

# Acceleration

CHANGING THE SPEED OF GROWTH

Part 1: Activation

## Acceleration

## Changing the Speed of Growth



According to research only four percent of executives in large organizations are entrepreneurs or entrepreneurial. The lack of entrepreneurial role models at the top of most organizations is stifling innovation and growth. *But...*

### Entrepreneurial leadership alone is not enough.

Many of the systems and processes needed support the core business are just the opposite of what is needed to support new growth businesses. *And...* Organizational cultures and resistance to change are holding back efforts to engage professionals in meaningful work that is challenging and rewarding.

*Plus...* The rapid pace of change is making **acceleration** a critical part of everything you do. All of these things are marginalizing innovation efforts and creating roadblocks to growth.

Organizations that want to increase the speed in which they respond to change and achieve innovation growth will need to develop 'entrepreneurship' as a core competency. The key is developing the entrepreneurial leadership and infrastructure for **accelerating growth**.

There are three things that organizations can do to accelerate growth – *activate their people, renovate key processes, and transform their cultures. Acceleration requires:*

- **Activation**
  - **Renovation**
  - **Transformation**
- It's an ART!**



This e-book is part one of a three part series. **Part 1: Activation** – entrepreneurs and leaders that possess a core set of action oriented competencies that enable them to accelerate growth inside their organizations. It looks at who these individuals are, why they are different and why it is important.

Each e-book will provide insights, tools and techniques to help you better understand the concepts and what is required to achieve entrepreneurial success inside organizations.

To download this e-book go to [www.corporate-entrepreneurs.com/Acceleration.html](http://www.corporate-entrepreneurs.com/Acceleration.html)