



2019 | TORONTO, ON

INTRAPRENEURSHIP

Re-energize your family enterprise by empowering the rising generation to create something they are fit to lead.

All it takes is a...

FAMILY ENTERPRISE

with resources to share

INTRAPRENEUR

ready to launch a project of their own

MENTOR

willing to support, empower and guide

NEW PROJECT

to design, develop and launch!



BENEFITS FOR BOTH GENERATIONS

Create a new business, a division within the family enterprise or a family foundation and watch two generations grow together.

INTRAPRENEURS

Members of the rising generation, engaged within the entrepreneurial family.

DEVELOP

your competencies
and confidence

CREATE

value that complements your
family enterprise

FIND

your place within your
entrepreneurial family

DESIGN

your own path
for the future

MENTORS

Members of the senior generation, either family members or non-family execs.

EMBRACE

an attitude
of stewardship

ENSURE

continuity of your
family enterprise

BUILD

financial stability
and reduce risks

SUPPORT

your next gen's
growth and success

**SHIFT YOUR FOCUS FROM GROOMING
ONE "SUCCESSOR" TO DEVELOPING
MANY "INTRAPRENEURS."**

THE PROGRAM

A structure created for up to two intrapreneurs and their mentor to get equipped with tools and resources for building a culture of intrapreneurship and kick-starting a first project together!



WHAT TO EXPECT

The Intrapreneurial Program has been designed for teams to advance their project through both online and in-person learning experiences.



14 weeks to build
your project



5 immersive
in-person workshops



36 hours of coaching
and consulting



Exclusive discussions
with intrapreneurs



Access to personalized
online resources



A network of seasoned
industry experts

**47% of the rising gen wants to
launch their own project parallel
to their family enterprise.¹**

The Intrapreneurial Program gives
them the tools to do so successfully.

¹ PwC Global Family Survey (2016)

**THE RESULT IS AN
ASSESSED, STRUCTURED
AND REFINED PROJECT READY TO
BE PUT IN MOTION BY THE RISING GEN.**

DOUBLE YOUR IMPACT

Both generations have a unique learning path, specifically constructed to drive their project forward and solidify a favorable environment for intrapreneurship.

INTRAPRENEUR'S MODULES



MODULE 1 WORKSHOP
Understanding your intrapreneurial identity



MODULE 2 WORKSHOP
Positioning your idea and value proposition



MODULE 3 WORKSHOP
Validating your market hypotheses



MODULE 4 WORKSHOP
Completing your BMC** and financial structure



MODULE 5 WORKSHOP
Defining your story and the road ahead

MENTOR'S MODULES



MODULE 1 WORKSHOP
Leveraging intrapreneurial projects



MODULE 2 WORKSHOP
Empowering your intrapreneur



MODULE 3 WORKSHOP
Unlocking resources and a culture of disruption



MODULE 4 WORKSHOP
Creating a network of support



MODULE 5 WORKSHOP
Evaluating future involvement

** Business Model Canvas by Strategyzer

TAKE THIS STEP TOWARDS EMPOWERING THE RISING GEN AND UNLOCKING INNOVATION AND GROWTH.

TORONTO 2019 GET STARTED!

The next Intrapreneurial Program starts in 2019! All in-person sessions will take place in Toronto, ON.

KEY DATES

Coming
soon!



REGISTRATION

The cost of the Intrapreneurial Program is \$5,000 per project and includes the coaching and resources for:

- ✓ Up to two intrapreneurs
- ✓ One mentor
- ✓ One new project

For more information or to register, contact

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