



# Covid 19 Antidote: Corporate Entrepreneurship of Employees

APR 30

CBMRA

Consultants and  
Business Management  
Research Association



# Jeremy Lee

## Facilitator/ Strategist / Entrepreneur

### Paper Qualifications:

- ACMA, CA (M), CGMA
- MSc Engineering Business Management
- Certified Profiler (DiSC), Certified Professional Trainer (USA) Certified TTT (PSMB) GRI Standards,
- Current Asst. Treasurer for Consultants and Business Management Research Association (CBMRA)



### Experience in Consulting and Training 18 years

- Consulting work in LHDN, KWSP, Maybank, Pikoje, HLB,, DiGi, DHL etc..
- Has worked with Accenture, HP, Siemens and their partners
- Conducted workshops for over 200 companies (in house) with over 1300 days of inhouse workshops. Alone.
- Designed and conducted over 30 Management Development programs for clients ranging from 3-18 months long.

# The Need to Transition to Corporate Entrepreneurship

Take Away:

- The Total Change in Business Models.
- Business Unusual and The Acceleration of Digital.
- Developing the Digital Corporate Entrepreneurs.



The Story of 2020 so far...



# Between January to March, the Mother of All Black Swans

**OIL PRICE**

**COVID 19**

**GLOBAL LOCKDOWN**

**GOVT CHANGE**

**TRADE WAR**

# This is our story so far ...

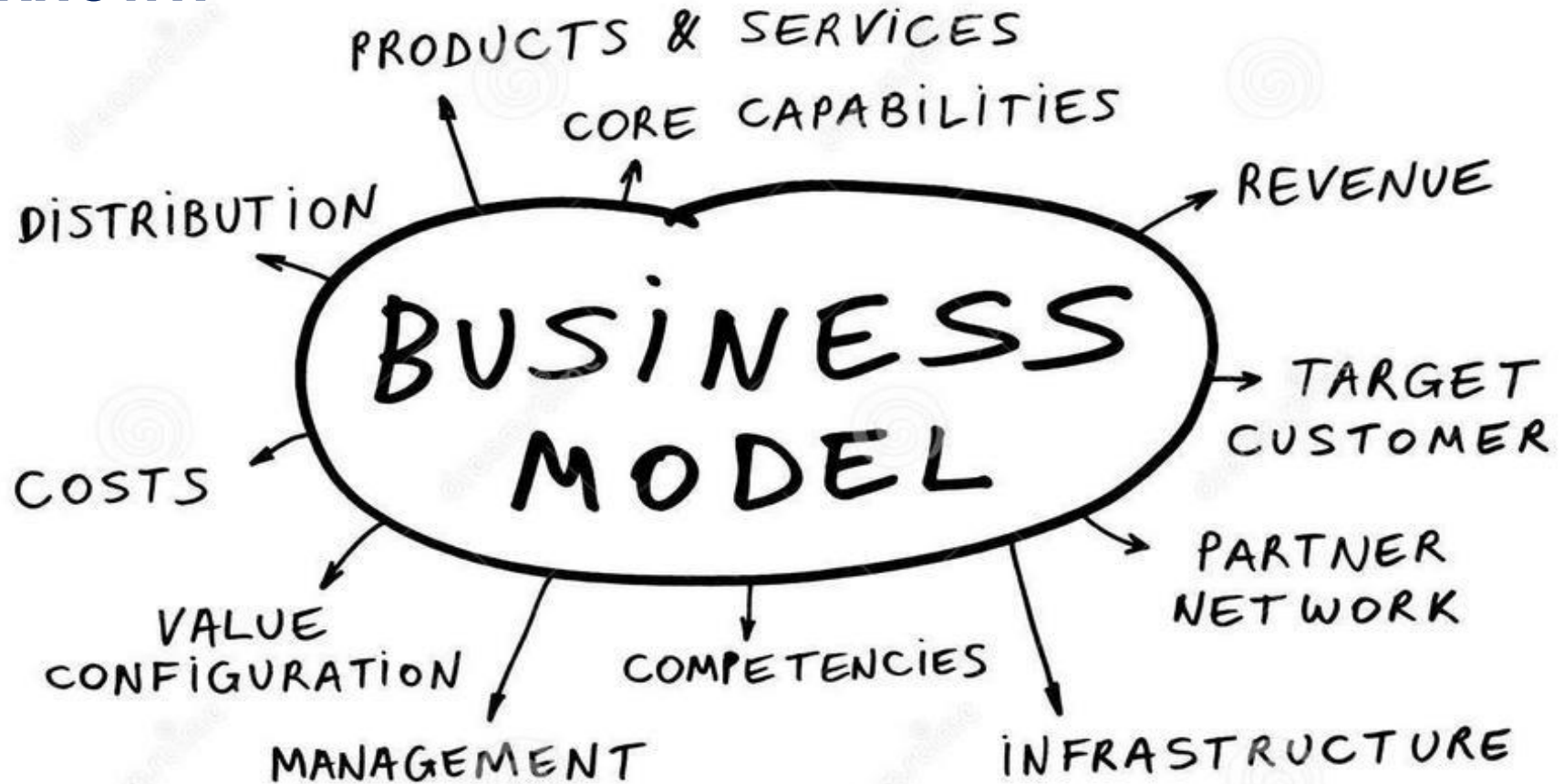
1. Under the Water

2. Barely  
above water

3. On a  
lifeboat

4. Flew off in  
Helicopter

**Every Business model must CHANGE. It will further be effected by Social, Economic, Customers, Regulators, Competitors, Low TOUCH and the great unknown**



