



Dr Tendayi Viki

Founder of Benneli-Jacobs & Co

An academic and consultant, Dr Viki holds a PhD in Psychology and is currently completing an MBA.

He teaches research methods and entrepreneurship at the University of Kent, having previously taught at Stanford University. He is an expert at helping companies apply cutting-edge principles to developing new products and services. He specialises in helping large organisations create intrapreneurs and internal accelerators.

Audra Lamoon is all about bringing people and business together to generate relationships and revenues. An award winning global trainer, specialist coach and consultant, she is an expert in the field of winning work through bid, presentation and media skills, as well as consultancy in various sectors in collaborative partnerships.

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Vicky Smith

Director of VASA Associates

Vicky's vast experience of working in the field of organisation and people development, enables her to partner people and organisations who are committed to change.

She has a Masters degree in Organisation Development and Consultancy, is a UKCP Psychotherapist, qualified Coach and INLPTA NLP Trainer. She works as an international executive coach, facilitator, speaker and trainer.

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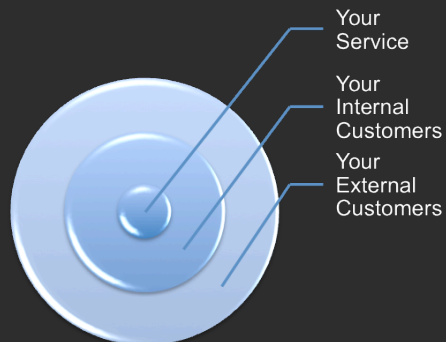
It's not enough to think outside the box. You need to challenge the 'sacred cows' in your current business model and find ways to create sustainable centres of excellence.

Using design thinking applied to business modelling your organisation can find innovative and creative ways of delivering services more efficiently, cost-effectively and more importantly in ways that add value to your customers.

Organisations need to go beyond cost-cutting exercises and become innovators at internal service delivery; or face the prospect of being outsourced to cheaper, off the shelf suppliers.

Move beyond mediocrity. Become a Sustainable Centre of Excellence!

Become indispensable to your organisation.



The Corporate Intrapreneur Strategy

HOW IT WORKS:

Phase One works using a combination of fresh thinking, challenge and creation. Our 12 week programme combines input from our leading consultants, blue-ocean thinking, design, feedback and evaluation. Together, these components create a powerful process to give you a new business model for the creation of a sustainable centre of excellence.



Your Investment

We don't believe in cutting corners. We do believe in transparency. Our team of highly qualified, credible, experienced consultants all work globally in their specialist fields. Together they create a powerful dynamic that enables organisations to challenge their perceptions, challenge their current business models and genuinely add value to the services they provide.

We believe this 12 week programme adds so much more value than our £9950 fee. The results and internal feedback will speak for themselves.



Phase One

BEYOND COST CUTTING!

Building Sustainable Centres of Excellence

If you provide an internal service and are a cost-centre to your business, the likelihood is that at some point the service will be considered for outsourcing. Off the shelf services can be purchased cheaply around the globe! How do you ensure longevity and sustainability of your own service?

The usual response has been to cut costs. This works for a while, but eventually there comes a point where to cut any deeper will compromise the service. What's needed is a new approach - a new business model - a new way of providing your service that is not only cost efficient, but adds real value to the business.

In order to make your service **indispensable** to the business, you'll need a fresh approach. Your current business model may well be past its sell by date, so a proactive intervention now could ensure the long-term **sustainability** of your service delivery.

Your customers are the ultimate arbiters of value. You need to be adding value to what you offer them. You need to become a **sustainable centre of excellence**.

TCI offers you a **pragmatic**, efficient process for the creation of a new value-add business model.

WHAT YOU GET:

An intense 12 week programme consisting of:

Step 1 - Customer Development

Customers will pay a premium when you add value to your service. 'Off the shelf' can be sourced anywhere, usually cheaper! This step focuses on developing the relationship and understanding with your internal customers, in order to create a business model that makes their lives easier - creating a unique value proposition to your service.

Step 2 - Design Thinking For Business Model Creation; Challenge and Innovation

This step in the process teaches you how to apply design thinking to the creation of your new business model. You will map your current business model, challenge the assumptions around it and create a series of new business models that you can prototype and test. You'll learn how to test the validity of your business models, enabling you to create a robust, value add model.

Step 3 - Appraise and Determine

By this step you will be ready to extract the test data, learn how to iterate the models and determine the best business model going forward. You will be supported during the handover to your Corporate Intrapreneur who will embed the new model, monitor progress and keep momentum going.

Step 4 - Evaluate and Refine

After a six month period of bedding in the new business model, we will support you in evaluating the impact on the business - your internal customers, highlighting any further recommendations to build your reputation as a sustainable centre of excellence.