**Training Fiche:**

**Digital intrapreneurship: Prospects and challenges**

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| **Keywords**  **(meta tag)** | Digital intrapreneurship, intrapreneurs, intrapreneurial culture |
| **Language** | English |
| **Objectives / Goals/ Learning outcomes** | At the end of this module you will be able to:   * Learn about digital intrapreneurship and how it works * How to promote intrapreneurship in your company * How to be a successful intrapreneur |
| **EQF level** | Level 4 |
| **Description** | Digital transformation can be seen as a new approach to do business. Besides the implementation of new technologies, this type of transformation also requires a change in corporate culture. To live up to these changes, companies need to develop a culture that stimulates employee proactivity and supports intrapreneurship.  The term intrapreneurship refers to that set of skills and competences (which are a feature of entrepreneurship) that are harnessed to discover and exploit new business opportunities with profitable potential and to create innovation within an existing company. An intrapreneur is a person within a company who takes direct responsibility for translating a business idea into a marketable product. |
| **Contents arranged in 3 levels** | 1. **Introduction. What is digital intrapreneurship?**     1. Digital transformation    2. Definition of intrapreneurship    3. The intrapreneur    4. Intrapreneurship models 2. **How to support digital Intrapreneurship**    1. How to find Intrapreneurs    2. Intrapreneurial culture    3. Practical activities    4. Sponsors 3. **Recommendations and tips for intrapreneurs. Do's and Don'ts**    1. General tips    2. Do's and Don'ts |
| **Glossary**  **(5 terms)** | **Intrapreneurship**  The term intrapreneurship refers to a system that allows an employee to act like an entrepreneur within a company or other organization.  <https://www.investopedia.com/terms/i/intrapreneurship.asp>  **Digital transformation**  This term refers both the integration of digital technologies by European enterprises and the impact on society of new technologies.  <https://www.europarl.europa.eu/RegData/etudes/BRIE/2019/633171/EPRS_BRI(2019)633171_EN.pdf>  **Intrapreneurial culture**  In a business, an (intrapreneurial) entrepreneurial culture means that employees are encouraged to brainstorm new ideas or products.  <https://ec.europa.eu/programmes/erasmus-plus/project-result-content/0566697d-2625-48a9-b3ad-574fb75085ee/B5%20-%20Entrepreneurial%20Culture.pdf>  **Digital intrapreneur**  Digital intrapreneurs are employees who use their entrepreneurial spirit for the benefit of their employer and simultaneously to give meaning to their work by implementing their ideas to produce impactful digital innovations.  <https://link.springer.com/chapter/10.1007/978-3-030-53914-6_12#Sec7>  **Sponsor**  Courageous managers who guide, protect, and clear the way and get resources for one or several intrapreneurs with whom they have close and trusting relationships.  <https://link.springer.com/chapter/10.1007/978-3-030-53914-6_12#Sec7> |
| **Self-assessment test (5 multiple choice questions)** | 1. **Digital transformation is:**    1. The implementation of digital technologies    2. A new approach to do business    3. **Both** 2. **Which one of these is not a characteristic of the intrapreneur?**    1. Proactivity    2. **Acceptance of the rules**    3. Resilience 3. **Intrapreneurial culture is not characterized by:**    1. **Training courses to make employees become intrapreneurs**    2. Tolerance to mistakes caused by creativeness    3. High levels of risk-taking by employees 4. **A sponsor is:**    1. A funder of a project    2. **A manager that supports your ideas**    3. A co-worker that joins your intrapreneurial team 5. **What a successful intrapreneur should not do:**    1. Seek for advice    2. Challenge the rules    3. **Play safe** |
| **Related PPT** | GENIE\_PPT\_Digital intrapreneurship.pptx |
| **Bibliography** | 1. https://www.elmhurst.edu/blog/what-is-intrapreneurship/#:~:text=Intrapreneurship%20is%20simply%20entrepreneurship%20in,facilitators%20and%20barriers%20to%20intrapreneurship 2. https://link.springer.com/chapter/10.1007/978-3-030-53914-6\_12 3. https://integrative-innovation.net/?p=1698 4. https://www.peoplematters.in/article/entrepreneurship-start-ups/how-to-create-an-intrapreneurial-culture-19155 5. https://www.researchgate.net/publication/265659626\_The\_Four\_Models\_of\_Corporate\_Entrepreneurship |
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