

Corporate Entrepreneurship – September 2011

Intrapreneurs – Adapt, Invent and Reinvent

By Susan Foley

On Meet the Press this week Tom Friedman said that what employers are looking for is employees that “*can adapt, invent and reinvent their jobs.*” He went on to say that what is needed more than ever are “**big, bold changes.**”

These are words that describe what **corporate entrepreneurs, Intrapreneurs, and Social Innovators** do.

In his article, [We’re All Entrepreneurs](#), Marshall Goldsmith” stated that “*like it or not, even if you start out with a large corporation, you are going to be an entrepreneur.*” The article goes on to say that “*In the new era of uncertainty, we all need to think like entrepreneurs.*”

It will be up to the individual to develop their own capabilities and motivation. Individuals will have to develop the skills and behaviors that make them competitive on a global basis.” That means that as individuals we will be constantly learning. Goldsmith’s advice, “*invest your time and your money in your future.*”

In the book “[The Start-up of You](#)” LinkedIn’s founder Reid Hoffman “*argues that professionals need an entirely new mind-set and skill set to compete. The old paradigm of climb a stable career ladder is dead and gone. No career is a sure thing anymore.*”

Like Goldsmith, Hoffman suggests that you need to take ownership for your own growth and development. He goes on to say that “*For entrepreneurs it is differentiate or die – that now goes for all of us.*” As individuals we must build our own skills and capabilities.

The reality is that **we are all entrepreneurs now.**

According to the article [Reinventing the Intrapreneur for the 21st Century](#), “*Intrapreneurship mobilizes the individual to put their talents, creativity and passion in play to invigorate their career and maximize their personal potential and achievements.*”

The author of [Intrapreneur -The New Entrepreneur](#) suggests that “*today, organizations, in a quest to engage/retain their star performers are providing them with a platform to hone their entrepreneurial skills.*”

The most progressive organizations have already recognized that “*Intrapreneurship*” is a concept that is here to stay. **What about you and your company? Is Intrapreneurship part of your core strategy?**

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