EMPLOYEES – INTRAPRENEURSHIP

From Idea to Action: Become an *Innovation driver*

An immersive three-month program designed to give participants a genuine intrapreneurial experience, from idea generation to the pitch.

DURATION	FORMAT	GROUP	LANGUAGE	PREREQUISITES	TYPE
40h over 3 months	In-person + remote	4 to 6 teams of 3	FR / EN	None	In-house training

Learning Objectives

1 Adopt an Innovator's Mindset

Learn to think differently, test ideas quickly and convince others in an uncertain environment. Share a common language of innovation.

2 Turn an Idea into a Structured Project

Generate an idea, test it in the field and turn it into a concrete project using the Business Design methodology. Master the approach to apply it to other projects.

3 Collaborate Across Silos and Develop Leadership Skills

Work in cross-functional teams, co-create with other departments and leverage their talents. Strengthen the ability to mobilize and engage a team and present a project to decision-makers.

4 Pitch and Defend Your Project

Develop and deliver a compelling pitch before a decision-making committee.

Target Audience

All employees wishing to experience intrapreneurship and actively contribute to innovation within their organization, regardless of their role. Participants do not need to bring an innovation project.

We make every effort to adapt our training courses to people with disabilities. Please contact our disability coordinator at j.marchetto@vianeo.com to explore possible accommodations together.

Participant Satisfaction

100 %

TRAINING QUALITY

100 %

SKILLS DEVELOPMENT

Source: Post-training satisfaction surveys – 2026 Report – 16 responses from 19 participants.

Vianeo is Qualiopi-certified for its training activities, a quality certification officially recognized by the French government.

Training Program

A three-month program (approximately 40 hours per participant) including 2 webinars, 3 in-person bootcamps and personalized mentoring for each team, concluding with a pitch presentation session. Between sessions: individual work (ideation) or teamwork (gathering field insights through interviews).

Inspire · Generate and Select Ideas

Webinars #1 and #2

Definition of innovation, ideation methods and the innovator's mindset (Effectuation). Participants pitch their ideas, followed by collective selection and team formation.

Frame · Lay the Project's Foundations: Legitimacy

Bootcamp #1

Introduction to the Business Design methodology. Legitimacy, the project's DNA: reflection on the problem to be solved, available means and the field of application.

Explore · Analyze the Market: Desirability and Acceptability

Bootcamp #1

Desirability, user needs analysis: identification of requesters, needs and benchmarking of existing solutions. Acceptability, ecosystem analysis: mapping of stakeholders and influencers.

Challenge · Test Assumptions in the Field: Exploratory Research

Bootcamp #1 + interviews + 2 hours of mentoring

Identify key assumptions to validate and prepare the field research (interview targets, interview guide, interview practice). Conduct exploratory interviews with the trainer's support (mentoring) and update assumptions.

Design · Define the Offering and Business Model: Feasibility and Viability

Bootcamp #2 + 1 hour of mentoring

Feasibility: design a solution that meets identified needs and develop the MVP (Minimum Viable Product). Viability: define product market fit and the business model. Rapid prototyping and validation through a field beta test (1 dedicated mentoring session).

Pitch · Convince Management

Bootcamp #3 + pitch training + pitch session

Drafting and practicing the pitch. Public speaking training in partnership with Cours Florent, delivered by drama teachers (half-day). Pitch presentations before a decision-making committee and collective feedback.

Testimonials

"The methodology, the tool for guiding project design step by step, the teaching approach, the content, and the different workshops tailored to each stage... with a special mention for the atmosphere created with the group, the trainers and Cours Florent."

GLS
Participant 2026 session

"The Vianeo methodology showed me that an idea alone is never enough to innovate. By starting from real needs and working on Desirability, it encourages us to deepen our thinking far beyond our initial intuition.
The Viability analysis clarifies our pitches and makes them more convincing. A simple, structured and useful approach, both professionally and personally."

GLS
Participant 2026 session

"Working as a team, turning an idea into a prototype. A training course that brings people together around a shared ambition: to innovate."

GLS
Participant 2026 session

Teaching Methods

- Presentation of theoretical foundations and relevant examples for participants.
- Introduction to the Business Design methodology through a card game and a practical case study.
- Individual and group brainstorming sessions supported by the Vianeo platform and canvases, followed by presentations and discussions.
- Practice for interviews and pitch presentations.
- Roundtable discussions and participant feedback.

Assessment Methods

- The trainer assesses participants' progress through three practical activities: applying the Business Design methodology to their projects on the Vianeo platform (completeness and production of deliverables), conducting exploratory interviews, and preparing their pitch.
- Pitch presentations may also be assessed by management and other participants.
- Participants complete a final multiple-choice questionnaire at the end of the training to validate the skills acquired.

Enrollment Lead Time

In-house training: The estimated lead time is 4 to 6 weeks from confirmation of the request (signed quotation). This timeframe primarily depends on coordinating the availability of participants and the trainer. It may be shortened or extended depending on the context and the desired level of customization.

What If Your People Could Drive Change?

Let's design a training program tailored to your organization.

Request a Quote