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Encourage people to innovate: corporate entrepreneurs



Innovation is made by people. But most innovators are not natural born entrepreneurs. They are not lone heroes creating single-handedly revolutionary products. They are **ordinary people**, often within existing firms, who decide to change things and are ready to cope with the resulting uncertainties.



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Corporate entrepreneurs do not plan, do, check and act like traditional managers. They focus on finding and **mobilizing** available resources in order to **identify, assess and launch** new initiatives, while adjusting goals and expectations along the way.



Entrepreneurial intentions and behaviors **can be managed and fostered**. Tolerance for failure, reward systems, role models and norms, as well as skill development and slack resources can create the right attitudes, norms and perceptions.

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