

Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing)

By Kevin C. Desouza

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As an employee, you suspect that your best ideas are valuable and could greatly benefit your organization. Management also recognizes that a company's ability to compete is contingent on how well it leverages its employees' ideas. So, why are individuals at all levels of organizations typically poor advocates for ideas? *Intrapreneurship* provides an engaging guide for both managers and employees on how to direct the flow of ideas and foster a culture of entrepreneurship within their company's existing structure.

Based on Kevin C. Desouza's research and experience consulting with thirty global organizations, *Intrapreneurship* outlines ways to mobilize all types of ideas – including blockbusters with the potential to create radically new external products and services, and more incremental innovations for improving internal processes. With practical frameworks and real life examples for both employees and managers, *Intrapreneurship* will help you to identify the value in your own ideas and those of others to ultimately benefit your organization.

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Editorial Review

Review
‘Are you frustrated with the fact that companies often talk about the need to generate and collect their employee's ideas, but in reality they lack tangible tools and processes to efficiently leverage these ideas into real projects and products? Despair no more! In his new book Kevin C. Desouza shows us how innovative companies do not only promote generation of ideas, but encourage the entrepreneurial spirit of their employees by supporting their efforts to develop and commercialize their ideas, both internally and also externally. This book is a must for all managers who are struggling to design effective innovation processes and for employees who want to learn the science, and art, of pursuing ideas to their full potential inside their organization.’ (Miloš Ebner, Chief Innovation Officer, Trimo)

‘As competition intensifies globally, no corporation can afford to ignore the potential of corporate entrepreneurs, or "intrapreneurs," to drive growth and continual renewal. Kevin C. Desouza provides a new look and important contribution to the field of innovation, and he does so in a way that should be of keen interest to executives, intrapreneurs, and aspiring intrapreneurs across industries. Not only does Desouza explore new territory, he does so in a highly readable, applied manner drawing from both research and practice. Intrapreneurship will enable employees and managers to overcome typical, and costly, roadblocks faced when transforming ideas into commercially viable products and services.‘ (Robert Wolcott, Co-Founder and Executive Director, Kellogg Innovation Network, Northwestern University)

‘Innovation is a key strategic priority for most large companies, and most executives today have realized they cannot just give responsibility for innovation to their R&D group or their business development team – they need to make innovation everyone's job. But how do you do that? The evidence suggests most companies actually do a terrific job of killing off the entrepreneurial endeavours of their would-be innovators, through their standardized procedures and risk-averse mentalities. Kevin C. Desouza's book, Intrapreneurship, provides the solution. He gives guidance to the people with bright ideas, to help them build support and get their ideas taken seriously, and he offers advice on how to manage and organize a company to give these would-be intrapreneurs as much support as possible. Drawing from his own practical experience as well as decades of academic research, Desouza's book is a must-read in companies that care about making innovation everyone's job.‘ (Julian Birkinshaw, Professor, London Business School; Co-Founder, Management Innovation Lab (MLab); Fellow, Advanced Institute of Management Research (UK); and author of *Reinventing Management*)

‘Intrapreneurship offers a fresh and timely perspective on how to harness — and not kill — the power of innovation that exists inside every organization — including nonprofits. In his book, Desouza masterfully weaves academic research together with real life stories across industries to show us how to foster innovation and turn the best ideas into reality. His fusion of innovation and implementation into a single, pragmatic intrapreneurship framework is where the magic happens. This book is a must read for employees and leadership alike whether you are trying to increase profits, save the world, or both.‘ (Neal Myrick, Director, Groundwire)

‘You cannot stay competitive and lead your industry unless you mine the potential within your own organization. Kevin C. Desouza makes the case for identifying and empowering talent to steward innovation from within. Intrapreneurship will help you tap your company's greatest potential.‘ (Scott Belsky, CEO of Behance, National Bestselling Author of Making Ideas Happen)

About the Author
Kevin C. Desouza serves as the Associate Dean for Researchat the College of Public Programs (COPP) and is an associate professor in theSchool of Public Affairs at Arizona State University. Immediately prior tojoining ASU, he directed the Metropolitan Institute in the College ofArchitecture an Urban Studies and served as an associate professor at theCenter for Public Administration and Policy within the School of Public andInternational Affairs at Virginia Tech. From 2005-2011, he was on the facultyof the University of Washington (UW) Information School and held adjunctappointments in the UW's College of Engineering and at the Daniel J. EvansSchool of Public Affairs. At UW, he co-founded and directed the Institute forInnovation in Information Management (I3M) and founded the Institute for NationalSecurity Education and Research.

Desouza has authored, co-authored, and/or edited nine booksand has published more than 125 articles in prestigious practitioner andacademic journals. His work has also been featured by a number of publicationssuch as Sloan Management Review, Harvard Business Review, and Businessweek. Desouzahas advised, briefed, and/or consulted for major international corporations,non-governmental organizations, and public agencies on strategic managementissues ranging from management of information systems, to knowledge management,competitive intelligence, government intelligence operations, and crisismanagement. He has also advised budding entrepreneurs launching new initiativesand organizations. A sought after speaker on innovation, strategic managementof information systems, and global knowledge management, he has given morethan sixty invited talks. Desouza has received over $1.4 million in researchfunding from both private and government organizations. For more information: kevindesouza.net.

Users Review

From reader reviews:

Dennis Fleenor:

Reading a reserve tends to be new life style with this era globalization. With reading through you can get a lot of information that could give you benefit in your life. With book everyone in this world can easily share their idea. Books can also inspire a lot of people. Plenty of author can inspire their particular reader with their story as well as their experience. Not only situation that share in the guides. But also they write about the information about something that you need case in point. How to get the good score toefl, or how to teach your children, there are many kinds of book that exist now. The authors on this planet always try to improve their skill in writing, they also doing some exploration before they write on their book. One of them is this Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing).

Eric Chabot:

Spent a free time for you to be fun activity to complete! A lot of people spent their spare time with their family, or all their friends. Usually they doing activity like watching television, likely to beach, or picnic within the park. They actually doing same thing every week. Do you feel it? Will you something different to fill your free time/ holiday? Can be reading a book could be option to fill your no cost time/ holiday. The first thing you will ask may be what kinds of guide that you should read. If you want to try look for book, may be the book untitled Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing) can be great book to read. May be it can be best activity to you.

Edna Kissel:

Reading can called head hangout, why? Because when you find yourself reading a book especially book entitled Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing) your head will drift away trough every dimension, wandering in every single aspect that maybe unknown for but surely will end up your mind friends. Imaging every word written in a publication then become one application form conclusion and explanation which maybe you never get previous to. The Intrapreneurship: Managing Ideas Within Your Organization (Rotman-UTP Publishing) giving you yet another experience more than blown away the mind but also giving you useful details for your better life within this era. So now let us demonstrate the relaxing pattern here is your body and mind will probably be pleased when you are finished examining it, like winning an activity. Do you want to try this extraordinary paying spare time activity?

Lynn Kelley:

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