

THURSDAY 22 MAY

- 8:15-8:45AM** **Registration & Breakfast**  
Room A & Dining Room, 6th floor, Cornell ILR School
- 9AM** **The Mentors' Den**  
An opportunity for participants to discuss their projects with guest-faculty and other leading thinkers from the business, development and consulting worlds.
- 11AM** **Refreshments**
- 11:15AM** **The Mentors' Den**
- 12:30PM** **Lunch**
- 1PM** **The Mentors' Den**
- 4:30PM** **Lessons from the Lab and Introduction to the Accelerator**  
Reflections and discussion with:  
Lab Director: Milan Samani, Leadership Laboratories  
Lab Partner: Lionel Bodin, Senior Manager, Accenture Development Partnerships  
Lab Partner: Beth Jenkins, Insights Director, Business Fights Poverty
- 5:30PM** **Close**

WHAT IS THE INTRAPRENEUR LAB?

INTRAPRENEURS WITH IDEAS  
& EARLY-STAGE PROJECTS THAT CAN  
MAKE PROFIT + CREATE SOCIAL IMPACT



3 DAY INTENSIVE

Guest faculty of world class  
intrapreneurs and thought leaders

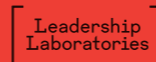


3 MONTH ACCELERATOR

Executive coaching

Consulting support

Access to experts &  
global community



BUSINESS PROJECTS THAT MAKE PROFIT + CREATE SOCIAL IMPACT



INTRAPRENEURS TO MAKE THEM HAPPEN

PARTICIPANTS: BARCLAYS, CEMEX, MARS, PEARSON

DELEGATES: BOEHRINGER INGELHEIM,  
COCA-COLA, INTER-AMERICAN DEVELOPMENT BANK, BUSINESS CALL  
TO ACTION, WORLD BANK, ACUMEN FUND, MCCANN WORLD GROUP

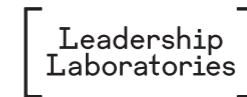
GUEST-FACULTY: ACCENTURE, IMAGINATIONS GROUP,  
CORNELL, THE LEAGUE OF INTRAPRENEURS, MEXVI, BASF,  
NOVOZYMES, GSK, NOVARTIS, THE NEXT PRACTICE



NEW YORK CITY

20 - 22 MAY 2014 CORNELL UNIVERSITY

A COLLABORATION BETWEEN



**JOHNSON**  
Cornell University  
The Center for  
Sustainable Global Enterprise

[WWW.LEADERSHIP-LABS.ORG](http://WWW.LEADERSHIP-LABS.ORG)  
[WWW.ACCENTURE.COM](http://WWW.ACCENTURE.COM)  
[WWW.BUSINESSFIGHTSPOVERTY.ORG](http://WWW.BUSINESSFIGHTSPOVERTY.ORG)

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ALL SESSIONS ARE IN ROOM A, CORNELL UNIVERSITY  
ILR SCHOOL, 6TH FLOOR, NEW YORK CITY CONFERENCE  
CENTER, 16 EAST 34TH STREET, NEW YORK, NEW  
YORK, 10016-4328 UNLESS OTHERWISE STATED

PLEASE ARRIVE DURING THE REGISTRATION TIMES  
SET OUT BELOW. IF YOU ARRIVE OUTSIDE OF THESE  
TIMES, PLEASE INFORM RECEPTION ON THE 6TH FLOOR  
AND YOU WILL BE DIRECTED TO THE ROOM

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## LAB RULES

Faculty & participants will speak honestly and authentically about their personal and professional journeys. Many faculty members hold senior positions in large companies and will share fascinating, inspiring and very real insights from their intrapreneurial journeys. In exchange for their openness, please keep what you hear inside the 4 walls of the Lab

Tweet away & use the hashtag #socint – we want everyone to know about intrapreneurship. But in keeping with the above, please don't tweet direct quotes from faculty members without permission first – we don't want to get anyone into any trouble

Presentations will be audio-recorded but Q&A and discussion will not be. Some content may be referenced in articles but no material will be used without prior permission

The Mentors' Den sessions, where participants discuss details of their projects are confidential. These will not be recorded or their content referenced in any form

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## MONDAY 19 MAY

6PM

### Introduction to the Lab

Affinia Shelburne Hotel, 303 Lexington Ave, New York City, NY 10016

Lab Director: Milan Samani, Director, Leadership Laboratories  
Lab Partner: Lionel Bodin, Senior Manager, Accenture Development Partnerships  
Lab Partner: Beth Jenkins, Insights Director, Business Fights Poverty

