INTRAPRENEURSHIP

Re-energize your family enterprise by empowering the rising generation to create something they are fit to lead.

All it takes is a…

**FAMILY ENTERPRISE**
with resources to share

**INTRAPRENEUR**
ready to launch a project of their own

**MENTOR**
willing to support, empower and guide

**NEW PROJECT**
to design, develop and launch!
BENEFITS FOR BOTH GENERATIONS

Create a new business, a division within the family enterprise or a family foundation and watch two generations grow together.

**INTRANPRENEURS**

Members of the rising generation, engaged within the entrepreneurial family.

**DEVELOP**

your competencies and confidence

**CREATE**

value that complements your family enterprise

**FIND**

your place within your entrepreneurial family

**DESIGN**

your own path for the future

**MENTORS**

Members of the senior generation, either family members or non-family execs.

**EMBRACE**

an attitude of stewardship

**ENSURE**

continuity of your family enterprise

**BUILD**

financial stability and reduce risks

**SUPPORT**

your next gen’s growth and success

SHIFT YOUR FOCUS FROM GROOMING ONE “SUCCESSOR” TO DEVELOPING MANY “INTRANPRENEURS.”
THE PROGRAM
A structure created for up to two intrapreneurs and their mentor to get equipped with tools and resources for building a culture of intrapreneurship and kick-starting a first project together!
WHAT TO EXPECT

The Intrapreneurial Program has been designed for teams to advance their project through both online and in-person learning experiences.

16 weeks to build your project
5 immersive in-person workshops
36 hours of coaching and consulting
Exclusive discussions with intrapreneurs
Access to personalized online resources
A network of seasoned industry experts

47% of the rising gen wants to launch their own project parallel to their family enterprise.¹

The Intrapreneurial Program gives them the tools to do so successfully.

¹PwC Global Family Survey (2016)

THE RESULT IS AN ASSESSED, STRUCTURED AND REFINED PROJECT READY TO BE PUT IN MOTION BY THE RISING GEN.
DOUBLE YOUR IMPACT

Both generations have a unique learning path, specifically constructed to drive their project forward and solidify a favorable environment for intrapreneurship.

INTRAPRENEUR’S MODULES

**MODULE 1 WORKSHOP**
Understanding your intrapreneurial identity

**MODULE 2 WORKSHOP**
Positioning your idea and value proposition

**MODULE 3 WORKSHOP**
Validating your market hypotheses

**MODULE 4 WORKSHOP**
Completing your BMC** and financial structure

**MODULE 5 WORKSHOP**
Defining your story and the road ahead

MENTOR’S MODULES

**MODULE 1 WORKSHOP**
Leveraging intrapreneurial projects

**MODULE 2 WORKSHOP**
Empowering your intrapreneur

**MODULE 3 WORKSHOP**
Unlocking resources and a culture of disruption

**MODULE 4 WORKSHOP**
Creating a network of support

**MODULE 5 WORKSHOP**
Evaluating future involvement

** Business Model Canvas by Strategyzer

TAKE THIS STEP TOWARDS EMPOWERING THE RISING GEN AND UNLOCKING INNOVATION AND GROWTH.
TORONTO 2018
GET STARTED!

The next Intrapreneurial Program starts in Spring 2018! All in-person sessions will take place in Toronto, ON at Deloitte University in the Bay Adelaide Centre.

KEY DATES

Spring dates to come
The cost of the Intrapreneurial Program is $5,000 per project and includes the coaching and resources for:

- Up to two intrapreneurs
- One mentor
- One new project

For more information or to register, contact

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