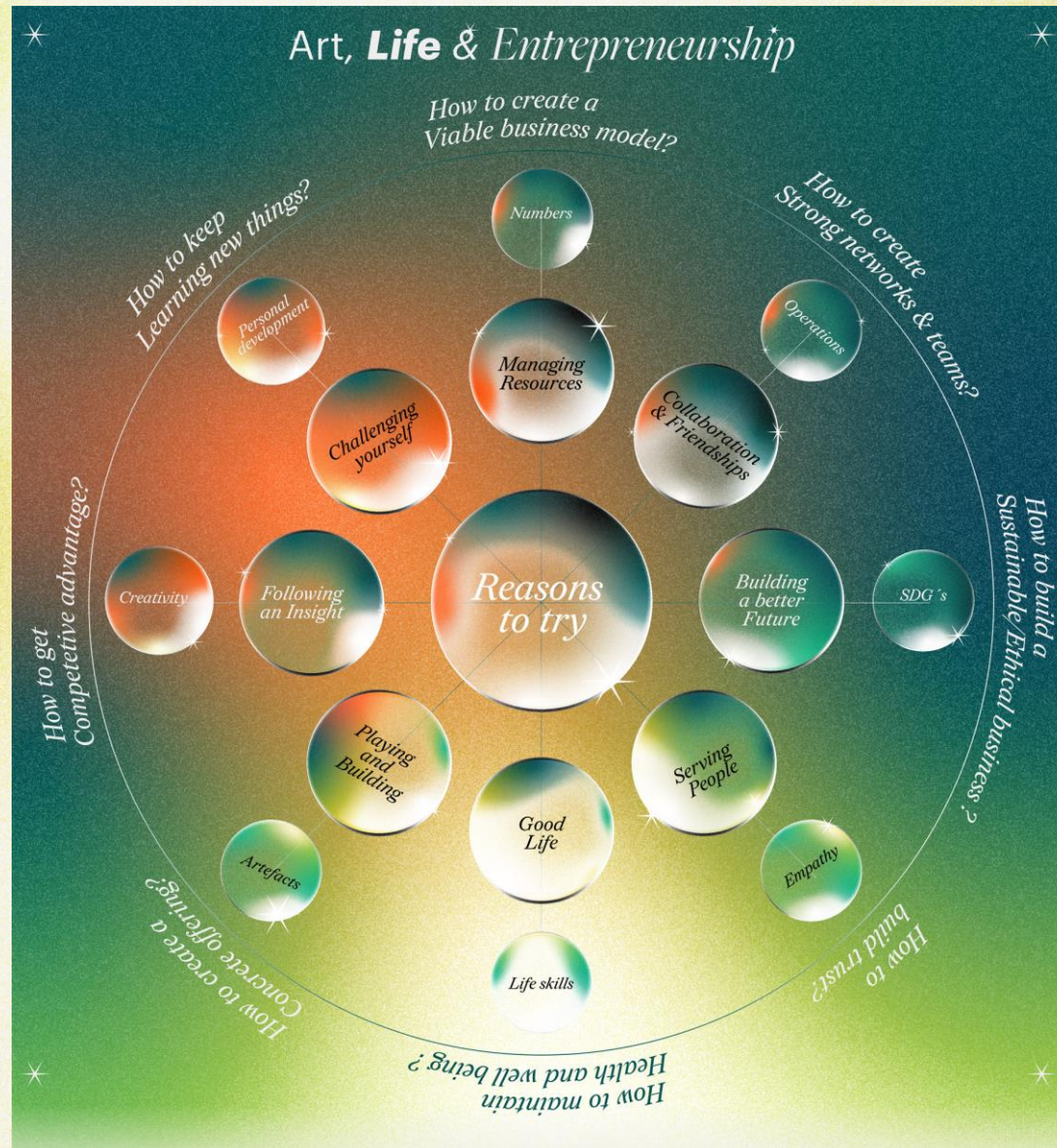


We will start at 12:15



Session 1 – April 19

Test run (of your own business)

Johannes Kaira

University teacher, Aalto Ventures Program
Architect MSc
Design coach, concept artist

Areas of focus:

Design process, creativity, value creation,
sustainable mindset



Katri Manninen

Doctoral student, Aalto Arts, ELO
Master of Arts
Screenwriter, Author

Areas of focus:
Screenwriting, script development,
academic writing, practice led research



Håkan Mitts

University teacher, Aalto Co-Educator team
Lic. Tech (IT)
Started and closed down a few businesses

Areas of focus:
Service design, teacher training, integrated
entrepreneurship



A high-angle, fisheye photograph of a cluttered office desk. The desk is covered with various items including a laptop, papers, a blue chair, a water bottle, and other office supplies. Two people are visible at the desk, one in a blue tank top and another in a black shirt. The background shows a window with a view of a city and a plaid jacket hanging on a chair.

