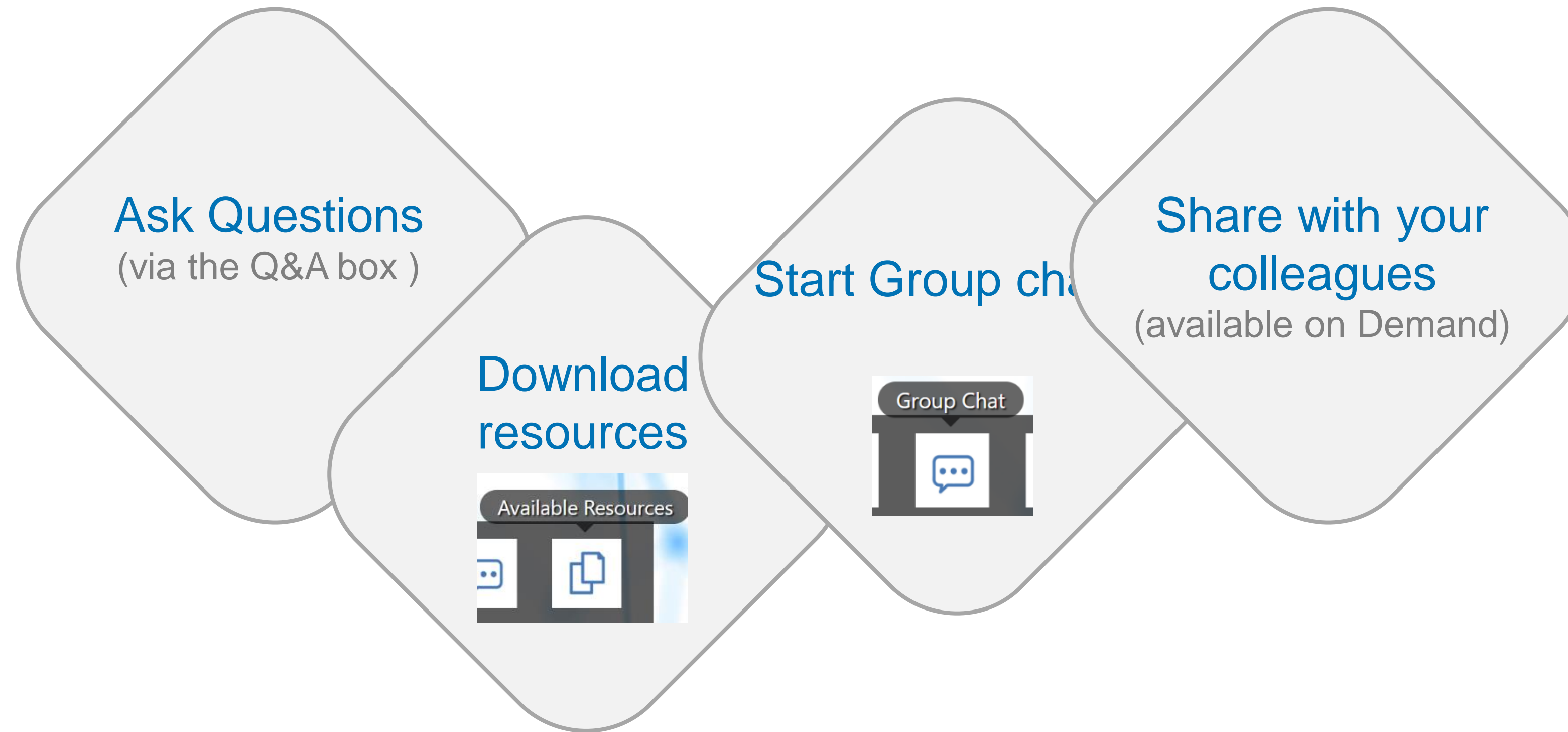


It's Better To Be A Pirate In The Navy

April 27, 2021 09:00 AM ET [09:00] (New York), 03:00 PM CET [15:00] (Brussels), 09:00 PM SGT [21:00] (Singapore)



Making the most of the webcast



Tell us about your experience to help us improve our future program



Panelists:



Tendayi Viki
Associate Partner
Strategyzer
[Bio](#)



John Metselaar
(Moderator)
Co-Leader Innovation & Digital Transformation
Institute
The Conference Board
[Bio](#)



