



ANTIFRAGILITY THROUGH —THE ART OF INTRAPRENEURSHIP



Albert Bengtson



Birgitte Stjärne



Dr. Ruben Puentedura



Roland Williams



SENIOR FOUNDERS

All participants are senior in their fields; sales, PR & creativity, author, finance and project coaching



ENTREPRENEURIAL

A mix of serial entrepreneurs, not afraid of starting from scratch. Won a few awards, X-prize from Elon Musk when at PayPal.



INTRAPRENEURIAL

Merited for Strategic project development in roles at IBM, The Coca-Cola Company, CGI, Apple, Europeiska försäkringar, Kreab Group, and HiQ.



ACADEMIC BACKGROUND

Mentor Dr. Ruben Puentedura studied Antifragility for Benoît Mandelbrot together with Nassim Taleb, author of the Black Swan



WHO ARE WE?

Passionate about progress. That's why we created a platform where knowledge is shared and stories are told. We use text, video, audio and blogs to introduce amazing people to tell their story and inspire incumbent companies to share their own.

... jag är imponerad!

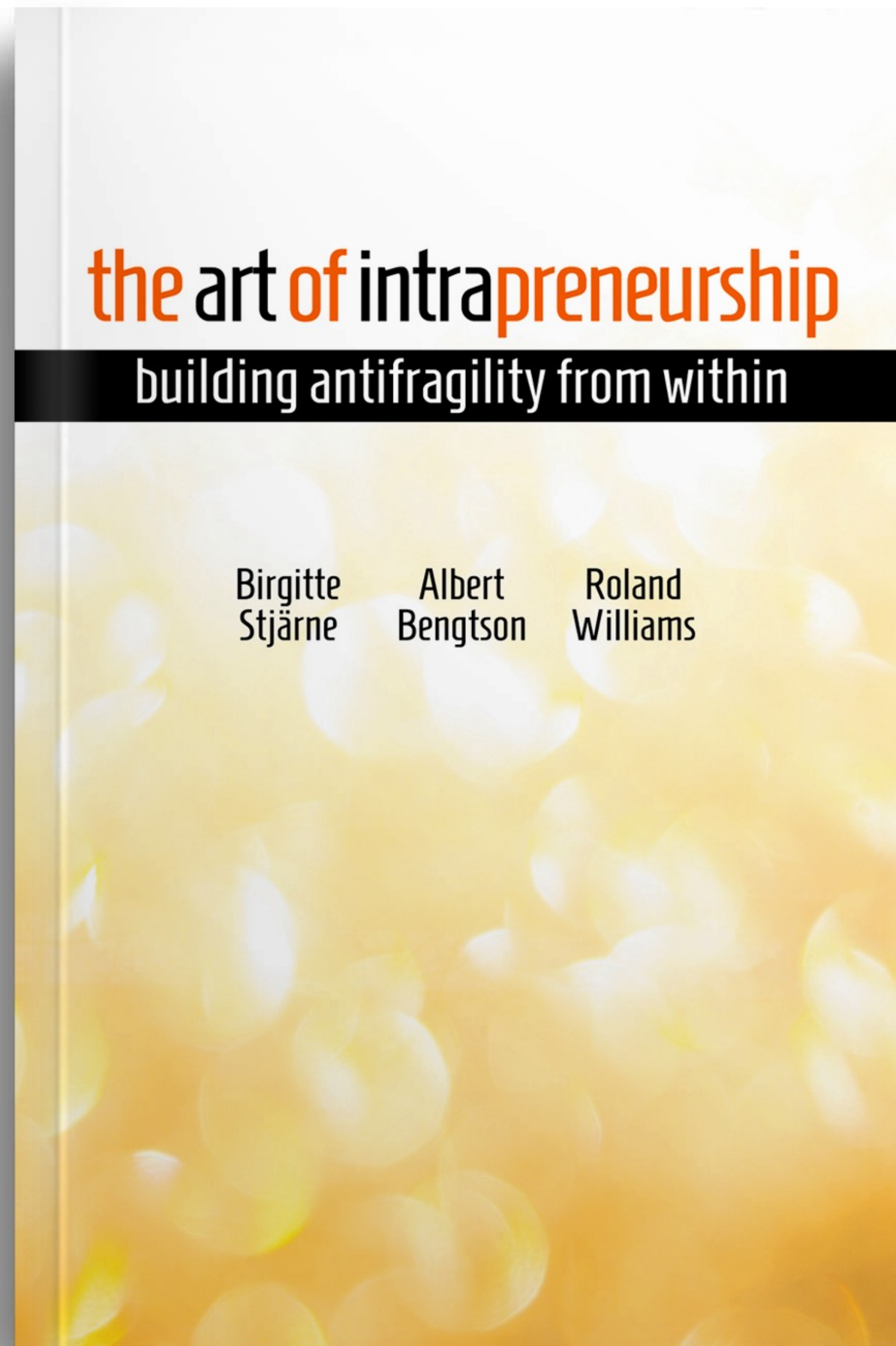
- Stefan Fölster

... jag vill hosta release festen!

- Ola Ahlvarsson

... this model will serve the
logics of innovation in
organizations as the Agile
Manifesto did for
programming...

- Dr. Ruben Puentedura



... bästa modellen, den hade man
velat lära sig på universitetet...


- Johan Staël von Holstein

... logiken i modellen tycks fungera

- Micael Dahlen

... en "must read" för styrelsemedlemmar

- Magnus Myrenberg

A large, empty boardroom with a curved wooden table, blue leather chairs, and a green chalkboard. The room features wood-paneled walls, a blue patterned carpet, and large windows with sheer curtains. A wooden door is visible in the background.

Whose board
room is this?



"incumbents"

Quicker change



Human
behaviour



Game rules





"incumbents"

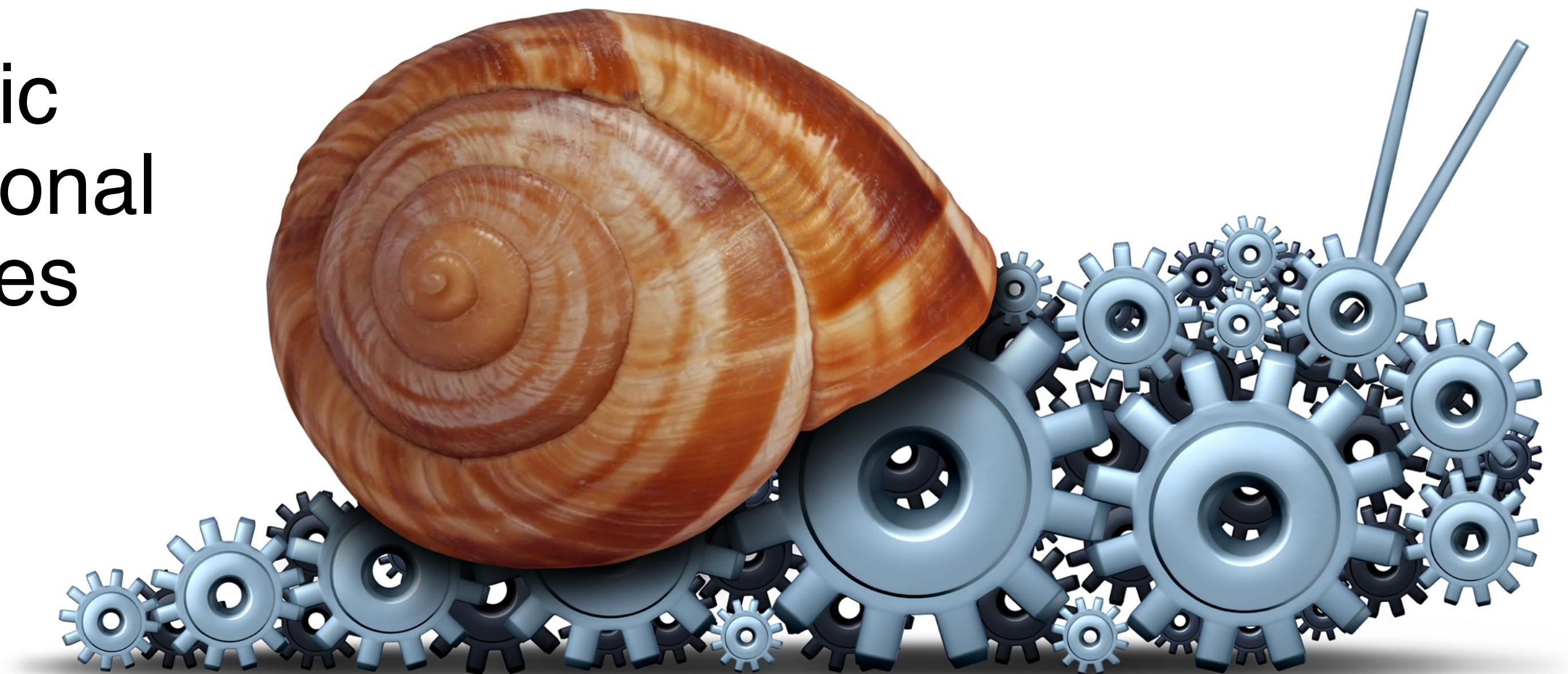


Three factors to increase antifragility

Collaborative
networking teams

Dynamic
organisational
structures

Distributed
leadership





Internal strengths to act on opportunities?