# The 4 Stages to The New Business Unusual

**Build  
RESILIENCE**



**Prepare the  
RETURN**



**RE-IMAGINE  
the Future**

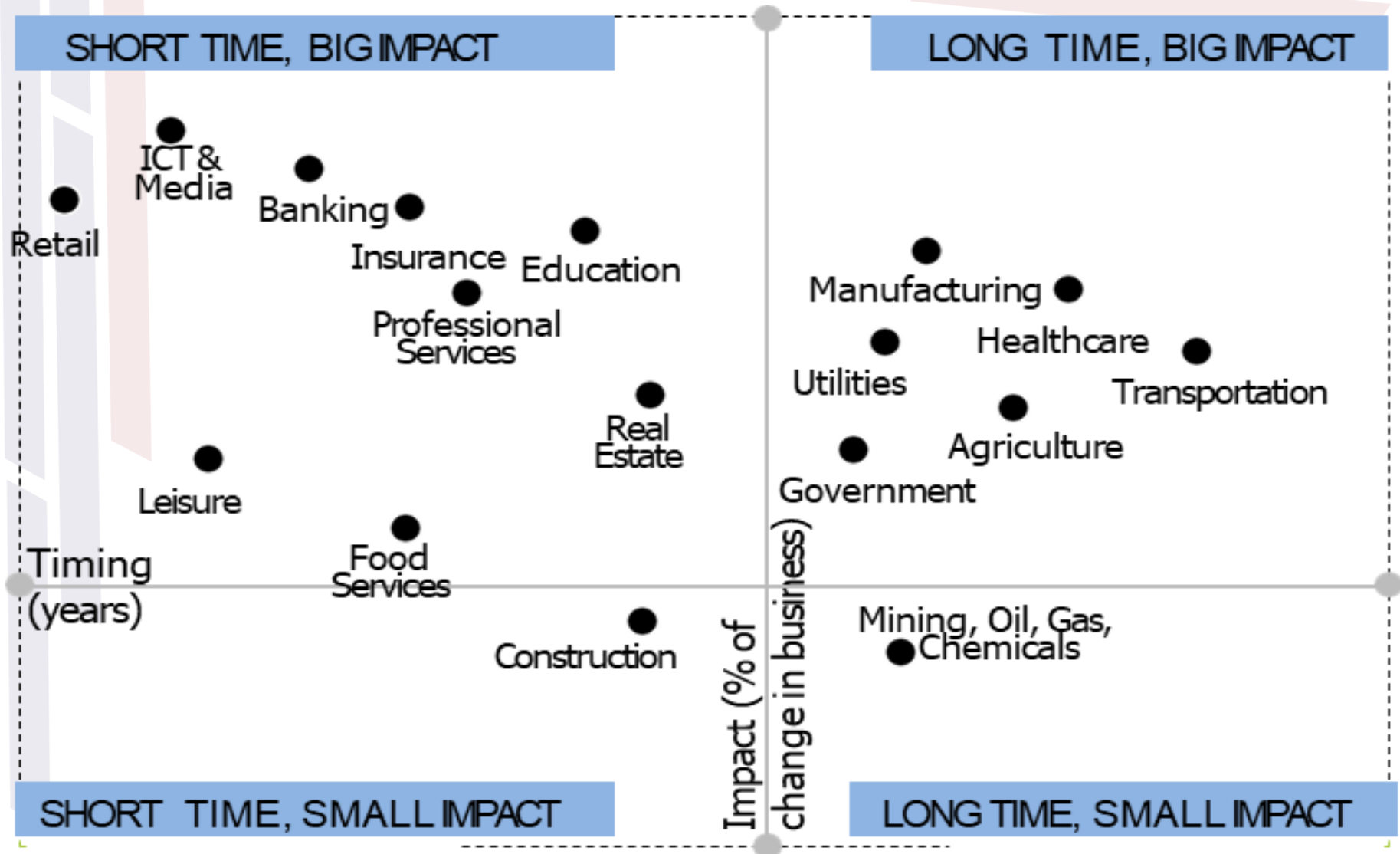


**RE-MODEL**





# Digital Disruptions which was already REDEFINING Industries has now accelerated even faster



# RE-IMAGINE Your Business Model

5. Rod (Biz Sys)

1. Weather (Environment)

3. People  
Mindset



Image

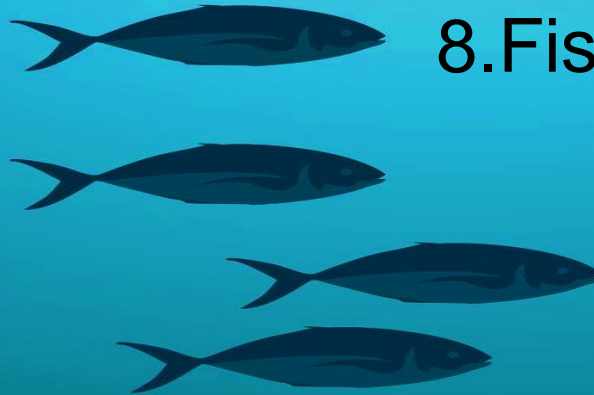
4. Boat (Biz Model)

6. Line (Connections)

2. The Water  
(Market)

7. BAIT  
(are you seen)

8. Fish (Customer)



# Re-Model Corporate Entrepreneurship

The entrepreneurial behavior inside established organizations which leads to the creation of new business initiatives through:

