

# **Intrapreneurship**

## **Managing Ideas within the Public Sector**

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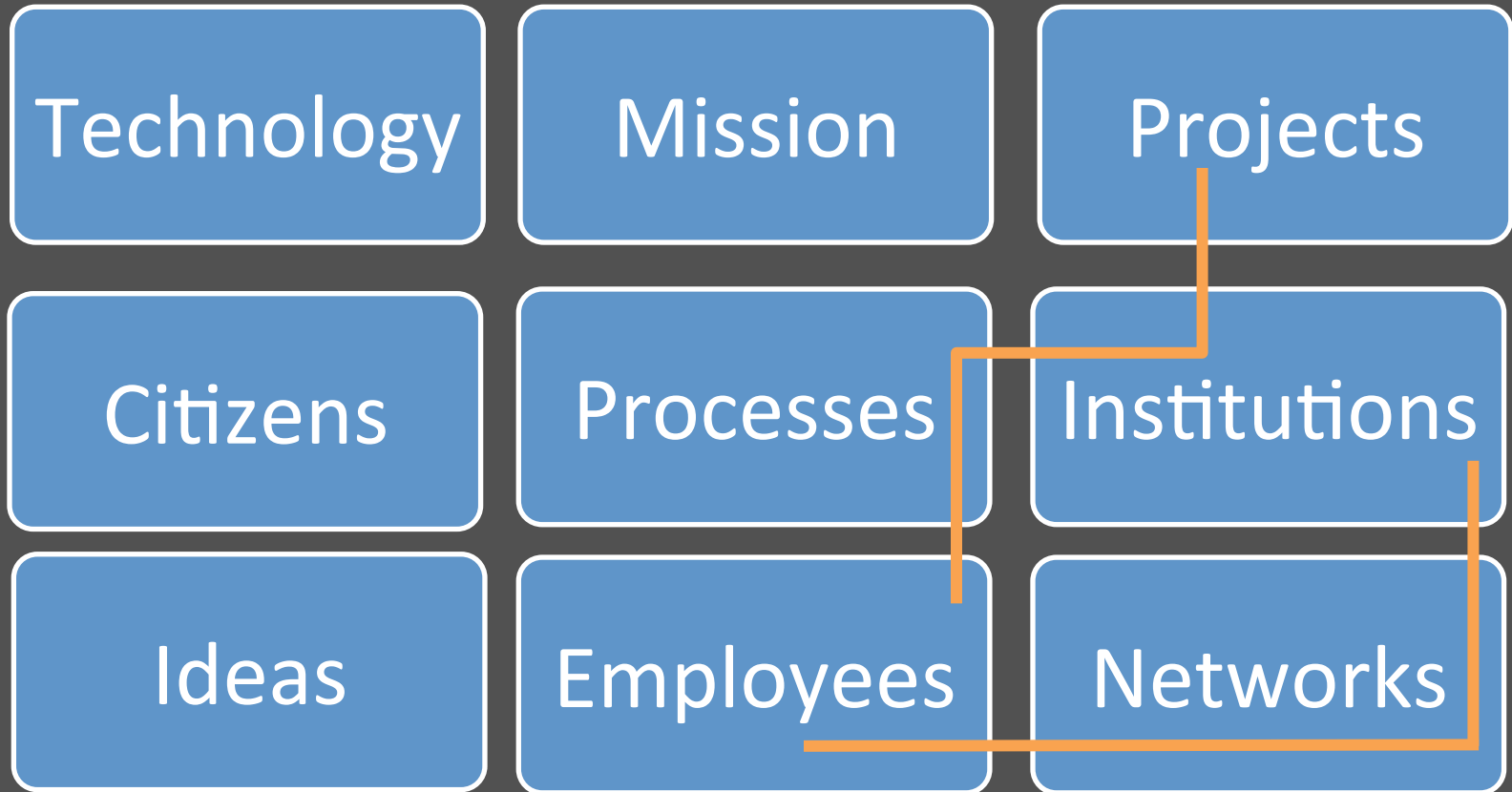
# Innovation Wanted