”We got this.”



"We got this."

(said the Cyclops)

Short-term

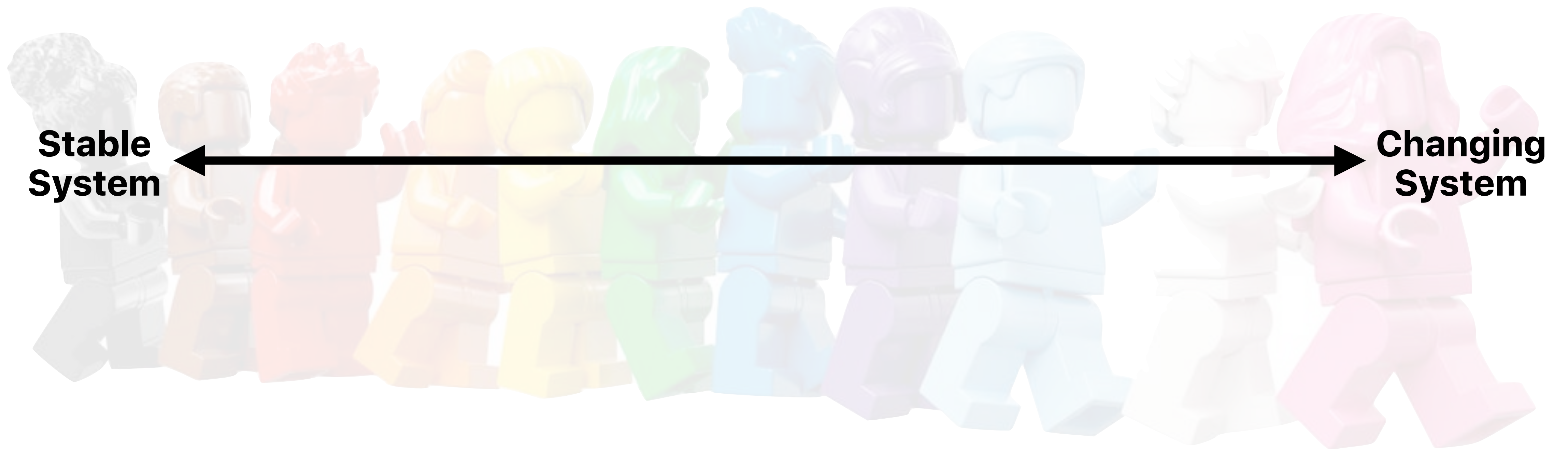
Long-term

< 2 years

> 2 years



Can we say...



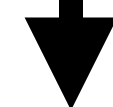
INFLUENCE

For the incumbent to change direction...

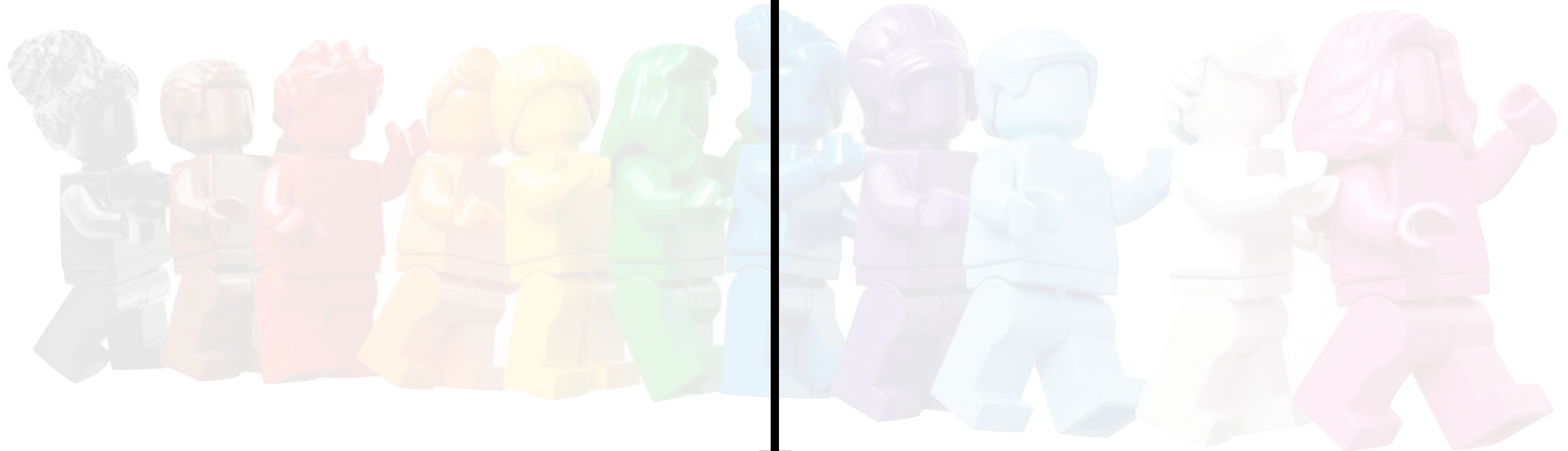


INFLUENCE — from a company perspective?

