

What is Corporate Entrepreneurship and Design?

Corporate entrepreneurship, often referred to as “intra-preneurship,” is a concept where employees within a larger organisation exhibit entrepreneurial behaviours and attitudes, even though they are working within the confines of a corporate structure. In essence, it's about fostering an entrepreneurial spirit and innovation within a corporate environment. Here's how corporate entrepreneurship and design can intersect:

01. **Innovation in Product and Service Design:** Corporate entrepreneurship encourages employees to think creatively and innovatively. This mindset can be applied to the design of new products or services, leading to the development of groundbreaking and customer-centric designs.
02. **Design Thinking:** Design thinking, a problem-solving approach that prioritizes user needs and experiences, can be a central part of corporate entrepreneurship. It encourages employees to empathize with users, define problems, ideate solutions, prototype designs, and iterate—all essential elements of both design and entrepreneurship.
03. **Cross-Functional Collaboration:** Corporate entrepreneurship often involves collaboration between various departments and teams. When designers work closely with other functions, such as marketing, engineering, and finance, they can contribute their design expertise to creating innovative solutions and user-centered designs.
04. **Prototyping and Rapid Iteration:** In an intrapreneurial environment, there is often a willingness to experiment and iterate quickly. Designers can benefit from this by creating prototypes and refining designs based on user feedback and changing market conditions.
05. **User-Centered Design Culture:** Corporate entrepreneurship fosters a culture that values user feedback and adaptability. This aligns with the principles of user-centered design, where designs are refined based on user insights and preferences.
06. **Market Disruption:** Successful corporate entrepreneurship can lead to disruptive innovations that challenge the status quo. Design plays a vital role in creating these disruptive products or services that can transform industries.
07. **Risk-Taking and Creativity:** Encouraging employees to take calculated risks and be creative is at the heart of corporate entrepreneurship. This mindset can lead to out-of-the-box design solutions that stand out in the market.
08. **Entrepreneurial Leadership:** Leaders within the organization can champion corporate entrepreneurship and design thinking principles, setting an example for others and driving a culture of innovation and design excellence.

In summary, corporate entrepreneurship and design can go hand in hand to drive innovation, customer-focused solutions, and a culture of creativity and adaptability within large organisations. This combination can help businesses remain competitive and responsive to changing market dynamics.

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Corporate entrepreneurship is the process of creating new businesses within an established organisation. It involves the development of new ideas and products that can be used to create new revenue streams for the company.

Design thinking is a problem-solving approach that involves understanding the needs of users and developing solutions that meet those needs. It is a human-centered approach that focuses on empathy, creativity, and experimentation.

Design thinking can be used in corporate entrepreneurship to help identify new opportunities for innovation and growth. By understanding the needs of customers and developing solutions that meet those needs, companies can create new products and services that are more likely to be successful in the market.

There are several research themes that have been identified in the connection between Design Thinking and corporate entrepreneurship. These include Design Thinking and opportunity recognition/creation, Design Thinking and effectuation in corporate entrepreneurship, Design Thinking and corporate entrepreneurship strategy, as well as entrepreneurial design management¹.