



The 7Ms of Intrapreneurial Success How to Thrive Amidst Mediocrity

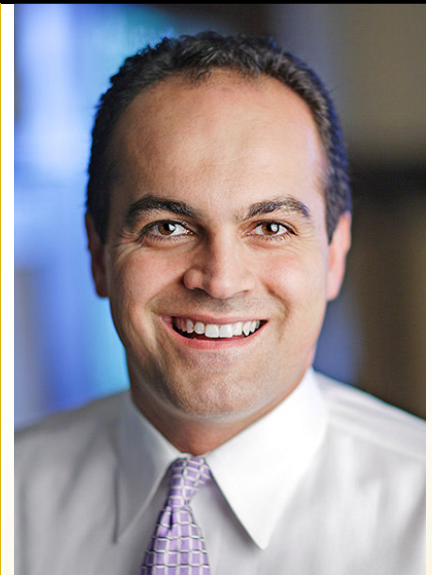
The fundamental difference between mediocrity and meritocracy is often the recognition and rewarding of performance, execution and results. Most entrepreneurs have one thing in common: a vision. What separates the dreamers from the successful business owners is their ability to execute on that idea and convince others that it's an idea worth investing in.

Intrapreneurs within larger organizations, face similar challenges when it comes to recruiting and retaining top talent, acquiring internal customers and strategic resources, and focusing on making any project, team or organization successful in its respective endeavors. But before convincing others to invest their time, resources, or professional reputations, there are some critical points that must be addressed. The *7Ms of Intrapreneurial Success* lend credibility to your idea and will ultimately set you apart from all of the other “big ideas” competing for mindshare and walletshare, both within as well as external to the organization.

About the Content:

David Nour, founder of Relationship Economics® and CEO of The Nour Group, Inc., has developed a battle-tested perspective to serve as the backbone of any key initiative. This litmus test enables organizational leaders to not only successfully launch an initiative, but also to operationally sustain its focus and performance-based viability. Whether launching a new venture or a new project within your organization, there are seven M's or “must have” fundamental to the success of your efforts:

1. **Market** - What is your target focus and, realistically, what challenges will you aim to solve which will move the “needle” of key stakeholders?
2. **Magic** - What's your secret sauce? What is your unique approach to address



About the Speaker:

David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships. In a global economy that is becoming increasingly disconnected, Relationship Economics is solving *Fortune* 500 client challenges with intracompany, as well as externally focused, **Strategic Relationship Planning™**.

A native of Iran, David came to the U.S. with a suitcase, \$100, limited family ties and no fluency in English! Fast forward 25 years and David has built an impressive career of entrepreneurial success, both within large corporations and early stage ventures.

David is the author of *Relationship Economics* (Wiley,

the challenges you have identified?

3. **Management** - Who are the leaders of this effort and what are their relevant and complementary experiences - not just in terms of strategy formulation, but execution of critical milestones?
4. **Money** - What are the required investments (human, time and capital) and what is the TCO and ROI expectations, both in tangible and intangible forms (i.e. Return on Involvement™, Integration, Influence, and Impact)?
5. **Milestones** - What critical milestones have you achieved so far and what initiative makers and breakers wait ahead?
6. **Marketing** - What air cover have you created, can you create, or are you depending on to bring your message to your target audience? How will you sell the idea to various stakeholders you've identified to gain their support?
7. **Momentum** - How can you build, develop, sustain and leverage ongoing momentum to create access to challenging resources and minimize overt or covert roadblocks?

About the Event:

You are invited to an engaging keynote speech based on the fundamental leadership approaches necessary to success-proof any key initiative. Within 60-90 minutes, the following topics are addressed:



- Identifying key nuances, dynamics and trends in **changing environments**
- Defining and pursuing **lasting ideas** towards sustainable change
- Attracting the **right talent** “on the bus”; who vs. what questions
- Effective **contingency planning** for the unseen and unresolved
- Key assumptions about your ability to meet or **exceed critical milestones**
- **Marketing strategies** around your unique value proposition
- How to **develop momentum** in one project that is transferable to others
- Creating a \$2 solution to a \$1 problem - **the need for four eyes**

2008), a senior management advisor, and a featured speaker for corporate, association and academic forums, where he shares his knowledge and experience as a leading change agent and visionary for **Relationship Economics® - the art and science of relationships.**

In addition to serving on key community boards, David is also an active member of several professional organizations, including the Association for Corporate Growth (ACG), American Management Association (AMA), Institute of Management Consultants (IMC) and the Society of International Business Fellows (SIBF).

He has been featured in a variety of publications, including *The Wall Street Journal*, *The New York Times*, *The Atlanta Journal and Constitution*, *Georgia Trend*, *Success*, *Entrepreneur* and *Pink Magazines*.

David earned an Executive MBA from the Goizueta Business School at Emory University where he's often a guest lecturer and a BA degree in Management from Georgia State University.

Sample Clients:

- American Cancer Soc.
- Cisco Systems
- Cox Enterprises
- Emory University
- KPMG
- Legal Marketing Assoc.
- Marriott International
- Meeting Professionals Int.
- Nat. Assoc. of State CIOs
- Project Mgmt Institute
- Siemens
- Verizon Wireless
- Women In Technology

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