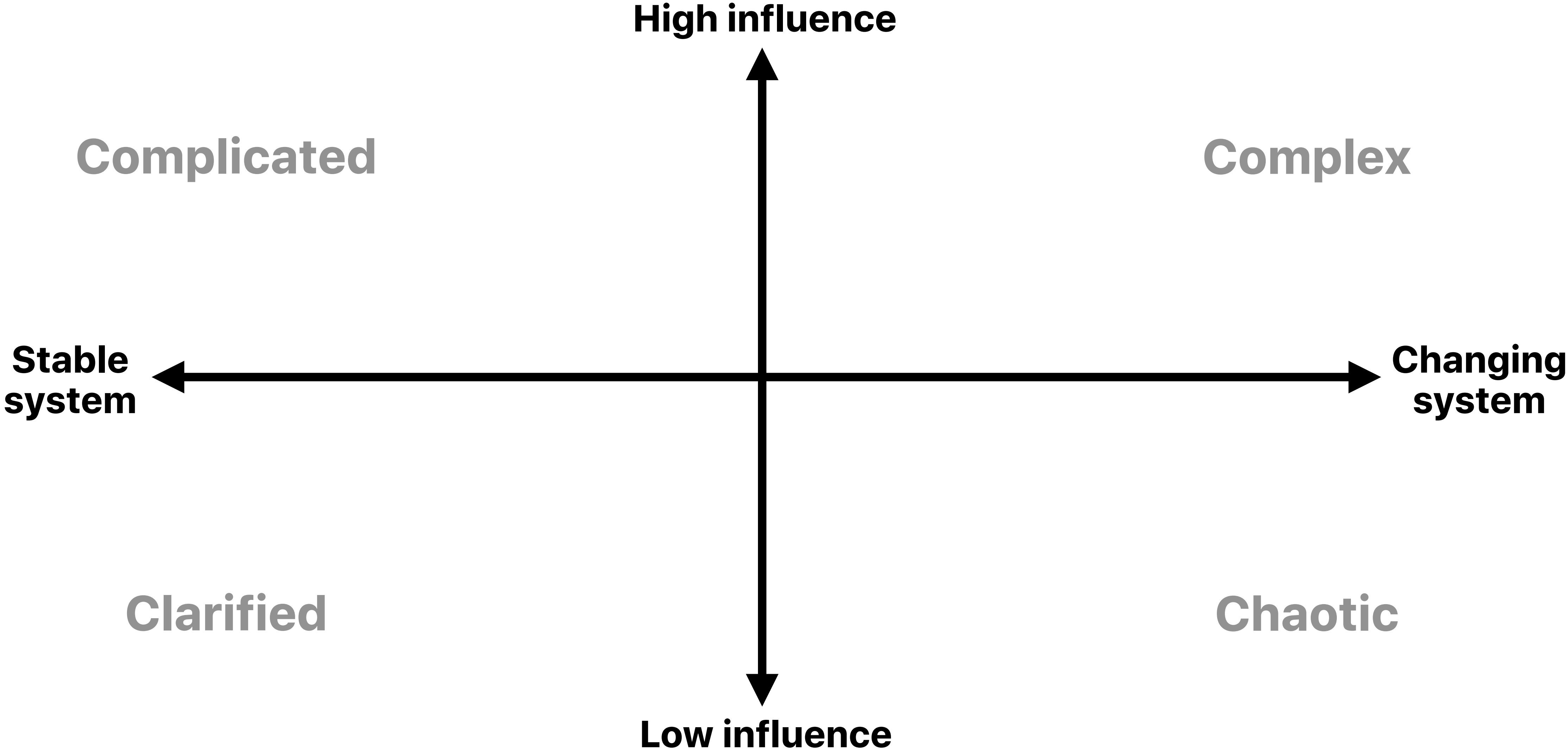
High influence



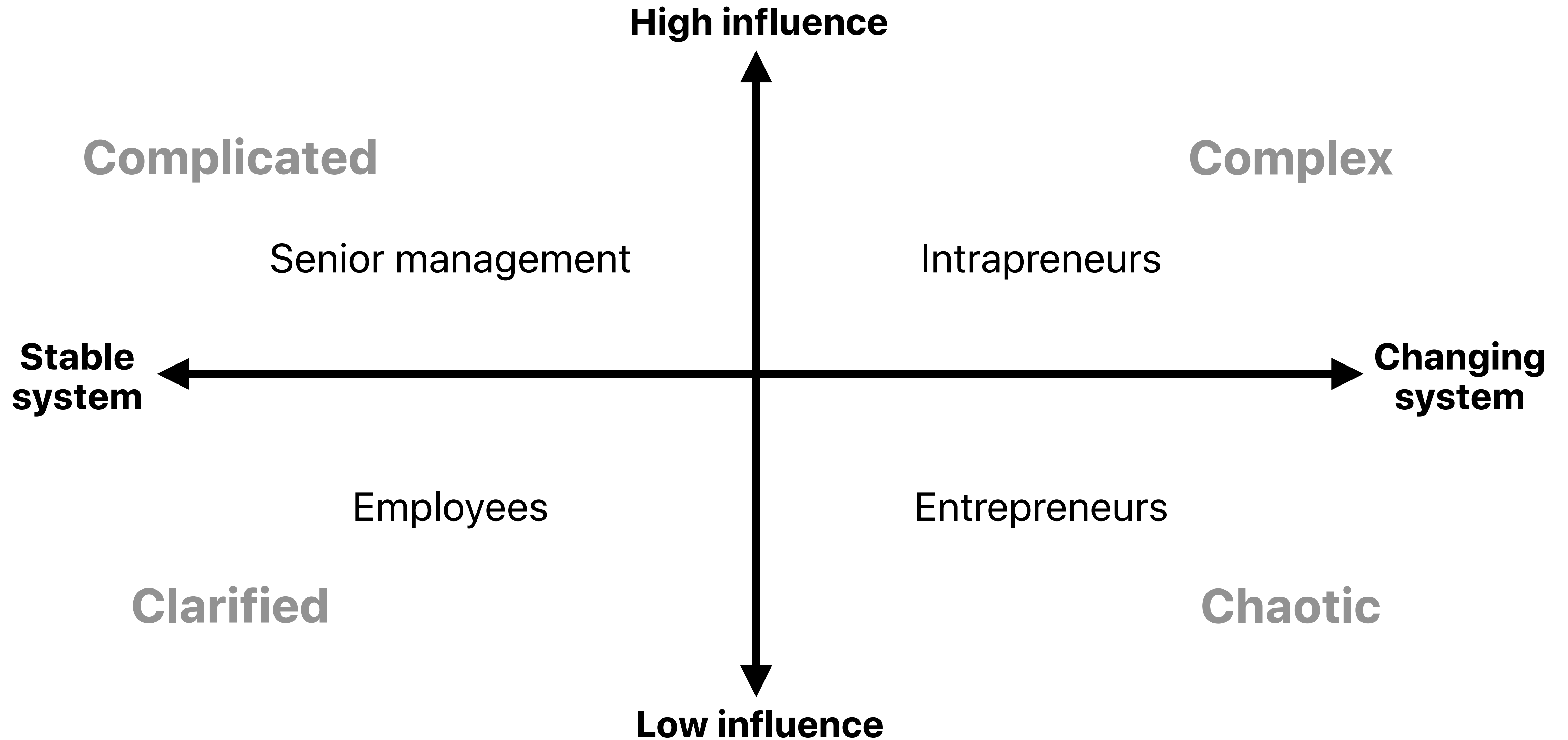
Low influence



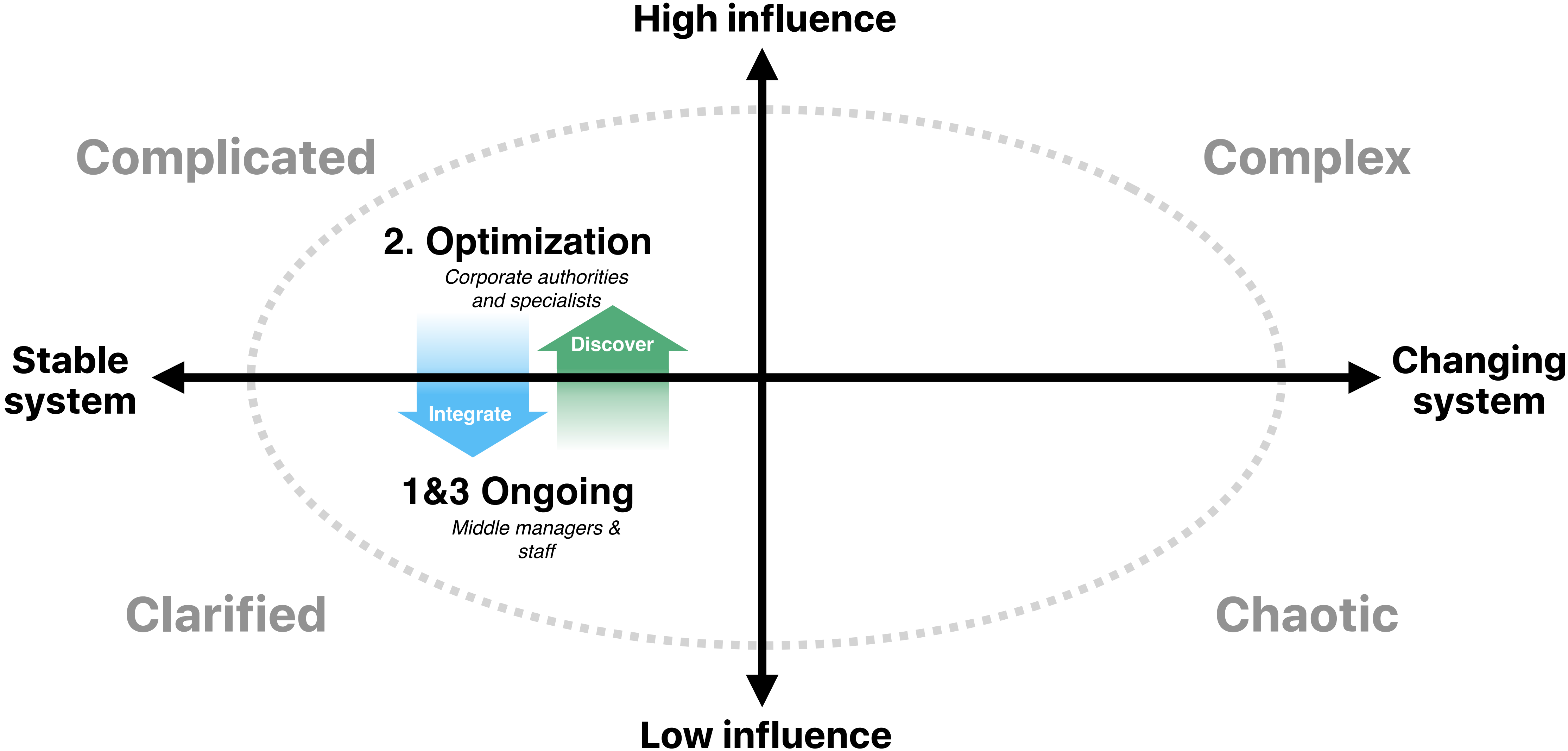
Project contexts



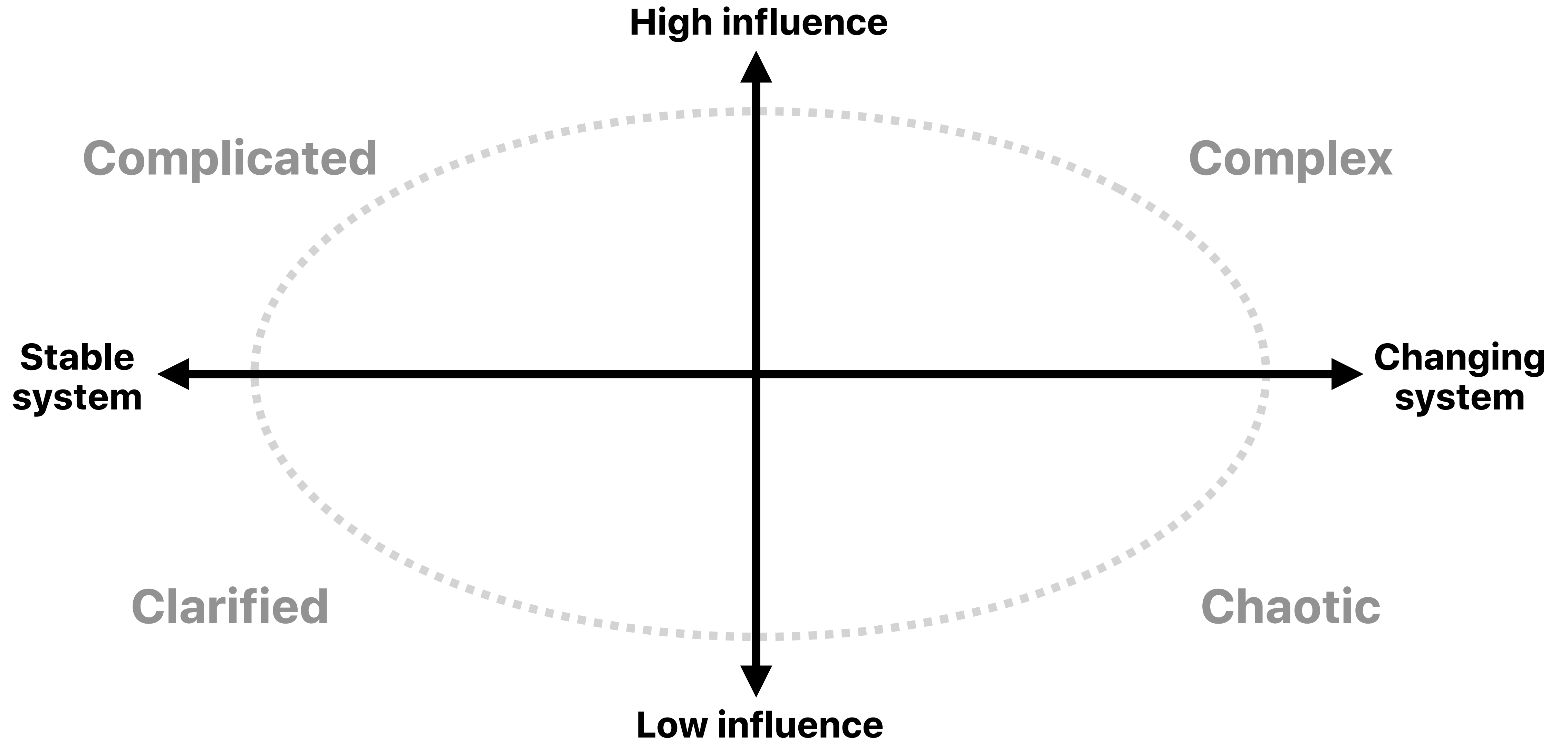
