

# Leadership and Innovation Training for Tomorrow's Trailblazers

2023

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INTRAPRENEURSHIP  
ACADEMY

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**SYNDEO**  
INSTITUTE  
AT THE CABLE CENTER



# From employees to intrapreneurs.

Over 70% of transformative innovations

are conceived, developed, and commercialized by employees working within large companies.

– Forbes

**Intrapreneurs are confident leaders with the determination to innovate and impact change at work.**

Corporate leaders who think like business owners are key assets because they have their eye on the things that matter most to modern organizations—from new technologies to diversity, from fresh trails to blaze to the most cutting-edge ways to lead.

Intrapreneurship Academy is a series of intensive leadership and innovation courses for connectivity, media, entertainment, and technology industry standouts. We complement our coursework with

thought leadership programming and an unmatched educational content library, ensuring the training and mentorship your people receive here provide a foundation for building forward-thinking problem solvers. You send us your sharpest employees, **your most promising leaders**, and we teach them to cultivate their leadership capabilities to **become the change-makers and risk-takers** who will usher your organization into the future.

## A new way to lead.

Intrapreneurship Academy cultivates the skills, capabilities, and mindsets that allow employees to become strong intrapreneurial leaders.

Intrapreneurship Academy is built around the belief that **employees who act as entrepreneurs** within their organizations will **provide outsized organizational value** because they:

- **Add value** to the organization's bottom line
- Are **highly engaged** and possess an ownership mentality
- Leverage existing resources to create **new solutions** that add value
- Lead confidently, collaborate effectively, and **deliver results**
- Turn unplanned change into **unexpected opportunities**
- **Inspire talent** and influence culture

60% of executives say their employees are their most important partners in innovation.

– PwC

The most effective intrapreneurs share capabilities that go beyond competencies in their areas of expertise. **These skills and mindsets, applicable across all roles, are what set intrapreneurs apart from their peers.**



Give your leaders the tools,  
then **watch them transform.**

## INTRAPRENEURSHIP ACADEMY



Courses that activate leadership

### DRIVING INNOVATION

#### You will learn to:

- Adopt a problem-solving lens using a lean startup framework
- Seek opportunities for innovation and continuous improvement
- Create solutions that reduce costs or drive new revenue
- Influence change by building consensus and advocates
- Sell ideas through business storytelling
- Mitigate innovation risks using a scientific method of independently testing variables

### LEADING WITH AGILITY

#### You will learn to:

- Find opportunity in change
- Create a culture of agility
- Exhibit resilience, resourcefulness, and responsiveness
- Reflect on past decisions to improve future responses
- Improve agility practice
- Intentionally grow a network of resources

### INTRAPRENEURIAL LEADERSHIP

#### You will learn to:

- Exhibit strengths-based leadership
- Clarify vision, values, and purpose
- Manage professional brand and outward perceptions
- Self-advocate
- Navigate corporate dynamics and manage up
- Incorporate feedback—both give and receive

**INTRAPRENEURSHIP  
ACADEMY**

Intrapreneurship Academy cultivates the skills, capabilities, and mindsets that allow employees to become strong intrapreneurial leaders. To read about the return on intrapreneurship, register for classes, or reserve seats, visit [IntrapreneurshipAcademy.org](http://IntrapreneurshipAcademy.org)

For more information,  
contact IA:  
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# Rising stars start here.



In the World Economic Forum's 2020 future of jobs report, analytical thinking and innovation were predicted to be the most sought-after skills in the year 2025.

We talk a lot about leaders. A leader can be a CEO running a Fortune 500 organization or a supervisor with two direct reports. This person might be an individual contributor in charge of a project or someone whose peers turn to them for advice or mentorship. Sometimes it's the brand new employee who has a bunch of fresh ideas to share. Leaders lead in so many different ways, and when they're great at it, people follow.

At Intrapreneurship Academy, we encourage every kind of leader to join us and learn how to harness their own leadership style and the greatness that comes with it. We deliver content that your high performers need to become tomorrow's leaders. Through our courses, webinars, and thought leadership, we instill your sharpest people with the skills, capabilities, and mindsets to become strong intrapreneurial leaders and bold innovators.

Leaders come here to learn from our experienced and dynamic instructors. And, they're here to learn from each other, too. In a room full of the best and the brightest, the inspiration flows, and the synergies are real.



I'm now analyzing my team from a different perspective. We're reviewing our strengths, working on areas of opportunity, and seeing what different strategies we can employ.

