GLOBAL INTRAPRENEURS INSTITUTE

PROFESSIONAL CERTIFICATE OF INTRAPRENEURIALISM

Developing intrapreneurial agency to create organisational value in a changing world of work

Work is the classroom.
The organisation is the laboratory.

2026

THE NATURE OF WORK IS CHANGING

AI is changing what people can do, how work gets done and where human contribution creates value.

Tasks that once required considerable time, specialist knowledge or experience can increasingly be augmented by intelligent technologies. This creates extraordinary possibilities for organisations and their people.

It also changes how capability develops.

Much of professional growth has traditionally occurred through experience. People learned by analysing problems, navigating ambiguity, working through constraints and gradually taking responsibility for more complex work.

ORGANISATIONS NEED TO BUILD PEOPLE FASTER.

People who will recognise possibilities, initiate action, experiment, collaborate and turn emerging possibilities into organisational value.

AI EXPANDS CAPACITY

AI is already extending what individuals can accomplish. The opportunity for organisations lies in developing ***intrapreneurs*** who can convert that expanded capability into purposeful action, better work and tangible outcomes.

66% of surveyed AI users said AI enabled more time on higher-value work

58% reported producing work they could not have produced a year earlier

But capability alone does not create value.

The advantage lies in developing intrapreneurs who can recognise opportunities, initiate action and apply new capabilities purposefully.

THIS IS WHAT THE PROFESSIONAL CERTIFICATE OF INTRAPRENEURIALISM IS DESIGNED TO DO.

PCI helps organisations build the intrapreneurs who can turn emerging capability into meaningful results.

FROM POSSIBILITY TO VALUE

AI capability › **Intrapreneurial agency** › **Organisational value**

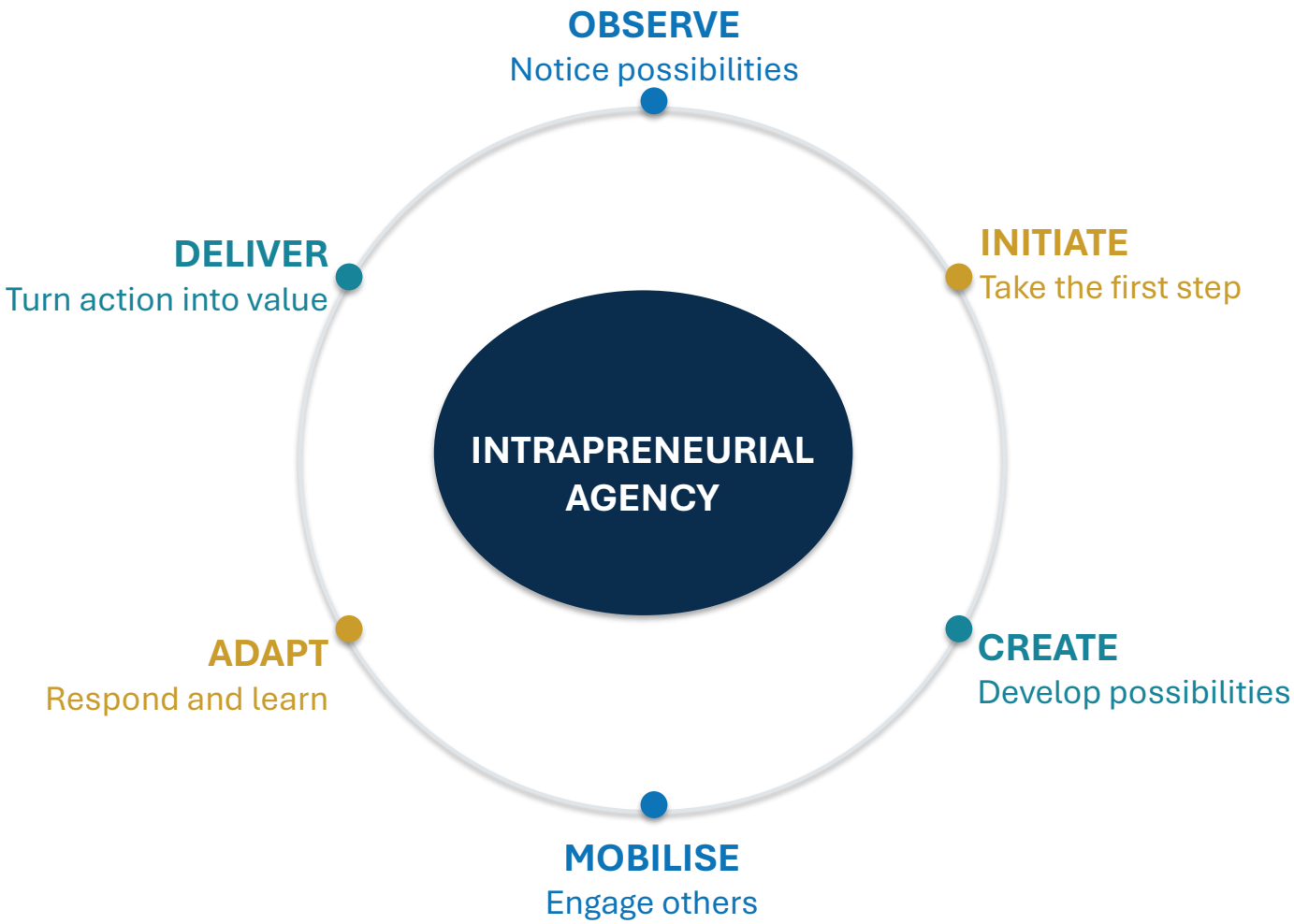
AI expands what becomes possible.

