



Intra-emprendizaje: 1 (Spanish Edition)

Iñazio Irizar Etxeberría

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El libro trata sobre el intra-emprendizaje, también llamado emprendizaje corporativo, como medio para la mejora de procesos, servicios y productos, y para la creación de nuevos procesos, servicios y productos, en empresas y organizaciones existentes. Desarrolla una metodología específica para la generación de un portafolio de ideas innovadoras. Dicha metodología se basa en la aplicación sucesiva y coordinada de cuatro técnicas de creatividad grupal, como son 4 x 4x 4, Delphi, brainstorming y pensamiento lateral, con la técnica de creatividad individual conocida como neurolingüística. Con la aplicación de la metodología, eminentemente práctica y válida para empresas y organizaciones, se trata de incrementar el aporte intra-emprendedor a los procesos, productos y servicios tanto de los propios empleados, como de los clientes y proveedores. INDICE: Desarrollar el Intra-emprendizaje. Técnicas de creatividad grupal e individual. Primera técnica grupal: 4 x 4 x 4. Técnica individual de neurolingüística. Constitución de equipos y su operativa. Segunda técnica grupal: Delfos. Combinar la creatividad global e individual. Tercera técnica grupal: Tormenta de ideas o Brainstorming. Cuarta técnica grupal: pensamiento lateral. Elaboración del portafolio de ideas innovadoras.



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