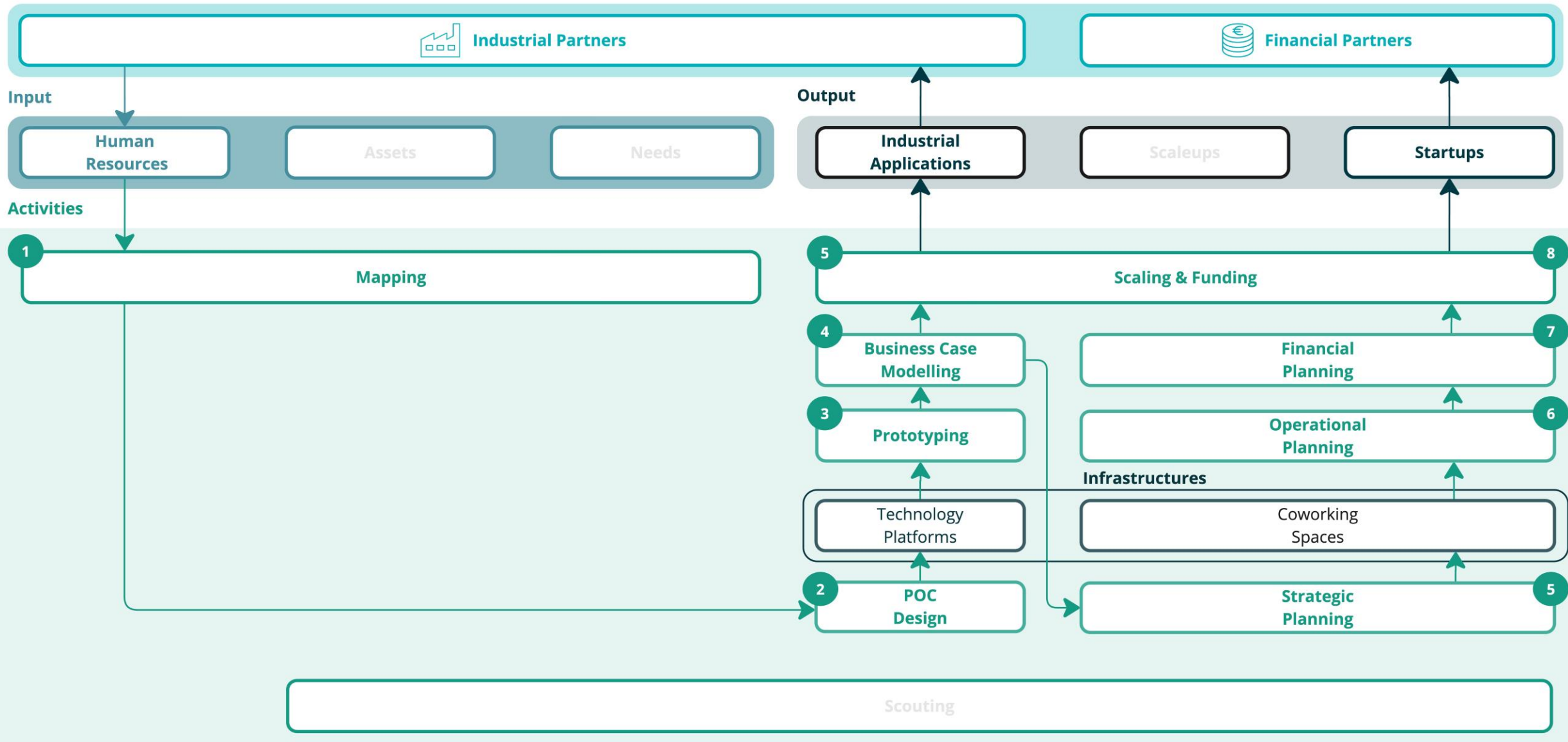




INTRAPRENEURSHIP

Human Venturing

Stakeholders



Stakeholders

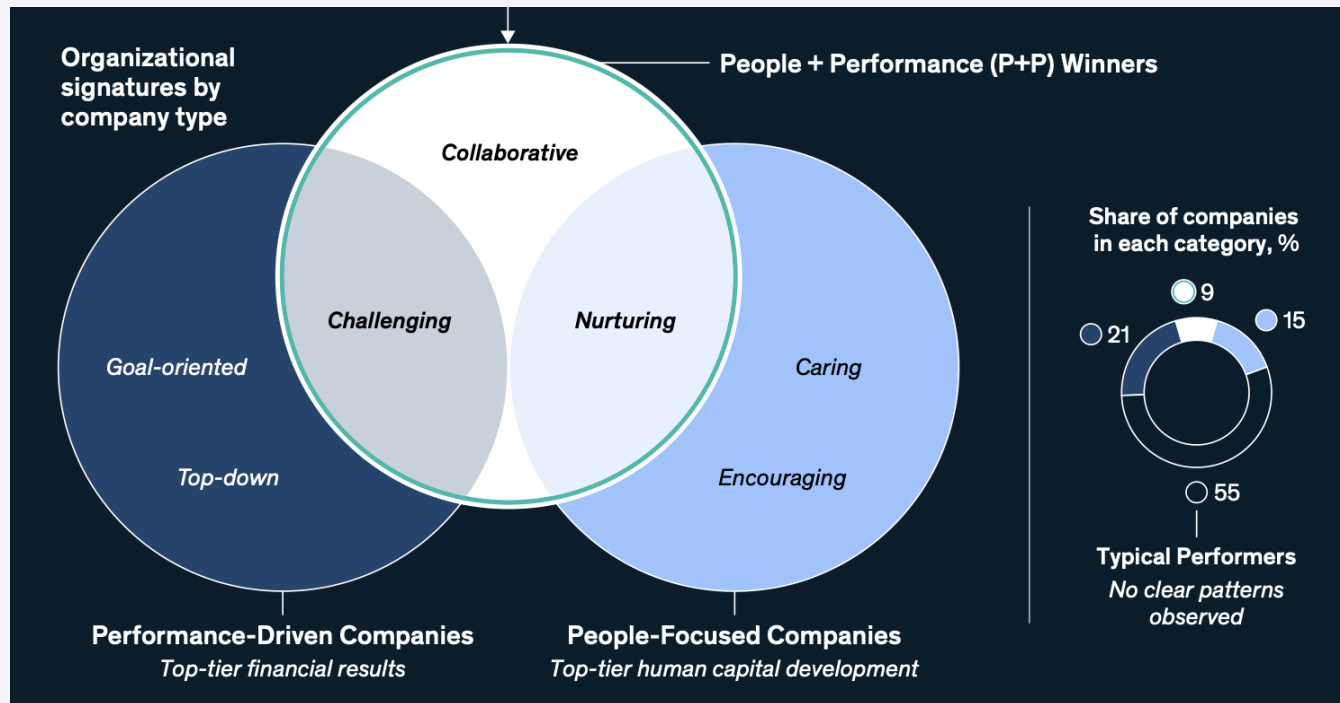