Miro – our virtual design studio.

- * Hand in assignments
- * Help you arrange your thoughts

<https://miro.com/app/board/uXjVO8qW4qU=/>

Your expectations for the course (Breakout rooms of 2-3)

1. Spend a couple of minutes thinking about your expectations for this course.

- What do I want to learn? Click to add text
- What do I want to accomplish?
- What kind of change do you want to see in myself?

2. Write your thoughts on sticky notes to the Miro board under "1 SESSION" to the expectations table.

3. Discuss your thoughts with your group for 5 minutes

Session 1

Introduction

Session 2

Why is selling important?

Session 3

Understanding your customer

Session 4

Chrystallising your offering

Session 5

Planning your first sell

Session 6

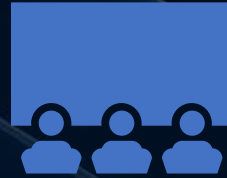
Creating your entrepreneurial checklist

+ Session 7 Final presentations

Vappu Ice
breaking
challenge



To pass



Participate in 6/7
sessions



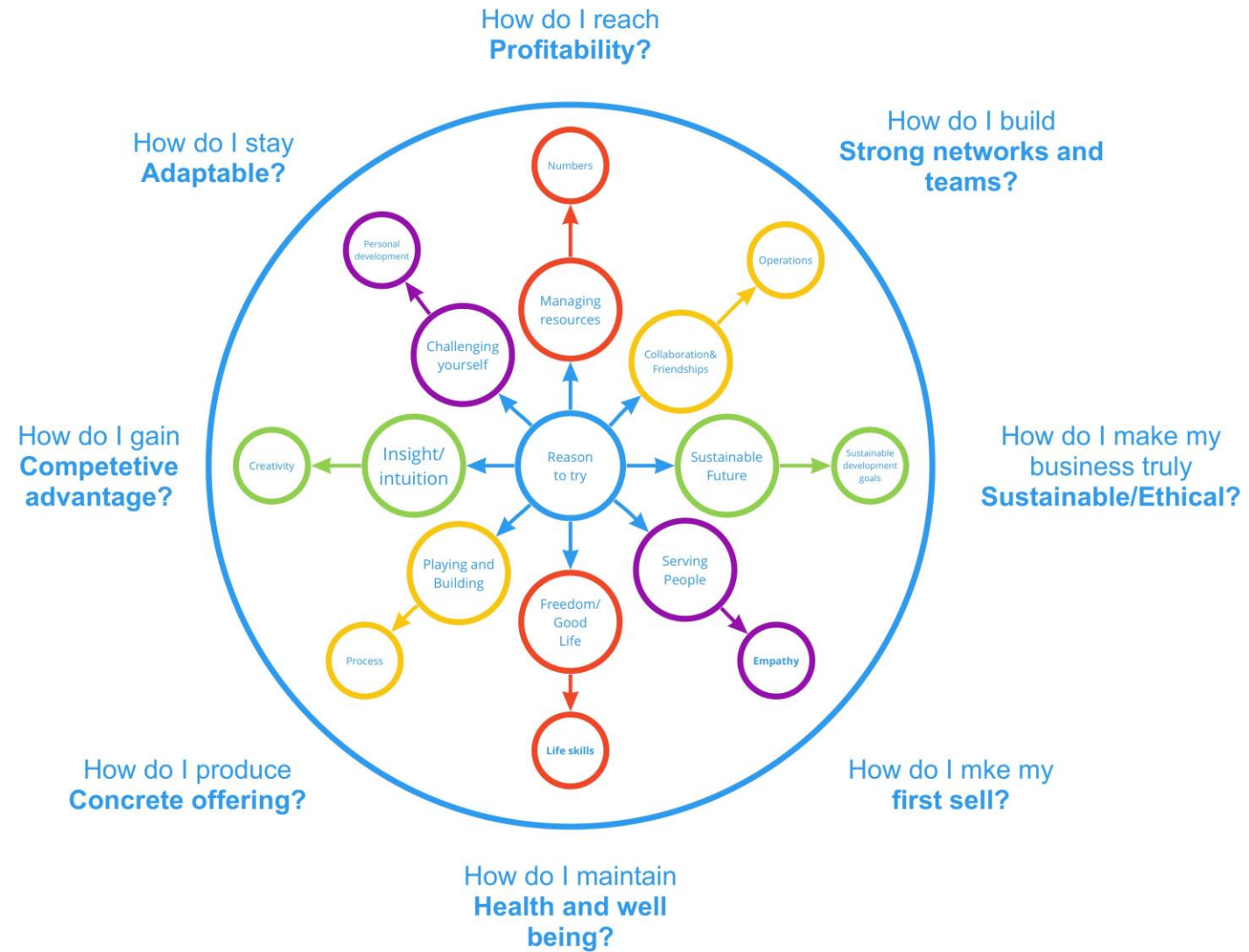
Do all weekly
assignments on time

We will not be teaching you; we have simply created an opportunity for you to develop yourself. Only you can seize that opportunity. The course supports your intrinsic motivation but cannot replace the intrinsic motivation.



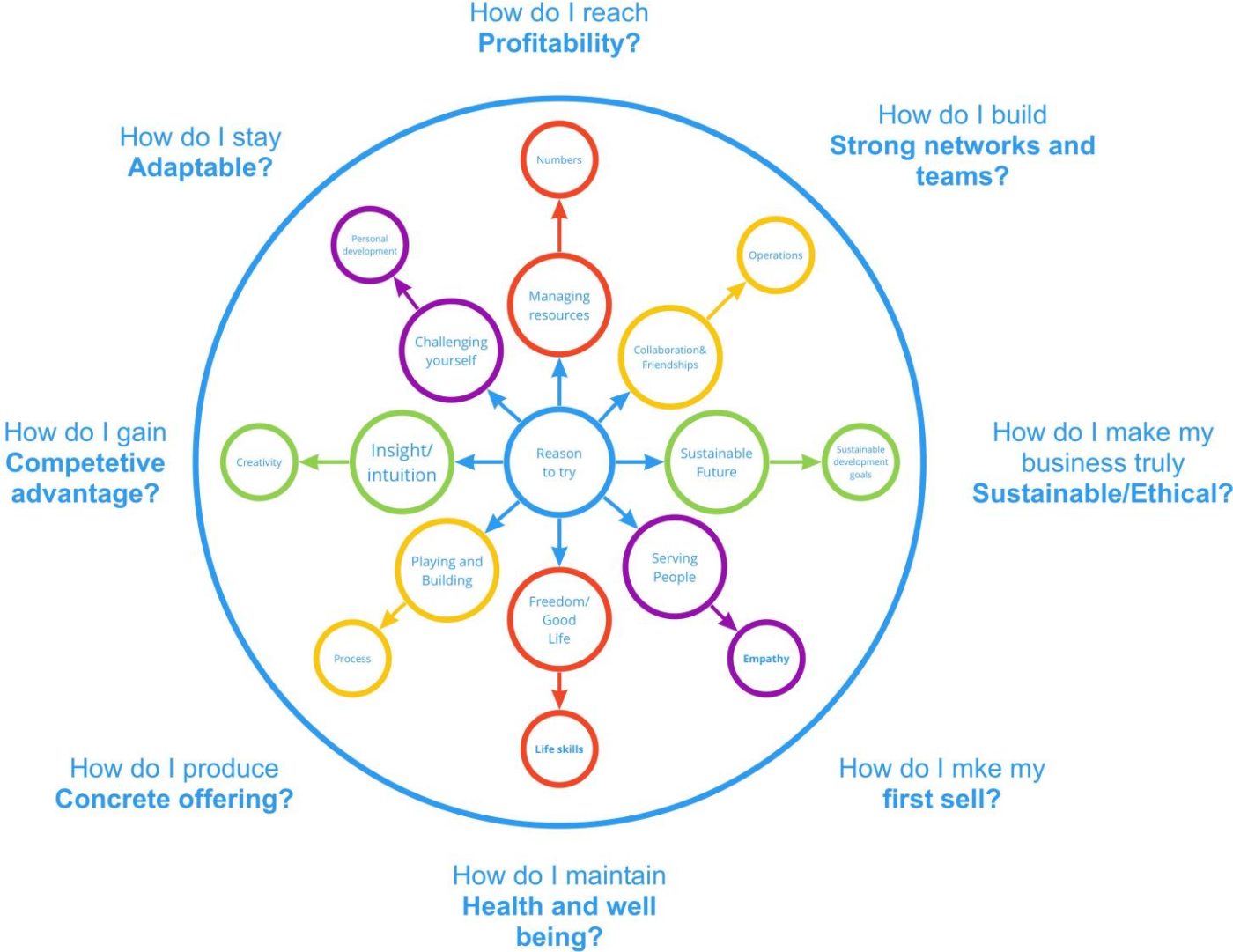
Two ways to do the course:

