

Foundations of corporate entrepreneurship

Which stage of the company evolution?



Imperatives of corporate entrepreneurship

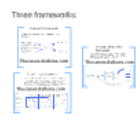
Create value for the company

1. Identify the company's core competencies
2. Develop a clear vision and mission statement
3. Establish a strong corporate culture
4. Implement a robust financial system
5. Monitor and evaluate performance

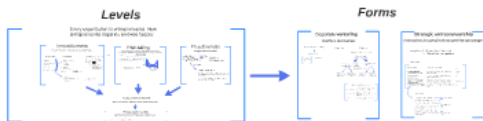
Entrepreneurship

1. Identify the company's core competencies
2. Develop a clear vision and mission statement
3. Establish a strong corporate culture
4. Implement a robust financial system
5. Monitor and evaluate performance

The nature of corporate entrepreneurship



Levels and forms of corporate entrepreneurship



Designing entrepreneurial organisations

Management



Affects

The entrepreneurial organization
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Where can entrepreneurship be found?
Traditional R&D
All the traditional forms
New and old business
Transform and the modern
Innovation
Outstanding innovation

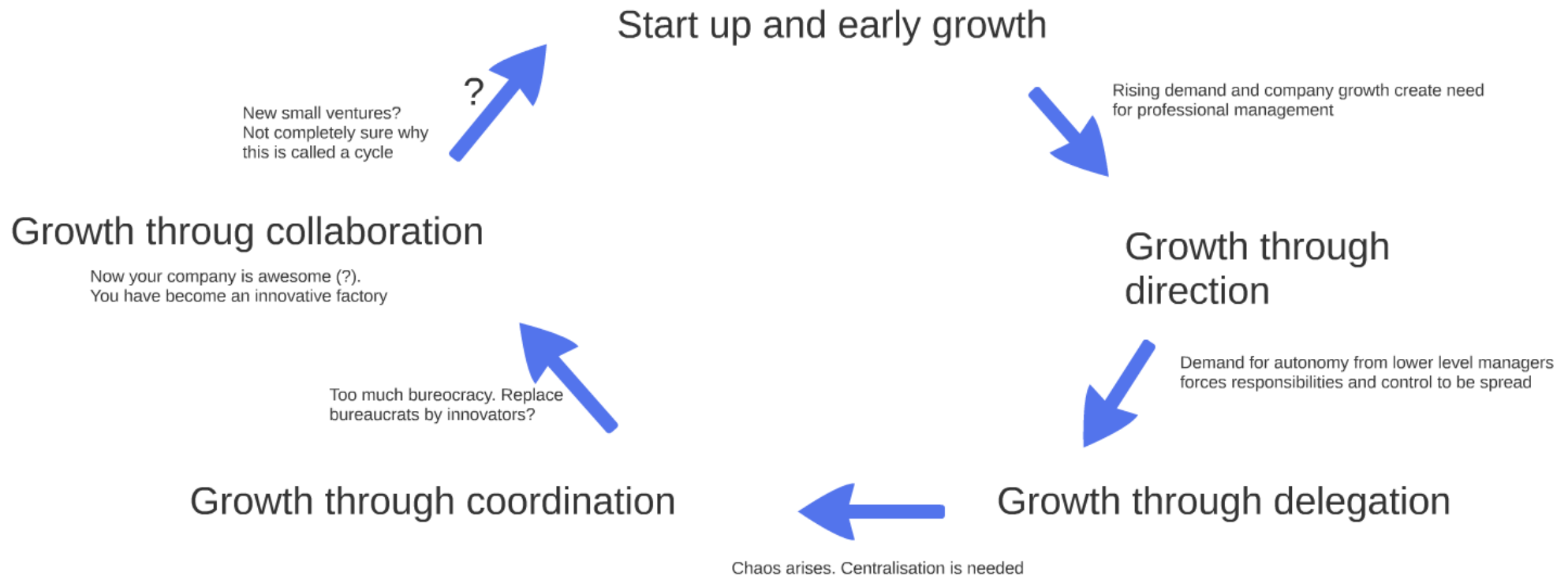
Employees



Continuous entrepreneurial performance

Understanding contexts of corporate entrepreneurship

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Sustainable Corporate Entrepreneurship: Evolving and Connecting With the Organization

The entrepreneurial organization

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Where can entrepreneurship be found?

