



GLOBAL INTRAPRENEURS INSTITUTE

# THE ACCREDITED INTRAPRENEURIAL ORGANIZATION

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## INFORMATION PACK

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YOUR ORGANISATION

# THE NEW WORLD OF WORK

The new world of work is accelerating organisational transformation. Workplaces today are more complex requiring higher levels of agility, adaptation, innovation and creative problem-solving. Progressive organisations and leaders are reimagining and reinventing how they work. They are recognising that in order to be robust, resilient, relevant and ready for the future they must enfranchise and empower their people to liberate the enterprising talent within their ranks in the service of creating value for the organisation, its customers and its ecosystem. This imperative is fundamentally redesigning the worker-employer relationship.



Globally this has led to fierce competition for talent. Employees are looking for employers who will support their learning and development needs, professional growth and career aspirations. People are reevaluating their relationship with work and the kinds of organisations in which they wish to work. Consequently, new models of work are emerging which embrace purpose, meaning, creativity, well-being, autonomy, flexibility, sustainability - replacing the industrial model where people were treated more like automatons. Employees are being seen less as 'resources' that must conform to rigid role descriptions within rigid organisational structures and more as whole humans who have depth and range of talent, ideas, emotions, experiences and aspirations with which they can make unique contributions to the organisation.

There is a massive opportunity for organisations to become an employer of choice by demonstrating their commitment to their people by:

- ▶ **Investing in them**
- ▶ **Empowering them**
- ▶ **Liberating them**

At the same time organisations are realising the need to be adaptable, innovative and creative if they are to survive and thrive in the new world of work. Smart organisations are using the disruption of this decade as a catalyst for transformation and renewal.

# ENTER THE INTRAPRENEURIAL ORGANISATION

The intrapreneurial organisation is the new model of organisational design that finds and liberates the talent in its ranks. This kind of organisation turns employees into intrapreneurs. Their culture, leadership and people development sets them apart as the organisation of the future. They have taken the bold move to place the employee at the centre by inviting talented people to live and work with purpose.

Organisations have discovered that investing in technology does not result in workplace productivity and innovation without a commensurate investment in people. Developing people to be intrapreneurs is a business-critical activity.