Drivers in the different contexts



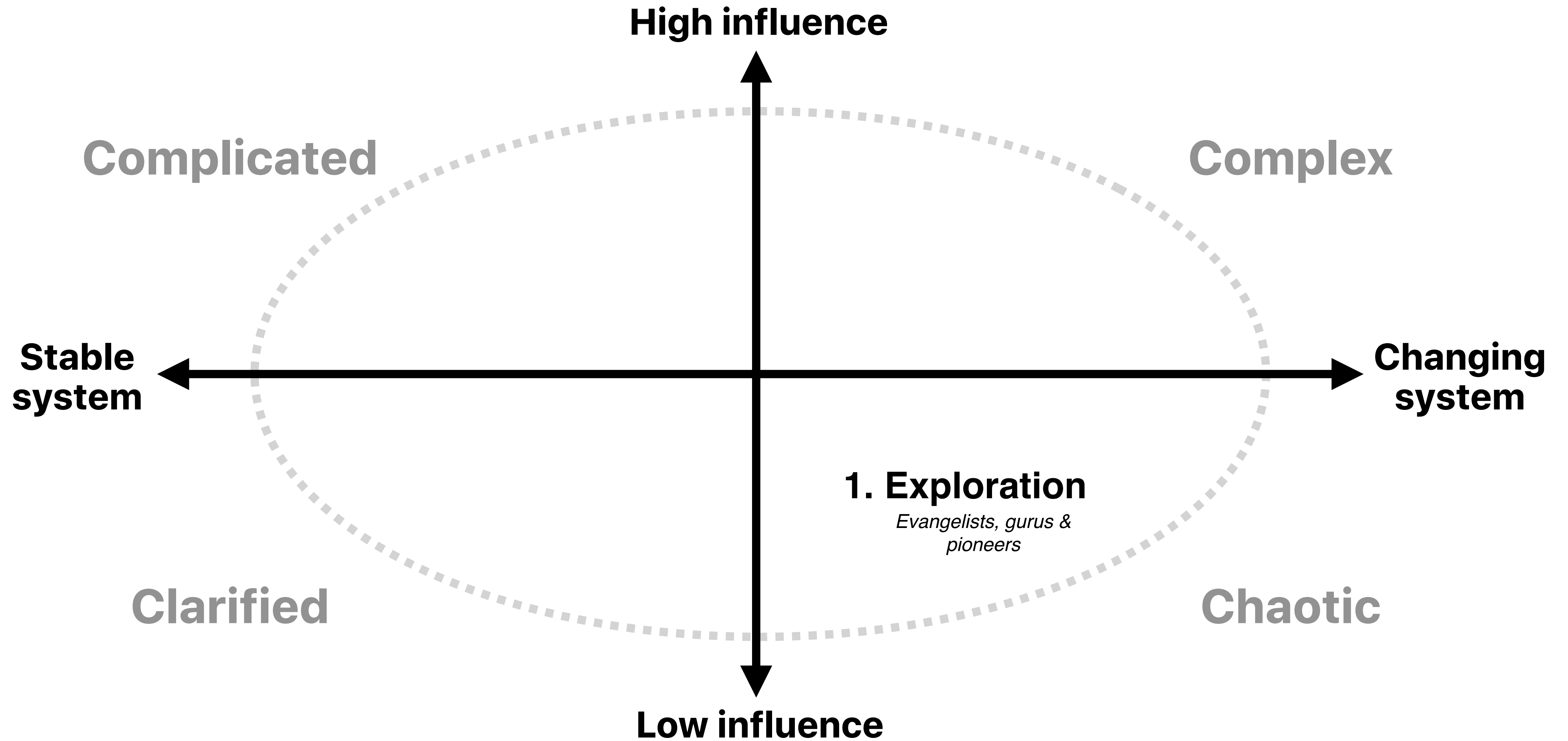
... practical development...



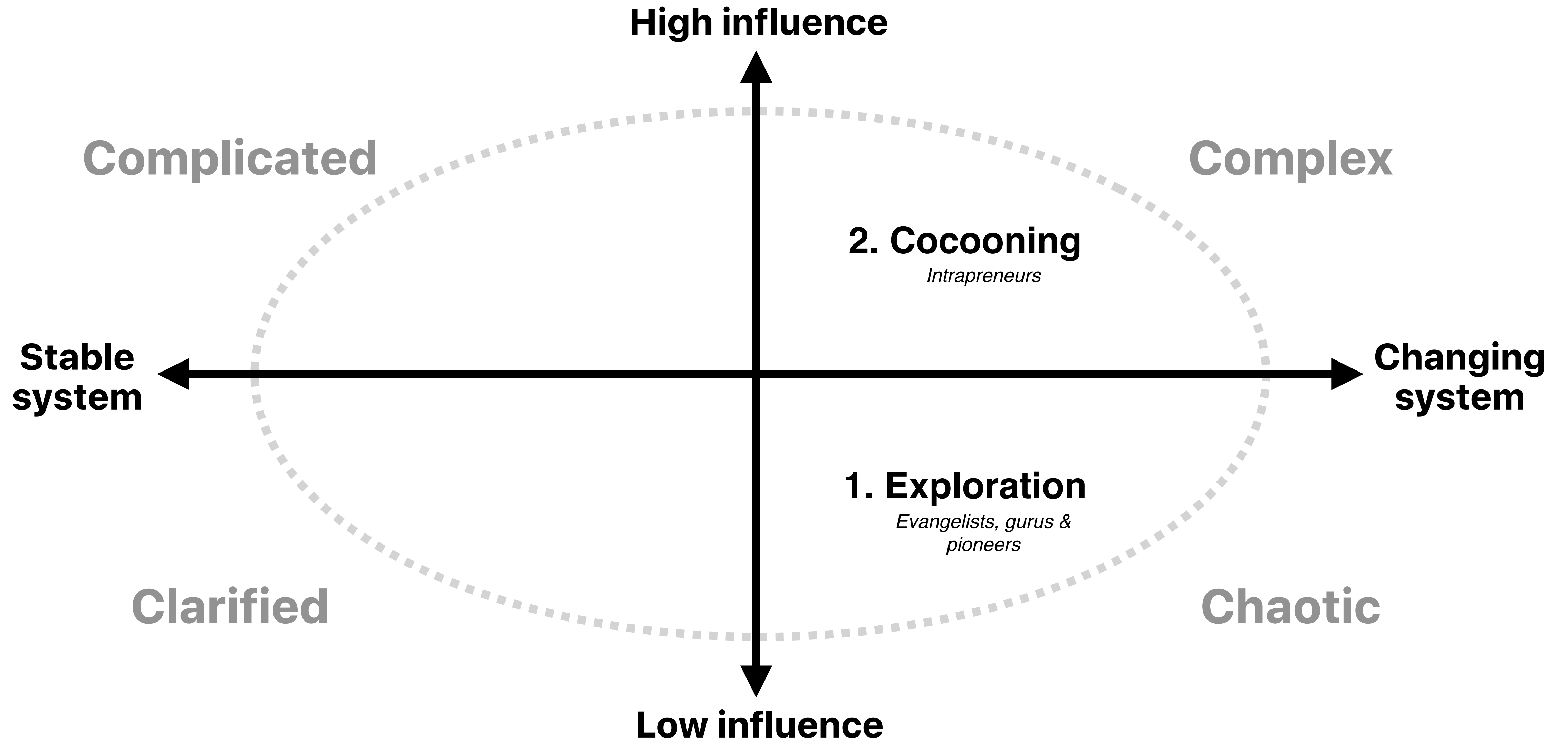
Projects developing another process...



