



Corporate Entrepreneurship – July 2011

Corporate Entrepreneurship – Gaining Momentum

By Susan Foley

In the last year we've seen a proliferation of articles, research and discussions about the value of corporate entrepreneurship (*Intrapreneurship*) to growth and the longer term viability of large organizations. Corporate entrepreneurship is once again – *gaining momentum*.

Consulting firms have published new research on the topic. Ernst & Young's report *Igniting Innovation*, recommends "*institutionalizing entrepreneurship*" and making it part of your "*business strategy*". Telling organizations to "*make room for Intrapreneurs.*" <http://multivu.prnewswire.com/mnr/ey/47188/>

In the article, *Do you have the right leaders for your growth strategies?* McKinsey and Egon Zehnder found a "*link between growth and specific leadership traits.*" Traits aligned with entrepreneurial leaders.

A new award, the Japan-US Intrapreneur Award is being given to large organizations that "*have brought to market a significant internally driven innovation.*" The award recognizes the *entrepreneurial process* by which the innovation was created. <http://t.co/XNZxtVm>

There is a mutual fund focused on entrepreneurial companies. The "*Entrepreneur Shares Global Fund – 15 characteristics deemed to make a company entrepreneurial.*" <http://entrepreneurshares.com/>

Academic researchers have found that *entrepreneurial organizations* have higher levels of *engagement, productivity, innovation and financial returns*.

Business schools around the world are offering MBA and Executive Education programs on *Corporate Entrepreneurship, Entrepreneurial Leadership, and Building New Businesses inside organizations*.

There are a growing number of books on the topic, *Grow from Within, Entrepreneurs Inside, Savvy Intrapreneur*, and most recently *Intrapreneurship*, <http://lnkd.in/XUc8KU>.

An article, *Reinventing the Intrapreneur for the 21st Century*, talks about the need to redefine the role. <http://in2marketing.wordpress.com/2011/02/07/reinventing-the-intrapreneur-for-the-21st-century/>

Bloggers are actively debating the differences between Intrapreneurs and entrepreneurs with postings like *Intrapreneurs are Nothing like Entrepreneurs - Stop Fooling Yourself*, <http://t.co/1JinMmg> and *In Defense of Intrapreneurialism*, <http://t.co/zBQIAJB>.

All of these are signaling an increase in *momentum* and the acknowledgement that corporate entrepreneurship - *is a viable and proven path to growth*.

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