

10 TIPS | GUIDE | WISDOM OF THE SOCIAL INTRAPRENEUR

TIP 1

Focus on solving
a problem,
not selling a solution.

TIP 2

Use storytelling,
but build the
business case.

TIP 3

Align with the
best of the
company culture.

TIP 4

Go to the top.

TIP 5

Wherever possible,
use existing
processes.

TIP 6

Make sure you're
funded.

TIP 7

Create a coalition,
engage external
stakeholders.

TIP 8

Pilot and execute.

TIP 9

Maintain your integrity.
Be patient.

TIP 10

Share ownership
– and have fun.

The Social Intrapreneur: A Field Guide for Corporate Changemakers, SustainAbility, 2008

