

THE SOCIAL INTRAPRENEUR | GUIDE

Characteristics	Social entrepreneur	Social intrapreneur
Shrug off constraints of ideology or discipline.	X	X
Identify and apply practical solutions to social or environmental problems.	X	X
Innovate by finding a new product, service or approach to a social challenge.	X	X
Focus – first and foremost – on societal value creation.	X	X
Successfully navigate corporate culture, strategy and process.		X
Communicate social entrepreneurship in compelling business terms.		X
Build and inspire teams across a multiplicity of corporate divisions.		X
Jump in before they are fully resourced.	X	X
Have a dogged determination that pushes them to take risks.	X	X
Combine their passion for change with measurement and monitoring of impact.	X	X
Have a healthy impatience – they don't like bureaucracy.	X	X
Run their organizations.	X	

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