**“When people flourish within an organisation there is increased productivity, creativity and innovation.”**

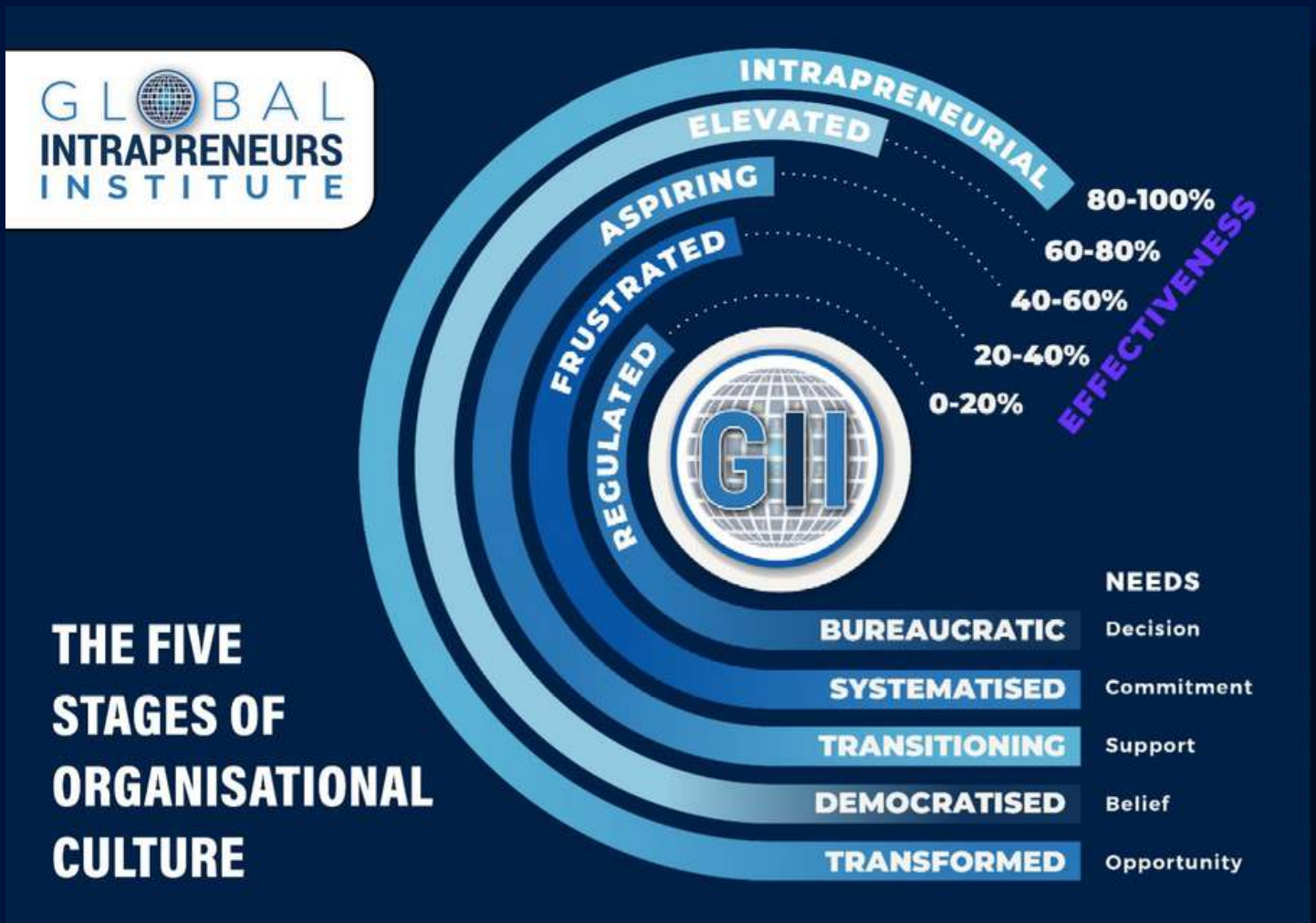


The intrapreneurial organisation puts intrapreneurs, at the heart of the organisational change and transformation journey. Intrapreneurs are enterprising employees who proactively create value for the organisation to strengthen its fortunes and its future.

Using intrapreneurs to solve organisational challenges, serve customers more effectively and make optimal use of resources has a fundamental advantage. It ensures that the people who really understand the complex web of interconnections across the organization that encompasses people, resources, and processes, are the ones actually solving the problems. It makes sense to engage the people who are already working within the system because they are, after all, well-positioned to bring their depth of insight and understanding to the situation.

# THE JOURNEY TO BECOMING AN INTRAPRENEURIAL ORGANISATION

Organisations can be at different levels of readiness for intrapreneurialism which is reflected in their culture. Each level is identified by certain qualities as well as specific needs when it comes to advancing to the next level as explained below.



## THE REGULATED ORGANISATION

is so highly bureaucratic that their people are unable to innovate as there is no room to move to effect positive change. Intrapreneurial talent is trapped in bureaucratic structures. The leaders of the organisation do not see the need for it. Indeed, it is even seen as a potential drain on limited resources so they live with the status-quo. The consequences for the organisation typically are that they lose good staff, lose important contracts, customers or revenue streams and ultimately the business fails. The first step for an organisation at this level is to make a decision to change.

## THE FRUSTRATED ORGANISATION

is one which knows that there is enormous untapped potential locked up in their ranks but because of its highly systematised processes there are limited opportunities to liberate these resources. Such organisations may talk about transformation or change and it may even get a mention in the strategic plan but they are not giving it enough priority to bring any traction. The risk is that they are in danger of going backwards and becoming a regulated organisation. They need to make a commitment to prioritising intrapreneurialism and then actively supporting it.

