BUILDING & SUSTAINING AN ENTREPRENEURIAL CULTURE

Develop ways for your organisation to take an entrepreneurial mindset to achieve creative and impactful solutions to current challenges and opportunities.
Programme summary

To thrive in today’s volatile business environment requires organisations to systematically challenge assumptions, recognise the non-obvious, and generate alternatives their customers value. Indeed, organisations increasingly need to reinvigorate their business offerings with the agility typical of entrepreneurs.

But how can businesses sustain an entrepreneurial spirit while operating at scale?

This programme offers tangible and actionable answers to this question and enables participants to quickly and effectively respond to the specific contingencies they face in their own organisations. This programme will help senior executives address the following challenges:

- How can you create a context within which entrepreneurialism is nurtured and contagious?
- What is the right set of organisational structures and processes to generate sustainable growth?
- How can you adopt the experimentation processes of successful start-ups to leverage the current strategic objectives?
- How can you systematically instil entrepreneurial agility within the current organisation’s innovation processes?

Coverage of topics:

- Understand what it means to be entrepreneurial for an established or growing organisation.
- Understand the core elements that make organisations entrepreneurial.
- What are the challenges and barriers to cultivating entrepreneurialism? How do they weigh against the benefits of entrepreneurialism?
- How can an organisation eliminate the blind-spots associated with inertia and/or past success to see opportunities through a different lens?
- How can organisations assess and adapt the dimensions of their corporate culture to exhibit the flexibility of new ventures?
- What role can the broader business ecosystem play in the organisational efforts to be nimble and effective?
- How can organisations effectively recognise the need to strategically pivot and adapt? And how can they pivot in the right strategic direction?

Dates and fees

15-17 May 2019

The programme fee is £2,995 (exclusive of VAT). Fee includes instruction, materials, lunches and refreshments.

Faculty

Dr Jeremy Hutchinson-Krupat
Senior Lecturer in Innovation & Operations Management
Co-Director of the Entrepreneurship Centre,
Academic Director of the Cambridge Judge Launchpad

Professor Stylianos Kavadias
Margaret Thatcher Professor of Enterprise Studies in Innovation & Growth
Co-Director of the Entrepreneurship Centre

Professor Christoph Loch
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Professor Jaideep Prabhu
Professor of Marketing
Jawaharlal Nehru Professor of Indian Business & Enterprise
Director of the Centre for India & Global Business (CIGB)

Who is this programme for?

- Senior managers of established organisations who seek to sensibly (re)ignite their organisation’s entrepreneurial spirit
- Employees who seek to transition to a role of senior leadership where their role requires them to manage people who directly, or indirectly, impact the organisation’s innovative output
- Managers of fast growth organisations who seek to purposefully enable and sustain the entrepreneurial spirit within their organisation
- R&D directors
- Those in a senior transformational role
- Those tasked with strategic direction in their role managing a sizeable number of employees within a business unit

For more details please visit: www.jbs.cam.ac.uk/execed

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