Intrapreneurship in Product Development and Innovation Training

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's dynamic and competitive business environment, fostering an intrapreneurial culture within organizations is paramount for sustained growth and market leadership. Intrapreneurship in Product Development and Innovation Training is meticulously designed to equip employees with the mindset, skills, and tools necessary to drive innovation and develop new products or services from within existing organizational structures. By cultivating a spirit of internal entrepreneurship, this program empowers individuals to identify opportunities, champion new ideas, and navigate the complexities of bringing innovative products to fruition, ultimately enhancing organizational agility and competitive advantage through proactive innovation.

This comprehensive training goes beyond theoretical concepts, providing participants with practical frameworks and methodologies for the entire product development lifecycle, viewed through an intrapreneurial lens. Participants will learn to identify unmet customer needs, generate and validate innovative product ideas, build cross-functional teams, secure internal resources, and effectively manage the risks associated with new product introduction. Through interactive sessions, real-world case studies, and hands-on exercises, this course aims to cultivate a pipeline of internal innovators who can contribute significantly to their organization's growth and success by transforming promising ideas into impactful and market-relevant products.

Programme Curriculum

Intrapreneurship in Product Development and Innovation Training

Introduction

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Course Objectives:

- Cultivate an intrapreneurial mindset for product innovation.
- Master ideation techniques for new product generation.
- Implement lean startup methodologies for product validation.
- Utilize design thinking principles in product development.
- Develop effective cross-functional collaboration for innovation.
- Navigate internal approval processes for new initiatives.
- Secure internal funding and resources for product development.
- Apply agile development methodologies for rapid prototyping.
- Conduct effective market research and analysis for new products.
- Develop product launch strategies within an existing organization.
- Understand intellectual property considerations in internal innovation.
- Measure the impact and ROI of internal product development.
- Foster a culture of continuous improvement in product innovation.

Target Audience

- Product Managers and Aspiring Product Managers
- Research and Development (R&D) Team Members
- Marketing and Sales Professionals
- Engineers and Technical Leads
- Innovation Managers and Specialists
- Project Managers
- Team Leaders and Supervisors

- Employees with an interest in contributing to innovation

Course Duration

5 days

Course Modules

Module 1: The Intrapreneurial Mindset in Product Development:

- Defining intrapreneurship and its importance in innovation.
- Identifying opportunities for product innovation within an organization.
- Cultivating a proactive and risk-taking mindset.
- Overcoming internal barriers to innovation.
- Understanding the role of intrapreneurs in driving growth.

Module 2: Idea Generation and Opportunity Identification:

- Brainstorming and creative problem-solving techniques.
- Identifying unmet customer needs and market gaps.
- Leveraging internal knowledge and resources for ideas.
- Conducting internal trend analysis and forecasting.
- Evaluating the feasibility and potential of new product ideas.

Module 3: Lean Startup and Product Validation:

- Principles of the Lean Startup methodology.
- Building Minimum Viable Products (MVPs).
- Conducting rapid prototyping and testing.
- Gathering and incorporating customer feedback.
- Iterating and pivoting based on market validation.

Module 4: Design Thinking for Innovative Products:

- Understanding the Design Thinking process.
- Empathizing with users and defining problem statements.
- Ideating and generating creative solutions.
- Prototyping and testing product concepts.
- Implementing user-centered design principles.

Module 5: Navigating Internal Structures and Securing Resources:

- Understanding organizational structures and decision-making processes.
- Building internal support and buy-in for new product ideas.
- Developing compelling business cases for innovation projects.
- Securing internal funding, budget, and resources.
- Building effective relationships with key stakeholders.

Module 6: Agile Product Development and Execution:

- Principles and practices of Agile methodologies (Scrum, Kanban).
- Managing product development in iterative cycles.
- Cross-functional team collaboration and communication.
- Adapting to changing requirements and feedback.
- Utilizing agile tools for project management.

Module 7: Market Analysis and Product Launch Strategies:

- Conducting thorough market research and competitive analysis.
- Defining target audiences and value propositions.
- Developing effective internal and external communication plans.
- Planning and executing successful product launches within the organization.
- Measuring post-launch performance and gathering feedback.

Module 8: Protecting Innovation and Fostering a Culture of Continuous Improvement:

- Understanding intellectual property (IP) basics and protection strategies.
- Implementing systems for capturing and managing innovative ideas.
- Establishing metrics for measuring the success of internal innovation.
- Fostering a culture of experimentation and learning from failures.
- Recognizing and rewarding intrapreneurial contributions.

Training Methodology

- Interactive Workshops: Engaging discussions, group activities, and collaborative problem-solving.
- Case Studies: Analyzing real-world examples of successful intrapreneurship in product development.
- Practical Exercises: Hands-on activities to apply learned concepts and tools.
- Team-Based Projects: Participants will work on developing and pitching new product ideas.
- Guest Speakers: Industry experts sharing insights on innovation and product development.
- Online Resources: Access to supplementary materials, templates, and tools.
- Mentorship Opportunities: Guidance from experienced product development professionals.
- Feedback Sessions: Constructive feedback on project work and individual contributions.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com