

4 Entrepreneurial Leadership



Who should take this course?

This course is designed for mid-level managers interested in entrepreneurial strategies and skills that create new business and societal value from science and improve company performance. The focus is on becoming a “money maker” by identifying problems and creating opportunities in the organization’s products, processes and people to increase revenue, decrease costs or decrease risk.

Course Description

This course will provide the entrepreneurial concepts and tools to identify and promote new ideas that increase your company’s value, particularly in the biotechnology industry. Participants will gain practical experience in identifying value creating opportunities and selling their ideas through written proposals and presentations.

Course Outcomes:

By the end of this course you will be able to:

- Describe the structure, function and career opportunities of a Biotech enterprise
- Compare and contrast the commercialization path of different Biotech products
- Describe the unique aspects of Biotech entrepreneurship
- Generate ideas to solving problems in a Biotech organization
- Assess the quality and relevance of a technical concept
- Write a fundable technical proposal
- Develop and present your proposal

Textbook & materials will be provided:

- *Leading Science and Technology-Based Organizations*, Anthony Graffeo, PhD

Course Format

The course consists of 6 modules and can be taught on-site (3 days); on-line (6 weeks); or a hybrid combination of both. Participants will be expected to prepare for the course in advance and submit lesson assignments for each learning module.

Contact us and let us dramatically improve your staff engagement.



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