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**Vital Programmes
100% Subsidized
Online Training**

***A Complete Development Model of Intra-Corporate
Entrepreneurship (Intrapreneurship)***

Innovation Development and Increase of Competitiveness

About the Program:

The development of Intra-Corporate Entrepreneurship (Intrapreneurship) is an emerging trend, as well as an important “tool” which can contribute significantly to the development of competitiveness for Cypriot businesses in the post Covid-19 era. Furthermore, the businesses can benefit by differentiating their brand from the rest of the market and increase their income, even their reputation.

The programme «**Specialized and Integrated Model for The Development of Intra-Corporate Entrepreneurship (Intrapreneurship) – Development of Innovation and Increase of Competitiveness for Companies within their respective Sector**» gives the opportunity to the participants to get acquainted with a complete and practical methodology – development model – formation of in-house entrepreneurship, focusing on

- i. Strengthening the philosophy and culture of innovation within the company
- ii. In the constant and active participation both by management and employees, as intrapreneurs, for the substantial developing of competitiveness and “solution” finding.

Training Needs:

With the human element as their main asset, companies in the post Covid-19 era, need to evaluate and question all the business factors and act with a new approach, aiming at setting themselves apart from the competition whilst creating a long-term competitive advantage. It is a necessity therefore, for all Cypriot businesses to have flexibility and adaptability in order to be capable to have a “place” in the new competitive “map” which is formulating, as well as to be innovative and productive therefore viable.

In this programme, a specialized and Integrated Model for The Development of Intra-Corporate Entrepreneurship of (Intrapreneurship) is presented and it covers the important need for training the executives of Cypriot companies, on a specialized, complete, and practical development methodology, configuration, and implementation of Intra-Corporate Entrepreneurship, both at strategic and internal processes level, changes and approaches. Hence, it creates the conditions for innovation, differentiation, continuing improvement and development.

Programme Objectives:

The programme aims that the participants will develop innovative methodologies and practices for the growth of intra-corporate entrepreneurship at workable level, with ultimate goal a clear and meaningful understanding of:

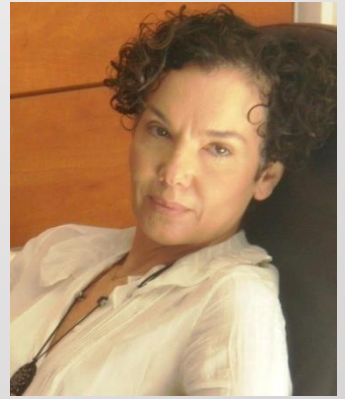
- the elements and steps required for the development of intra-company entrepreneurship,
- the intra-company entrepreneurship model and its possible development frameworks,
- the level of support and targeting by the Administration and Directors of the intrapreneurship model,
- the importance of correctly drafting the information flows of new ideas,
- the evaluation criteria for new ideas,
- staff training in order to evaluate new ideas,
- the need for the staff to develop the necessary skills in order to be innovative,
- the necessary drafting of personnel development systems, assisting in the growth of intra-company entrepreneurship which should always be based on the Services sector of the company,
- diffusion and disseminating the philosophy of innovation and the continuous improvement of the staff,
- the necessary modifications required for staff evaluations, reward schemes, promotions and incentive schemes,
- the level of risk-taking and delimitation of the acceptable limits for potential loss and the time frame for engagement per project,

The in-house segment of the Programme:

During the in-house segment, the participants through practical implementation and real evaluation of the current situation will be able to get a clear picture of the steps required to develop and expand a model of intra-company entrepreneurship in their company. In addition, the participants will be able to clarify the level and context of their company's involvement in an intra-company entrepreneurship model.

The Instructor Bio:

Alexandra Euthimiadou is a Senior Scientific Associate of Charakis Research & Consulting Ltd (Coaching and Consulting Training Modules) and co-owner of Synolic® - Business Development Systems, and of nlpgreece®©. She specializes in the design and implementation of developing programmes and utilization of human resources. She holds a Ph.D. in Human Resource Management - USA, and a Master of Social Science in Business Administration - UK. She is a Certified Master Practitioner of NLP (Neuro Linguistic Programming) and Time Line Therapy™ and a Trainer of NLP from the Advanced Neuro Dynamics (Accelerated Human Change Technologies) and the First Institute of NLP & DHE™ - Richard Bandler USA respectively. She is a member of the American Board of NLP, Time Line Therapy™ Association, ASTD (American Society for Training and Development), IFTDO (International Federation for Training and Development Organizations). She participated in the research and study group for the model "The total Approach in Development of Human Resources" by Alan Barratt and D. Patrick Georges. She has a related publication in the scientific journal Executive Development, Vol. 8, entitled "The Synolic Approach to Human Resource Development", No 2, June 1995. She has worked as an assistant to the President and CEO at Mobil Oil Hellas for 6 years. She collaborated as a consultant with "Alan M. Barratt & Associates - International Organization & Executive Development Consultants" - U.K. She specializes in the use and application of special "tools" for the utilization, evaluation and development of Human Resources.



To whom it is addressed:

Due to its nature, the programme is addressed exclusively to senior executives, who are in management and want to explore new ways of developing the competitiveness and diversity of their company. It is suitable for General Managers, Human Resources Managers, Partners / Directors in Service Companies, Sector Managers (Top Management) etc.

Organization & Participation Cost

Online modern education through the ZOOM platform.

Days and time: 1,3,8 & 10/12 from 14:30-18:15. At the end of the seminar and upon agreement, we offer a four-hour consulting online meeting with the trainer per participating company.

The programme is valued at €1530.00 per participation, is approved by the Human Resources Development Authority as Vital, and is 100% funded for up to 3 executive members per company, excluding VAT. Which comes up to €290.70 per participation. Please note that the cost of VAT is refunded to the participating companies. Due to the limited number of entries, priority will be given.

For any other information or questions please call us on 25 36 65 71 or contact us via email at training@crccy.com.



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