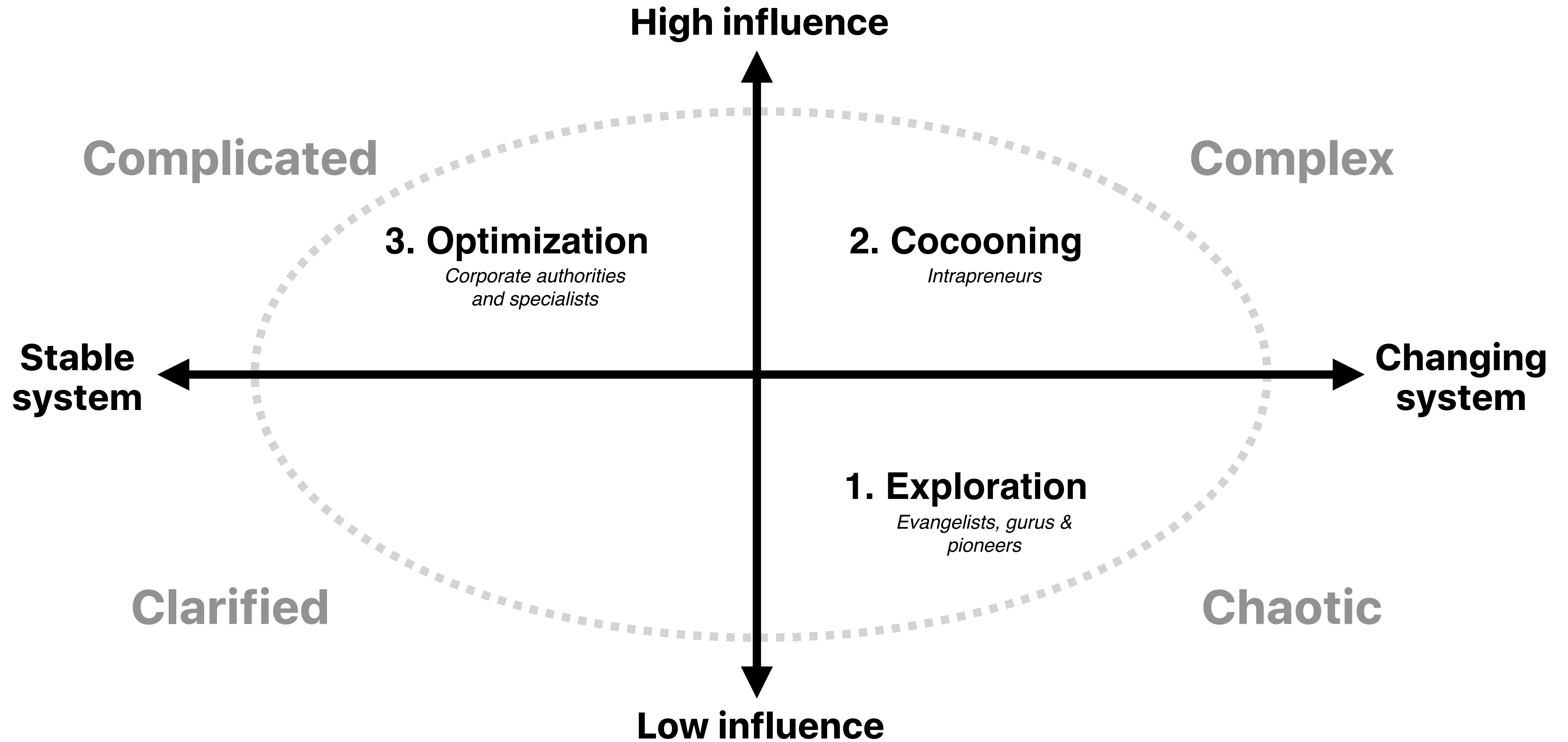
Who sees it first?



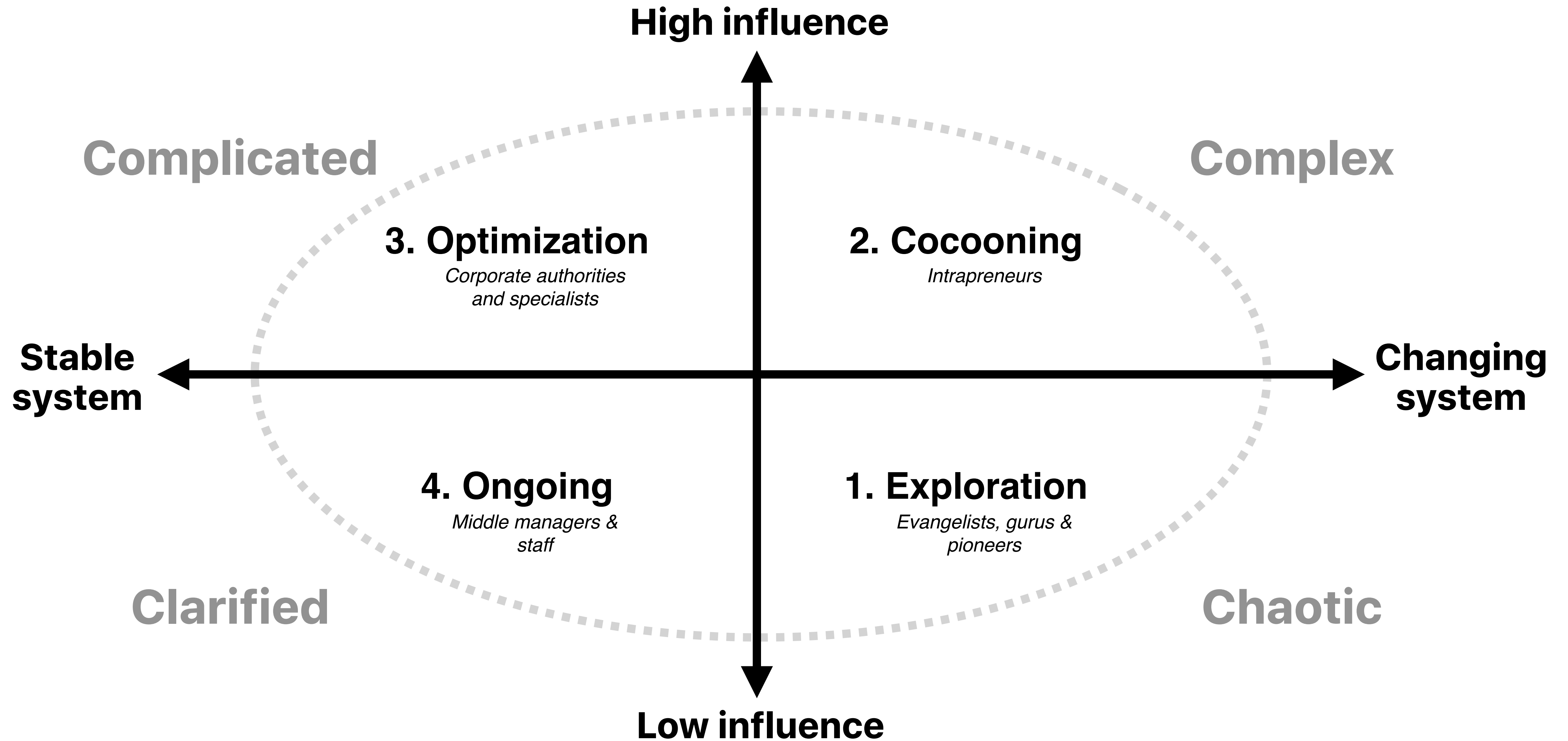
How does the Intrapreneur make this happen?