It's Better To Be A
Pirate In The Navy

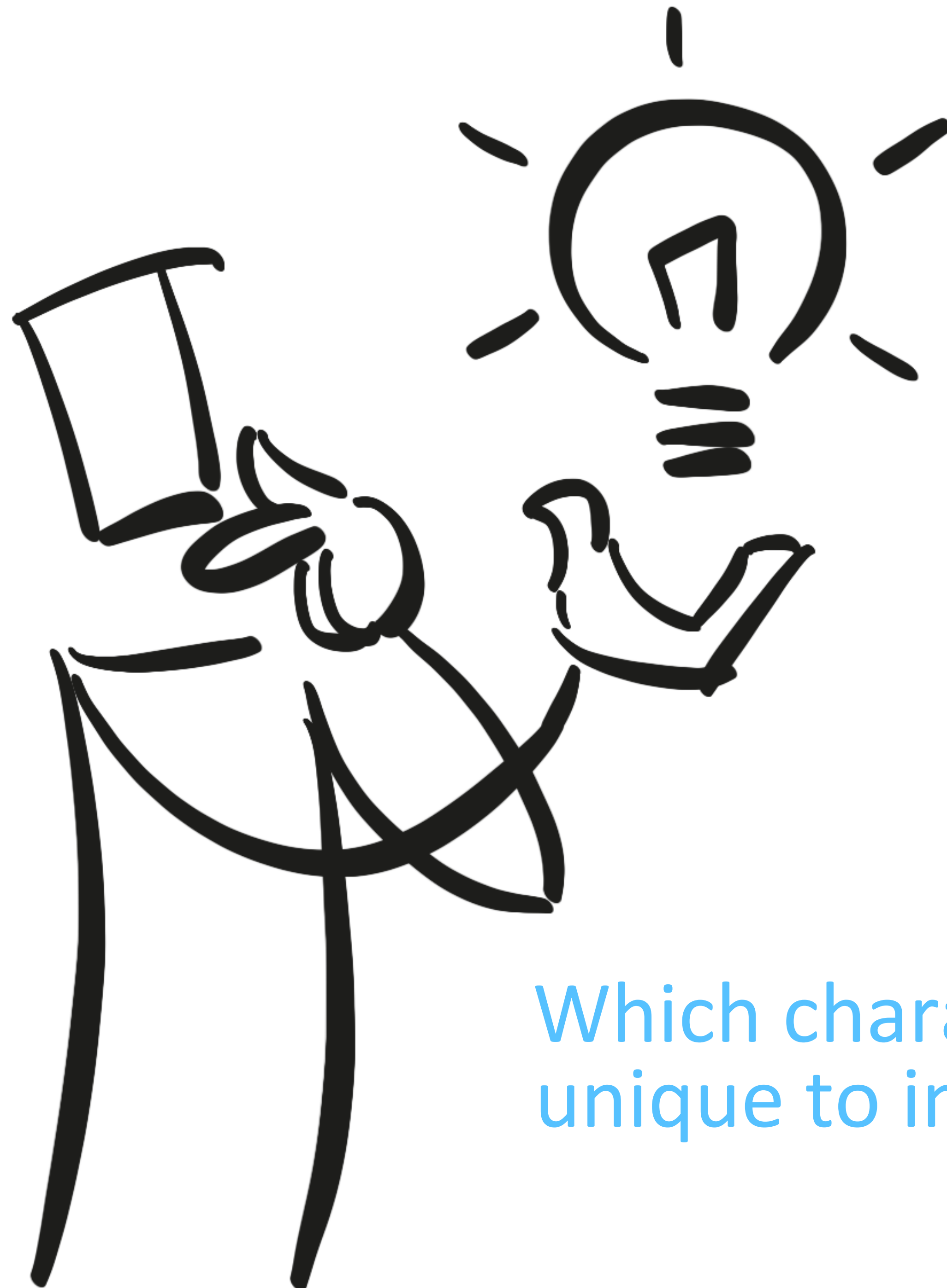
Tendayi Viki

Associate Partner

 **Strategyzer**[®]

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Which characteristics are unique to intrapreneurs?

Shared behaviours that work for both



Entrepreneurs



Intrapreneurs



Innovativeness

Market Awareness

Intrinsic Motivation

Proactivity

Which of these behaviours are unique to intrapreneurs?



