



Intrapreneurship for the Sports Industry

Programme overview



Why a CIES programme in Intrapreneurship?

The Covid-19 pandemic has shaken the globe. It has impacted the way we live, the way we do business and the way we find entertainment. This disruption has heavily impacted the sports industry and requires an urgent need to adapt.

To overcome the crisis and face the future challenges, sports organisations need to innovate, develop an entrepreneurial approach and embrace change.

Are sports organisations ready to innovate?

How do their organisational structures support innovation?

Do they recognise and promote internal talents who could drive change?

Do they have an agile and entrepreneurial approach?

The **CIES Programme in Intrapreneurship** offers experienced professionals from the sports industry the tools to create innovation paths and transform sports organisations from inside in order to face post-covid-19 transition, discover untapped business opportunities, maximise the inner potential of their organisations and shape the future of sport.



Course overview

The **CIES Programme in Intrapreneurship** will provide experienced sports professionals with techniques, tools and frameworks to discover business opportunities, drive change, improve organisational fitness and transform sports organisations from within. By the end of the programme, participants will be able to spot problems, implement innovative solutions to face crises and take on future challenges.

In 8 weeks, participants will:

Discuss best practices

Develop and entrepreneurial mindset

Enhance internal agility

Apply entrepreneurial skills within organisations

Develop intrapreneurial projects

Specifically designed for the sports industry by CIES and JNC Consulting, the **CIES Programme in Intrapreneurship** will give participants hands-on training in spotting opportunities for innovation and growth, creating value through products and/or services, getting internal buy-in and turning ideas into realities.



Who should participate?

The programme is designed for motivated and purpose-driven professionals with significant experience in the sports industry. Participants are willing to:

Take on a transformative learning journey

Exchange experiences and best practices with other industry professionals

Become change agents and drive innovation within their organisations

Have a positive impact on the sports industry



Format

The **CIES Programme in Intrapreneurship** is part-time and fully online. Participants will complete synchronous and asynchronous activities with a 3-5 hours weekly engagement. Over 8 weeks, participants will complete modules that include:

Access to CIES online learning management platform

Videos

Live sessions

Case studies and expert interviews

Additional resources: articles, case studies and videos

Furthermore, participants will:

Collaboratively reflect with peers across the programme via assignments and discussion forums

Participate in group meetings to generate and discuss ideas

Regularly complete a workbook to synthesise insights from the programme, track advancements, and prepare an action plan to develop once the programme is over.



Learning objectives

1

Understand the challenges that organisations face when innovating

2

Assess organisational environments and spot opportunities for innovation

3

Develop an entrepreneurial mindset and learn how to apply entrepreneurial skills within the environment of a sport organisation

4

Enhance agility to promote internal innovation

5

Apply real-time intrapreneurship techniques and develop 'ideation to execution' abilities

WEEK #1

The need to reinvent

What is intrapreneurship?

Why should you consider being
an intrapreneur?

First hand intrapreneurship struggles

Corporate innovation models



DISCUSSION

Why intrapreneurship is important?



WORKBOOK

Why you should consider
being an intrapreneur?



LIVE SESSION

1h30 programme intro

How to spot opportunities?

Understand the ecosystem

Assess your organisation's competitive position

Identify the user

Honing on jobs-to-be-done opportunities



DISCUSSION

Your organisation's competitive position



WORKBOOK

Your industry opportunities



PROJECT

Select one technique to map project opportunities

Getting it right

Getting your strategy right

Understanding cognitive bias

Learning tools to outsmart bias

Testing and questioning your assumptions



DISCUSSION

What are the best techniques to outsmart bias?



WORKBOOK

How to question your assumptions?



LIVE Q&A

40min



PROJECT

Reflect on techniques used to map opportunities and define your project scope

Start with empathy

Driving innovation through human-centered design

Human-centered design: empathise, define, ideate, prototype and test

Empathy, the keystone of innovation

Expert interview – how to apply design thinking?



DISCUSSION

How to apply Design Thinking in your organisation?



WORKBOOK

Reflect on how to use the Design Thinking process



PROJECT

In group brainstorming sessions

Developing the business model

Business Model Design

Business Model Innovation

Business Model Canvas

Expert interview – innovative business model in the sports industry



DISCUSSION

Innovative business models within and outside the sports industry



LIVE Q&A

40 min



PROJECT

Business Model Canvas - brainstorm and provide feedback on your peers' work

WEEK #6

Navigate the organization

Stakeholders

Internal selling

Finding the right team

Sponsorship, mentorship and advice



DISCUSSION

What makes a successful intrapreneurship team?



WORKBOOK

How to navigate your organisation priorities?



LIVE Q&A

40 min

WEEK #7

Pitching to executives

Communication

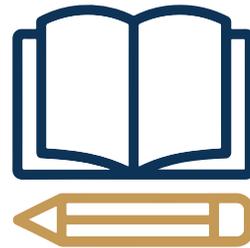
Storytelling

The perfect pitch framework



DISCUSSION

The best pitch examples



WORKBOOK

Which tools to get internal buy-in?



PROJECT

Project 5 min pitch

Your action plan

Conclusion

The secrets of trailblazers:
passion, creativity & trust

Your 90-day action plan



DISCUSSION

Intrapreneurship mindset



WORKBOOK

Your 90-day action plan



LIVE SESSION

2h including a selection of
five project presentations

Meet the team



Juana-Catalina Rodriguez

CEO @ JnC

Juana-Catalina is a Serial Intrapreneur and Entrepreneur with 20 years of experience in Innovation & Disruption. She has worked in several industries. The list includes Fast-moving Consumer Goods, Financial Services, Mobile Retail & Services, Cloud Storage Services, Digital Identities, Digital Transformation, and Social Innovation across Asia-Pacific, Europe, Latin America, and North America.

Juana-Catalina is also an Author, Startup Advisor, Executive Coach, and Mentor. She is currently a consultant for the Stanford GSB SEED - Stanford Institute for Innovation in Developing Economies. She holds a Bachelor in Engineering, M.S in Marketing, MBA, and has a Corporate Innovation Certificate from Stanford's LEAD program.



Matteo Tassi

Executive Education Senior Manager @ CIES

Matteo holds a Ph.D. in Anthropological Sciences and Analysis of Cultural Changes and the FIFA Master – International Master in Management, Law and Humanities of Sport, organized by CIES in partnership with De Montfort University, SDA Bocconi and the University of Neuchâtel.

He has recently completed the LEAD Certificate in Corporate Innovation at Stanford Graduate School of Business.



Application process

Required materials:

- o Resume
- o Motivation Essay on why you are applying to the programme, your aim within your organisation and the impact you would like to make

Please send your application at
executive.education@cies.ch

You will receive a receipt notification regarding your application within 48 hours and a notification on your admission status within 4 weeks

Programme schedule

Kick-off: 4th October 2021

Duration: 9 weeks

3-5 hours per week time commitment

Awarded

CIES Certificate in Intrapreneurship

Programme fee

Euros 650

Special fee for CIES alumni (FIFA Master and FIFA/CIES University Network)

Fee includes tuition and access to the course platform

Upon admission an invoice will be sent by email

Language

The programme will be taught in English

Contacts

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