## THE ASPIRING ORGANISATION

is in the process of transitioning to the kind of organisation that will be well positioned for the uncertainties of a disruptive, VUCA world. They are in the process of identifying and prioritising innovation opportunities and readying their workforce for the next step in their organisational progression. The challenge is to maintain commitment to change and innovation under difficult circumstances. The organisation's leaders need to support transformation initiatives and be prepared to invest resources in successfully navigating the transition knowing that the rewards will be well worth it.



## THE ELEVATED ORGANISATION

sees change as the new normal and so prioritises resources for maintaining the momentum for innovation. Such organisations are characterised by the open channels of communication which enable fresh thinking and great ideas to bubble up and contribute to innovative outcomes and practices. They have a workforce with high levels of engagement and empowerment. As such, this organisation has democratised its workforce participation. The leaders invest in their peoples' development at all levels so they have a flexible workforce who can step up to solve complex problems creatively. They have found ways of unlocking the potential, talent and enterprising spirit within their ranks so that great ideas can be accessed and implemented to create new value. The rewards are the tangible outcomes and ROI that the organisation is experiencing. They are already doing well and just need a belief in their capacity to take their efforts to the next level.

## THE INTRAPRENEURIAL ORGANISATION

is an industry leader and shining example of adaptability and vision. They have transformed themselves into a future focused, future-ready organisation where people are rejuvenated and inspired and consistently use their intrapreneurial talent and creativity to solve problems that deliver outcomes beyond expectations. Intrapreneurialism is an embedded organisational trait and is seen as everyone's responsibility. This organisation thrives on the opportunity to create value for their customers, clients and their broader ecosystem. Talented people are attracted to this culture because they know they will have the opportunity to continue their development. The results are revenue growth and profitability (even in difficult times); a loyal, adaptable, engaged and energised workforce proactively solving problems; and loyal customers who are brand ambassadors for the organisation.

# WHICH LEVEL IS YOUR ORGANISATION AT?

FIND OUT WITH OUR SIMPLE 10 QUESTION QUIZ.

**BOOK YOUR FREE 45-MINUTE SESSION.**

Just email [admin@gii.institute](mailto:admin@gii.institute) with the subject line

[ "I'd like to take the Intrapreneurial Organisation Quiz" ]

