

Intrapreneurship & Dreamers Who Do: a new Human Capital

Virginia Stagni,
Financial Times Head of Business Development & FT Talent Director
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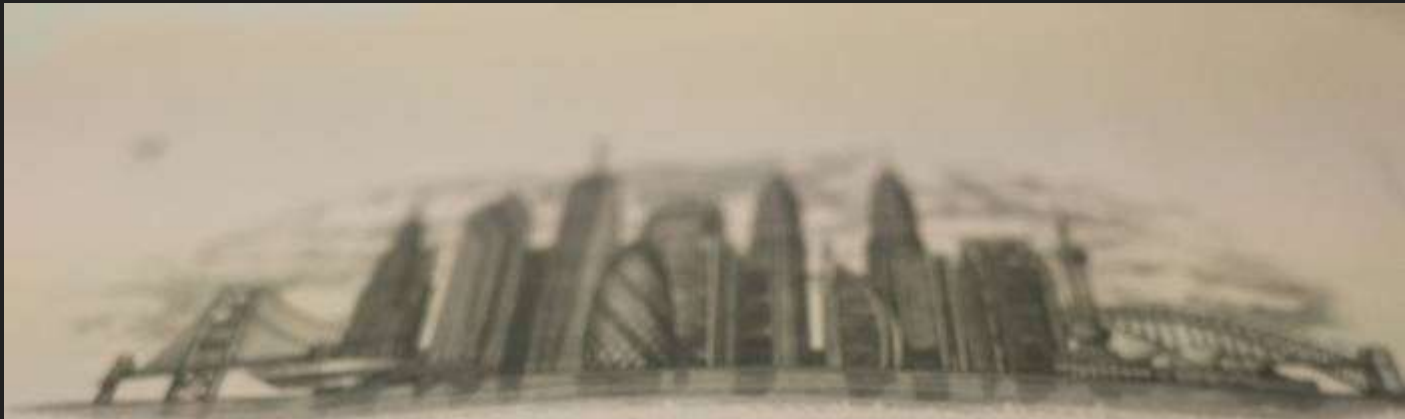
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SHIFT
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FINANCIAL TIMES

'without fear and without favour'



My job

*“Working with
respectful audacity,
getting things done”*

1 key question:

How can quality journalism continue to thrive when the business models, the relationships with customers/users, are utterly disrupted?

Mass medium → networked journalism

In order to keep growing you have to:
1 keep finding new people (acquisition)
2 keep the ones you already have, engaged with you (retention)

**Your newsroom should match the
community you want to talk to.**

**Who am I?
(my competitive advantage)**

... intrapreneurship kicks in...

The Generational Shift

"Digital natives"



Gen Z

6-24

"Digital migrants"



Millennials

25-40

The Generational Shift

Millennials will make up 75% of the global workforce by 2025.



Gen Z

6-24



Millennials

25-40



Gen Xers

41-56



Boomers

57-75

The Disconnect

“Traditional news brands see news as: what you should know.

**Young audiences see news as:
what you should know (to an extent),
what is useful to know,
what is interesting to know,
what is fun to know.”**

(How Young People Consume News and The Implications For Mainstream Media Report commissioned by the Reuters Institute, authored by Flamingo)

Experience First

Hospitality with Airbnb, Mobility with Uber, Meta with contents:
the replacement of the individual status of consumption with an economy
of **shared experiences is evident.**

The unstoppable growth of **non-generators of products and/or
contents, but distributors of experiences.**





An interesting perception...



How to engage

From the tech world to the world of news

The first media outlet to create a similar newspaper experience (experience first)

Readers as a talent pool: change of mindset

FT Talent selects the most innovative and different people among thousands of international candidates (to which it has access thanks to our connection with schools from all over the world) for a hackathon experience, giving them the possibility to understand and challenge the business ecosystem and benefit from the insights of FT experts together with invited guests, startups and investors.

Also, to understand how useful FT can be for their life (professional and beyond).







Changing perceptions

Pre



Post





Diversity enhances creativity.

It encourages the pursuit of new perspectives, leading to better decision making and problem solving.

Diversity can improve corporate profits and lead to evolutionary innovation.

***“Empowering the next generation - while empowering your company”
is our motto.***

Intrapreneur: intra- 'within' + 'entrepreneur'



**Atypical profiles that manage to surf the change.
A double brain - a double competence.**

In such a complex world we feed (and exploit) the complexity of profiles.

Trespassing, rebellion.



Palazzo Magnani, Giano Bifronte
Autore: Sailko
15 ottobre 2008

Contaminated innovators

**Polytechnical
Corporate Culture**

**Dreamers
Who
Do**

This double profile and this broader perspective on knowledge and, consequently, on problems (business and otherwise) is not always indicated at **school** as a viable way (a school that increasingly teaches hyper-verticalization, rather than educating in critical thinking).

However, **polytechnic education was born from an encounter between science and art**
- and from the hybrid mix between the two faces of knowledge.

Why yes to an artistic / intangible approach:

- Working methodically (=processes)
- Cross over (=innovation)
- Deconstructs and (re)constructs (=disruption & change management)
- Transform (transformation management)
- Refine the 'final product' (quality)
- Experiment (test, fail, try again)
- Educate to listen (relationship, leadership, network)
- Trusting others (team management - delegation, team effort)
- Improvise (crisis management)
- Develop collective and social intelligence (give back)



How?

The secret is to never hire someone who looks too much like you.

**Look for small trees, apparently different because with different leaves (skills),
but with whom you can share roots (values).**

***“To accomplish great things, we must not only act, but also dream;
not only plan, but also believe”***

Anatole France

Grazie!

@virgyeveryv