

Develop Future Leaders

WHO DELIVER MEASURABLE IMPACT



INTRAPRENEURSHIP

— ACADEMY —

ACTIVATE. ACCELERATE. ACHIEVE.

Activate FOR IMPACT

Intrapreneurship Academy strengthens your leaders to act as entrepreneurs within your organization – taking risks, adapting to change, leading with confidence, and creating new value-add opportunities.

Intrapreneurs match bold thinking with action. They are your greatest untapped business accelerator. You want them to grow, thrive, and create value for your organization. We help you develop your naturally gifted leaders to ensure they're ready for what's next.



It's challenging to find talent with the unique set of competencies we need. Intrapreneurship Academy is helping us cultivate leaders to support our future growth.

- HR Manager
Connectivity Industry Organization

68%

of HR leaders rank building critical skills as a top priority, and innovating for success is one of the five skills mentioned.

- GARTNER, TOP PRIORITIES
FOR HR 2021

Accelerate YOUR BUSINESS

Intrapreneurship Academy provides a vibrant community for resource and idea sharing, and a place for your intrapreneurs and innovators to create measurable impact through educational programs and conferences.



While

58%

of people leaders note that the way their organization operates has changed significantly,

Only

24%

of HR professionals believe their leaders are prepared with the necessary skills to respond.

- IA-C2HR Survey 2021



This is such a need! Intrapreneurship Academy has been the best investment for my people, and our business. I will be sending many of my high potentials here.

- L&D Director
Connectivity Industry Organization

Achieve MEASURABLE SUCCESS

Through applied learning curricula, expertise, and insights, Intrapreneurship Academy courses prepare future leaders to think and act for sustainable impact.

Over
200 graduates
as of July 2021

From
**26 industry
organizations**

95%

of Intrapreneurship Academy participants graduate with the ability to apply new learnings to their role.

- INTRAPRENEURSHIP ACADEMY
POST-CLASS SURVEY



I'm now analyzing my team from a different perspective. We're reviewing strengths, working on areas of opportunity, and seeing what changes we can make and different strategies we can employ.

- Jennifer Znaniacki, Senior Director of Training, Mediacom
Leading With Agility Graduate, 2021

LEVERAGING CUSTOMER EXPERIENCE

A course to enable leaders to deliver excellence in customer experience

Senior Fellows and CX experts Drs. Charles Patti, Ron Rizzuto, and Maria van Dessel help participants develop creative and innovative solutions to the challenges of designing and delivering on the customer experience promise. The course is built around six core topics that lead to the execution of a CX audit of the participant's organization.

79%

of marketing professionals said that improving customer retention and satisfaction is the primary objective for their CX strategy

with

61%

indicating that it's also the top critical challenge they face.

Through this course you will:

- ✓ Gain employees with skills in the core foundations of CX management
- ✓ Develop teams with expertise to build a CX culture
- ✓ Enable CX leaders to measure the financial and non-financial results of CX programs

Who should take this course:

- ✓ Middle management leaders with a desire to understand the role of CX within their organization
- ✓ Employees that hold a customer-facing role, including internal customers
- ✓ People who hold CX management or leadership roles and other CX-adjacent team members (those who interact regularly with CX) from other disciplines
- ✓ Previous experience in CX is not required



COURSE FORMAT

Both courses are eight weeks.

Choose from two classes.

COURSE TUITION

Early Bird:

\$5,450

Standard:

\$5,950

2021-2022 CLASSES

Class 1: Sept. 8-Oct. 28, 2021

Class 2: May 4-June 23, 2022

Meet Our Course Leaders and Developers

Senior Fellows at The Cable Center working with CX leaders as part of C5, providing education, research, and collaborative learning



Charles Patti, Ph.D.

Consultant and workshop leader to companies in varied sectors, including Aetna Insurance, Gannett, McDonald's, New Zealand Telecom, Otis, Siemens, and Texas Instruments



Ron Rizzuto, Ph.D.

Consultant to clients including First Data Corporation, Time Warner Cable, Cox Communications, Adelphia Communications, Chevron, CableLabs, Liberty Global, Price Waterhouse Coopers, and Qwest



Maria van Dessel, Ph.D.

University of Denver Research Scholar, focused on advancing the understanding and application of CX, CX performance metrics, and training and development in CX across various industries

To read about the case for intrapreneurship, register for classes or reserve spots, visit:
www.intrapreneurshipacademy.org

For more information, contact Janice Silver:
jsilver@cablecenter.org

INTRAPRENEURSHIP ACADEMY COURSES AT A GLANCE

Activate your leaders to accelerate business from within.

	2021 - 2022	2021 - 2022	2022	2021 - 2022
COURSE	Driving Innovation	Leading With Agility	Leading With Agility: Executive Intensive	Leveraging Customer Experience
DESCRIPTION	Intrapreneurship expert Robyn Bolton teaches the process of innovation, cultivating the skills and mindset for internal innovation.	Agility expert Dr. Pamela Meyer empowers leaders to thrive in an environment characterized by unplanned change and unexpected opportunity.	Dr. Pamela Meyer leads C-Level executives through business, team, and organizational agility strategy and best practices.	Senior Fellows Drs. Charles Patti, Ron Rizzuto, and Maria van Dessel help participants develop creative and innovative solutions to CX challenges.
OUTCOMES	Applied innovation business plan	Framework for building agility	Internalization of leadership agility	Applied learning CX audit
DURATION	8 weeks	8 weeks	1 and 1/2 days	8 weeks
TARGET AUDIENCE	<i>Manager to Vice President</i>	<i>Manager to Vice President</i>	<i>Senior Vice President to C-Level</i>	<i>Manager to Vice President</i>
COMPOSITION	Up to 20 individuals	Up to 20 individuals	Up to 10-15 executives	Up to 20 individuals
FORMAT	2 half-day kickoff and 2 half-day capstone sessions; 6 45-minute sessions	2 half-day kickoff and 2 half-day capstone sessions; 6 60-minute sessions	In-person 3 one-on-one coaching sessions	2 half-day kickoff and 2 half-day capstone sessions; 6 90-minute sessions
DATES	Sept. 14 -Nov. 3, 2021 Mar. 1-Apr.20, 2022 May 10-June 29, 2022 July 12-Aug.31, 2022 Sept. 20-Nov. 9, 2022	Sept. 16-Nov.5, 2022 Feb. 8-Mar. 30, 2022 June 21-Aug. 10, 2022 Sept. 13-Nov. 2, 2022	Apr. 13-14, 2022	Sept. 8-Oct. 28, 2021 May 4-June 23, 2022



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For more information, contact:

Janice Silver

720.502.7515

jsilver@cablecenter.org

www.intrapreneurshipacademy.org

The Cable Center
2000 Buchtel Blvd.
Denver, CO 80210

