# INSIDER ENTREPRENEURSHIP

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday: Defining and Aligning</th>
<th>Tuesday: Strategy and Culture</th>
<th>Wednesday: Go Time - Execution</th>
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<tbody>
<tr>
<td>8:30am</td>
<td>Breakfast</td>
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| 9:00am   | Introductions and Program Overview  
Whitney Hischier, John Danner, Mark Coopersmith | The Other F Word: Anticipating and Leveraging Failure in Your Insider Entrepreneurship Venture  
John Danner & Mark Coopersmith | Pulling It All Together: Building Your Team, Executing Your Plan and Managing Your Stakeholders  
Whitney Hischier |
| 10:30am  | Break                         | Break                         | Break                          |
| 10:45am  | The Insider Entrepreneurship Journey: Identifying and Gaining Alignment with Key Actors and Factors  
Mark Coopersmith | Developing Your Specific Model of Insider Entrepreneurship  
Whitney Hischier | Getting Everybody Onboard: Telling Your Story and Selling Your Vision and Program  
David Riemer |
| 12:00pm  | Lunch                         | Lunch                         | Lunch                          |
| 1:00pm   | Making it Real: Putting Design Thinking to Work; From User Experience to Rapid Prototyping  
Clark Kellogg | Culture as an Accelerator: How Super Flexible Organizations Drive Insider Entrepreneurship  
Homa Bahrami | Roundtable Discussions: Your Specific Insider Entrepreneurship Roadmap  
Whitney Hischier, Mark Coopersmith & John Danner |
| 2:30pm   | Break                         | Break                         | Break                          |
| 2:45pm   | From the Trenches – A Practitioners Panel:  
Evangelos Simoudis – VC  
Steven Roberts – Sony, DirecTV, America’s Cup  
Mark Coopersmith - Moderator | Culture as an Accelerator, cont’d.  
Homa Bahrami | Concluding Remarks and Graduation |
| 4:00pm   | Breakout Sessions/Coaching  
Whitney Hischier, Mark Coopersmith, & John Danner | Breakout Sessions/Coaching  
Whitney Hischier, Mark Coopersmith, John Danner & Homa Bahrami |
| 5:00pm   | Networking Reception  
Wells Fargo Room | Adjourn                         | Adjourn                        |