

Taking the Adventure out of Corporate Venturing: a Pedagogical Model

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Why are some organizations so successful at creating and marketing new products? Is it possible to harness intrapreneurial energy and have a disciplined approach to new product development? And, more importantly, can we teach how to do it?

This model, developed from five years of research, breaks down and maps the steps for institutionalizing new product success. It demonstrates the role organizational design, culture and communication play in the new product development (NPD) process – from before ideation to development and to launch.

It's not magic, it's mindset.

While NPD will never be plug and play, it is possible to track intrapreneurism and prepare organizations to recognize and capitalize on opportunities.