

# INTRAPRENEURSHIP ACADEMY

IMPACT  
HUB

From Intention to Impact

## VISION

Organisations in Geneva use innovation to respond to societal needs by transforming their employees into leaders, thereby living up to their full potential.

## MISSION

Unlocking the human potential inside the most powerful institutions to create the new economy, one that is resilient, inclusive and circular.

## PREREQUISITES

High-potential junior professionals;

Demonstrated leadership and/or entrepreneurial attitude;

5 years' work experience or less;

Light involvement of the line manager.

## JOURNEY OVERVIEW

This journey develops knowledge and understanding of the mindset and capabilities necessary to drive purposeful change from within an organisation in order to address a social or environmental challenge. The modules draw from a unique combination of entrepreneurship, innovation, collaboration and leadership. The content is grounded in practice, so participants learn by working on solving a real-life challenge that impacts the organisation's core business.

The curriculum content is made of 4 pillars: Entrepreneurship, Innovation, Collaboration and Leadership. Each pillar comprises between five and seven modules, some led by Impact Hub, and others by expert collaborators. The overall design draws from methodologies and approaches such as Theory-U, Design Thinking, Leading Beyond Authority, and orients innovation towards Circular Economy.



# LEARNING OUTCOMES

**At the end of this journey, participants will have:**

- 1 Addressed an organisational challenge previously identified together with their manager
- 2 Engaged with their stakeholders to design up to three prototype solutions
- 3 Familiarised themselves with applying innovation tools, methods and frameworks that inspire transformative change at a practical level
- 4 Developed meaningful connections for potential cross-sector collaborations within a network of Geneva-based leading organisations
- 5 Gained increased self-awareness of their potential as leaders and resilience as intrapreneurs

## EVALUATION

To ensure that the journey benefits the junior professional as much as their manager and the relationship they both hold, managers will be invited to take part in the first and last sessions of curriculum. Moreover, the junior and senior tandem will be required to have touchpoint conversations throughout the journey. The success of the journey will therefore be assessed continuously through the League Intrapreneurs' BE-LEARN-DO framework of self-awareness, action-learning and informed co-creation.

## SCHEDULE

**October 2020 to March 2021, specific dates to be confirmed.**

Workshops	Topics, learning objectives
1	Defining the challenge and our own positionality, foundations of innovation, resilience for changemakers
2	Users' needs, influencing for changemakers, entrepreneurial mindset, ideation and prototyping for the circular economy
OPTIONAL WEEKEND RETREAT	Deceleration, ego-to-eco shift, head-hand-heart alignment, self-awareness and relationship building
3	Alignment to potential, systemic change
4	Pitching an offer, business case and growth hacking, inspirational and transformational leadership



# FORMAT

The Intrapreneurship Academy will follow a blended learning format, where content delivery and practical exercises will be taking place both in-person and online. Participants who prefer or require taking part exclusively online will have the opportunity to do so.

# TEAM

Our hosting team is composed of a core team of facilitators as well as expert collaborators with 60+ years' combined experience in leading transformative learning experiences in both for-profit and nonprofit settings, locally as well as internationally.

# COST

The standard pricing is CHF 3'600 per participant and their manager, with a 10% discount for teams of more than three employees from the same organisation.

This includes 5 entrepreneurship modules, 7 innovation modules, 5 peer-learning modules, 4 support calls (pre- and during), 1 alumni gathering, customised documentation for knowledge sharing and transfer, and up to 3 prototype solutions per participant.

**SPECIAL POST-COVID19 OFFER:** Benefit from an additional 15% discount by signing up before July 30th by completing our pre-sign up form.

**To find out more about the curriculum, facilitators and contributors, or if you have any other question, please don't hesitate to reach out:**  
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Erica Mazerolle is an experienced facilitator trained in Art of Hosting and Leading from the Emerging Future (MIT). Through her work as a social innovation designer at Impact Hub, she guides public, private and civic stakeholders on their journey towards cross-sector collaboration.