

THE CORNELL PROFESSIONAL DEVELOPMENT PROGRAM

CERTIFICATION IN INTRAPRENEURSHIP AND INNOVATION

PDP 2018

Professional Development Program
Anheuser-Busch Foundation 90 YEARS OF EXCELLENCE AT CORNELL!



Sometimes called corporate entrepreneurship, intrapreneurship is the practice of employing entrepreneurial skills and approaches within an organization. To achieve and sustain a true competitive advantage in today's global business environment, organizations must be faster, more creative, nimble, flexible, and innovative. Resource availability may be limited or non-existent to support innovations and initiatives. In other words, organizations must be more entrepreneurial and innovative.

This certification will address the challenges of making an established organization entrepreneurial and will help you prepare for various roles related to entrepreneurial efforts within an existing hospitality firm.

Required Courses:

Entrepreneurship and Innovation in Existing Organizations

June 25 - 27, 2018 Course Instructor: Neil Tarallo

Learn the basics of entrepreneurship in and by existing organizations in three ways. First, why entrepreneurship? How does intrapreneurship (the practice of employing entrepreneurial skills and approaches within an organization) connect with a firm-level strategy? Second, what challenges will you face? Third, how to become entrepreneurial?

Topics Include:

- How entrepreneurs think and behave
- Managing intrapreneurship
- Organizing intrapreneurship
- Structuring the organization for entrepreneurial success
- Exploring the relationship between intrapreneurship and innovation

Innovation and Change Management

June 28 - 30, 2018 Course Instructor: Cathy Enz

Improve your ability to develop innovations and build a sound change management strategy to implement new ideas. Explore the challenges and trends that are driving change, discuss the variety of innovation types available to firms, and explore the process of diffusing innovation.

Topics Include:

- Origins and sources of innovation
- Idea generation, types of innovation & the value of lead users
- Disruption and change
- Business model innovation
- Selling and exploiting innovation
- Building a change management process
- Handling resistance to change

Leadership Communication Skills for Intrapreneurs and Innovators

July 2 - 4, 2018 Course Instructor: Andrew Quagliata

Gain insight into how intrapreneurs should communicate with peers, senior managers, and customers. Practice designing and delivering compelling presentations and writing concise, persuasive documents aimed to convince various audiences to care about your issues. In addition, apply knowledge to critically evaluate communication messages and use self-assessment to improve communication competencies.

- Evaluating your communication style
- Tailoring messages to peers, senior managers, and customers
- Interviewing customers
- Writing high-level business plans
- Presenting ideas at various levels within the organization
- Building a coalition and networking
- Leading cross-functional teams

OVER >

THE CORNELL PROFESSIONAL DEVELOPMENT PROGRAM

CERTIFICATION IN INTRAPRENEURSHIP AND INNOVATION

Tools for Intrapreneurs and Innovators

July 5 - 7, 2018 Course Instructor: Neil Tarallo

Explore and learn to use some of the more powerful tools developed and employed within existing organizations that empower entrepreneurial behavior and spur innovation.

Topics Include:

- Connecting intrapreneurship and innovation
- Value proposition design
- Business model generation
- Opportunity recognition and ideation

