

CHITRA ANAND

THE  
GREENHOUSE  
APPROACH

Cultivating Intrapreneurship in  
Companies and Organizations



# MINDSET




“An inquiry into the power of our beliefs,  
conscious and subconscious”

“Changing the simplest can have profound  
impact in business and in our lives”

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“It is not the strongest of the species  
that survives, nor the most intelligent  
that survives.

It is the one most adaptable to change”

Charles Darwin

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# DIGITAL REVOLUTION

**EVERY** COMPANY SHOULD  
BE A **TECH** COMPANY.

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# CO•NUN•DRUM N.

A **CONFUSING** & **DIFFICULT**  
PROBLEM OR QUESTION

RELEVANCE  
INNOVATION  
SPEED

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THE  
TRUTH

SPEED TRUMPS SLOWNESS.

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# ADAPTATION IS **KEY**

**NO ONE** IS IMMUNE TO THE **SHIFTS**  
AND THE NEED TO **ADAPT**.

Is your mindset on the outside or inside?

Are you defensive?

Are you in the practice of making changes & enhancements?

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**NOW IS  
THE TIME.**

BUILD A **CULTURE** OF  
**INTRAPRENEURSHIP.**

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# IN•TRA•PRE•NEUR N. [IN•TRUH•PRUH•NUR]

- Someone who takes an **entrepreneurial** approach from within a large organization.
- Someone who **challenges** conventional thinking to drive innovation, creative thinking and **new** ways of approaching business.

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A close-up photograph of a hand placing a single white puzzle piece into a larger assembly of dark grey puzzle pieces. The lighting is dramatic, highlighting the texture of the hand and the edges of the puzzle pieces.

# WHAT ARE **WE?**

**INTRAPRENEURS** ARE THE **ENABLERS**  
WITHIN ORGANIZATIONS.


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# RULES VS GUIDING PRINCIPLES

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# CURIOSITY KILLED THE CAT



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# FIRST PRINCIPLES THEORY

ARISTOTLE



DESCARTES



FREUD



ELON MUSK




Not by Analogy  
or Conventional  
Wisdom

Few Build /  
Manifest in  
Many Things

Ask Why?

Fundamental  
Truth / Facts

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# MINORITY RULES



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