**BOOK NOW**



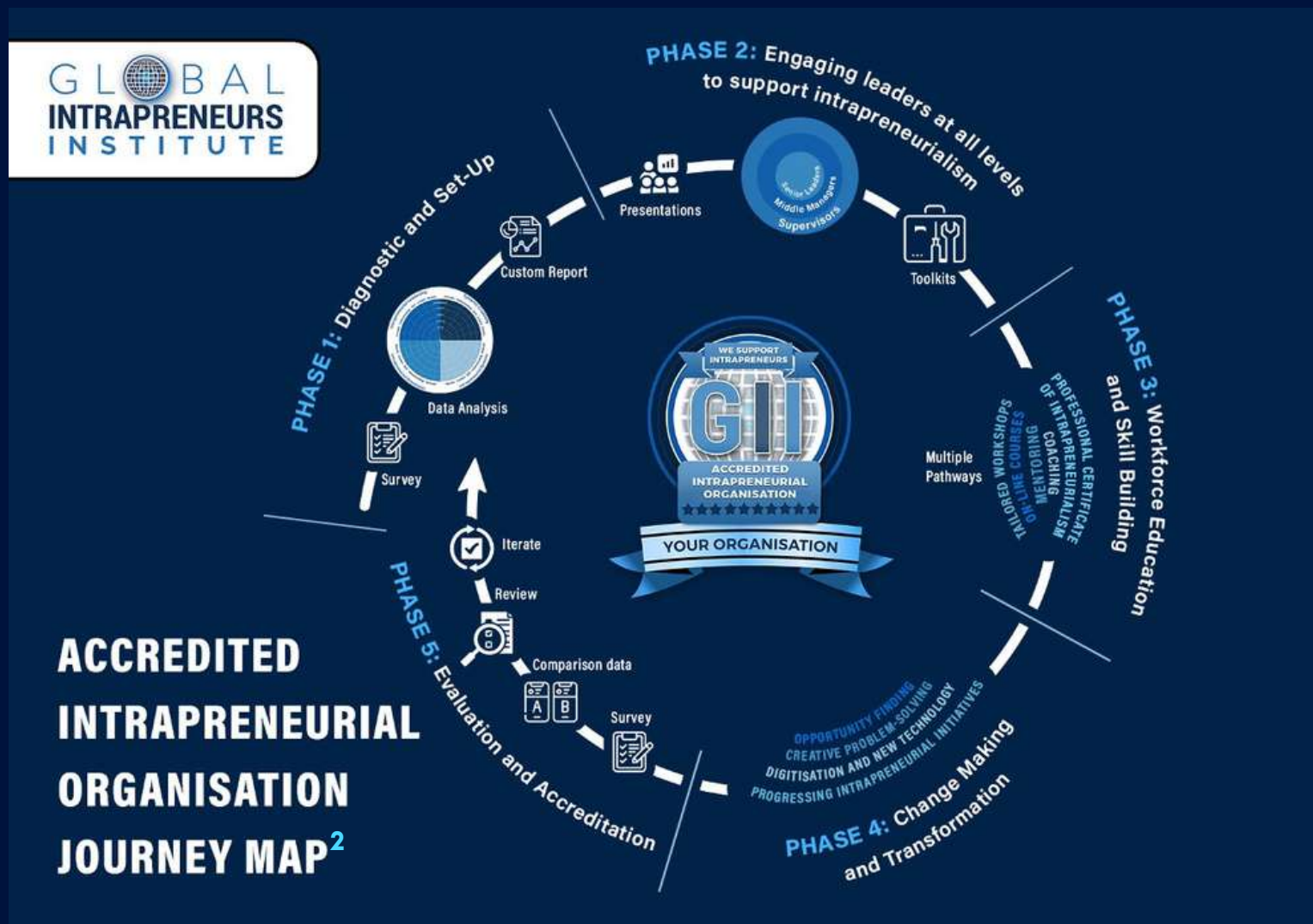
## **THE GLOBAL INTRAPRENEURS INSTITUTE HAS A PROGRAM TO UNLEASH INTRAPRENEURIALISM IN YOUR ORGANISATION AND ACHIEVE ACCREDITED INTRAPRENEURIAL ORGANISATION STATUS.**

The program provides the tools and processes to accelerate organisational transformation to intrapreneurial status by creating a culture in which the enterprising talent of people can be liberated and harnessed.

- Building the intrapreneurial skills of employees at scale to ensure your organisation is resilient, relevant and future-ready.
- Creating an intrapreneurial culture that supports and sustains employee engagement, productivity and loyalty which in turn flows into customer satisfaction and organisational success.
- Attracting top intrapreneurial talent to your organisation who want to work in and contribute to your intrapreneurial culture.
- Elevating your organisation's brand and reputation to provide a point of differentiation in a noisy world.
- Producing a stream of new initiatives so that the organisation can innovate on a constant basis.
- Ensuring a pipeline of skilled-up intrapreneurial leaders within the organisation ready to rise to the challenges of a fast-changing world.

**It's the best way of letting the world know that your organisation is building an intrapreneurial culture that welcomes, nurtures and supports intrapreneurs.**

# WHAT HAPPENS OVER THE 6-12 MONTHS<sup>1</sup> OF THE PROGRAM?



<sup>1</sup> This is potentially a multi-year journey depending on the starting point and the size of the organisation.

