

TC108: Social Intrapreneurship - Entrepreneurial Strategies for Social Innovation Within Institutions



Course Sign-Up Page: <http://bit.ly/1bS0Ab5>

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I. Course Overview

TC108 is an applied management online course that trains aspiring social intrapreneurs, managers, and executives to boost social enterprise internally within organizations. The course aims to train employees across all sectors to be a force for social good.

TechChange has teamed up with [Ashoka Changemakers](#), one of the leading organizations in the field of social enterprise, to create a four-week online certificate course in social [intrapreneurship](#). Social “intrapreneurs” are employees within institutions across the private, public, non-profit, and multilateral sectors that apply an entrepreneurial skill set to create positive social and environmental impact within their respective organizations and companies. This highly interactive online course equips participants with the approaches, strategies, and tactics of savvy entrepreneurs to boost the double bottom line at organizations and launch social initiatives.

Throughout the course, participants can expect a dynamic learning environment with a number of real-world case studies, custom animations and video tutorials, live sessions with leading social intrapreneurs, and practical simulations to apply new skills and strategies including a custom ‘concept formation’ curriculum developed by Ashoka Changemakers. Takeaways from the course include a guided process of creating a social intrapreneur toolkit, including: concept notes, budgets, and pitch decks, along with opportunities to connect with a community of current and aspiring in-house social entrepreneurs across companies and organizations

II. Course Outline

Week 1 (Feb 24 - March 2):

Why Every Organization Needs Social Intrapreneurship

The first week of the course will be spent exploring the concept of social intrapreneurship, defining its meaning, and also the rationale and context where it can be applied. Participants will investigate an example of social intrapreneurship and get up-to-date on the intrapreneurship movement growing among large organizations.

Week 2 (March 3 - 9):

Selecting the Right Problem to Solve

The starting point for successful social intrapreneurship is a clear, concise, and actionable problem statement. This week we will look at the types of problems that social intrapreneurship can solve and how to communicate and frame the problem in a way that will be compelling and understandable. A review exercise of example proposals for social intrapreneurial projects and programs will help participants to see characteristics of a strong problem statement.

Week 3: (March 10 - 16)

Strategies for Advancing Social Innovation Within Your Institution

An innovative idea is not enough to advance an initiative within your institution. This week we will explore practical strategies and solutions that social intrapreneurship offers for navigating bureaucratic and institutional obstacles. This includes: practicing inter-office diplomacy, cross-functional project development, dealing with anti-innovation sentiment, and leveraging stakeholders to disrupt the status quo. Key organizational information and data necessary for implementing innovation will also be covered.

Week 4: (March 17 - 21)

Prototyping and Pitching

Prototypes and pitches are the two most potent tools for the social intrapreneur. This week we will review the intrapreneurial aspects of the lean startup model and how it can be a resource. Case studies on successful prototypes and pitches will be reviewed, and then participants will develop their own intrapreneurial concept note and proposal utilizing the Ashoka Changemakers platform. Effective elevator pitches will be created for internal resource mobilization and grant writing for external fundraising.

III. Facilitator and Guest Experts

About the Facilitator

Joseph Agoada

UNICEF

Joseph is the Resource Mobilization Coordinator for the UNICEF New York headquarters' Social and Civic Media Section, and founder of the mobile mapping project, UNICEF-GIS. He also implemented UNICEF's 2010 World Cup in My Village initiative in Rwanda and Zambia. Joe is a recipient of several awards for his activism including: 2008 International Youth Foundation a Global YouthActionNet Fellow, 2009 Starbucks Shared Planet Grant Honoree, and 2012 Google Personal Democracy Forum Fellow. Joe has spearheaded the Intrapreneurship courses at TechChange, and is a featured speaker at the 2013 Intrapreneurship Conference in Barcelona. He graduated from the University of Wisconsin-Madison and Johns Hopkins School of Advanced International Studies.

David Grayson

Doughty Centre for Corporate Responsibility

David Grayson speaks, writes and advises regularly on business, society, entrepreneurialism, and future trends for businesses, media and business schools around the world. He has worked with many, leading global businesses including BP, Shell, Microsoft and Diageo. He has worked with international institutions such as the OECD, the European Union, and the World Bank. He is a regular key-note speaker for business conferences internationally. He is a contributing editor to The Corporate Citizenship Briefing (www.ccbriefing.co.uk); and a regular columnist and editorial advisory board member for The Ethical Corporation (www.ethicalcorp.com). He sits on Corporate Responsibility stakeholder advisory groups for Camelot and for innocent. For his complete bio, please see [this link](#).

Shannon Lucas

Vodafone Global Enterprise

As Senior Enterprise Innovation Manager at Vodafone Global Enterprise, Shannon focuses on empowering global Fortune 500 businesses to stay agile, competitive and sustainable. She is continually refining the Innovation within VGE by developing tools, customer engagement models and processes to support a culture of change. Through Innovation Workshops, she helps enterprise customers transform their business by exploring how mobile solutions enable new business models, consumer insights and streamlined operations. Ms. Lucas presented her vision of Collaborative Innovation at TedX Hayward. Shannon has over 15 years of leading edge technology experience at companies including Microsoft, T-Mobile and BT.

Gib Bulloch

Accenture

Gib is the Founder and Executive Director of Accenture Development Partnerships (ADP), a ring-fenced not-for-profit consulting group within Accenture, whose clients include many of the major international NGOs and development agencies. ADP's main focus is bringing affordable business and technology expertise to the international development sector and promoting private sector engagement in sustainable development. In 2007, ADP was awarded the Management Consulting Association (MCA)'s Corporate Social Responsibility Award and in

2008, Gib was named as the Sunday Times sponsored Management Consultant of the Year in the Best Partner/Director category.

Sachin Malhan

Ashoka Changemakers

Sachin Malhan is working with Ashoka's Changemakers to help changemakers the world-over succeed in their missions. Before Changemakers Sachin co-founded Inclusive Planet, a venture working to enable online collaboration amongst the world's visually impaired; and two ventures in the education space – Law School Tutorials, the leading law test prep outfit that became an ISB case study in 2009, and Rainmaker, the leading talent advisory firm for the legal industry and manager of India's Bar examination. Sachin is an INK Fellow. In his ventures Sachin has worked intimately with design, technology, learning and young people, and discovered the joy of teaching. Sachin is a graduate of the National Law School in Bangalore.

And several more! [Other pending speakers will be posted upon confirmation]

About Ashoka Changemakers:

[Changemakers](#) convenes and connects high-potential changemakers, their ideas and resources, through the power of collaborative competitions and partner networks. Changemakers builds on Ashoka's three-decade history to engage a global network that embodies the Ashoka vision where “Everyone is a Changemaker”. In order to realize this vision, the world needs people to gain the skills and resources to collaborate on solving complex social problems.

About TechChange:

[TechChange](#) is a Washington, DC-based e-learning social enterprise that provides technology training for social change. Since 2010, it has supported over 3000 individuals from over 100 countries and hundreds of institutions through instructional design expertise, interactive educational content, a scalable training platform, and in-person trainings on topics such as mobiles, conflict prevention, and emergency management. TechChange has been featured in [The Economist](#), [New York Times](#), and [Fast Company](#).