



UNITED REPUBLIC OF TANZANIA ENGINEERS REGISTRATION BOARD



2ND ENGINEERING TECHNICIANS DAY 2019

Intreprenurship and Innovativeness

Eng. Gwakisa Gallen Mwakyusa

Tansheq Limited

Email: gwakisa@tansheq.com



Presentation

- Intrapreneurship and Entrepreneurship
- The art of Creativity
- Innovation in organizations
- Inside organizations
- Becoming an Intrapreneur



Intrapreneurship and Entrepreneurship

- Intrapreneur is short for **intra-corporate entrepreneur**
- Coined by Gifford & Elizabeth Pinchot III in 1978
- We need to understand Entrepreneurship first ...

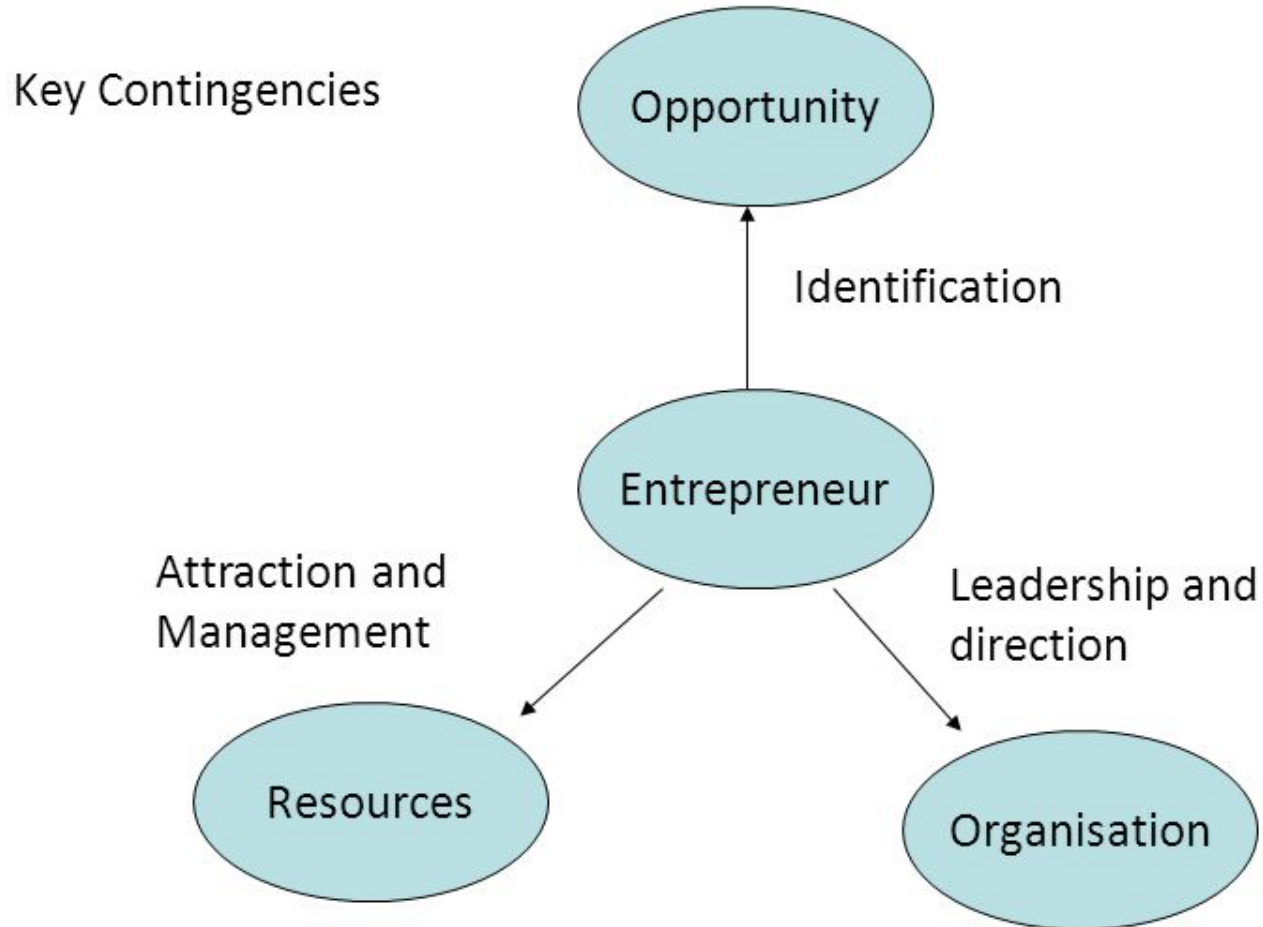


Entrepreneurship

- “The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit” **Business dictionary**
- “Entrepreneurship is the pursuit of opportunity beyond resources controlled”
- **Prof Howard Stevenson.**



Entrepreneurship



YOUR PLAN.



REALITY.



Intra-Corporate Entrepreneurship

- Large corporations are suffering from size; they are so large that the **managers are isolated from knowledge of the problems to be solved.**
- The traditional answer for this is decentralization. Unfortunately, decentralization alone is not enough.
- What is needed is **free market entrepreneurship within the corporate organization.**



Intrapreneurship...

- The act of behaving like an entrepreneur while working within a large organization.
- Intrapreneurs have entrepreneurial skills blended with managerial skills but operate within the confines of an organization.
- Intrapreneurship is an incubator for future entrepreneurs..



Why Intrapreneurship?

- It allows innovation.
- Gives employees freedom to do things beyond their limitations
- It limits movement of employees from one organization to another
- It is an incubator for future entrepreneurs
- Ally who eats, sleeps and dreams about the organization.



Intrapreneurs Ten Commandments

1. Build your team, intrapreneur is not a solo activity.
2. Share credit widely.
3. Ask for advice before you ask for resources.
4. Under promise and overdeliver — publicity triggers the corporate immune system.
5. Do any job needed to make your dream work, regardless of your job description.



Intrapreneurs Ten Commandments

6. It is easier to ask for forgiveness than permission.
7. Keep the best interests of the organization especially when you have to bend the rules
8. Come to work each day willing to be fired.
9. Be true to your goals, but be realistic about how to achieve them.
10. Honor and educate your sponsors.



Creativity

- The state or quality of being creative.
- the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods and interpretations.
- originality, progressiveness, or imagination
- To be creative you shouldn't be afraid to fail



