

# THE MISSING RECIPE FOR INTRAPRENEURIAL SUCCESS

KEYNOTE

**What does it take to succeed as an INTRAPRENEUR within a business?** Some people think it's an MBA, others a great idea, pedigree, technology, or ...? Many people, including highly educated, wealthy and intelligent people fail in business and as entrepreneurs. Even previously successful business people sometimes fail in subsequent attempts. Venture-funded ones do no better. Many well-funded intrapreneurial ventures fail as well. 'Recipes' from B-schools, incubators and experts have not helped. **A majority of intrapreneurship ventures fail and the failure rate has not changed much.** Are you missing something in your 'recipe'?



Many 'experts' are 'one-trick-ponies' with a singular view of success and sell related services. Most universities, public and private groups offer entrepreneurship programs that many corporate employees attend and still fail! Most programs make an erroneous assumption that the intrapreneur is suited for business and passionate about it. **Nobody discourages unprepared or unsuitable people. Intrapreneurs risk their careers while businesses risk money on an 'incomplete recipe'.**

Our survey of 320 business people, including 75 multi-millionaires, indicated that **many people lack the foundations for business success. They survey established a clear correlation between certain attributes and business success (or failure).** We will discuss the findings of the survey and a business success **framework** that explores key considerations before jumping into, or remaining, in business. It is built on the individual and identifies internal attributes and external resources the person must (and must not) have for success, including mindset, knowledge, training and skills. We will also discuss the corporate mindset and the business mindset—and the bridge between them. These are based on the experience of the speaker as a four-time entrepreneur, Silicon Valley venture capitalist, operational experience at two Fortune 50 companies, a business degree and interviews with over one hundred business people across North America, Europe and Asia. **By the end of the talk, you will have the full recipe, a new perspective on what you must acquire—and what you must rid—to succeed as an INTRAPRENEUR.**

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