



**100%
ONLINE**

**FREE OF
CHARGE**

20th Social Intrapreneurship for Innovation in Health Course

NEXT EDITION
October 21 – November 29, 2024

Produced by



**Boehringer
Ingelheim**



by Ashoka and
Boehringer Ingelheim

**LIMITED
SPOTS**

**SIGN UP
NOW**

Application open until October 13 at:

<http://bit.ly/socint2024>



Offered to healthcare professionals from around the world



Six weeks

Self-paced

Minimum of two hours of commitment per week*



Ashoka certificate provided

Course Description

In our rapidly changing world, employee skills such as intrapreneurship, agility, teamwork, empathy, and collaborative leadership are critical to an institution's ability to innovate and grow. Valuing these skills brings opportunity and competitive advantage, while underestimating them can lead to redundancy and inefficiency.

Social intrapreneurship is a methodology to spark, cultivate, and scale social innovation within institutions. Intrapreneurial employees capitalize on trends –such as technology advancement and increased globalization– and strategically solve pressing issues. By applying creativity and calculated risk-taking, intrapreneurial employees foster a culture of innovation and agility – key for any thriving business.

Ashoka, the world's largest network of social entrepreneurs, and Boehringer Ingelheim, leading international health company, have partnered to create a six-week online course: *Social Intrapreneurship for Innovation in Health*. This course is part of the global "Making More Health" initiative to improve access to healthcare for people, animals, and communities around the world.

In this course, you will connect with a global community of health professionals from across private, public, and nonprofit sectors, and convene to learn intrapreneurial strategies for creating social and business impact in the health space.

*While 2 hours per week is the minimum required for graduation, participants typically spend an average of 4 hours per week on the modules to go through all the course content.)

20th Social Intrapreneurship for Innovation in Health . MODULES .

Module 1: The Business Case for Social Intrapreneurship

Module 1 explores the concept and definition of social intrapreneurship, and investigates the business case for fostering intrapreneurship within institutions. Participants are exposed to real world examples and applications to the health sector.



Module 2: Intrapreneurial Challenges & Opportunities

Module 2 focuses on defining and understanding the challenges surrounding social intrapreneurship through market research and patient needs. We review examples of these challenges, paying attention to communicating and framing the problem in a compelling and accessible way.



Module 3: Strategies for Advancing Social Innovation Within Your Institution

Social innovation allows businesses to spark the next generation of sustainable solutions. New business models and ideas rise out of close collaboration with non-traditional partners, beginning with social entrepreneurs. Module 3 brings out real-world examples of products, services, or business models created through social innovation and collaboration.



Module 4: Co-Creation Part I: Leveraging on Shared Value

Cross-sector collaborations create solutions for society's most pressing social, cultural, and environmental challenges. Looking to examples that have reshaped global industries, in Module 4 we connect the dots between game-changing innovations and social entrepreneurs to learn how they have influenced new systems, mindsets, and ways of working through co-creation.



Module 5: Co-Creation Part II: Idea Development and Pitching

Pitching and developing ideas are important steps for social intrapreneurs during the early stages of their innovation. This module will review fundamentals of both, offer best practices, and look at real case studies.

Module 6: Final Review and Wrap-up

The final module of the course is an exercise in reflection and an opportunity to review all the content covered to date. It also enables participants to crystallize the professional connections they made throughout the course and discuss concepts already explored.



Course Features and Learning Material



15 Videos



15 Readings *



20 Discussion Forums



5 Live Webinars



1 Office-Hour Session

* Includes case studies, articles, and excerpts from books/publications

In this course, participants will:

- Prepare to lead social and business impact within their institution
- Gain skills and strategies to garner internal and external support for new ideas
- Learn how to collaborate and advance innovation in a bureaucratic setting
- Develop intrapreneurial strategies for cross-sector collaboration, co-creation, and project-prototyping
- Connect with a network of intrapreneurs and innovators to exchange ideas and receive ongoing feedback and support for their initiatives
- Engage with Ashoka's network via Ashoka Fellow case studies, learning opportunities, and experts in social intrapreneurship and entrepreneurship around the world.

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Course Development

As the first and largest global network of social entrepreneurs, Ashoka understands how leading changemakers across sectors are tackling problems and reimagining systems for the common good. This course is part of the Making More Health initiative, a partnership between Ashoka and Boehringer Ingelheim.

Making More Health is a global initiative that aims to create a healthier world for individuals, animals, and their communities. By supporting social intra/entrepreneurs and innovation, MMH generates social impact, helps identify creative business models, and benefits employees, organizations, and society.

Changemakers is an Ashoka program that uses the power of digital technology to equip everyone to play a role in positive change. We launch initiatives in partnership with companies and foundations, such as digital innovation challenges and course, to empower individuals with the tools, resources, and network to succeed as agents of change in their communities and work environments. Changemakers developed and produces this course.

