

ARE YOU **IN?**

Tomorrow's innovators start here.



IA - Company Track Curriculum

Note: elements can be customized.

INTRAPRENEURSHIP ACADEMY (IA) - COMPANY TRACK

Do you want to drive adoption of the IA innovation process across your organization, creating a shared innovation mindset and framework for your teams?

With **IA - Company Track**, organizations have the opportunity to conduct IA in-house, teaching the process of innovation to a group of rising leaders so they can effect change within your organization.

You can bring together current teams or create new ones to move innovation projects forward. Projects can be by individual, in small groups, or as a class.

The 8-week program combines in-person and online facilitated self-study, as intrapreneurs advance real-world projects each week, culminating in the development of an Innovation Business Plan.

Flexible scheduling: We will work with you to schedule the program at your convenience.

Program Cost: Pricing based on customization.

Details:

- Maximum 20 participants per session
- Managers, Senior Managers, Directors, VPs
- Cable industry professionals (operators, programmers, vendors, associations)
- Both people managers and individual contributors from any department or discipline

TWO-DAY KICKOFF (AT THE CABLE CENTER OR AT YOUR SITE)

- Introduction to intrapreneurship
- Intrapreneurship self-assessment
- Executive speakers (from your company or industry at large)
- Project selection exercises with company sponsors

SIX WEEKS OF SELF-PACED, INSTRUCTOR-FACILITATED LEARNING

- Modules require investment of 1-1.5 hours/week
- Tailored learning modules include articles, videos, webinars, and Zoom conferences
- Ongoing interaction with and access to the instructor

TWO-DAY CAPSTONE (AT THE CABLE CENTER OR AT YOUR SITE)

- Elevator Pitch practice
- Culture change and innovation
- Finalizing Innovation Business Plan