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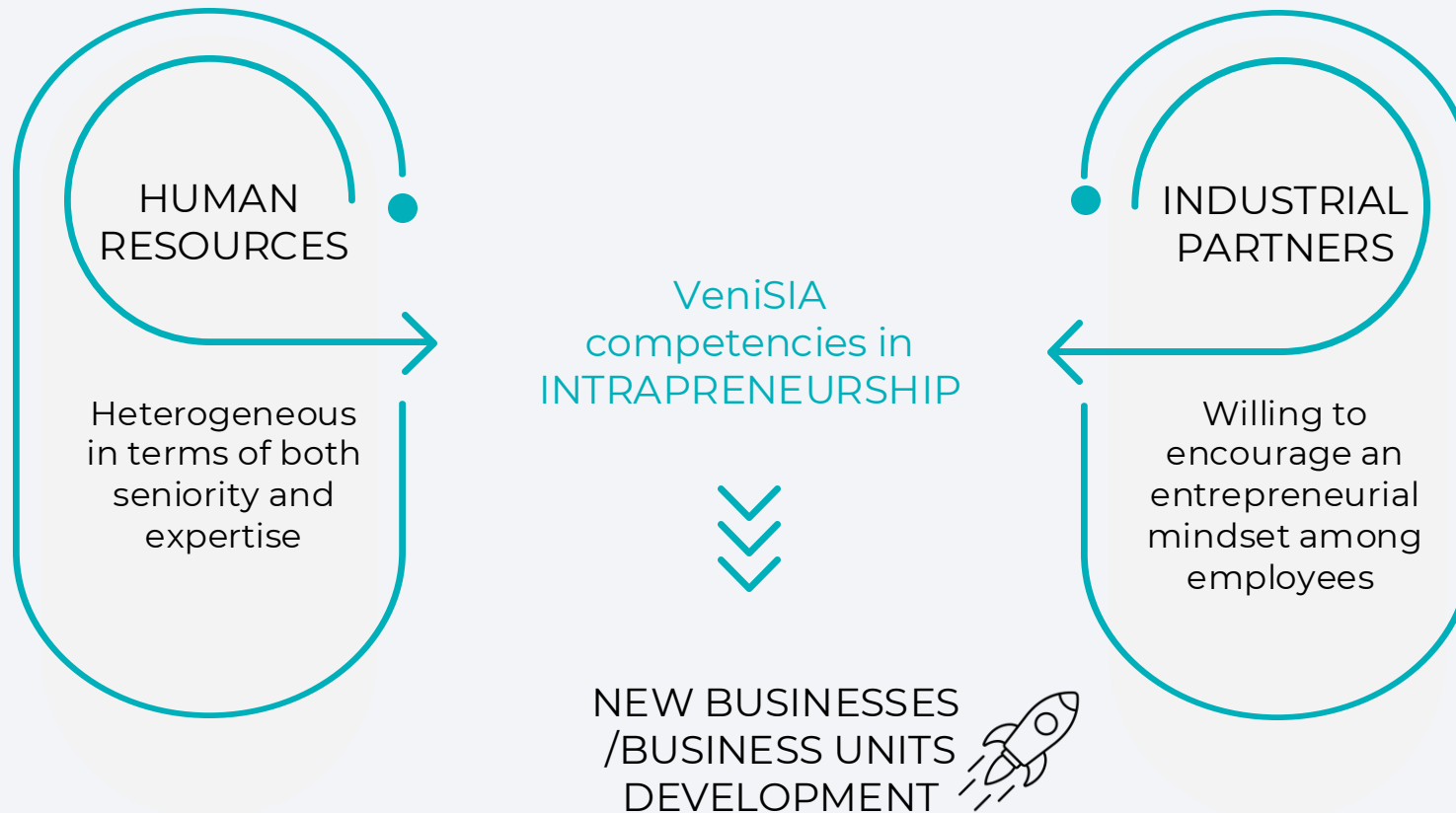
Companies can gain a competitive edge with a dual focus on people and performance