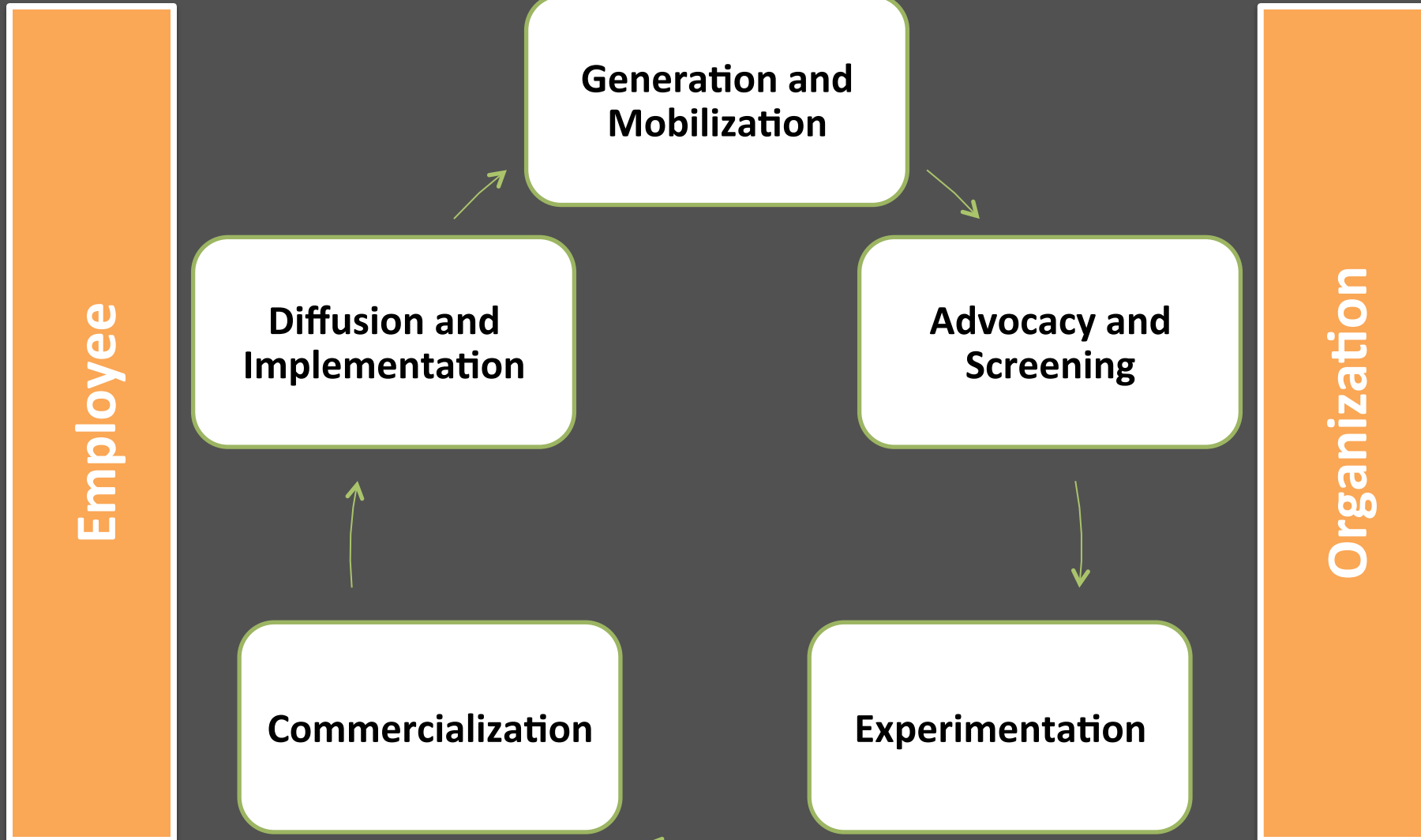
# Entrepreneurship Wanted



# Intrapreneurship Wanted



# Intrapreneurship Process



# Idea Generation and Mobilization

Environments of Need Vs. Play

Incentives

Networks

# Idea Advocacy and Screening

Advocates  
Risks  
Portfolios

# Idea Experimentation

Evidence  
Frugal  
Learning



# Idea Commercialization

Pricing  
Placement  
Rewards

# Idea Diffusion and Implementation

Markets  
Customers  
Feedback

# Intrapreneurship Process

## Designing, Managing and Optimizing

Scaling Local to Global  
Advocacy and Experimentation  
Process Mapping  
Capabilities and Maturity

# Intrapreneurship

## Public Sector

Inertia

Visualizing

Frontlines

Incentives

KEVIN C. DESOUZA

# Intrapreneurship

MANAGING IDEAS  
**WITHIN**  
YOUR ORGANIZATION

## Questions/ Comments

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