1. Put minimum effort into the assignment, you need to hand them all in to get the credits
 - Outcome: You get the credits, no impact on your business or future
2. Take the assignments as an opportunity to develop yourself and by extension your business. Do the assignments in a way that you feel benefits you. Reflect actively on your experience and the feedback you get.
 - Outcome: There is a chance that you can improve your business or business potential



4 TEAMS

- 1. Creativity & Sustainability
- 2. Serving people & Challenging oneself
- 3. Freedom and Good Life & Profitability
- 4. Collaboration & Building and playing



4 TEAMS

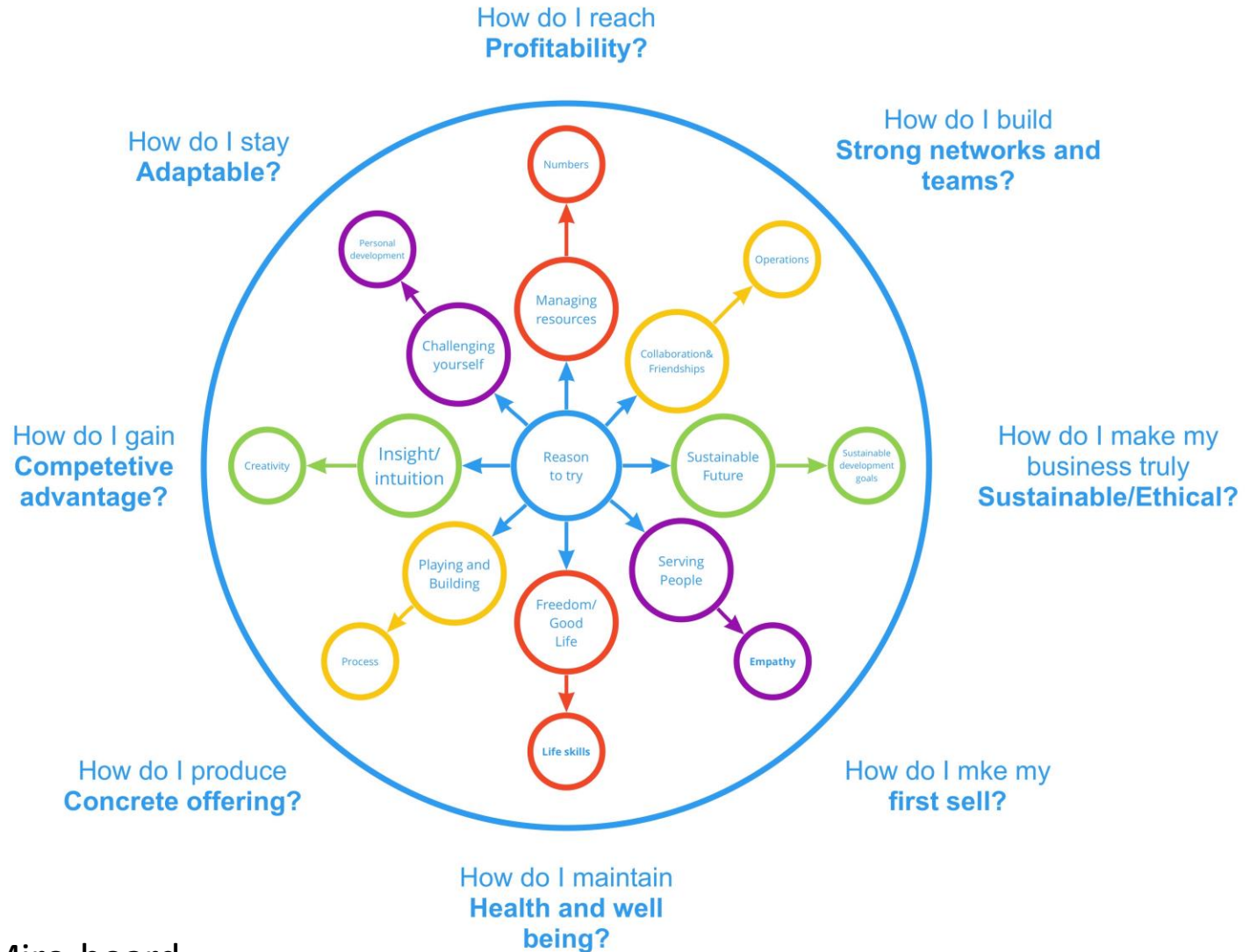
1. Creativity & Sustainability
2. Serving people & Challenging oneself
3. Freedom and Good Life & Profitability
4. Collaboration & Building and playing

Discuss with your team:

What kind of obstacles might prevent one reaching a mastery on one of the areas in entrepreneurship?

