

Corporate Entrepreneurship – February, 2011

## Internal Entrepreneurs – Accelerating Growth

By Susan Foley

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....*



*Acceleration – Changing the Speed of Growth*

### ***Entrepreneurial leadership alone is not enough.***

Many of the systems, processes, and practices needed to support the core business are just the opposite of what is needed to support new growth businesses creating barriers to success. *And...* Organizational cultures and resistance to change are holding back efforts to engage professionals in meaningful work that is challenging and rewarding. All of these things are marginalizing innovation efforts and creating roadblocks to growth.

Plus the rapid pace of change is making **acceleration** a critical part of everything we do. Like a runner it is not enough to be running fast, you must be running faster over time. *The same is true for organizations* – they need to be moving faster in a world that is increasingly more complex and uncertain. But you need more than speed to succeed.

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

***Acceleration – Changing the Speed of Growth*** provides an insider's view of *entrepreneurship* and three things you can do to *accelerate growth* - activate your people, renovate key processes, and transform your culture. ***It's more ART than science!***

Start with your internal entrepreneurs - *they have what it takes to activate growth.*

***Acceleration - Part 1: Activation*** - entrepreneurs and leaders that possess a core set of action oriented competencies that enable them to accelerate growth in their organizations.

To download a copy go to: [www.corporate-entrepreneurs.com/Acceleration.html](http://www.corporate-entrepreneurs.com/Acceleration.html). See if you have what it takes to *activate growth*. Until you read this you won't know.

In **Part 2: Renovation** we will look at the systems and processes that support entrepreneurial thinking and action. In **Part 3: Transformation** we will look at building an environment that is conducive to entrepreneurship, learning and growth.

As organizations begin to see the value of developing '*entrepreneurship*' as a core competency, there is growing recognition that internal entrepreneurs are a key factor for organizational growth.

Susan Foley is the founder of Corporate Entrepreneurs LLC and the author of the book, *Entrepreneurs Inside: Accelerating Business Growth with Corporate Entrepreneurs*. [www.corporate-entrepreneurs.com](http://www.corporate-entrepreneurs.com)