



Business transformation - Management

Intrapreneurs: the awakening of the Force in the company,

by Emmanuel Pascart, has just been published by AFNOR Éditions

The health crisis and confinements have reshuffled the cards of organizations and revealed new leaders: intrapreneurs, these employees who undertake and move the lines within their company to create growth, or even reinvent the world! This book gives all the keys to help both intrapreneurs get started and companies implement a new management model allowing them to flourish internally.

Emmanuel Pascart was a spontaneous intrapreneur, at first without knowing it, for more than 20 years. In addition to its experiences and personal anecdotes, and far from academic discourses, this work, written in the middle of a pandemic, is the fruit of collective intelligence. It results, in fact, from work carried out with around twenty emblematic and exemplary intrapreneurs who work in the field.

This original book tells the story of these women and men responding to the call of adventure and offers a new and innovative method, which has proven itself, for instilling intrapreneurial momentum within organizations.

In three "seasons" of chapters, interspersed with references to fiction, notably the Star Wars saga, the author explains how to get started in the business:

- there **first season takes an uncompromising look at today's business**, stuck between failure of innovation and obsolete managerial mechanics. He looks back at the emblematic intrapreneurial successes of recent decades and draws lessons from the Covid crisis;

- there **second is a journey unfolding step by step the itinerary to follow, offering THE toolbox** and the pitfalls to avoid; **for any intrapreneur** eager to take action;
- finally, the **third season justifies a necessary move to scale by recounting the rise of the intrapreneurial era.** It analyzes how companies support this approach. It offers solutions to develop management at all levels of the company, including HR, and thus make it possible to integrate intrapreneurship throughout the organization.

In some 200 pages and more than 90 business cases, the author places intrapreneurship in a strategic business management context and presents around a hundred concepts to know and practice.

It is a unique and informative book, peppered with many thought-provoking philosophical and literary references. Dedicated to all *business makers* working in companies, it is written in an alert and always accurate style, in order to be as operational as possible.

It is also a complete guide, intended for all managers, employees, students wishing to transform their intrapreneurial impulses into tangible success, which should not fail to establish itself as a reference work!

The author

After literary studies, Emmanuel Pascart graduated from ESCP Business School and Supélec. A strategist, he has long been an intrapreneur without knowing it. For twenty years, he has created, managed and developed new ecosystems within large industrial groups or start-ups. He specializes in the supply chain and industry sector. He is the author of a first work on Lean Six Sigma and teaches at Financia Business School.

> ISBN: 978-2-12-465774-2 – 190 pages – €24.64 excluding tax

> Publication: September 2021

> [Access the online store](#)

About AFNOR Editions

AFNOR Éditions is one of the main French publishers of professional and technical books. With a catalog of more than 500 available works, AFNOR Éditions publishes around fifty expert works each year which address all the crucial themes of the economy and business life: energy performance, environment, human resources, construction, agri-food, risk management, project management, management, quality, sustainable development and CSR, economic intelligence, intercultural, professional efficiency... Official distributor of voluntary standards in France and a real reference in the field (30,000 French, European and international), AFNOR Éditions is an activity of the AFNOR group which designs and deploys solutions based on voluntary standards. www.afnor.org