<sup>2</sup> Each Phase may be delivered as a stand-alone service to augment existing organisational initiatives and programs. However ACCREDITED INTRAPRENEURIAL ORGANISATION status is only awarded to organisations that undertake at least one full cycle.

## PHASE 1: DIAGNOSTIC AND SET-UP

Detailed diagnostic, audit and report using GII's unique proprietary AUSCR survey tool for benchmarking to provide insight into which level the organisation is at and what needs to be done to progress.

## PHASE 2: ENGAGING LEADERS AT ALL LEVELS TO SUPPORT INTRAPRENEURIALISM

Senior leaders are debriefed on the findings of the diagnostic and recommendations. Managers and supervisors across the organisation are skilled up on how to take their teams on the intrapreneurial journey using the toolkit and resources provided.

## PHASE 3: EDUCATION AND SKILL BUILDING

Organisations can select from a range of pathways and options for upskilling their workforce for intrapreneurialism through tailored workshops, mentoring and coaching programs, on-line courses and the Professional Certificate of Intrapreneurialism.

## PHASE 4: CHANGE MAKING

People across the organisation progress intrapreneurial initiatives where they apply their learning to create value in different ways to unleash a wave of intrapreneurialism through opportunity finding; solving problems creatively; identifying new revenue streams; digitisation and the adoption of new technologies; and more.

## PHASE 5: EVALUATION AND AWARDING OF ACCREDITED INTRAPRENEURIAL ORGANISATION STATUS

Progress is charted through a post program survey to track changes and compare to baseline data from Phase 1. The organisation is awarded Accredited Intrapreneurial Organisation status. Preparation is made for iteration.

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Contact the Global Intrapreneurs Institute for more information [admin@gii.institute](mailto:admin@gii.institute) and to set up a call to discuss the suitability of your organisation for this program.

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# ABOUT THE GLOBAL INTRAPRENEURS INSTITUTE

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GII is committed to helping create a world where organisations are engaging, vibrant, future-ready places where people can develop and use their intrapreneurial talents to reach their full potential and in the process create value in their workplace and beyond.

Our mission is to liberate underutilised intrapreneurial talent within workplaces in order to unleash the next wave of sustainable and ethical productivity, prosperity and creativity which will benefit organisations and their customers, the individuals who work within them as well as the broader community.

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[WWW.GII.INSTITUTE](http://WWW.GII.INSTITUTE)



# Program Designer Dr. Irena Yashin-Shaw

Founder of the Global Intrapreneurs Institute  
PhD. MEd. BA. ATCL. Dip Teach.



Dr. Irena Yashin-Shaw is a master educator, academic, author, speaker and entrepreneur who has dedicated her working life to the liberation of human potential. She has a PhD in creative problem-solving and a Masters in Adult Education. This means that she brings a combination of deep, academic knowledge, real-world entrepreneurial experience and skilled education practice to her work - which is to harness the vast reservoir of untapped talent within workplaces. Her mission is to empower people to use their creativity and intrapreneurial talent to solve complex problems which create value in their organisations and beyond.

## CURRENT ROLES

- Founder and CEO. The Global Intrapreneurs Institute.
- Visiting Global Professor. The Ohio State University
- Adjunct Fellow Griffith University Business School
- Postgraduate Lecturer. Corporate Entrepreneurship and Change. Griffith University.
- Visiting lecturer. Agile Leadership. German Jordanian University/TIBAI.
- Advisory Board Member Department of Business Strategy and Innovation. Griffith University.
- Editor-in-Chief. Intrapreneur Magazine.
- Founder and organiser of the annual Global Intrapreneurs Summit and Awards Ceremony.



Her most recent books are INTRAPRENEUR: How leaders ignite innovation, break bureaucracy and catalyse change and Leading in the Innovation Age: Unleash knowledge, talent and experience to create an innovative workplace. They both draw on her vast experience of working with people in many different environments who are tasked with leading change and innovation in our current disrupted times.