INTRAPRENEURS help organisations turn that possibility into progress.

Source: Microsoft 2026 Work Trend Index

WHAT IS INTRAPRENEURIAL AGENCY?

Intentionally taking purposeful action to turn possibility into progress.



Six interrelated behaviours bring intrapreneurial agency to life

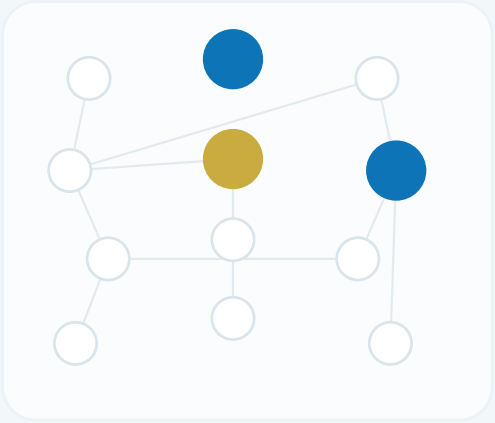
Within an organisational context, intrapreneurial agency means recognising what could be better, taking ownership and mobilising action to create value from within.

TOWARDS MASS INTRAPRENEURSHIP

When intrapreneurial agency spreads, innovation becomes part of everyday work.

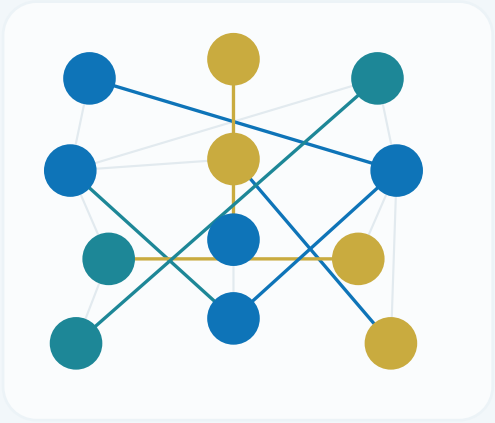
For much of the industrial era, innovation and transformation were concentrated in specialist teams, designated projects and senior roles.

CONCENTRATED INNOVATION



Innovation is concentrated in designated teams and roles

DISTRIBUTED INTRAPRENEURIAL CAPABILITY



Opportunity identification, ownership and value creation distributed across everyday roles

Sophisticated capabilities are becoming increasingly accessible across the workforce. People can analyse information, explore alternatives, prototype ideas, automate processes and solve complex problems from within their everyday roles.

The ability to improve, adapt and create value becomes more widely shared across the workforce.

Distributed intrapreneurial capability does not happen by accident. It has to be developed.

THE PROFESSIONAL CERTIFICATE OF INTRAPRENEURIALISM

A work-embedded development model for the new world of work

The Professional Certificate of Intrapreneurialism is a workplace-based development program designed to build intrapreneurial capability through meaningful practice.

WORK IS THE CLASSROOM. THE ORGANISATION IS THE LABORATORY.