- product and service innovation
- process innovation and
- market development

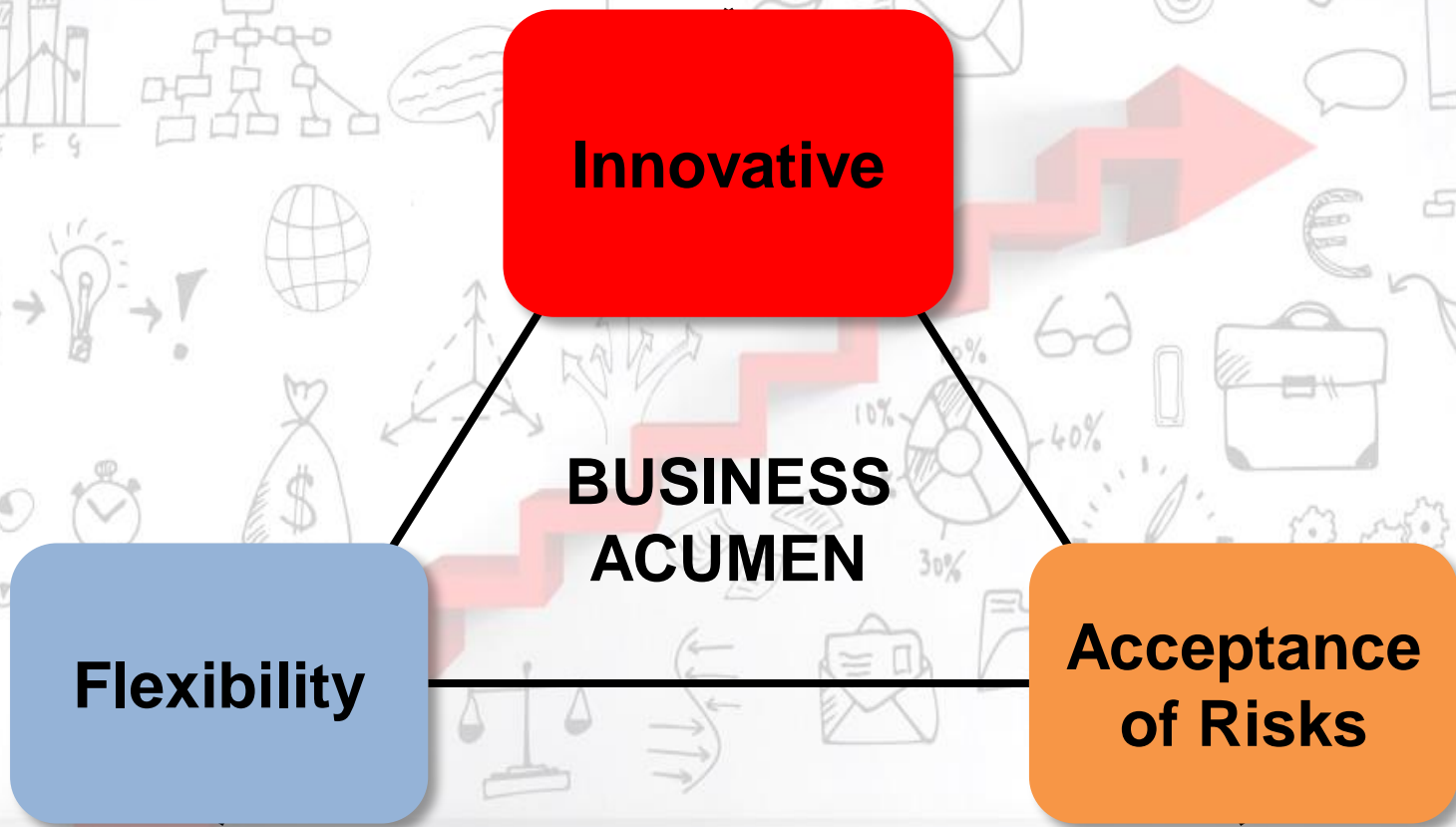
This may lead to

- Creation of new business entities
- Fueling/ instigating organization renewal
- Further innovation within the organization.