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## TUESDAY 20 MAY

8:15-8:45AM

### Registration & Breakfast

Room A & Dining Room, 6th floor, Cornell ILR School

9AM

### Introduction

Lab Director: Milan Samani, Leadership Laboratories  
Lab Partner: Lionel Bodin, Senior Manager, Accenture Development Partnerships  
Lab Partner: Beth Jenkins, Insights Director, Business Fights Poverty

9:10AM

### The Intrapreneurial Opportunity

Presentation, Q&A and discussion with Gib Bulloch, Executive Director, Accenture Development Partnerships and Rosario Londoño, Senior Advisor, Social Innovation and Impact, Imaginations Group and secondee from Inter-American Development Bank  
Forerunners in the intrapreneurial movement and intrapreneurs in their own organisations, Gib and Rosario share some personal insights and their views on the emerging trends and drivers

10:40AM

### Refreshments

11AM

### The Intrapreneurial Challenge

Presentation, Q&A and discussion with Erik Simanis, Managing Director for Market Creation Strategies at the Center for Sustainable Global Enterprise at Cornell University's Johnson School of Management  
Between field assignments with Unilever in Bangladesh and completing a paper for the Harvard Business Review, Erik finds the time to share some hard-earned lessons from the field

12:45PM

### Lunch

1:45PM

### Insights from the Intrapreneur's Toolkit

Presentation, Q&A and discussion with Alexa Clay, Co-founder of The League of Intrapreneurs  
Building a platform for 'cubicle warriors' across the globe in the form of The League of Intrapreneurs, Alexa conducts an interactive discussion on her findings from working with intrapreneurs through the years

3PM

### The Patrimonio Hoy Story

Presentation by Israel Moreno, CEO, Mexvi, and former Director and Founder of Patrimonio Hoy, CEMEX  
One of the early examples of game-changing social innovation and a true pioneer in the field, Israel Moreno tells the Patrimonio Hoy story

3:30PM

### Refreshments

3:50PM

### An Afternoon with Israel Moreno

Q&A and discussion

5:30PM

### Close

7:30PM

### Dinner for participants faculty and guests

Zengo, 622 Third Ave at 40th Street, New York, NY 10017

## WEDNESDAY 21 MAY

8:15-8:45AM

### Registration & Breakfast

Room A & Dining Room, 6th floor, Cornell ILR School

9AM

### Introduction

Lab Director: Milan Samani, Leadership Laboratories

9:10AM

### Inside the Intrapreneur's Studio

Nitin Sharma, Senior Project Manager, BoP (South Asia), BASF and Intrapreneur behind the Base of Pyramid portfolio in conversation with Milan Samani. Followed by Q&A and discussion.

"They said it was a waste of time. It had been tried before. A business-to-business company can't engage profitably at the base of the pyramid..."

In 2014, BASF's base-of-pyramid portfolio will generate €10million and is on track to hit €50million by 2016.

10:40AM

### Refreshments

11AM

### Inside the Intrapreneur's Studio

Stefan Maard, Head of Sustainability Innovation, Novozymes and Intrapreneur behind CleanStar Mozambique in conversation with Milan Samani. Followed by Q&A and discussion.

3,000 farmers income tripled, 30,000 families protected from respiratory disease, 40% IRR with profit projections of \$12million a year at maturity, investment from the Sorros Economic Development Fund, recipient of countless innovation and impact awards, featured in 150 media pieces and the 'golden child' of the impact venturing world...

But some things don't make the news...and Stefan gives the inside story.

12:45PM

### Lunch

1:45PM

### Empowering the Intrapreneur

Presentation, Q&A and discussion with Ahsiya Mencin, Director, PULSE Volunteer Partnership, GSK

"Lots of people have great ideas. It's just that I e-mailed the CEO. And a few days later he replied..."

Ahsiya tells the story of how the PULSE Volunteer Partnership, GSK's pioneering programme to stimulate innovation, came to life and shares some of the challenges that returning intrapreneurs face

2:45PM

### A Strategic Perspective

Presentation, Q&A and discussion with Charlie Hough, Global Head of Strategy, Corporate Responsibility, Novartis

Ex-Chief Marketing Officer and now leading Novartis' Corporate Responsibility's Global Strategy, Charlie speaks of some of the challenges in growing their flagship BoP programmes and embedding the creation of societal value into core business models

4PM

### Refreshments

4:20PM

### Practicing while you Perform

Presentation, Q&A and discussion with Robert J Thomas, Global Managing Director, Institute for High Performance, Accenture

Accenture's resident thought-leader and widely regarded as a pioneer in the study of leadership, Bob shares some insights into how leaders are made.

5:45PM

### Close