Entrepreneurs



Intrapreneurs



Strategic Approach

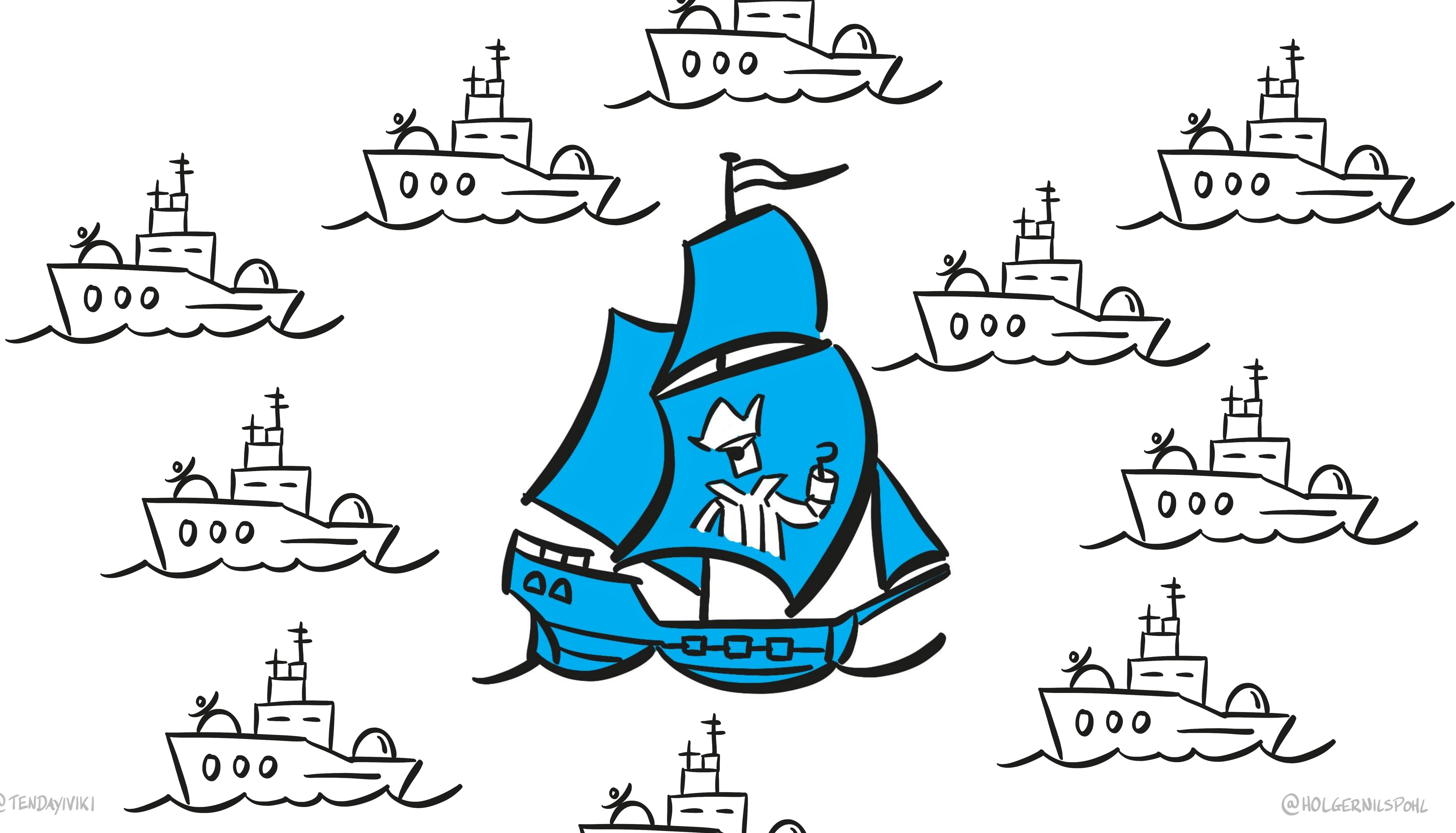
Relationship Building

Political Acumen




PIRATES

IN THE NAVY







Pirates		Privateers
Don't care about your work	Leaders	Are fully invested in your success
Very low, success not widely celebrated	Status	Very high, success widely celebrated
Inconsistent and likely to be cut	Resources	Consistent and likely to be increased
If discovered, will be killed even if viable	Projects	If viable, will be taken to scale

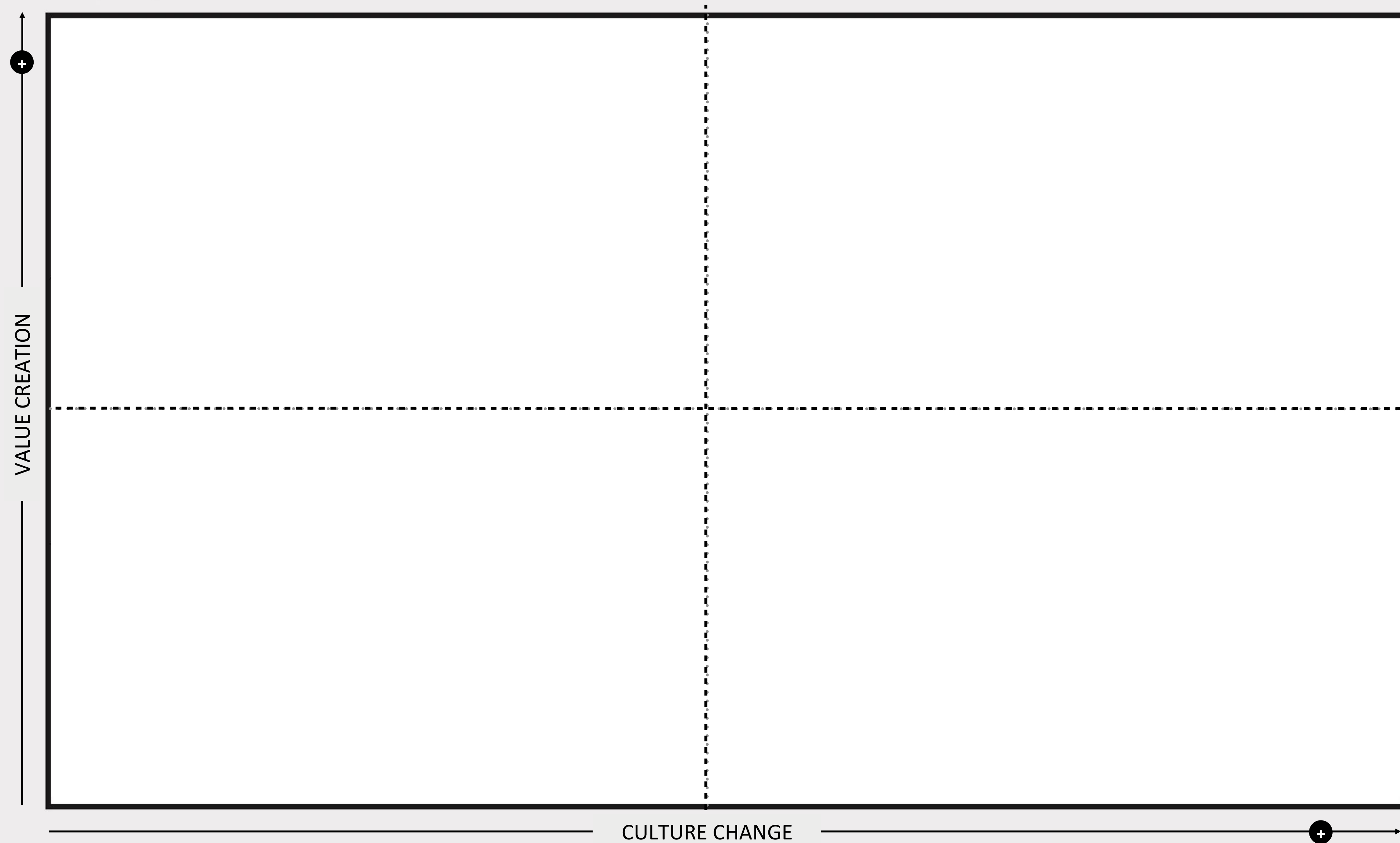
Two Jobs For Intrapreneurs

Designed for:

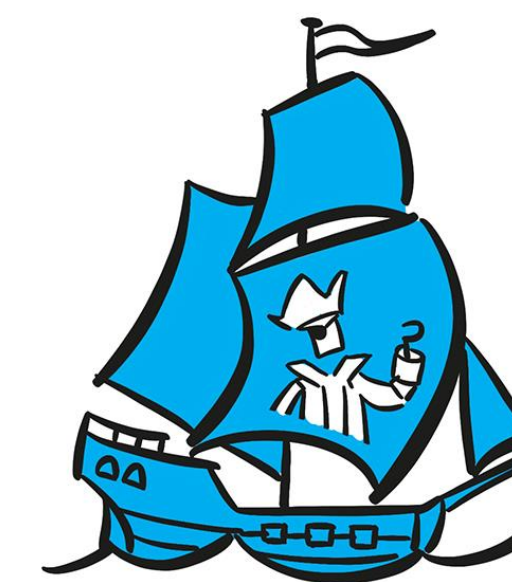
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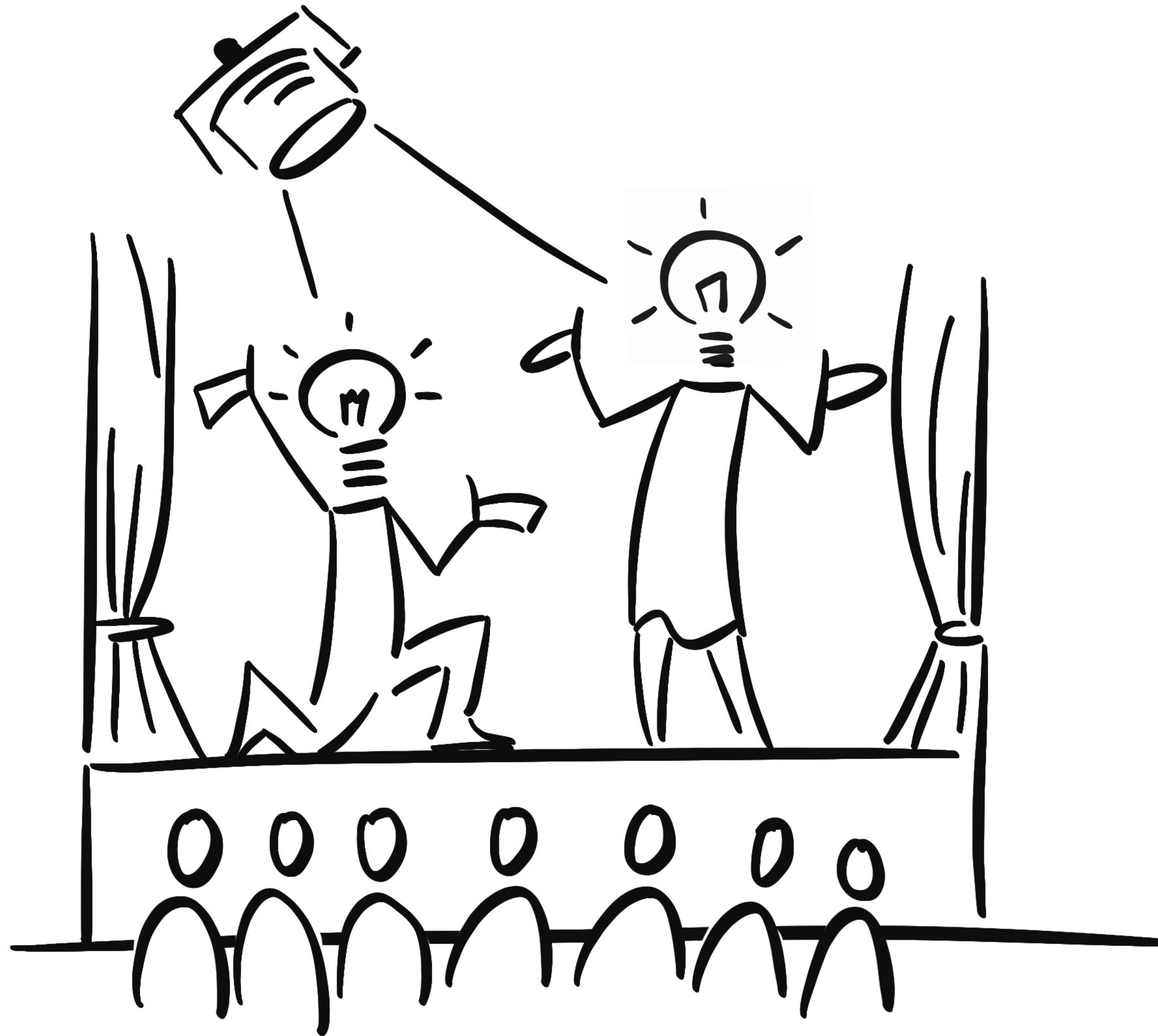