FAILING

VS

BEING A FAILURE

by Anna Vital

an event



temporary



shows you stretch the limits



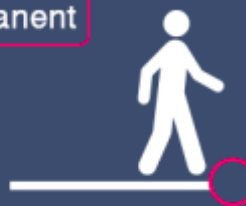
opportunity to learn



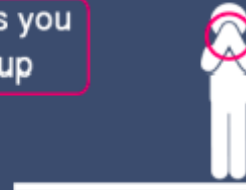
a mindset



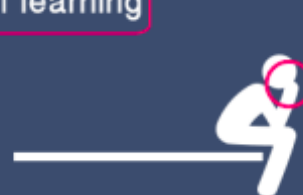
permanent



shows you gave up



end of learning

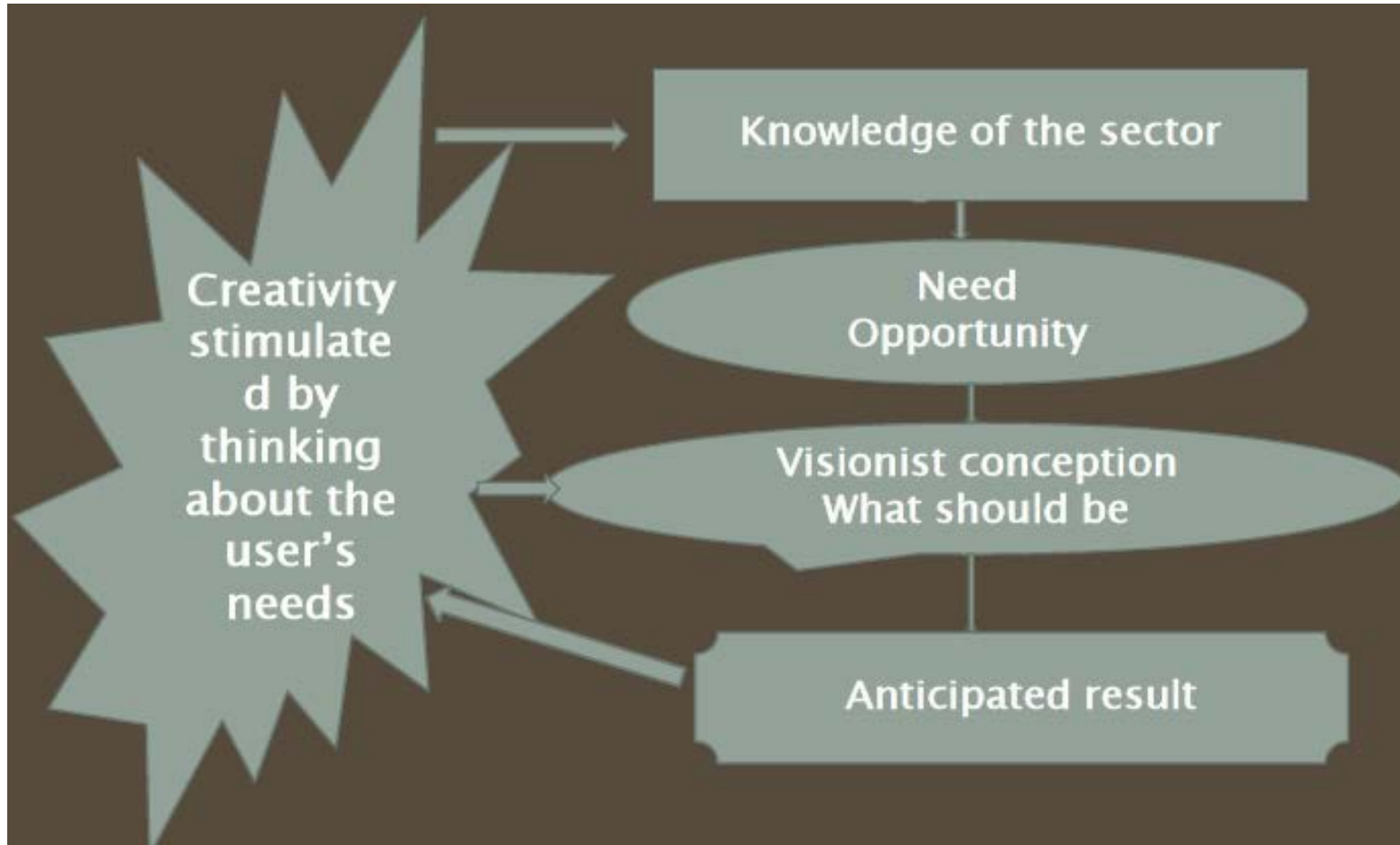


Creative Process

- In learning any art, the important things to learn are, first, Principles; and second, Method.
- This is true for the art of producing ideas.
- So with the art of producing ideas what is most valuable know is not where to look for a particular idea, but how to train the mind in the method by which the ideas are produced



Creative Thoughts



Streamline “creativity”?

- Hire creative people?
- Define a creative process?
- Establish a culture of creativity?



Innovation

- The introduction of something new, a new idea, method, or device - **Merriam-Webster**
- The use of a new idea or method - **Cambridge**