– Jennifer Znaniecki, Senior Director of Learning and Development, Mediacom

Our course offerings include:

## **DRIVING INNOVATION**

This course equips your high performers with the framework and mindset to drive continuous improvement and innovation.

## **LEADING WITH AGILITY**

This course empowers leaders to adapt, innovate, and thrive by demonstrating agility in times of ongoing change.

## **INTRAPRENEURIAL LEADERSHIP**

This course is where rising leaders get the skills to move into the next levels of management through effective, confident leadership.



## COURSE:

# DRIVING INNOVATION

## MODERN TOOLS FOR MODERN LEADERS

Driving Innovation is where high performers learn how to drive change in programs, processes, or products, creating measurable revenue or cost savings for their organization. In eight weeks, they will learn the step-by-step process of innovation beginning with problem identification and concluding with the development of an innovation business plan.

This course empowers your company's rising leaders to gain the skills and mindset they need to initiate change and innovation within their organizations, and to do it with confidence. Participants experience intrapreneurship theory in action as they advance a real-world project of their choosing, bringing immediate value to their position, team, and organization.



Driving Innovation defined intrapreneurship with concepts and assignments that students could immediately put into practice. Exploring and cultivating new ways to add value is just as valuable as inventing itself.

– Tanya Sudolnik, Product Management Lead, Charter



## WHO SHOULD TAKE THIS COURSE

Driving Innovation is a course to equip your high performers (manager to VP) with the frameworks and mindset to **drive continuous improvement and innovation**. Your leaders will develop competencies to:

- Adopt a problem-solving lens using a lean startup framework
- Seek opportunities for innovation and continuous improvement
- Create solutions that reduce costs or drive new revenue
- Influence change by building consensus and advocates
- Sell ideas through business storytelling
- Mitigate innovation risks using a scientific method of independently testing variables

## COURSE DETAILS

### Course Format:

Eight-week virtual course

Kickoff: Two 3-hour sessions

Weekly: Six 1-hour sessions

Capstone: Two 3-hour sessions

### 2023 Classes:

Spring 2023: Apr. 25 – Jun. 22

Fall 2023: Sept. 12 – Nov. 2

Select one class per participant. Team courses or additional classes added based on demand.

# 70%

of HR Professionals state that driving innovation from within is important for meeting long-term growth goals.

– Intrapreneurship Academy and C2HR 2022 HR Employee Engagement Survey

### Course Tuition:

\$5,950 Standard | \$5,000 Enterprise

Purchase seats in increments of 10 across any course or class combination and receive a price per seat of \$5,000, plus get an 11th seat free.

## COURSE:

# LEADING WITH AGILITY

## ADAPT TO ACHIEVE

In a fast-changing environment, nimble leaders go further. Strong leaders know how to plan for success, but it's another challenge entirely to be prepared for the unexpected—and to be able to spot and harness the opportunity it presents. Leading with Agility is our eight-week course that provides a framework for assessing the unexpected, acknowledging the limitations of planning, and leveraging the wisdom of preparing instead. The methodology taught in Leading with Agility gives leaders the tools to build an agility practice for themselves and their teams.

This highly interactive course teaches new and established leaders the why, how, and what of agile preparation. Each participant starts with an agility assessment to benchmark where they are so they can build a personalized journey of where they want to go. Your people emerge from Leading with Agility prepared to build their team members into responsive, quick thinkers who anticipate and welcome change.



Leading with Agility gave our team the opportunity to reflect on how we are working today and how we could improve in the future. It provided us a framework to work more efficiently and effectively with real measures of success.

– Leslie Russell, Vice President of Global Marketing,

## WHO SHOULD TAKE THIS COURSE

This course empowers your high performers (manager to VP) to adapt, innovate, and thrive by **demonstrating agility in times of ongoing change**. Your leaders will develop competencies to:

- Find opportunity in change
- Create a culture of agility
- Exhibit resilience, resourcefulness, and responsiveness
- Reflect on past decisions to improve future responses
- Improve agility practice
- Intentionally grow a network of resources

## COURSE DETAILS

### Course Format:

Eight-week virtual course

Kickoff: Two 3-hour sessions

Weekly: Six 1-hour sessions

Capstone: Two 3-hour sessions

### 2023 Classes:

Spring 2023: Apr. 10 – Jun. 7

Fall 2023: Sept. 18 – Nov. 8

Select one class per participant. Team courses or additional classes added based on demand.