SO WHAT DOES THIS MEAN?
FOR YOU



AUTHENTICITY

VALUE CREATION

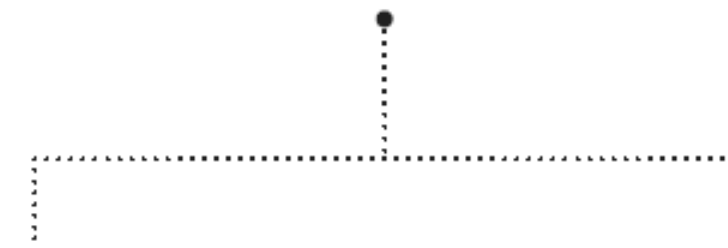


Successful Innovation = (R&D)* + Business + Execution

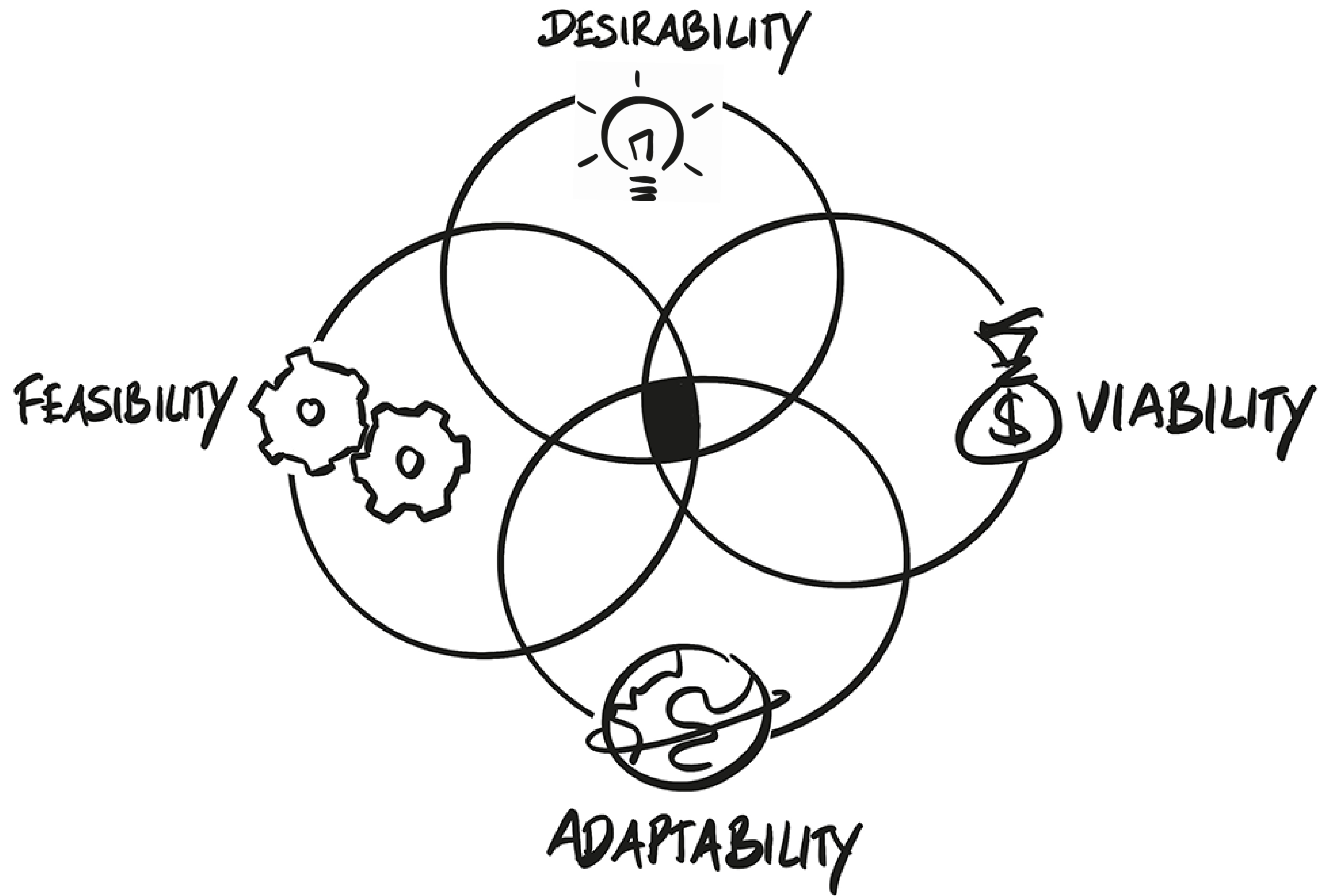


CUSTOMER VALUE

R&D



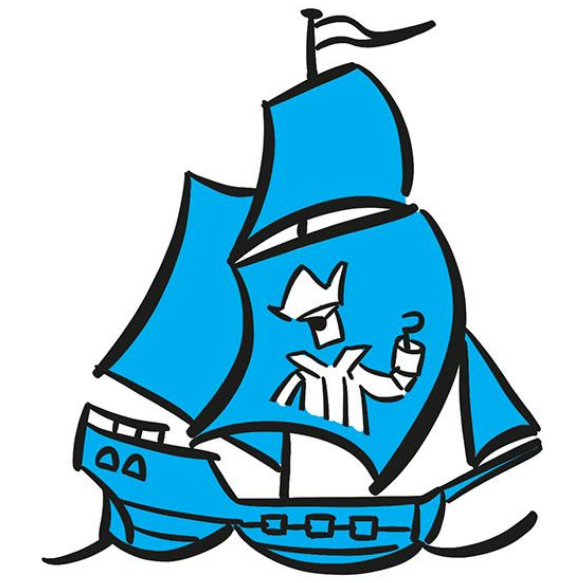
BUSINESS MODEL



P&G



SO WHAT DOES THIS MEAN?
FOR YOU



AUTHENTICITY

CULTURE CHANGE







When you think of innovation teams within your company, how easy would it be for leaders to disband them?



