



NYU | BRONFMAN

Certificate in Intrapreneurship Innovation and Culture

In Partnership with the Faculty of Humanities, Tel Aviv University

More and more researchers and practitioners emphasize the importance of **intrapreneurship** (entrepreneurship inside existing organizations) for **cultural transformation** and **future readiness**: the usage special tools and a growth mindset in order to change and improve existing institutions and organizations from within.

In the focus are processes and methodologies which mobilize resources from various actors who rarely find each other – the business sector, government, culture, and the social sphere. They create opportunities where others only see problems and involve in what scholars describe as **‘creative destruction’** or **‘disruption.’** They react quickly and effectively, using a particular kind of Thinking and planning, in order to find needed opportunities in changing environments and conditions. This model goes beyond the limitations of each sector in finding unilateral solutions to very complex issues – based on collaboration, unusual connections, and not a typical “out of the box thinking”: it is more about realizing that there is no box anymore and about reframing both the questions and the lessons learned.

The course combines elements which usually do not blend easily: social science, business, culture and management; theory and practice; experience with both public and private actors; in the business, culture and nonprofit sector, in Israel and in other parts of the world.

It is said that the most important ingredient for success of any human group – be it a city, a firm, an organization, a nation or a community – is the number of **changemakers** within it. The course aims to ignite innovation by recruiting participants to this necessary task – and by urging them to explore a cross-sectional agenda and then collaborate in terms of planning, executing and measuring. Moreover, the course creates the opportunity to **reduce complexity** in a busy environment and craft **new spaces** and **cooperation points outside the traditional echo-chambers** of the organizations, while reducing uncertainty, fear and confusion.

Goals:

- To expose participants to key concepts and practices in entrepreneurship and innovation.
- To provide them with practical innovation and entrepreneurship development and management tools.
- To encourage them to think as changemakers.
- To help facilitate a dialogue between them and their communities/ organizations.
- To initiate practical implementable changemaking projects in their individual communities/ organizations.

Tentative topics & sessions:

1. March 7: **Adaptive innovation in times of disruption** (Dr. Nir Tsuk)
2. March 14: **Changemaking tools** (Dr. Nir Tsuk)
3. March 21: **Entrepreneurship as leadership** (Sarah Peters Mali)
4. March 28: **Innovation and the digital transformation** (Dan Fishel)
5. April 4: **The right team in an intrapreneurial organization** (Sigal Widman)
6. April 11: **Public sector innovation in action** (Dr. Gil Pereg)
7. May 2: **The art of experimentation** (Ofer HaCohen)
8. May 9: **Changing Organizational Change** (Dr. Sydney Engleberg)
9. May 16: **Innovation Case Study** (Shir Halpern)
10. May 23: **Conclusion – intrapreneurship, innovation and culture** (Dr. Nir Tsuk)

About the Facilitator:

Dr. Nir Tsuk is a seasoned practitioner, academic and facilitator with over 25 years of international experience in the fields of social capital, entrepreneurship, impact and culture of innovation. Serving as NYU's Global Distinguished Scholar (as well as a Visiting Professor of Entrepreneurship at Osaka University, Japan), Nir is has launched for New York University [the Institute for Impact and Intrapreneurship](#), connecting New York and Tel Aviv – and bringing the language of innovations to those who need it most.