Source: [Performance through people, McKinsey Global Institute](#)

VeniSIA Human Venturing Program enables the human resources of an organization to turn disruptive ideas into new businesses or business units, with the aim of fostering innovation. This way of fostering intrapreneurship is, in the afterwards, financially supported by the corporate.

Operating model



Phase

01

Setup

Industrial Partners select participants and define the challenge, supported by VeniSIA. Activities are launched with an online kick-off.

Phase

02

Training

4 HOURS

VeniSIA provides participants with an understanding of intrapreneurship and venture building tools. Participants are then introduced to the challenge and inspired through the introduction of case studies. The participants are divided into groups.

Phase

03

Divergence

4 HOURS

Groups work on the assigned challenge, using design thinking tools to generate ideas and solutions. After voting on the most promising solutions, each group deepens its selected solution by identifying the target and the value proposition.

Phase

04

Convergence

5 HOURS

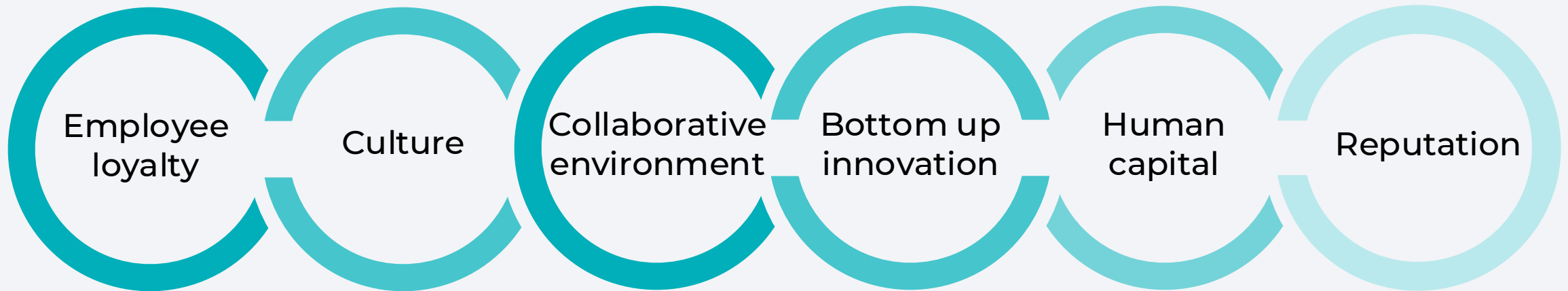
The selected ideas are then implemented through the use of planning tools and presented to the corporate committee.

Benefits for Industrial Partners

Shape the mindset of employees through intrapreneurship, changing their approach to problem solving and broadening their perspective

Gather innovative ideas from within the organisation, leveraging employee expertise

Shape how the company is perceived inside and outside the organisation



Empower talent through intrapreneurship to strengthen their bond with the company

Train employees to collaborate and communicate in a multidisciplinary environment

Maximise the potential and talent of your people to deliver innovation and value to the business



Thanks.

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