The EMERGE Innovation Immersion Program is a unique opportunity to participate in a “lab”-type of atmosphere where participants will hone and demonstrate “intrapreneurial” skills by working in groups to develop policies and procedures for a startup business. This program is designed specifically for the next generation of executives to better understand how to lead a team, organization, or corporate culture into the future.

**HOW DOES IT WORK?**

**WE PAIR YOU WITH A STARTUP...**
You will join a class of executive track professionals and be paired with a young startup. This pairing is based on the needs of the startup compared with the skills and expertise of the class team. Over the 9 week program, you and your classmates will spend approximately 100 contact hours working with the founders of the young startup, and any employees, as trusted advisors.

**YOU FOCUS ON STRENGTHENING AND BROADENING YOUR SKILLS...**
The class allows for collaboration among professionals in real-life work situations. Teams of four will work in one of six professional areas, including governance and strategic management, operations, finance, marketing and sales, human resources and training, and research and development. Class members will be asked to choose the professional area that best matches their current daily work. While in this entrepreneurial “lab”, participants will strengthen skills relevant to their expertise and be able to take new experiences back to their workplace.

**YOU RETHINK THE POSSIBLE...**
This is a ground-breaking opportunity for class members to be a part of a young startup! The class sessions will allow the teams to apply their expertise to the unpredictable world of entrepreneurship. Sessions will include information about intra-team communication, opportunity analysis, and continual assessment strategies. We will bring in facilitators that will educate and inspire teams to build a business plan for the young startup, and by rethinking how to apply your knowledge and experience, you will become more skilled in improving processes in your current position.

**WHAT IS THE MOST VALUABLE PART OF THIS PROGRAM?**
By the end of the Innovation Immersion program, you will have a pathway for implementing innovative solutions within your workplace. And by working with professional peers, local entrepreneurs, and expert facilitators, you will have an expanded circle of trusted resources.

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**LEARN MORE:**

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**SIMPSON.EDU/EMERGE-IIP**
Intrapreneurship

In-дра-pre-neur-ship (n) 1. Successful adaptation of entrepreneurial attitudes and strategies inside of a bureaucratic organization. 2. Implementation of start-up practices within a large organization, producing valued innovation.

The Student

“I want to Lead our company into the future, so I need to prove that I can make the leap from manager to leader.”

“This program gives me the “lab” experience I can’t get at work. By working as part of a real startup team with fellow executives from other companies, I can practice how to apply my skills within a completely different environment.”

“This hands-on, entrepreneurial experience will help me identify opportunities to drive changes that make sense for my company.”

The Startup

“I have a technology that is perfect for a corporate partnership—and our startup is investment ready if we can prove it.”

“I just don’t know how a large corporation functions or how we need to plan our growth for servicing its needs.”

“This teaming experience helps us understand how our potential partners operate—and how we must operate to work with them. This will allow us to hone our model, prove our value, and be ready to use any investment wisely.”

The Company

“I need to know who will be our next generation of leaders.”

“This program allows me to test how well my high performers adapt to the unknown. If they can apply their skills to the no-rules world of a startup, I can be confident that they can lead our ship into an ever changing future.”

“This professional crucible allows me to see who will continue to be an outstanding manager, and who has the potential to be a transformational leader.”