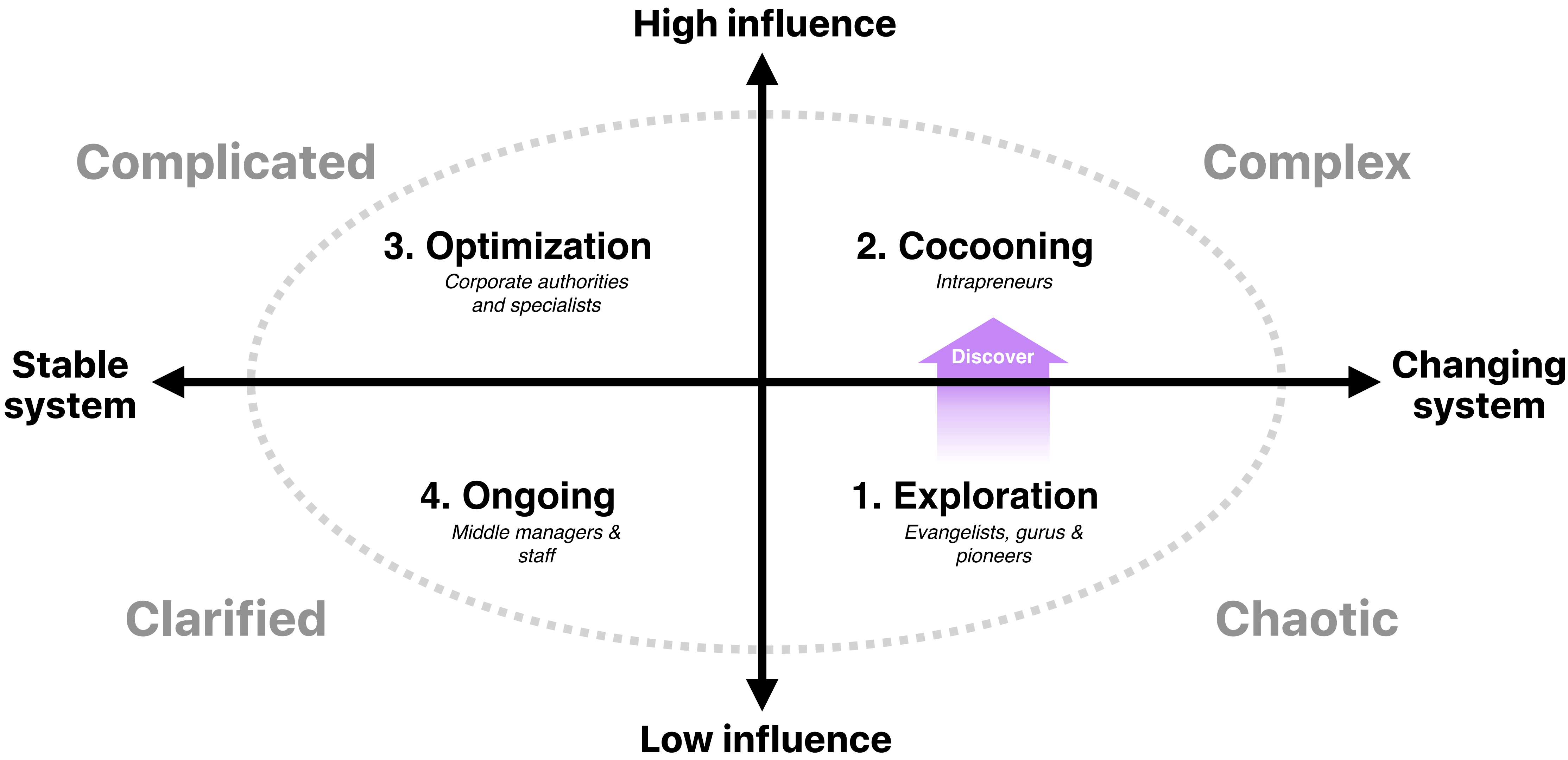
Who's going to be responsible for the organisation?



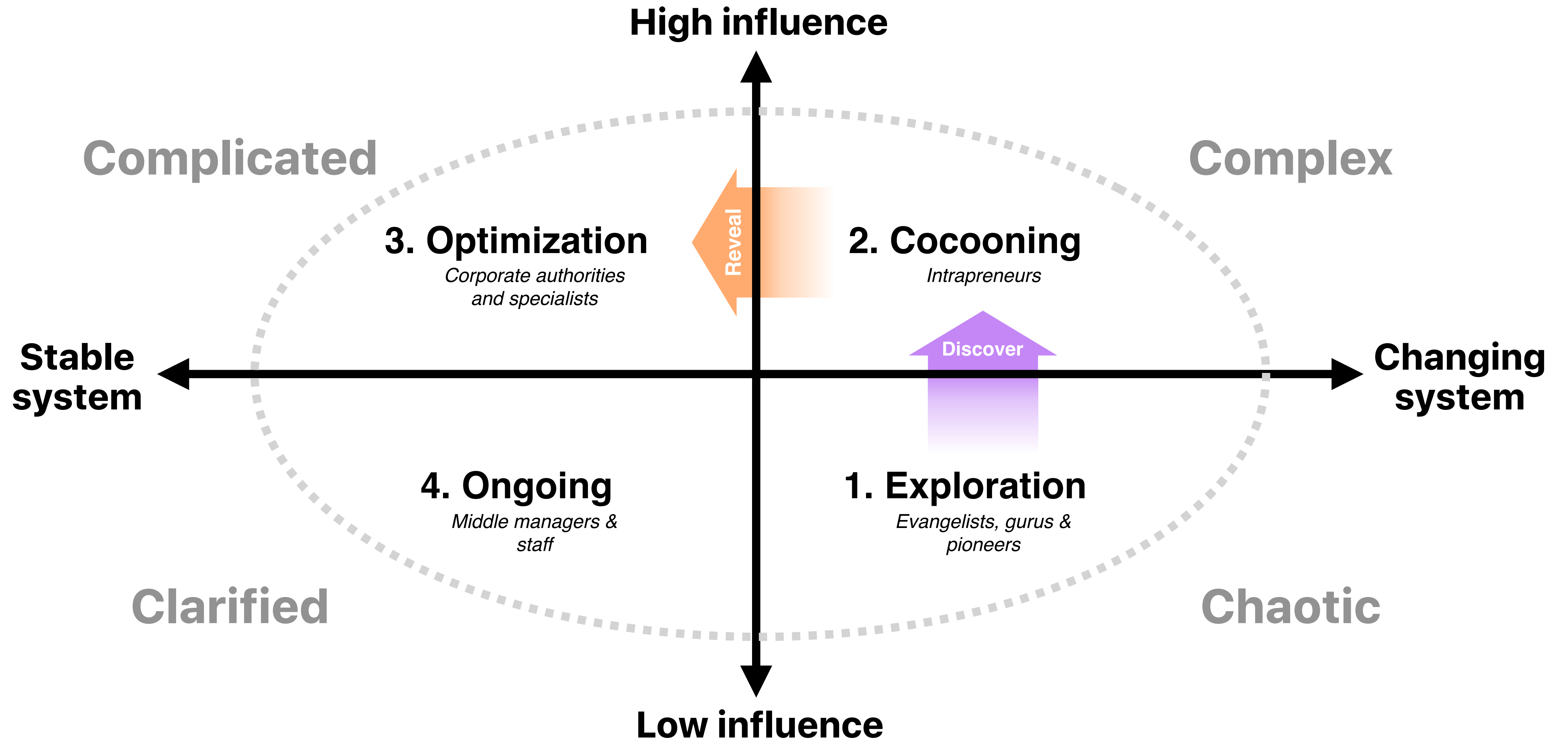
Now, the strategic project becomes tactical?