A key function (e.g. finance)

19%

Almost a key function

18%

Almost external consultants

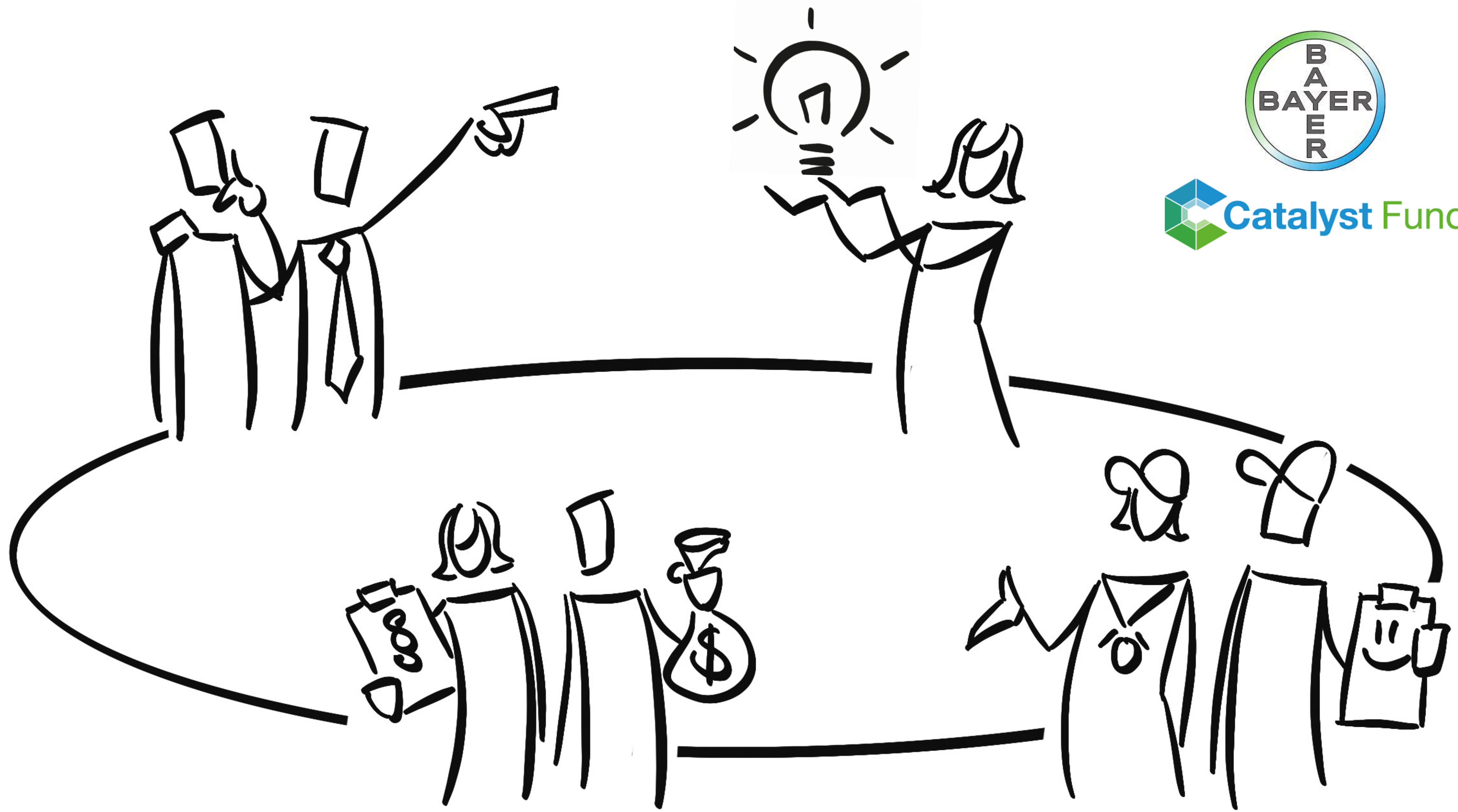
38%

External consultants

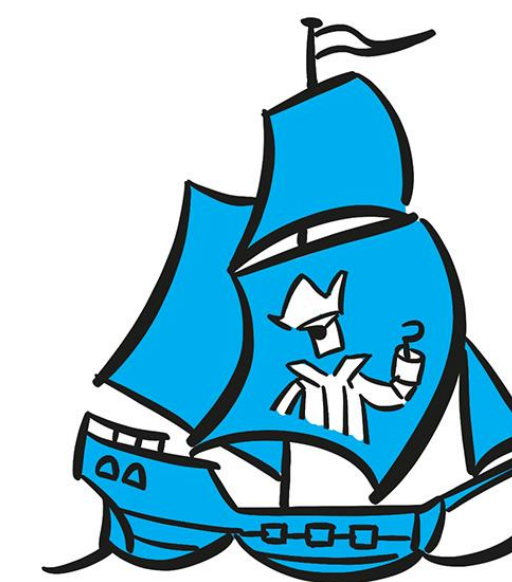
25%

} 63%





SO WHAT DOES THIS MEAN?
FOR YOU



AUTHENTICITY

MAKE IMPACT

Innovation
Team

Skills/Learning
Programs

R&D Lab

Intrapreneur
Program

Innovation
Board(s)

