

INTRAPRENEURING

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Since nobody has asked me to clarify what a Cowboy Philosophy means in the context of corporate employment, I'm providing a translation from the book *Intrapreneuring*, by Gifford Pinchot III.

An intrapreneur is an entrepreneur who works solely inside a company.

"In the beginning no one else understands the intrapreneur's ideas well enough to make them work. As a result, others say it can't work. Intrapreneurs thus find themselves crossing organizational boundaries to do what are officially other people's jobs."

THE ENTREPRENEUR'S TEN COMMANDMENTS

1. Come to work each day willing to be fired.
2. Circumvent any orders aimed at stopping your dream.
3. Do any job needed to make your project work, regardless of your job description.
4. Find people to help you.
5. Follow your intuition about the people you choose, and work only with the best.
6. Work underground as long as you can -- publicity triggers the corporate immune mechanism.
7. Never bet on a race unless you are running in it.
8. Remember it is easier to ask for forgiveness than for permission.
9. Be true to your goals, but be realistic about the ways to achieve them.
10. Honor your sponsors.

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