

Global Learning for Operational Leaders

DIGITAL INNOVATION AND TRANSFORMATION | DIT-076

Corporate Innovation and Intrapreneurship

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Course content

Why Attend

Established organisations have resources, customers and brands that startups envy, yet they often struggle to innovate. Bureaucracy, risk aversion and short-term targets can stifle new ideas before they have a chance to prove their value.

Corporate innovation and intrapreneurship programmes create the conditions for employees to act like entrepreneurs inside the organisation, developing new products, services and business models while using the strengths of the parent company.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in Corporate Innovation and Intrapreneurship.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Innovation managers and directors

• Strategy and business development leaders

• Product and service development managers

• Employees leading new ideas or ventures



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Course outline

Detailed course outline

Day-by-day outline for Corporate Innovation and Intrapreneurship.

Day 1 - The Corporate Innovation Challenge

• 09:00-09:30 | Why Large Organisations Struggle to Innovate: The innovator's dilemma and organisational antibodies

• 09:30-10:00 | Types of Innovation: Core, adjacent and transformational

• 10:00-10:30 | Innovation Ambition Matrix: Balancing the innovation portfolio

• 10:30-11:00 | Corporate Innovation Models: Labs, accelerators, venture building and corporate venture capital

• 11:00-11:30 | Coffee break

• 11:30-12:00 | Corporate Innovation Models: Labs, accelerators, venture building and corporate venture capital (continued)

• 12:00-12:30 | The Intrapreneur: Mindset, skills and motivations

• 12:30-13:30 | Case Studies: Successful intrapreneurship programmes worldwide and in the region

• 13:30-14:00 | Assessment: Participants evaluate their organisation's innovation readiness

Day 2 - Innovation Strategy and Programme Design

• 09:00-09:30 | Defining an Innovation Strategy: Where to play and how to win

• 09:30-10:00 | Innovation Thesis: Focus areas linked to strategic priorities

• 10:00-11:00 | Designing an Intrapreneurship Programme: Calls for ideas, selection and support

• 11:00-11:30 | Coffee break

• 11:30-12:00 | Governance and Sponsorship: Innovation boards and executive champions

• 12:00-12:30 | Resources and Time: Funding, time allocation and access to assets

• 12:30-13:00 | Rewards and Recognition: Motivating intrapreneurs fairly

• 13:00-14:00 | Workshop: Design an intrapreneurship programme



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Day 3 - Lean Startup Methods for Intrapreneurs

- 09:00-09:25 | From Idea to Opportunity: Problem definition and customer discovery
- 09:25-09:50 | Business Model Canvas: Mapping how a venture creates and captures value
- 09:50-10:39 | Value Proposition Design: Matching products to customer needs
- 10:39-11:00 | Minimum Viable Product: Building to learn
- 11:00-11:30 | Coffee break
- 11:30-11:58 | Minimum Viable Product: Building to learn (continued)
- 11:58-12:47 | Build-Measure-Learn Cycles: Running fast experiments
- 12:47-13:11 | Pivot or Persevere: Making evidence-based decisions
- 13:11-14:00 | Exercise: Teams develop and test a new venture concept

Day 4 - Funding, Portfolio and Scaling

- 09:00-09:34 | Stage-Gated Funding: Metered funding based on validated learning
- 09:34-10:08 | Innovation Accounting: Measuring progress for early-stage ventures
- 10:08-10:42 | Portfolio Management: Balancing risk and return across initiatives
- 10:42-11:00 | Scaling Ventures: Integrating into the core business or spinning out
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Scaling Ventures: Integrating into the core business or spinning out (continued)
- 11:46-12:20 | Partnering with Startups: Open innovation, pilots and acquisitions
- 12:20-12:53 | Intellectual Property: Protecting and commercialising innovations
- 12:53-14:00 | Case Study: Scaling an internal venture into a new business line



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Day 5 - Culture, Leadership and Pitching

- 09:00-10:07 | Building an Innovation Culture: Psychological safety, curiosity and learning from failure
- 10:07-10:41 | Leadership Behaviours: How managers enable or block innovation
- 10:41-11:00 | Overcoming Resistance: Navigating politics and securing support
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Overcoming Resistance: Navigating politics and securing support (continued)
- 11:45-12:19 | Storytelling and Pitching: Presenting ideas persuasively to executives
- 12:19-12:53 | Measuring Innovation Performance: Metrics for programmes and culture
- 12:53-13:27 | Sustaining Innovation: Making intrapreneurship part of how the organisation works
- 13:27-14:00 | Capstone: Teams pitch their venture to a simulated investment committee