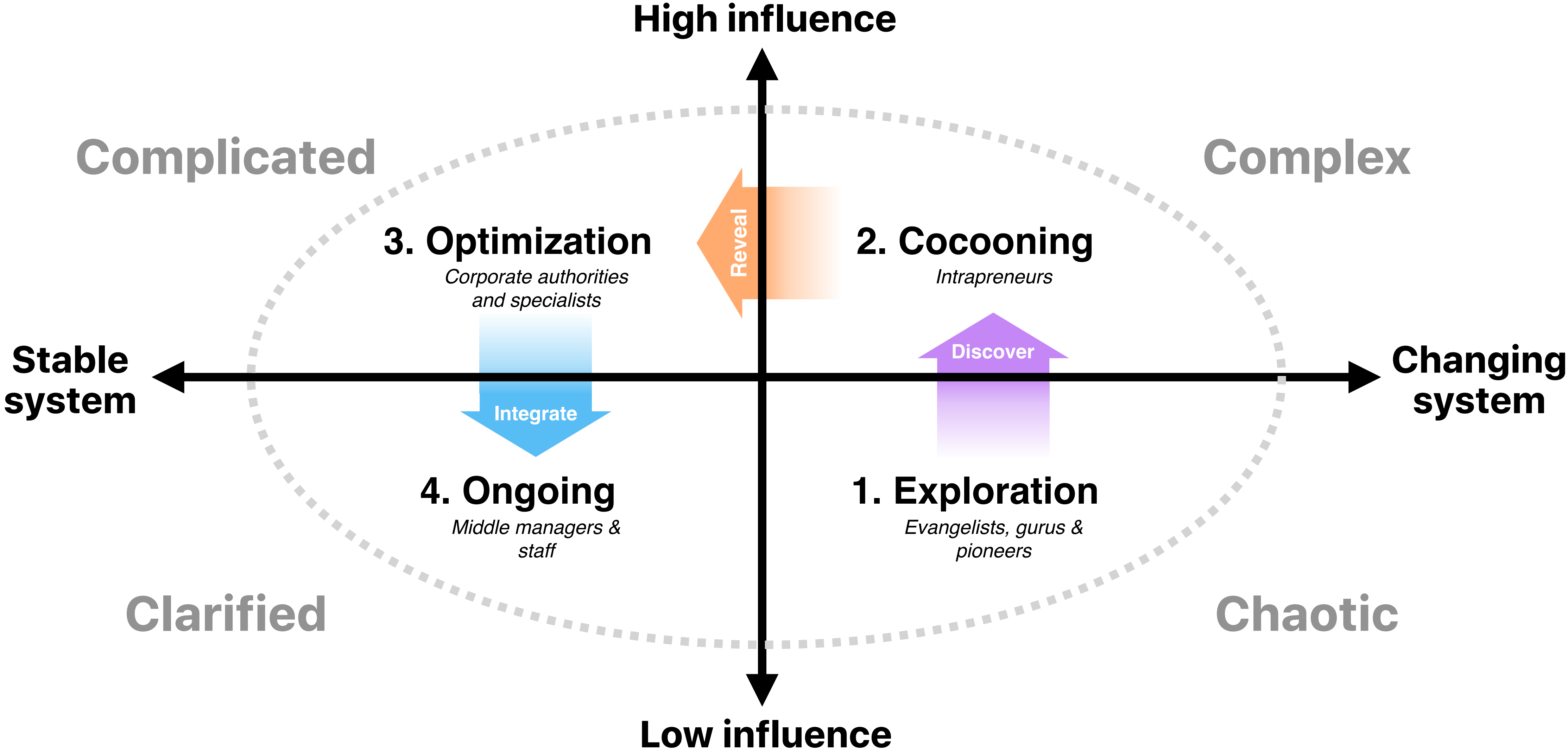
First conflict - Discover



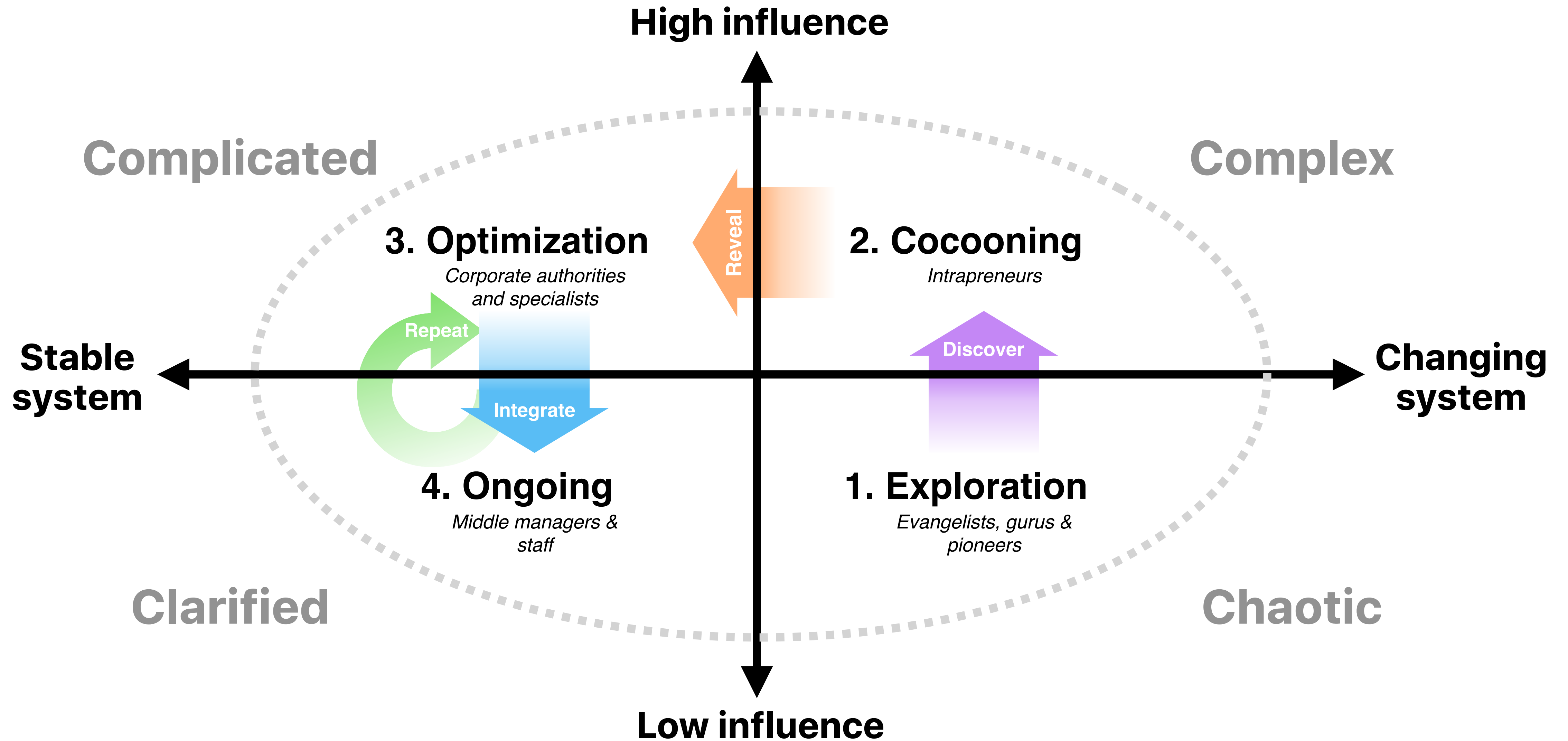
Second conflict - Reveal



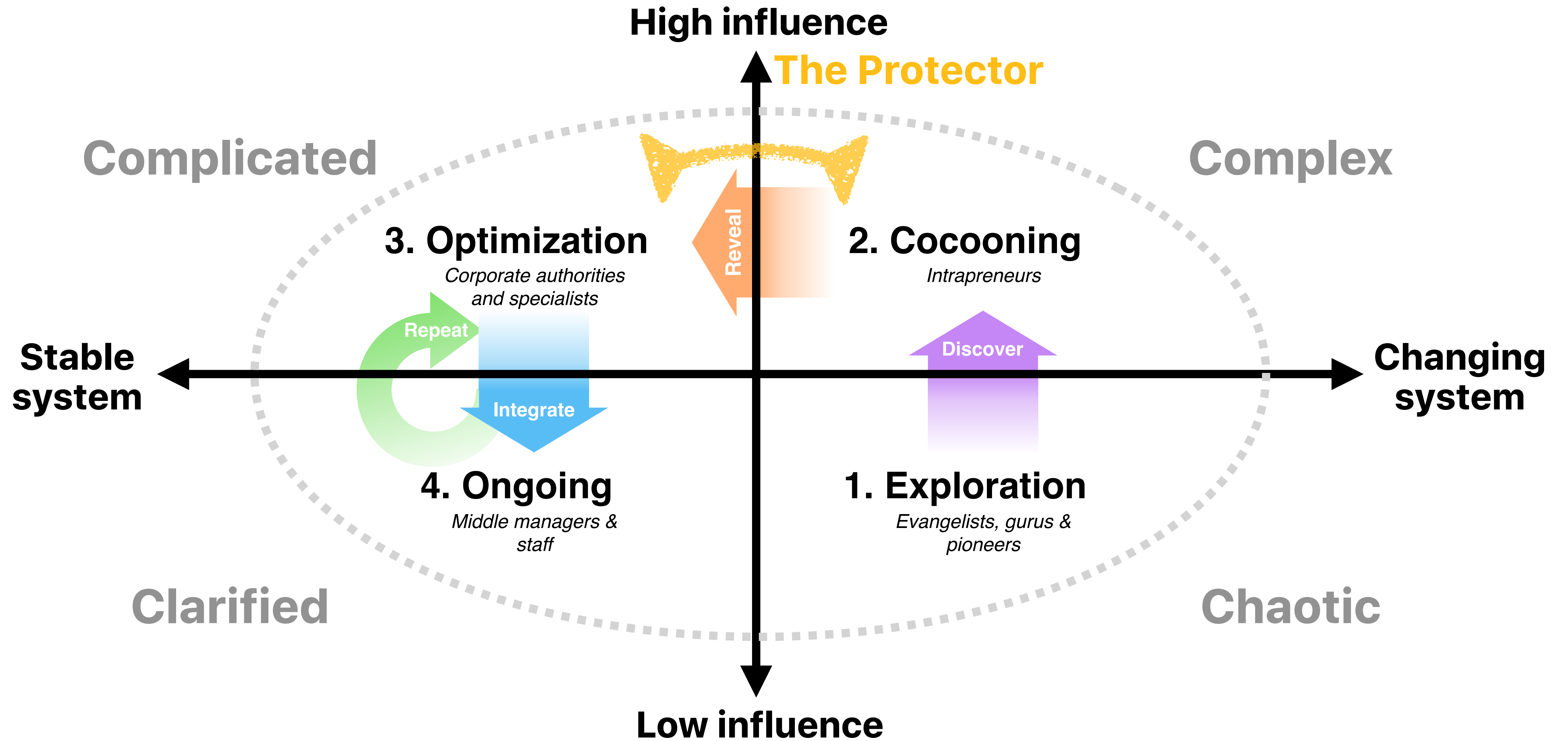
Third conflict - Integrate



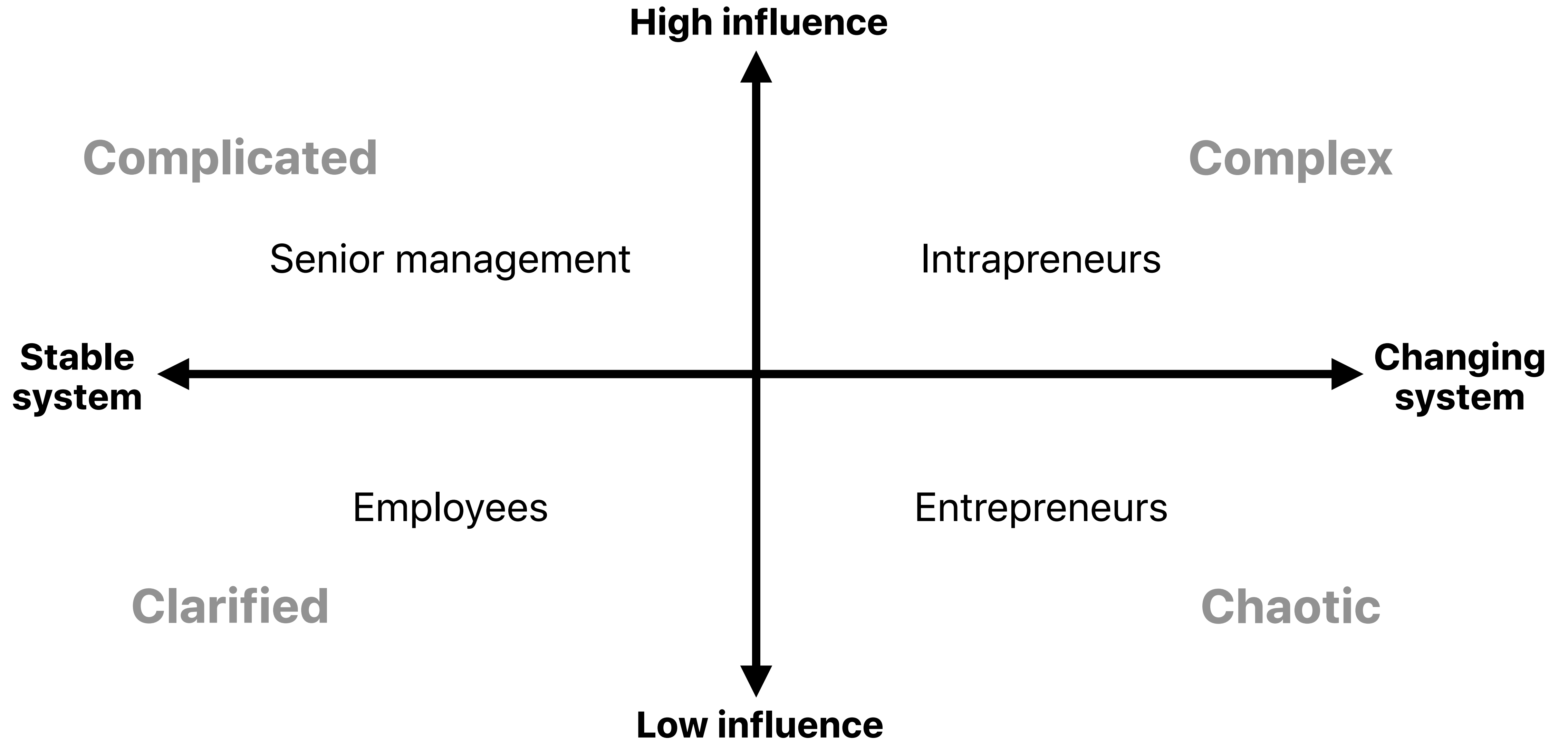
Fourth conflict - Repeat (Same as in tactical projects)



The protector



Gain & Drain Zones



Three factors to increase antifragility...

Collaborative
networking teams

Dynamic
organisational
structures

Distributed
leadership



Three factors to increase antifragility...
through the **Art of Intrapreneurship**

Increase collaboration and
networking between teams to
**decrease transmission
conflicts**

Build
**organisational
support** for
intrapreneurship



Recruit and build
leadership that can
lead in both stable
and changing
system

LET'S GET IN TOUCH

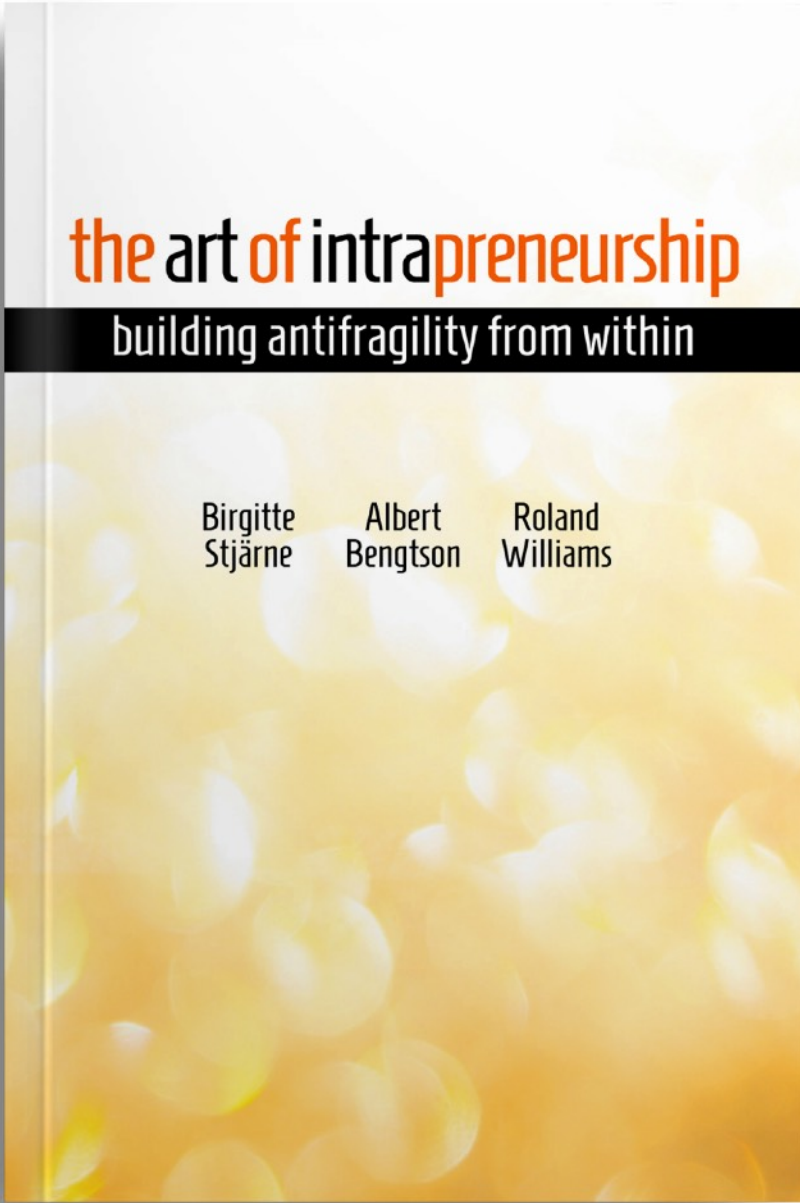
We're looking for people who are committed artists of driving sustainable change — where ever you add value to the mix!

 **+46 (0) 725 13 13 23**
For any questions, please call Albert

 **CONTACT@ARTOFINTRAPRENEURSHIP.COM**
For more information please don't hesitate to send us an email

 **SPREAD OVER STOCKHOLM**
We are not yet in need of office space but we have access to take a meeting at UnitedSpaces, Klarabergsviadukten 63, in Stockholm

The Book



Dates	Workflow
Nov	Partner agreements signing
