

An intrapreneur is somebody who shares many of the skills, characteristics and behaviours of an entrepreneur; but instead of working for themselves, they are employed to work within a business or organisation. Intrapreneurs provide the imagination and drive to create the products and processes that give businesses a competitive edge.

CHARACTERISTICS OF AN INTRAPRENEUR

Intrapreneurs share some of the characteristics of entrepreneurs. They are creative thinkers, assertive innovators and risk-takers. They have many of the skills of an entrepreneur, and these are usually coupled with management skills; however, there are key differences between the two.

INTRAPRENEURS:

- Initiate new projects
- Seek out opportunities
- Improve the quality of products or services
- Develop new and more efficient processes and workflows
- Implement better communication pathways
- Enhance working conditions, participation and morale
- Open new markets
- Improve the performance and profitability of an organisation

Businesses who employ intrapreneurs, or at least encourage a culture of intrapreneurship, benefit from the creativity, energy and initiation of new ideas and ventures. Intrapreneurs help businesses to evolve and compete in a fast changing and competitive market.

BECOMING AN INTRAPRENEUR

Putting your skills and creativity to work in somebody else's business may provide opportunities and open doors you had never dreamed of. For these doors to open, you need to start thinking like intrapreneurs!

- Don't just go through the motions – get involved!
- Look around and observe what is going on
- Ask questions and learn as much about processes and procedures as possible
- Put ideas down on paper and examine the pros and the pitfalls
- Intrapreneurs get to utilise their creative talents and stretch boundaries
- Intrapreneurs have the necessary backing and resources
- Intrapreneurs achieve autonomy and recognition for their ideas
- Intrapreneurs enjoy the safety net of financial security
- Intrapreneurs can turn to others for help and advice
- Intrapreneurship opens up further opportunities