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Seminar dates

Available seminar dates

Live dates and pricing for Corporate Innovation and Intrapreneurship generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Amsterdam	Classroom	**€2,415**
11 - 15 January 2027	Dubai	Classroom	**€2,745**
18 - 22 January 2027	London	Classroom	**€2,815**
25 - 29 January 2027	Cape Town	Classroom	**€1,895**
1 - 5 February 2027	Eindhoven	Classroom	**€3,400**
8 - 12 February 2027	Rotterdam	Classroom	**€3,400**
15 - 19 February 2027	Barcelona	Classroom	**€2,175**
22 - 26 February 2027	Cape Town	Classroom	**€1,895**
1 - 5 March 2027	Frankfurt	Classroom	**€2,215**
8 - 12 March 2027	Dusseldorf	Classroom	**€3,400**



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Date	Location	Format	Fee
15 - 19 March 2027	Kuala lumpur	Classroom	**€2,425**
22 - 26 March 2027	Berlin	Classroom	**€3,400**
5 - 9 April 2027	Istanbul	Classroom	**€2,250**
12 - 16 April 2027	Dubai	Classroom	**€2,745**
19 - 23 April 2027	Cape Town	Classroom	**€1,895**
26 - 30 April 2027	Paris	Classroom	**€2,210**
3 - 7 May 2027	Dubai	Classroom	**€2,745**
10 - 14 May 2027	Amsterdam	Classroom	**€2,415**
17 - 21 May 2027	Istanbul	Classroom	**€2,250**
24 - 28 May 2027	London	Classroom	**€2,815**



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7 - 11 June 2027	Cape Town	Classroom	**€1,895**
14 - 18 June 2027	Stockholm	Classroom	**€3,400**
21 - 25 June 2027	Dubai	Classroom	**€2,745**
5 - 9 July 2027	Barcelona	Classroom	**€2,175**
12 - 16 July 2027	Cape Town	Classroom	**€1,895**
19 - 23 July 2027	Frankfurt	Classroom	**€2,215**
26 - 30 July 2027	Dubai	Classroom	**€2,745**
2 - 6 August 2027	Kuala lumpur	Classroom	**€2,425**
9 - 13 August 2027	Malmo	Classroom	**€3,400**
16 - 20 August 2027	Copenhagen	Classroom	**€3,400**



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Date	Location	Format	Fee
23 - 27 August 2027	Dubai	Classroom	**€2,745**
6 - 10 September 2027	Cape Town	Classroom	**€1,895**
13 - 17 September 2027	Paris	Classroom	**€2,210**
20 - 24 September 2027	Dubai	Classroom	**€2,745**
4 - 8 October 2027	Amsterdam	Classroom	**€2,415**
11 - 15 October 2027	Dubai	Classroom	**€2,745**
18 - 22 October 2027	Oslo	Classroom	**€4,200**
25 - 29 October 2027	Cape Town	Classroom	**€1,895**
1 - 5 November 2027	Istanbul	Classroom	**€2,250**
8 - 12 November 2027	Dubai	Classroom	**€2,745**



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15 - 19 November 2027	Barcelona	Classroom	**€2,175**
22 - 26 November 2027	Cape Town	Classroom	**€1,895**
6 - 10 December 2027	Frankfurt	Classroom	**€2,215**
13 - 17 December 2027	Dubai	Classroom	**€2,745**
20 - 24 December 2027	Dublin	Classroom	**€3,360**
27 - 31 December 2027	London	Classroom	**€2,815**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 April 2027	Online / Live	Online / Live	**€1,515**
26 - 30 April 2027	Online / Live	Online / Live	**€1,515**
3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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12 - 16 July 2027	Online / Live	Online / Live	**€1,515**
19 - 23 July 2027	Online / Live	Online / Live	**€1,515**
26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
13 - 17 September 2027	Online / Live	Online / Live	**€1,515**
20 - 24 September 2027	Online / Live	Online / Live	**€1,515**



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11 - 15 October 2027	Online / Live	Online / Live	**€1,515**
18 - 22 October 2027	Online / Live	Online / Live	**€1,515**
25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
6 - 10 December 2027	Online / Live	Online / Live	**€1,515**
13 - 17 December 2027	Online / Live	Online / Live	**€1,515**



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20 - 24 December 2027	Online / Live	Online / Live	**€1,515**
27 - 31 December 2027	Online / Live	Online / Live	**€1,515**