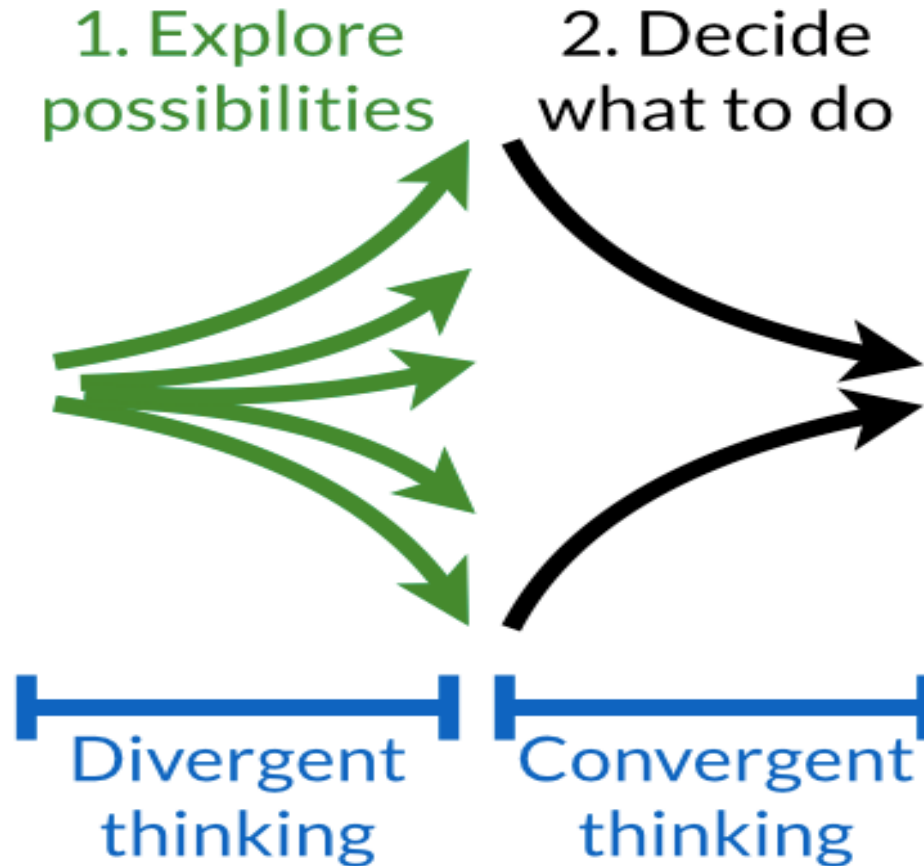
Rule of Thumb

“The definition of insanity is doing the same thing over and over again, but expecting different results.” **Albert Einstein**

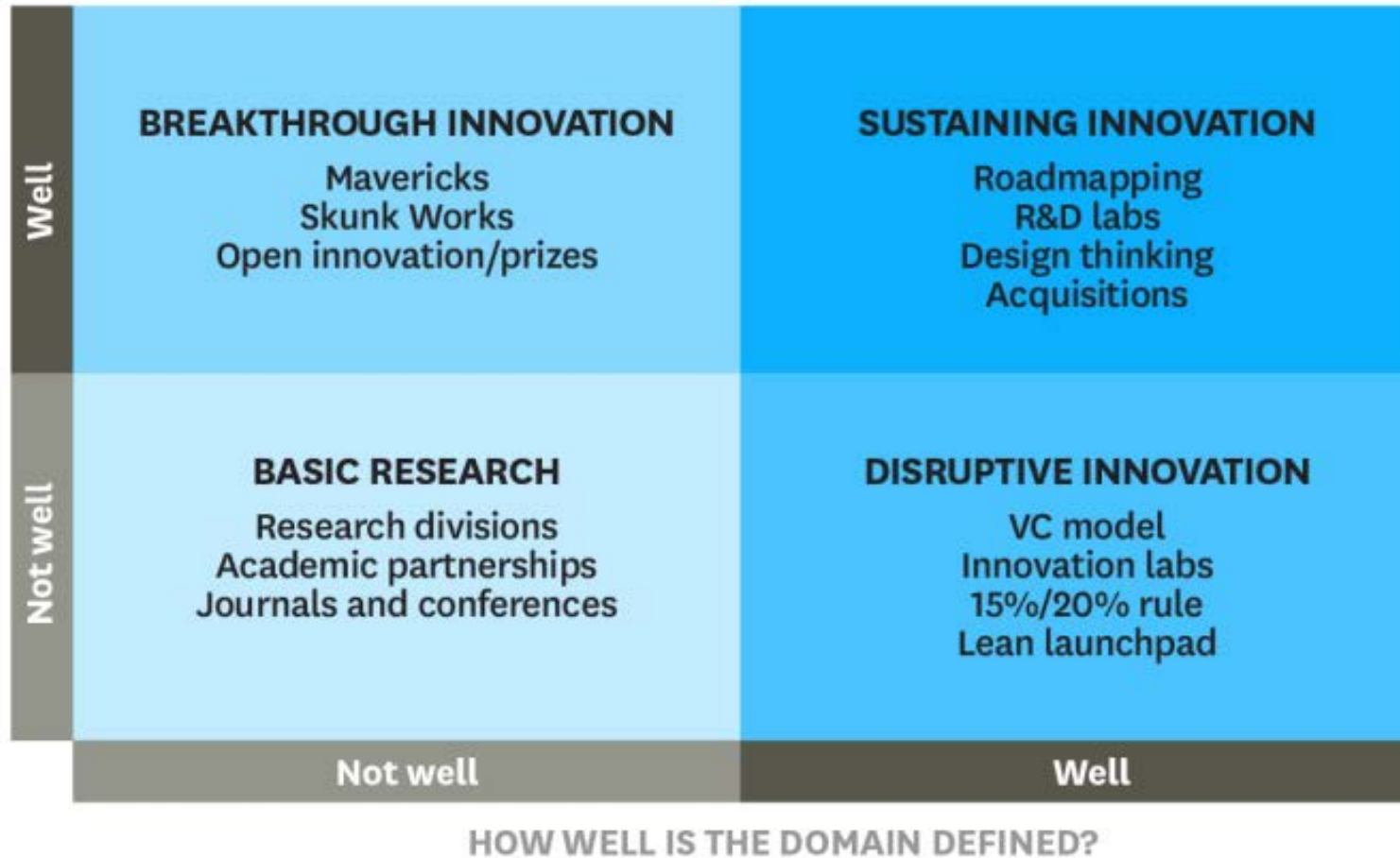
- If you want different results than what you’re getting, you have to try different approaches.
- Unfortunately human beings are **creatures of routine** and that’s where creators and innovators comes inn