Leading away from Red Ocean to more  
**Blue Oceans and Even The Beach**



# Characteristics of Any Good Entrepreneur



# The Key Differences

## Manager

- Focus on Compliance
- Plan
- Organize
- Coordinate
- Control

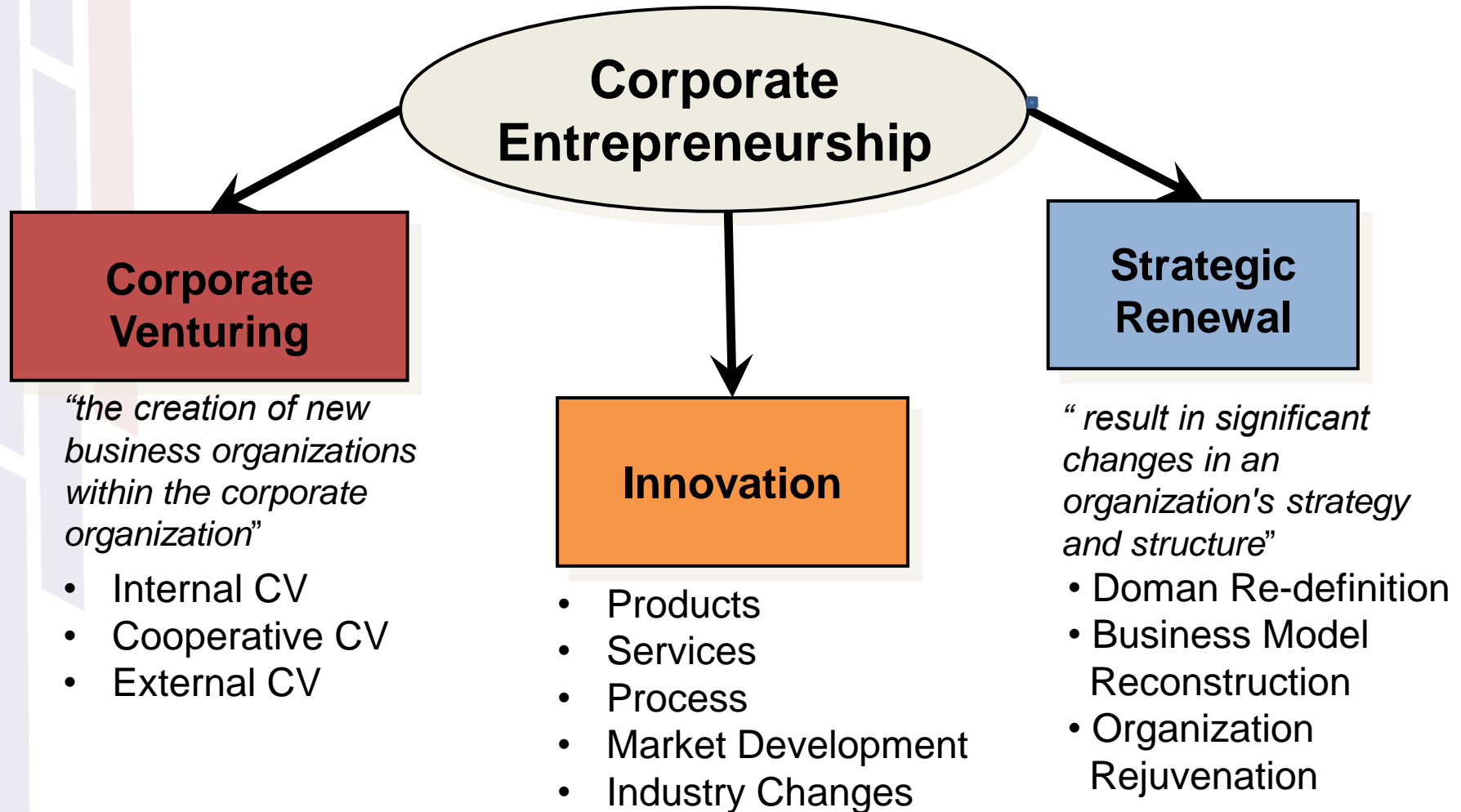
## Corporate Leader

- Focus on Change
- Set Direction
- Align
- Motivate people
- Engage people

## Entrepreneur

- Focus on Opportunities
- Identify
- Innovate
- Value Creation
- Hands-on Implementation

# Corporate Entrepreneurship Roles



Source: Modified from Michael H. Morris, Donald F. Kuratko, and Jeffrey G. Covin, *Corporate Entrepreneurship & Innovation* (Mason, OH, Thomson), 2008, p. 81.

# Organization Re-Model Must Do

## STRUCTURE

- Flat Organization Chart
- Small, Agile and multifunctional Teams
- Cross Function work
- Decentralized but strong purpose

## HR MANAGEMENT

- Job with Broad Scope
- Outcome based performance
- Incentive based on innovation and risk management
- Group based and individual rewards

## COMMUNICATION & CONTROLS

- Self Functioning Teams with Purpose
- Empowered and Discretion Orientated
- No surprises and good
- Low Cost High Returns

## CULTURE

- Emphasis on Outcome
- Entrepreneur Development
- High tolerance of Failures as it experiments
- High sense of Urgency



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