

Entrepreneurs Inside

Accelerating Business Growth with Corporate Entrepreneurs

Susan Foley

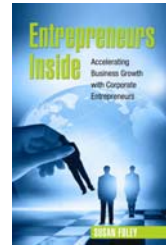


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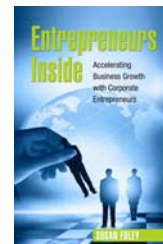
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Chapter 1: Explore the Next Frontier - *Corporate Entrepreneuring*

- 1.1 Catalyst for Growth – corporate entrepreneurship is the *catalyst* for business growth
 - 1.2 Elusive Butterfly – there is a lack of a clear *definition*
 - 1.3 Growth Process – complex *business process* that crosses organizational boundaries
 - 1.4 Foundation for Success – the *people, process* and *place* to support growth
 - 1.5 Pioneers – the *individuals* that blaze trails through uncharted territory
 - 1.6 Extraordinary Leaders– a unique combination of *competencies*
 - 1.7 Building Blocks – underlying *fundamentals* of creativity, innovation and change
 - 1.8 Hitting the Target – the ability to *execute* with precision
- Corporate Entrepreneur Insights and Lessons Learned

Chapter 2: Navigating Obstacles - *Entrepreneurial Framework*

- 2.1 Big Picture – innovation as a *strategic priority* is only the first step
 - 2.2 In You We Trust – a key component of success is the trust in the *leader*
 - 2.3 Importance of Circles – *structures* are rigid, organizing in circles is better
 - 2.4 Your Best Friends – work with *finance* to manage funding, resources and more
 - 2.5 Shifting Gears – existing *systems* work if you shift them into a low gear
 - 2.6 Obstacle Course – navigating through *organizational obstacles* makes them visible
 - 2.7 See the Change – you will be creating a new *culture* as you go
 - 2.8 Champions of Change – find the *people* who are change agents
 - 2.9 Friend or Foe – getting support from *human resources* can be invaluable, or not
 - 2.10 Get New Glasses – you must have a clear view of *customer's* requirements
 - 2.11 Committed to an Idea – *commitment* moves the idea forward
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Chapter 3: Discipline to Succeed - *Project Management*

- 3.1 Equation – structure and skill are required for project management *discipline*
 - 3.2 Playbook – creating *standards* up front gets everyone on the same page
 - 3.3 Stake in the Ground – put a stake in the ground with a project *charter*
 - 3.4 Roadmap – without a high-level *work plan*, you can get lost
 - 3.5 Town Crier – effective *communication* is a pivotal piece of project management
 - 3.6 Red, Yellow, Green – reporting *progress* is easier when it is visible to everyone
 - 3.7 Rules– to expedite working together, teams must establish *rules of engagement*
 - 3.8 Coming Up for Air – establish a regularly scheduled meetings and *breaks*
 - 3.9 Illusion of Time – its all about *execution* and watching the clock slows you down
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Chapter 4: Pioneers Chart a New Course - *Corporate Entrepreneurs*

- 4.1 Similar but Different – the small *nuances* are what set them apart

- 4.2 Meaning of Work – making a *difference* is what is important
 - 4.3 Belonging – there is a human need to *belong*
 - 4.4 Park Your Ego at Door – there is no room for *prima donnas*
 - 4.5 Can-Do Attitude – if you *believe* you can, you can
 - 4.6 Relying on Intuition – sometimes *intuition* will have to do
 - 4.7 Living on the Edge – let the *momentum* of the team carry you
 - 4.8 Weekend Warriors – the six-day *work week* is not unusual
 - 4.9 Going Home – the experience will change your *perspective* on work
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Chapter 5: Builders Create the Future - *Entrepreneurial Leader*

- 5.1 Hidden Talent – entrepreneurial leaders are a *hidden talent* in most organizations
 - 5.2 Business Architects – *design and build* entrepreneurial mindset and infrastructure
 - 5.3 Conductor – excel at *integrating* limited resources to meet objectives
 - 5.4 A People – *A people* hire A people, B people hire C people
 - 5.5 Breaking Rules – set expectations that you will have to *break rules*
 - 5.6 Alone on Island – *isolation* and *resistance* is the loneliest part of the job
 - 5.7 Valley of Despair – each project *hits a wall* that will dramatically change the team
 - 5.8 Willing to be Fired – you must do what's *right* for the project
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Chapter 6: Engage Teams So They Thrive - *Team Dynamics*

- 6.1 Hold on to Your Hats – set *expectations* that it will be a bumpy ride
 - 6.2 Me, You and Us – have clear *roles and responsibilities*
 - 6.3 Soul of Project – *team values* and passion are at the core of every project
 - 6.4 Stretching People – taking people outside their comfort zone helps them *grow*
 - 6.5 Two Days in Woods – nature is a forum for building a *high performance* team
 - 6.6 Lead By Following – delegating *control* to the team keeps things moving
 - 6.7 Tell Us What to Do – the team may defer to the leader to make *decisions faster*
 - 6.8 Getting Unstuck – dealing with *conflict and tension* is critical to getting unstuck
 - 6.9 Struggle for Legitimacy – swimming upstream against the *culture*
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Chapter 7: Discover Ideas with Value - *Creativity*

- 7.1 Exploration – the *discovery* of something new
 - 7.2 Gateway – *creativity* requires finding the gateway to the right side of the brain
 - 7.3 Meditation – *thoughts* are created in the void
 - 7.4 Conviction – *belief* in your ideas is what makes it so
 - 7.5 Passion – *emotion* is what propels the idea forward
 - 7.6 Whole Brain – it takes a *diverse* group to represent a whole brain
 - 7.7 Team Sport – creativity is a *team sport*
 - 7.8 Camp Fire – sitting around a camp fire at night will *inspire* you
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Chapter 8: Lead the Way with Experimentation - *Innovation*

- 8.1 Extension Cord – the innovation should be *linked* to the mother ship
 - 8.2 Mother of Invention – *experimentation* helps perfect the innovation process
 - 8.3 Lowest Common Denominator – resist *compromising* creativity out of your idea
 - 8.4 Resisting Temptation – resist the temptation to *imitate* a competitor
 - 8.5 Starting with a Blank Page – don't be afraid to *create* a new market
 - 8.6 Balancing Act – find the right *balance* of risk and innovation
 - 8.7 Value Creation – *value* is always in the eye of the beholder
 - 8.8 Measures and Metrics – traditional *drivers* are not enough
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Chapter 9: Adaptability Opens the Door - *Change*

- 9.1 Change to Grow – embedding *change* in the organization
 - 9.2 Fear – *fear* of the known and unknown get in the way
 - 9.3 Unfreezing – getting through the *change process* is tough
 - 9.4 Fitting In – being *adaptable* is the key that opens the door to change
 - 9.5 Finding Yourself – you will need to hold a *mirror* up to you and the organization
 - 9.6 Your Mission – like it or not, you are the *change agents* of the company
 - 9.7 On Stage – be prepared to be in the *spotlight*, success and failure have a price
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Chapter 10: Hit the Target with Precision - *Execution*

- 10.1 Building a Boat – *execution* involves more than building a boat that floats
 - 10.2 Clarity of Vision- getting people on the *same page* is critical
 - 10.3 New Directions – effectively integrating *new ideas* into the project is critical
 - 10.4 High on Closure – *implementers* are high on closure
 - 10.5 Target Practice – hitting the *bull's eye* takes practice
 - 10.6 Benefits Matter – delivering *business value* is the ultimate end game
 - 10.7 360-Degree View – executing with *precision* requires 360 degree leadership
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