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satisfied

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DESIGN-DRIVEN STRATEGY



Intrapreneurship provides a dualistic benefit – **continuous improvement** to product, services and process **and** the attraction, engagement and retention of **great people**.

“...100%, think intrapreneurship is a solid strategy for innovation. Yet only 5% are getting significant returns from intrapreneurship already”.



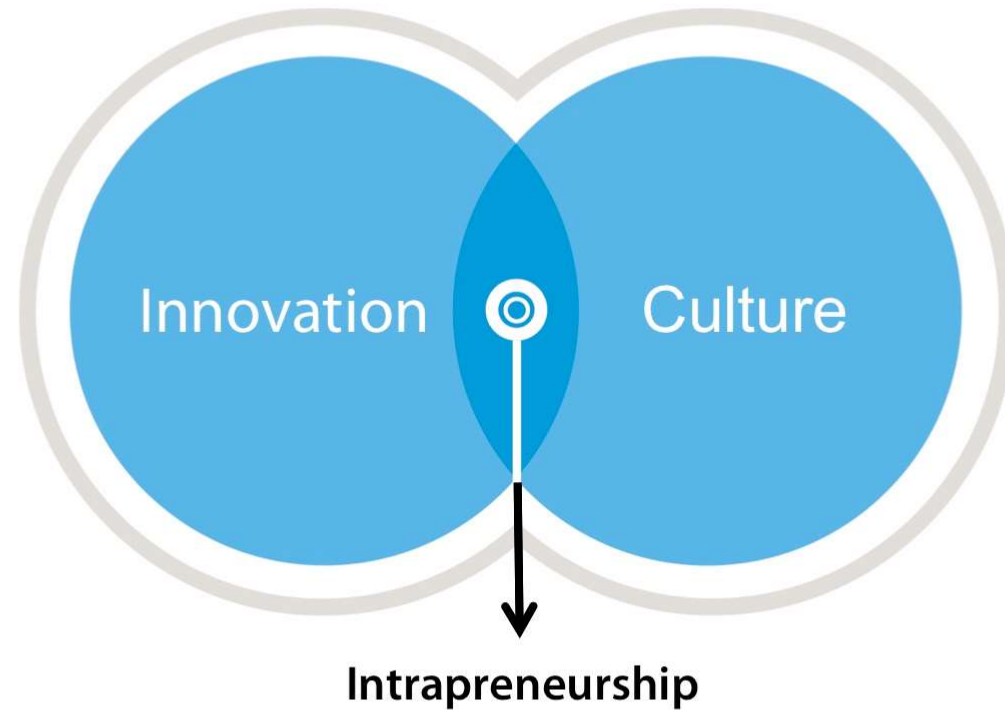


There are *four reasons* why:

- 1) Island Leadership
- 2) Innovation and Culture are Two Words
- 3) Product Extension is not Business Extension
- 4) Intrapreneurship is a Business Discipline



1) Island Leadership



2) Innovation and Culture are Two Words

**3) Product Extension is not
Business Extension**





**4) Intrapreneurship
is a Business Discipline**

Intrapreneurial companies exhibit three foundational qualities ...
progressive leadership, a culture of empowerment and a **process to market**.



**The future already
happened when
you were sleeping.**

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