Creativity to Innovations

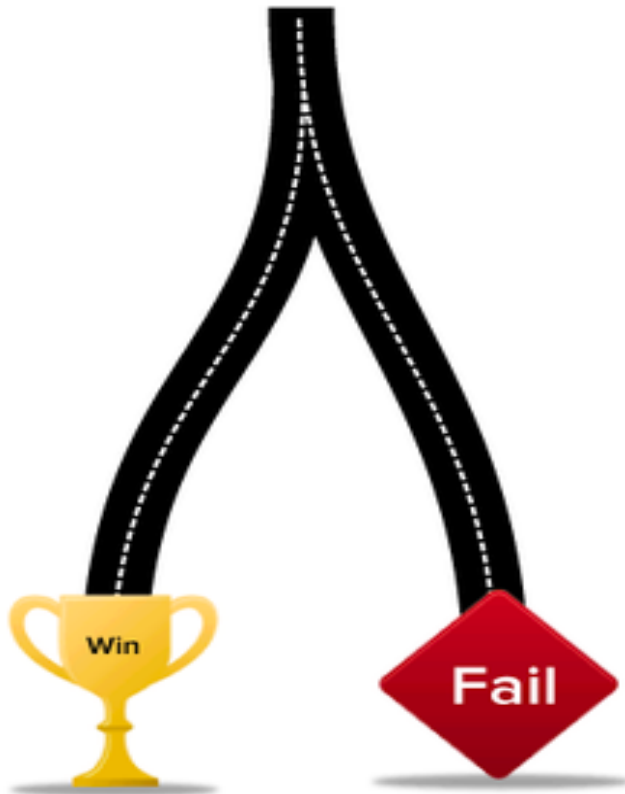


Types of Innovations



Innovation Formula

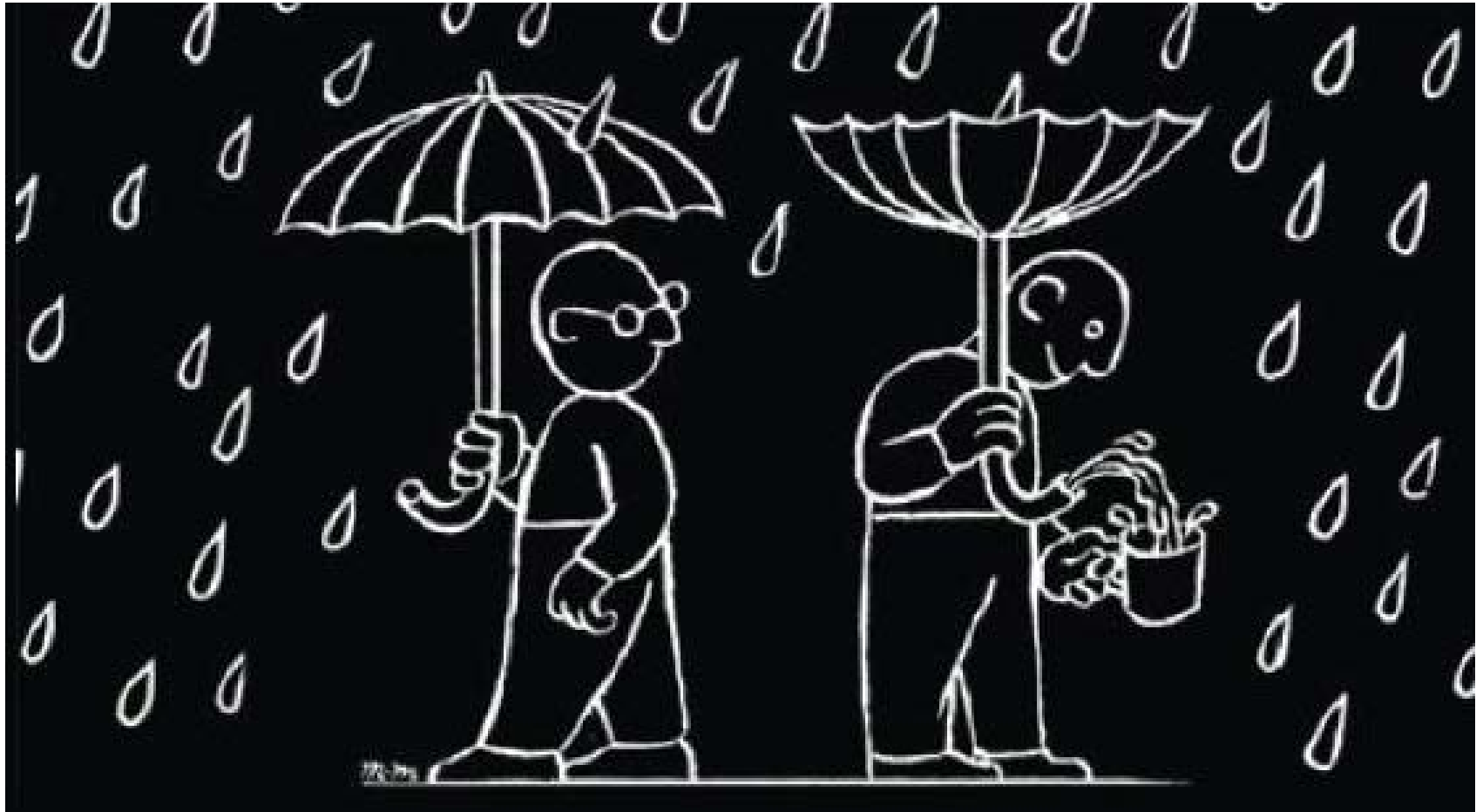
What Most
People Think



What Successful
People Know



Innovation Mindset



Becoming an Intrapreneur

- Enter into contact with an entrepreneurial culture, intrapreneurs and entrepreneurial actors
- Read biographies (case studies) of entrepreneurs and intrapreneurs
- Work with internal and external mentors
- Become a mentor for young, innovative intrapreneurs and entrepreneurs.
- Think about, describe and perfect one's own intrapreneurial model



Becoming an Intrapreneur

- Create your own stepping stone
- We should think global... (mind set change)
- Make yourself trainable
 - Reading, surfing (expand your exposure)
 - Ask question and learn from others
- Have faith in yourself and in what you do
- Familiarize with legal framework (registration, tax, e.t.c)



Conclusion

- Intrapreneurship leads to innovative practices that catapult the organization into a leadership position in its sector
- Intrapreneurship involves risk and requires above-average levels of effort and skill, but it brings a great deal of satisfaction to the people who practice it
- Intrapreneurship is a win-win process to an employee and employer



“every operation has a scale
no matter how trifling your
level is solemnize it”

@Gwakisa G. Mwakyusa

