

Thought Leadership – Signature Methods

Dr. Pekka Mattila
November 2015

Thought Leadership as a Function at Aalto University Executive Education

“Thought Leadership is about having an opinion on what’s interesting and relevant when it comes to the methods and content used in our programs.”

At Aalto EE, Thought Leadership has multitude of tasks, which can be categorized under four headings (**today’s focus**):

- 1. Complex Customized Solutions**
- 2. Teaching/Learning Methodology Development**
3. Content Expertise and Internal Consulting
4. Research and Publishing

Developing Signature Methods to Meet Specifics Needs, and Then Multiplying

- We design novel methodological approaches to address unique customer needs - typically in complex customized solutions with new clients.
- Once tested, the methods are analyzed and instructions for their use are given. They can then be easily used in a variety of other contexts.



High Value / Low Complexity Solutions	High Value / High Complexity Solutions
Low Value / Low Complexity Solutions	Low Value / High Complexity Solutions

Types of Customized Solutions

Developing Signature Methods to Meet Specifics Needs, and Then Multiplying

Examples:

- **Aalto Innovation Factory** – a fast-paced, modular, facilitated innovation process with workshops, lectures, “feeder”-presentations, and consultation.
 - Originally developed for Valio, used with Paroc, Varma, and at events.
- **Aalto Echo Teams** – a type of project assignment that extends the impact of the program beyond participants, increases resonance, and encourages reflections and collaboration.
 - Originally developed for Nokia, used with Konecranes, Lindström, EPNs.
- **Aalto Live Cases** – an unorthodox case teaching approach that integrates participants with another firm’s real business challenge to the benefit of all parties involved.
 - Originally developed at Aalto BIZ, used in dozens of solutions and events.

Making the Most of Signature Methods at Aalto University Executive Education

- Solution Design and Delivery:
 - Staff Theme Mornings
 - Aalto EE Methods Deck
 - In-house consultation (possibly also facilitation)
- Sales:
 - Developing truly unique offers
 - Supporting in client visits
- Marketing:
 - Showcasing methods at own events
 - Using novel approaches in reference cases
 - Word-of-mouth