Center of
Excellence

Internal
Accelerator

Startup Co-
Creation

Partnership
Programs

Innovation
Labs

Corporate
Incubator

Innovation
Outposts

External
Accelerator

Innovator
Tours

M&A

Open
Innovation

Venture
Capital

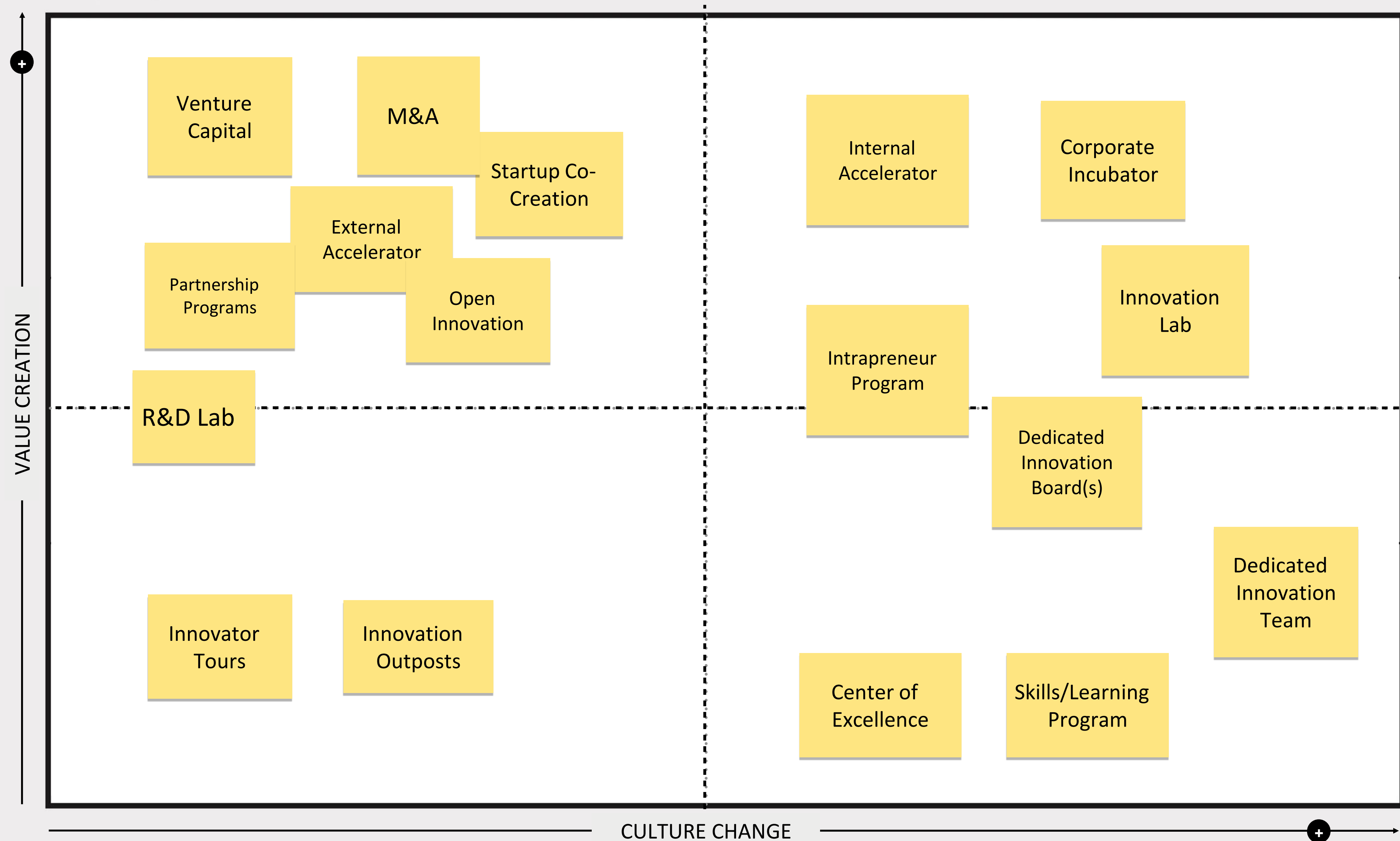
Two Jobs For Intrapreneurs

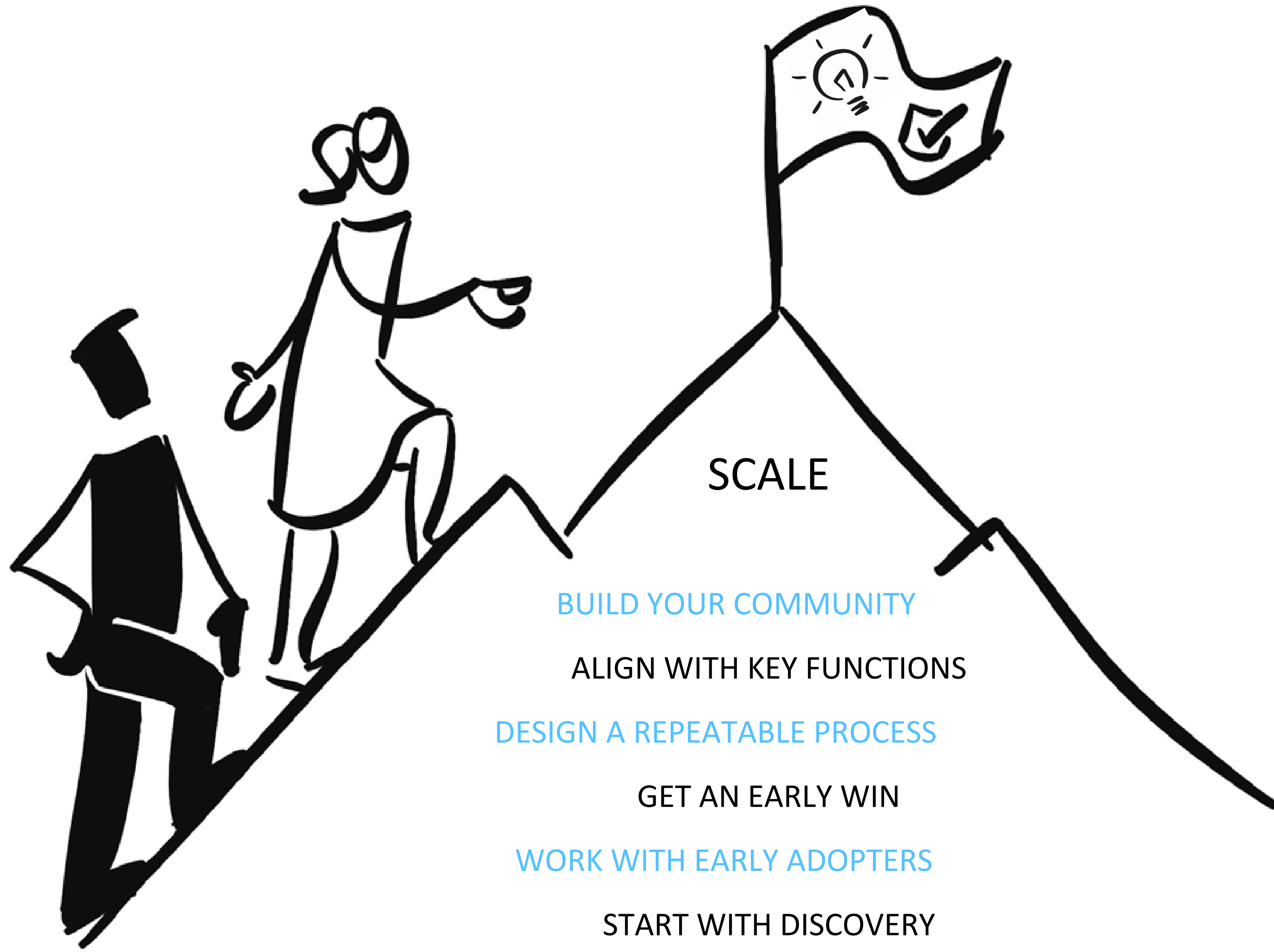
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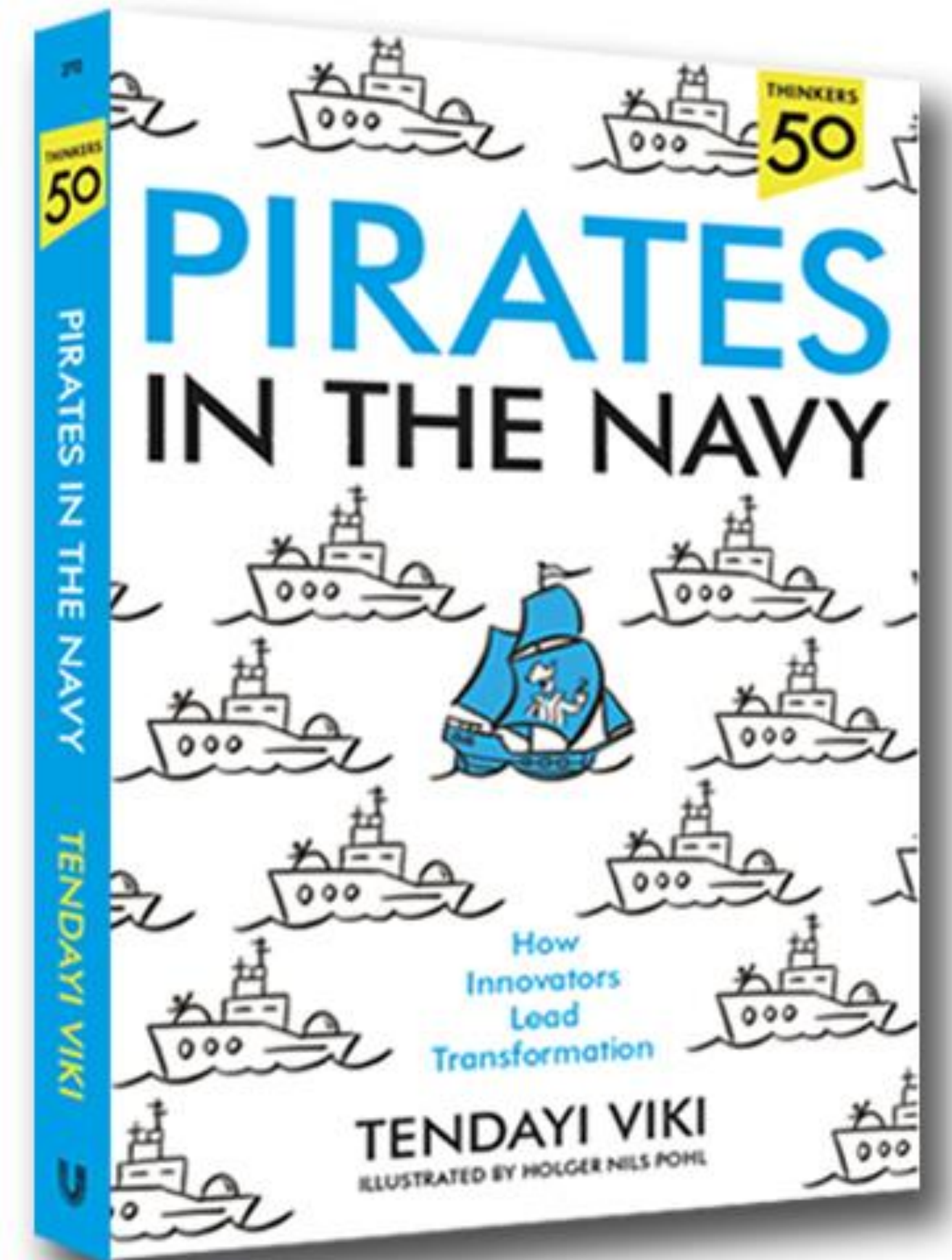




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