Increased success in navigating change is a key driver when choosing training opportunities.

– Intrapreneurship Academy and C2HR 2022 HR Employee Engagement Survey

### Course Tuition:

\$5,950 Standard | \$5,000 Enterprise  
Purchase seats in increments of 10 across any course or class combination and receive a price per seat of \$5,000, plus get an 11th seat free.

COURSE:

# INTRAPRENEURIAL LEADERSHIP

INNOVATORS MAKING AN IMPACT

Confident leadership starts with thinking like an intrapreneur. This eight-week course provides rising leaders with the skills to move up the ladder with the confidence to navigate change and workplace dynamics.

Intrapreneurial Leadership prepares employees for leadership roles by strengthening the behaviors and mindsets—power skills—executives seek. This course teaches new leaders how to play to their strengths and identify the strengths of their team. Your up-and-coming leaders will learn the value of feedback, both given and received, and the art of negotiating and self-advocating. They'll graduate from Intrapreneurial Leadership ready to move up to the next level of leadership and work at the top of their potential.



If you are looking for a great opportunity to receive very deliberate feedback, improve your networking skills, or change the way you look at negotiation, this course is right for you.

– Intrapreneurial Leadership Graduate



## WHO SHOULD TAKE THIS COURSE

This course is where rising leaders (manager to senior director) get the skills to move into the next levels of management through **effective, confident leadership**. Your leaders will develop competencies to:

- Exhibit strengths-based leadership
- Clarify vision, values, and purpose
- Manage professional brand and outward perceptions
- Self-advocate
- Navigate corporate dynamics and manage up
- Incorporate feedback—both give and receive

## COURSE DETAILS

### Course Format:

Eight-week virtual course

Kickoff: Two 2.5-hour sessions

Weekly: Six 1.5-hour sessions

Capstone: Two 2.5-hour sessions

### 2023 Classes:

Spring 2023: Apr. 17 – Jun. 14

Fall 2023: Sept. 11 – Nov. 1

Select one class per participant.

Team courses or additional classes added based on demand.

**Top soft skills for the hybrid workplace: emotional intelligence, leadership and social influence, and taking initiative from the inside.**

– Fast Company

### Course Tuition:

\$5,950 Standard | \$5,000 Enterprise

Purchase seats in increments of 10 across any course or class combination and receive a price per seat of \$5,000, plus get an 11th seat free.

# Courses At A Glance

COURSE	DRIVING INNOVATION	LEADING WITH AGILITY	INTRAPRENEURIAL LEADERSHIP
<b>Description</b>	Equips high performers with the frameworks and mindset to drive continuous improvement and innovation.	Empowers high performers to adapt, innovate, and thrive by demonstrating agility in times of ongoing change.	Helps rising leaders get the skills to move into the next levels of management through effective, confident leadership.
<b>Outcomes</b>	Applied innovation business plan	Framework for building agility practice	Development of personal Intrapreneurial Leadership plan
<b>Duration</b>	8 weeks	8 weeks	8 weeks
<b>Target Audience</b>	Manager to Vice President	Manager to Vice President	Manager to Senior Director
<b>Format</b>	<b>Virtual course</b> Kickoff: Two 3-hour sessions Weekly: Six 1-hour sessions Capstone: Two 3-hour sessions	<b>Virtual course</b> Kickoff: Two 3-hour sessions Weekly: Six 1-hour sessions Capstone: Two 3-hour sessions	<b>Virtual course</b> Kickoff: Two 2.5-hour sessions Weekly: Six 1.5-hour sessions Capstone: Two 2.5-hour sessions
<b>Dates</b>	<b>Spring 2023: Apr. 25 – Jun. 22</b> <b>Fall 2023: Sept. 12 – Nov. 2</b>  Team courses or additional classes added based on demand.	<b>Spring 2023: Apr. 10 – Jun. 7</b> <b>Fall 2023: Sept. 18 – Nov. 8</b>  Team courses or additional classes added based on demand.	<b>Spring 2023: Apr. 17 – Jun. 14</b> <b>Fall 2023: Sept. 11 – Nov. 1</b>  Team class or additional sessions added based on demand



For more information, contact:  
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## INTRAPRENEURSHIP ACADEMY



Final confirmation of courses, classes, and number of seats will be made once payment is received. Attendee class changes may be made up to 30 days prior to the start of a class and we will be as flexible as we can to accommodate changes. You may also shift to a different course or class 60 days prior to any class start date. All seats must be used within the same year they were purchased.