

## **The Intrapreneur**

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Today, practitioners in corporations need to consider and value their human capital with the same strategic mindset as they apply to their financial capital. The intrapreneurs are the masterminds in corporations that create renewal and innovation to the changing business environment. A positive approach to intrapreneurs in corporations is crucial in order to stay in the global competitive market.

## **The Intrapreneur**

Practitioners in corporations need to consider and value their human capital with the same strategic mindset as they apply to their financial capital. The intrapreneurs are crucial for the renewal and adaptation to the changing business environment. They are acting like entrepreneurs in an already established corporation initiating new products and services. In other words, the intrapreneurs are the masterminds in corporations for generating renewal and innovation. The intrapreneurs make the corporation perform better than other corporations. A positive approach to intrapreneurs in corporations is crucial in order to increase growth and to stay on the global competitive market.

The intrapreneur is the person who saves the day on short notice. This is the type of person who can create and initiate a new solution out of nothing in the established corporation. It is a person who is comparable with a leader who takes the next step forward. It can cover strategy, process improvements or new products and services. However, intrapreneurs can sometimes be perceived as demanding. They often believe more in the people around them than the people do themselves. In other words, the intrapreneur is a key person and is proactive to growth within already established corporations.

According to the research project "Intrapreneurship Compass", there are factors in a corporation that can promote or create barriers to intrapreneurship. One example of a factor is management support that positively influences the intrapreneurial capabilities. Leaders and executives in corporations need to understand that recognizing and dedicating resources such as employees, money and mandate are key capabilities in order to create successful intrapreneurship.

On the other hand, too much structure and routines do not help to create successful intrapreneurship. They want to disrupt the established structures and routines and start from within the corporation to make a change. They are drawn to

an unreleased potential of ideas that got stuck or stopped evolving. Intrapreneurs want renewal and growth and are not afraid of change.

New ideas and change is painful for most people. It is uncomfortable for employees to change their routines and structures but also for executives and owners to change their way of thinking. Working in new ways with new ideas and routines can be painful, at least temporarily, until there is a new comfortable environment. For an intrapreneur continuous change is “the normal”. An intrapreneur is adjustable and wants a dynamic environment.

According to my research about the intrapreneurial characteristics, the intrapreneur can be seen as catalysts of new products and services. The following characteristics give a descriptive picture of an intrapreneur. First, the intrapreneur has a university degree. The intrapreneur is well educated, understands the market and is an asset in the firm. It is possible to think that this person knows the direction of the corporation before everyone else knows. Therefore, it is important to give the intrapreneur freedom and space.

Second, the intrapreneur has been employed in the current firm for many years. This means that the intrapreneur has a lot of firm and business experience. The intrapreneur understands the business cycle and how to manage the market.

Third, the intrapreneur is most likely to work in a large firm seeing. This personality is excellent at navigating internally and can build a network for supporting the intrapreneurial ideas within the firm. This personality wants to be independent and solve problem in their own ways. It is not possible to control this personality since he or she builds capabilities to solve problems.

By being aware of who the intrapreneurial characteristics are, practitioners in corporations can ask themselves why some individuals are not behaving intrapreneurial. The established corporation can encourage these individuals as well as individuals with other characteristics thus making the company more competitive and profitable, leading ultimately to increased growth.

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