PCI CREATES VALUE ON THREE LEVELS

1 Individual capability
Confidence, initiative and intrapreneurial agency

2 Workplace application
Immediate application to real problems and opportunities

3 Organisational value
Practical outcomes aligned with priorities that matter

PROGRAM AT A GLANCE

Duration
Designed as a six-month learning journey

Format
Online, hybrid or customised cohort delivery

Time
One hour a week. Designed for busy professionals

Core
Weekly e-lessons, readings, questionnaires, activities, discussions, case studies, coaching, reflection and project

Certificate upon completion

EXPERTLY DESIGNED, HIGH-IMPACT EXPERIENTIAL LEARNING

A coherent capability system for creating value from within.

Developing and embedding the mindset, skillset and methodology of the intrapreneur takes time. PCI takes participants on a progressive learning journey that builds capability and agency through meaningful application embedded in real work.

THE LEARNING DESIGN

1. Flexibly delivered lessons and resources are applied directly in the workplace context.
2. Activities build skills and confidence incrementally while flowing around work commitments.
3. Meaningful practice builds intrapreneurial readiness and maturity over time.
4. Participants develop capability while progressing a project or opportunity that matters.

THE TOOLKIT

The 12 Skills of the Intrapreneur

A practical skillset for opportunity-finding, collaboration, adaptation and delivery.

The 3-Stage Intrapreneurial Methodology

A disciplined way to move opportunities from insight to action.

BUILDS CAPABILITY THAT LASTS

PROGRESSIVE

Capability and confidence build incrementally.

WORK-EMBEDDED

New behaviours are practised where they need to be used.

VALUE-GENERATING

Development contributes to meaningful workplace outcomes.

DESIGNED TO INTEGRATE WITH WORK NOT COMPETE WITH IT

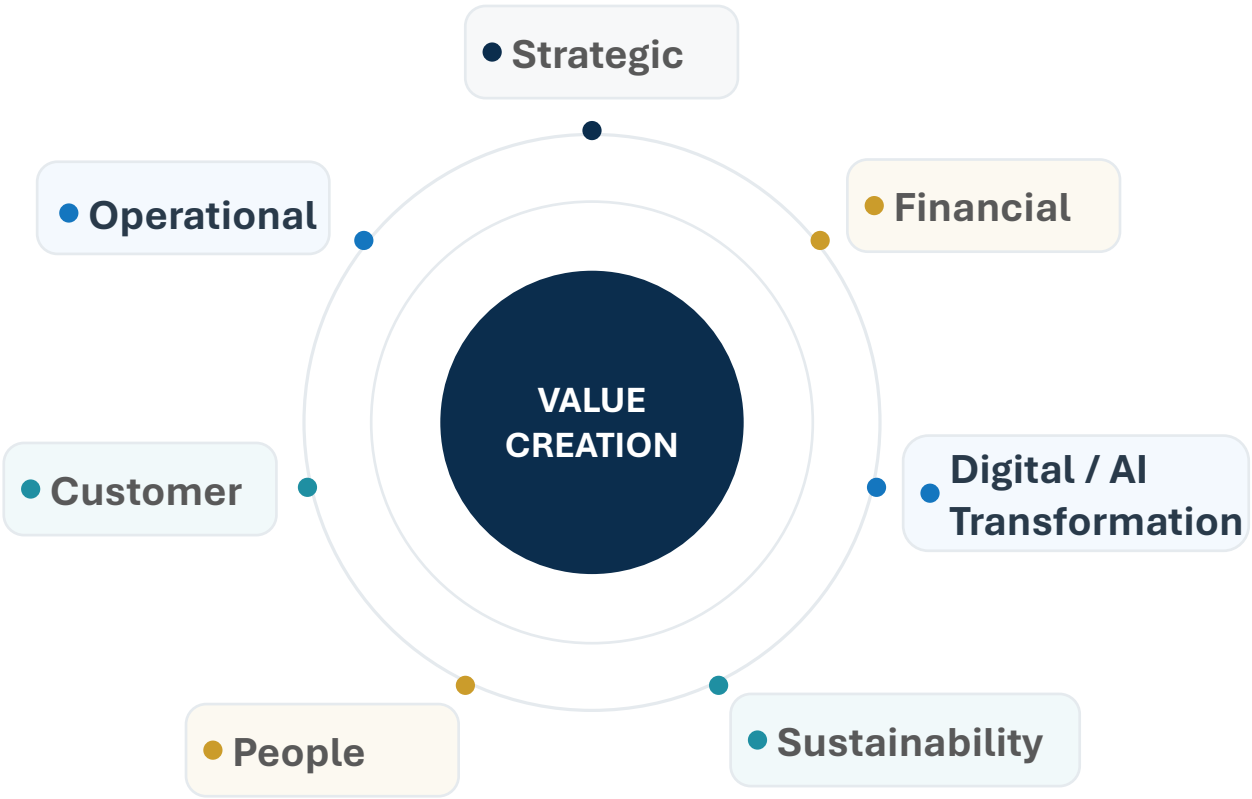
The learning is incorporated into the rhythm and flow of real work so busy professionals can build capability while creating value.

