

# Negotiate to create value & Intrapreneurship

Prof. Dr. Mariëlle G. Heijltjes





## Adding value to the ESC community

- Why are competences regarding intrapreneurship and negotiation important for cardiologists?
  - How do we suggest to develop these in participants?



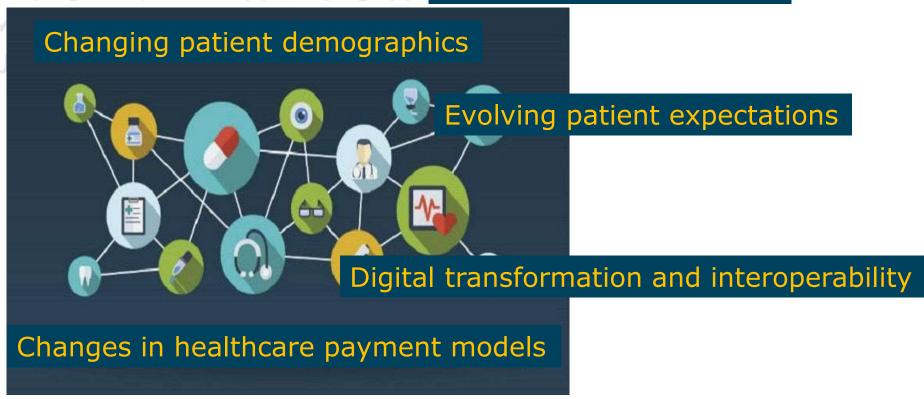
### Why important?





### The current health care context

Rising health care costs



The rise of complex health and technology ecosystems





# Intrapreneurship for cardiologists





### **Intrapreneurship for Cardiologists**

- A 5-day experiential learning journey
- Learning outcomes:
  - Knowledge on intrapreneurship: how to drive innovation in your work context
    - Theories, perspectives, empirical findings
  - Having gained experience with a design sprint
    - Challenges that patients perceive are transformed into cocreated solutions that add value
  - Personal development on intrapreneurial competences
    - Self scan and 2 on-line personal coaching sessions





### Negotiate to create value





#### **Negotiate to create value**

- A 3-day experiential learning journey
- Learning outcomes:
  - Knowledge on negotiation and influencing
    - The basics (types and styles), psychology of negotiation
  - Having gained experience with different negotiating styles and settings
    - Problem-based learning: work on your own real life cases
  - Personal development on negotiation skills
    - Assessment of your personal drivers and preferred style



TO BE AHEAD, THROUGH INNOVATIVE THINKING



expand your perspective