Nov	Kick-off Publisher workshop
Dec	First final draft from writers to publisher
Dec	Pictures, charts and repro collection
Jan	Editing and proofreading
Jan	Idea, form and production
Feb	Last day for submission
Feb	Proofreading and image updating
Mar	Plotter from the printing house
Apr	In stock

Value added services

Content	Description
Book overview	The targeted audience gets a book overview seminar to discuss and orbit in antifragility - Intrapreneurship
Assessment	A cultural audit plotting out antifragility weaknesses and Intrapreneurial hidden strengths
Deep-dive	2-day workshop for the management group to deep-dive into antifragility - intrapreneurship
Tailored coaching	Support and coaching for boardmembers, CEOs and recruiters

The Tour



Dates	The tour
27 Oct	Pre-release - Rise & Innovation Pioneers (Intrapreneur network)
Nov / Dec	Brown Bags - AmCham, etc
2 April	Release - Epicenter
2 April	Release - NK
Apr-Jun	University tour
Apr-Jun	Start-Up tour (How to sell to Incumbents)
17-19 May	Sveriges Innovationsriksdag
3-7 Jul	Almedalen
Sep-Dec	Incubators, Universities & Accelerators

Value added media content

Content	Description
Pod cast	We'll run a podcast focusing on the relationships in AoI
Vod cast	Interviews with hidden intrapreneurs and their colleges
Richer media content	<i>We'll work to find a format for traditional media</i>