LEARNING THAT CREATES IMMEDIATE VALUE

Development and delivery happen together.

Participants apply the program content to solving pressing organisational problems, identifying opportunities and innovating. The organisation does not need to wait until the program concludes for the learning to begin delivering value.

VALUE CREATION TAKES MANY FORMS



Solving persistent problems • Improving what already exists • Creating something new

EXAMPLES IN PRACTICE

Projects may involve:

• improving processes • redesigning workflows • reducing waste • applying digital or AI capabilities • enhancing customer experiences • resolving persistent operational problems • improving sustainability • strengthening collaboration • increasing employee engagement • creating additional streams of revenue • developing new sources of value

MEASURABLE VALUE IN PRACTICE

LUFTHANSA TECHNIK
Hamburg, Germany

€650,000+
conservatively calculated value created by participant projects

PCI graduates at Lufthansa Technik conservatively generated more than €650,000 in organisational value through program projects addressing operational efficiency, digital solutions, customer responsiveness, underutilised resources, sustainability and complex engineering processes.

The financial return tells only part of the story.

Participants also develop reusable capability for identifying opportunities, solving problems, mobilising others and creating value beyond the life of individual projects.

The Professional Certificate of Intrapreneurialism program helped me to extend my intrapreneurs toolbox with new methods and new ideas which I was able to apply instantly to my daily work.

Roland Wunderlich. Director OEM Programs – Cabin Systems. Lufthansa Technik. Hamburg. Germany.

DEVELOPING THE PEOPLE WHO MAKE THINGS BETTER

How organisations and professionals benefit from PCI.

FOR ORGANISATIONS:

• Build leadership and intrapreneurial capability

• Develop internal change agents

• Accelerate strategic and transformation initiatives

• Strengthen innovation and adaptation capability

• Engage, stretch and retain high-potential talent

• Address pressing organisational problems and opportunities

FOR PROFESSIONALS:

- Build confidence, agency and influence
- Develop practical problem-solving tools
- Experiment, adapt and move ideas forward
- Apply the learning immediately to work that matters
- Deliver a high-value project
- Accelerate your professional development and career opportunities
- Gain a valuable professional credential.

IDEAL FOR

•Emerging and established leaders • Technical specialists • Innovation and transformation professionals • Project leaders • Operational professionals • High-potential employees • People entrusted with significant organisational initiatives.

PROGRAM CREATOR

DR IRENA YASHIN-SHAW

Founder and CEO, Global Intrapreneurs Institute

Leading educator, author and researcher in intrapreneurialism, creativity and human capability. Her work focuses on developing the people and capabilities organisations need to adapt, innovate and create value from within.

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BUILD THE PEOPLE WHO WILL BUILD WHAT COMES NEXT

Technology will continue to evolve. New pressures, possibilities and uncertainties will continue to emerge. An organisation's capacity to respond will increasingly depend on people who can recognise what could be better and take purposeful action to make it so.

The Global Intrapreneurs Institute develops those people.

READY TO BUILD INTRAPRENEURIAL CAPABILITY?

FOR ORGANISATIONS
Start a conversation to explore options for a PCI cohort for your organisation or team.

FOR PROFESSIONALS
Request information about individual participation or upcoming cohorts.

Email admin@gii.institute

LIBERATE YOUR WORKFORCE POTENTIAL ONE INTRAPRENEUR AT A TIME

www.gii.institute | admin@gii.institute |