Traditional R&D

Ad Hoc Venture teams

New venture divisions

Champions and the mainstream

Acquisitions

Outsourcing innovation



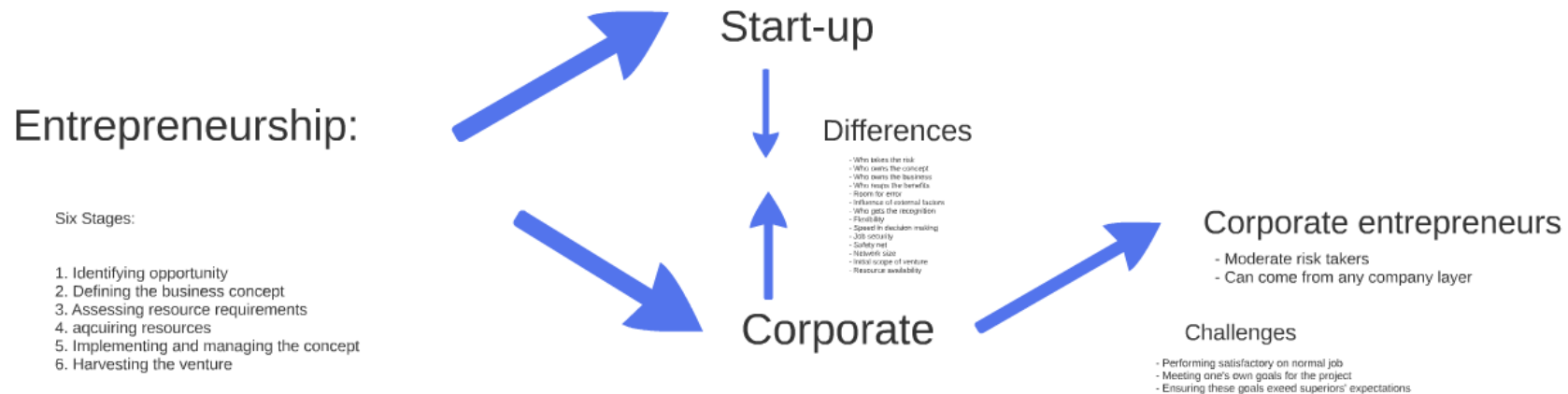
Combination: Hybrid approach

Employees

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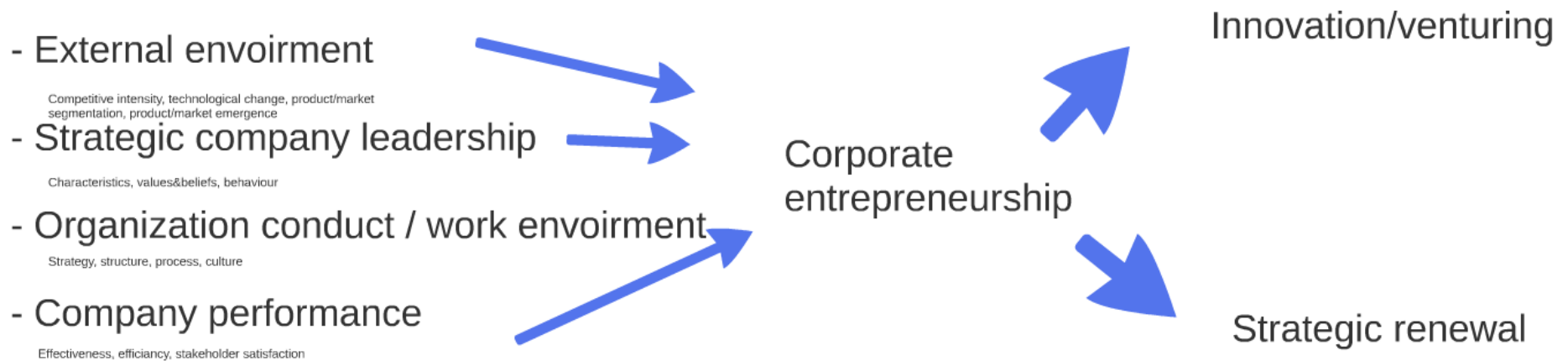
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Domain framework

Corporate entrepreneurship is driven by four domains:



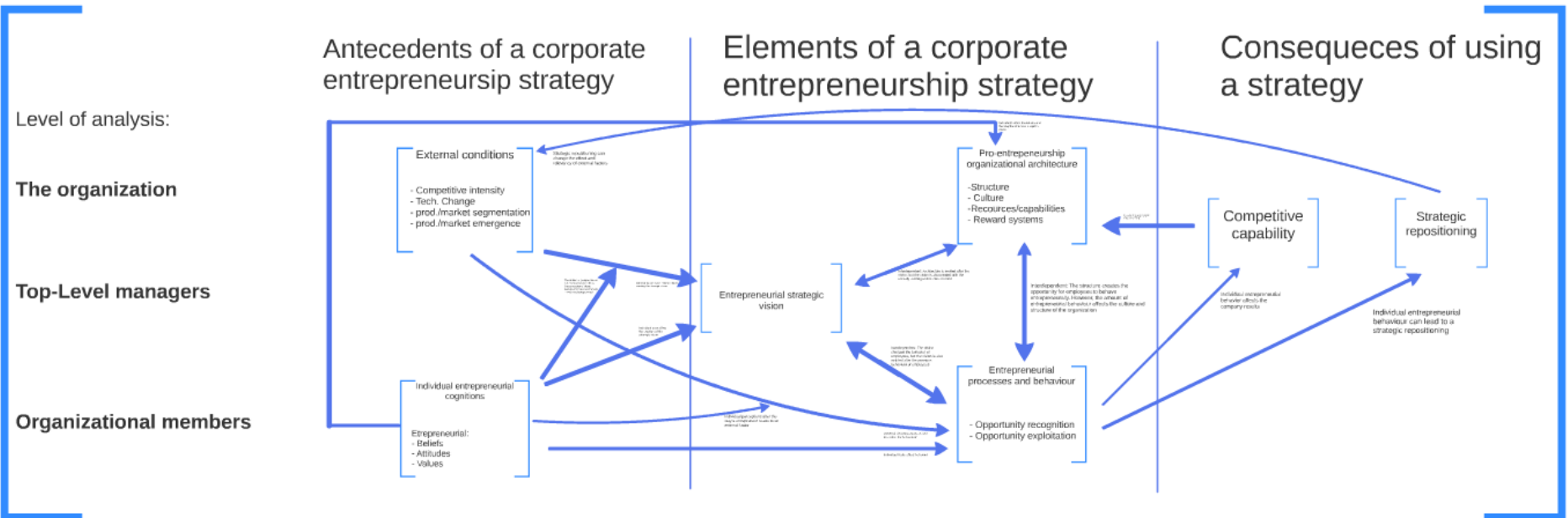
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Sustaining framework

Focus on organizations ability to sustain entrepreneurship on ongoing basis

- Demonstrates that sustainability is contingent upon individual members of the organization continuing to undertake innovative activities and positive perceptions of these activities by executive management, which will in turn lead to further allocation of necessary organizational support and resources

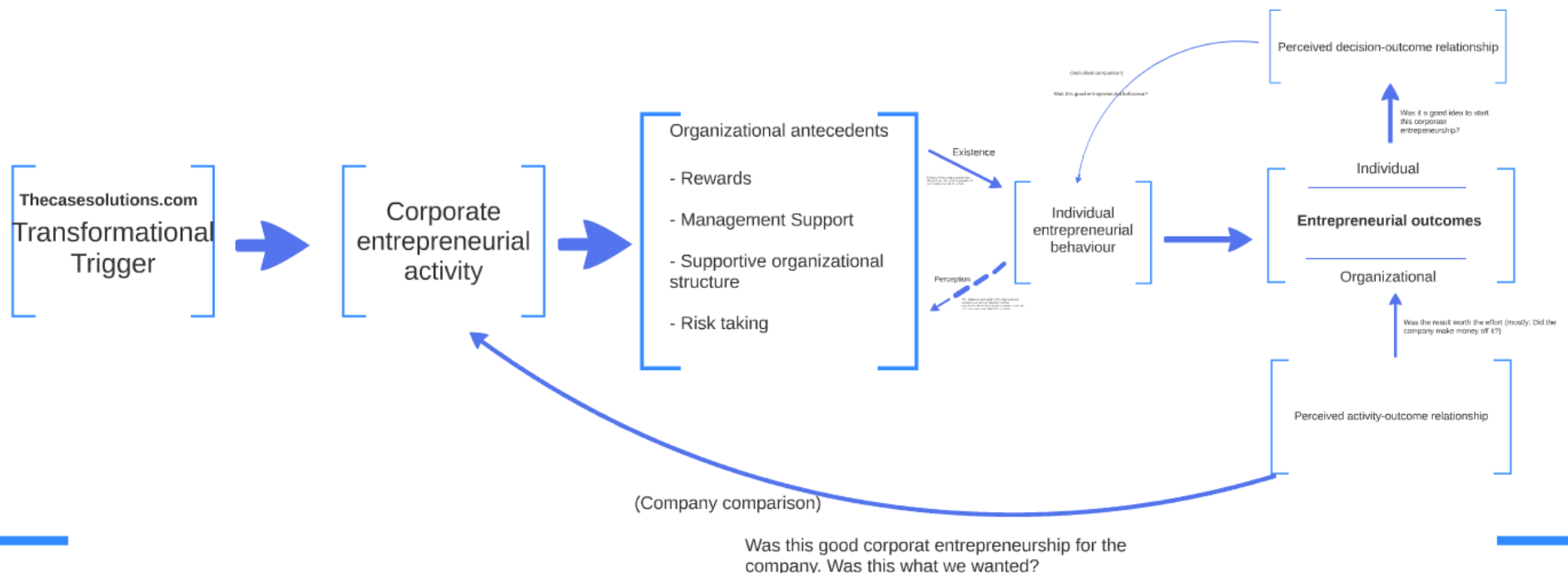
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Strategic Integration framework

Entrepreneurship is represented as an overall orientation that drives a company. the focus is on ongoing integration of entrepreneurship throughout the organization. Entrepreneurship is seen as the essence of what an organization is about and how it operates

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Transformational Trigger