traction in your organisation?

Tools & Support available on our website

- RoundUp Original Pitch
- RoundUp Summary
- SocInt Triangle

More to come! Coming soon at circleofyi.com



Tips, Tools & Resources
available at circleofyi.com

WELCOME TO COMMIT

Commit



**YOU
ARE
HERE**

- Welcome to the Commit stage of the Project Lifecycle
- At this stage, you have completed your business case and have advanced funding conversations with the decision makers in your company around a pilot / MVP
- You are ready to receive sign-off for your project, facilitated and aided by the Circle, our Mentoring programme, Intrapreneur network and / or Partner Support modules
- You are clear on how you will deploy the resources and the constraints on funding received

Key Questions

- Do you have access to the decision-makers in your organisation?
- Are you clear on what resources you will need to deliver?

Tools & Support available on our website

- Circle Email Templates for Approaching Leadership
- Tips for Navigating the Corporate Immune System
- Pitch Outcomes
- Partner Support Modules (PSM) - *coming soon see slide 21&22 for an example!*

More to come! Coming soon at circleofyi.com



Tips, Tools & Resources
available at circleofyi.com

WELCOME TO CONTROL

Control



**YOU
ARE
HERE**

- Welcome to the Control stage of the Project Lifecycle
- At this stage, you have run your MVP, monitored feedback and outcomes, and are ready to scale or kill the project
- If the project is not viable, learnings are shared between the company, you and the Circle
- If the project moves to scale, you are clear on how best to continue to deploy resources, monitor successes and impact
- You understand the specific levers that the Circle can help you to pull

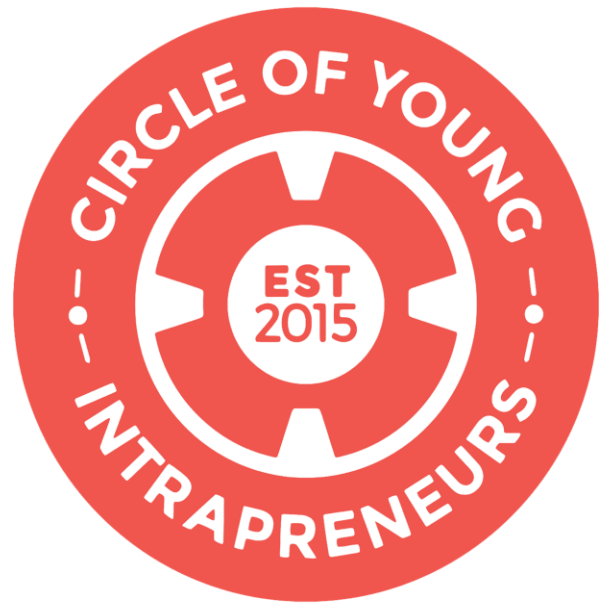
Key Questions

- How are you monitoring the impact of your project?
- Do you have a way of identifying how best to prioritise your resources?

Tools & Support available on our website

- RoundUp Pilot review
- Additional Case Studies

More to come! Coming soon at circleofyi.com



EXAMPLE PARTNER SUPPORT MODULE

SPARTA GLOBAL OPTION



WELCOME TO THE SPARTA GLOBAL MODULE

1. What is Sparta Global?

Here at Sparta, we run a training academy for bright and driven individuals who are looking to work in the tech industry. Our graduates undertake intensive training in order to prepare them for work as DevOps engineers, Web Developers, Automation Testers, Manual Software Testers and Business Analysts. As part of their training, all Spartans complete Training Client Projects - real life projects for a real client.

2. Intended Outcomes

Sparta Global is offering to provide free Software Testing, Automated Testing, Web Development, DevOps and Business Analysis work to promising startups and tech businesses.

Sparta's involvement will be prioritised by a number of factors with learning goals and social impact at the heart of any project. The availability and access to a long-term future relationship post-support may also influence priority.

3. What You'll Could Be Supported With

1. **BUSINESS ANALYSIS:** Understanding the competitive market, factor and risk analysis, options available and avenues to creating said business
2. **INITIAL TECH BUILD:** Web application preferable, mobile application available case-by-case, with support to build out a working prototype for use
3. **TESTING:** For more mature start-ups that require beta, software and/or automated testing and assessing scalability/durability of a current product

4. Expected Requirements & Cost

In order for the partnership to go smoothly, there are a few requirements we have of you too:

Be able to fit around our course schedule

Our courses have a structured curriculum and are timed to last 7 or 12 weeks. In order to give you the best possible product, our students would work on your product within a pre-planned, fixed timeframe that we'd agree in advance. We can discuss available dates with you once we know more about the type of work you need.

Availability as the product owner

For the duration of the project, we expect you to be readily available as a point of contact to discuss project requirements. This will allow our students to deliver a product that is to your specifications. We will also ask you to make at least one in-person visit to the team (based in Richmond) to see the final presentation of the project.

Flexible scope

As the timeframe for projects is limited, the project work they undertake for you would be scoped by our training team with your input and permission in order for us to ensure the trainees will be able to meet their learning objectives.

Design work

With greenfield projects, you will need to provide an adequate set of designs/requirements.

COST: £FREE

For more info get in touch with Lexie Papaspyrou lexiepaps@spartaglobal.com