One area = one of the spokes in the wheel.
Your team is discussing 2 balancing spokes at the same time. E.g. "Playing and building" + "Collaboration & Friendships"

Write your obstacles to the sticky notes on the Miro-board under 1 SESSION 2 TASK

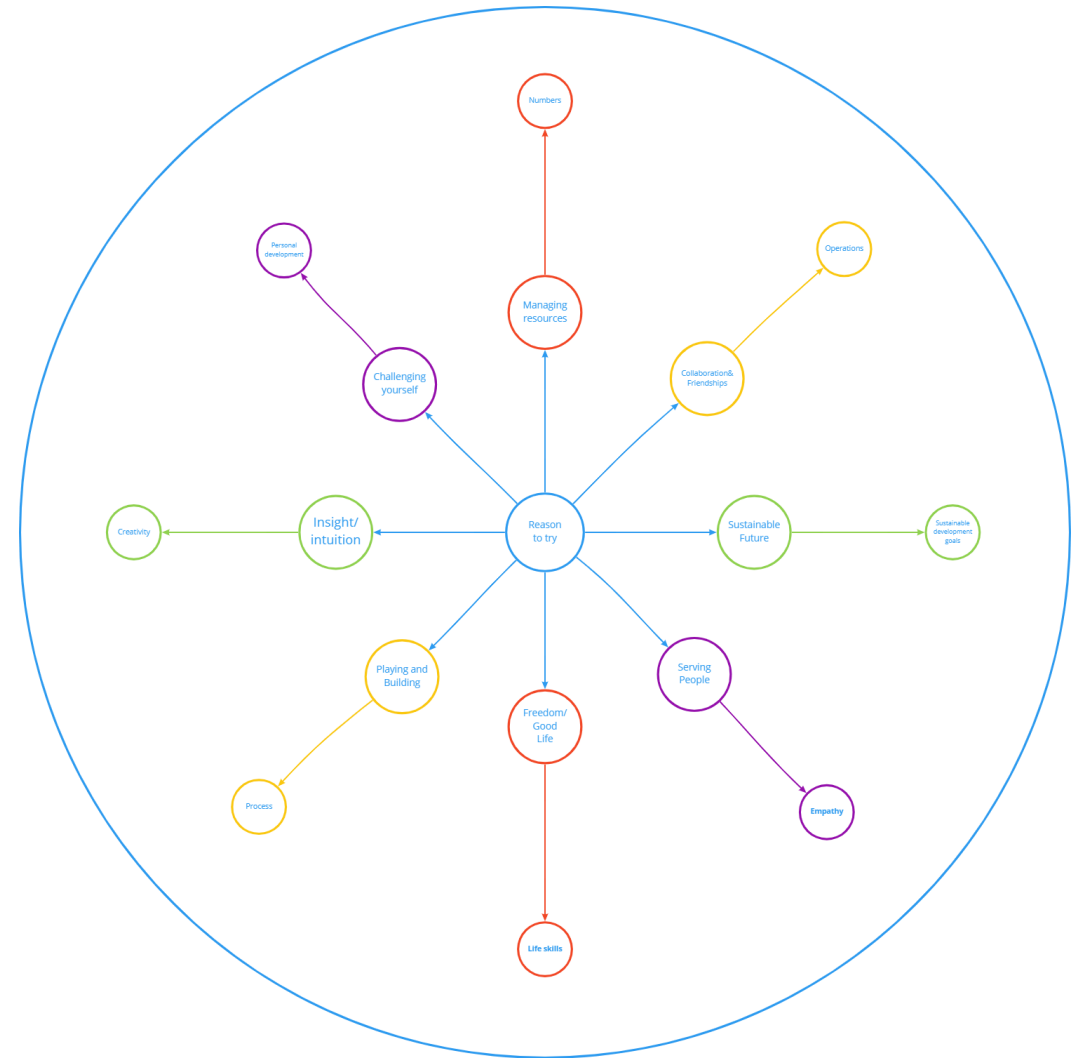


Individual work

Look at the obstacles listed in the group discussion

What kind of obstacles do you identify with?

*One of the spokes in the wheel.
Your team is discussing 2 balancing spokes at the same time.

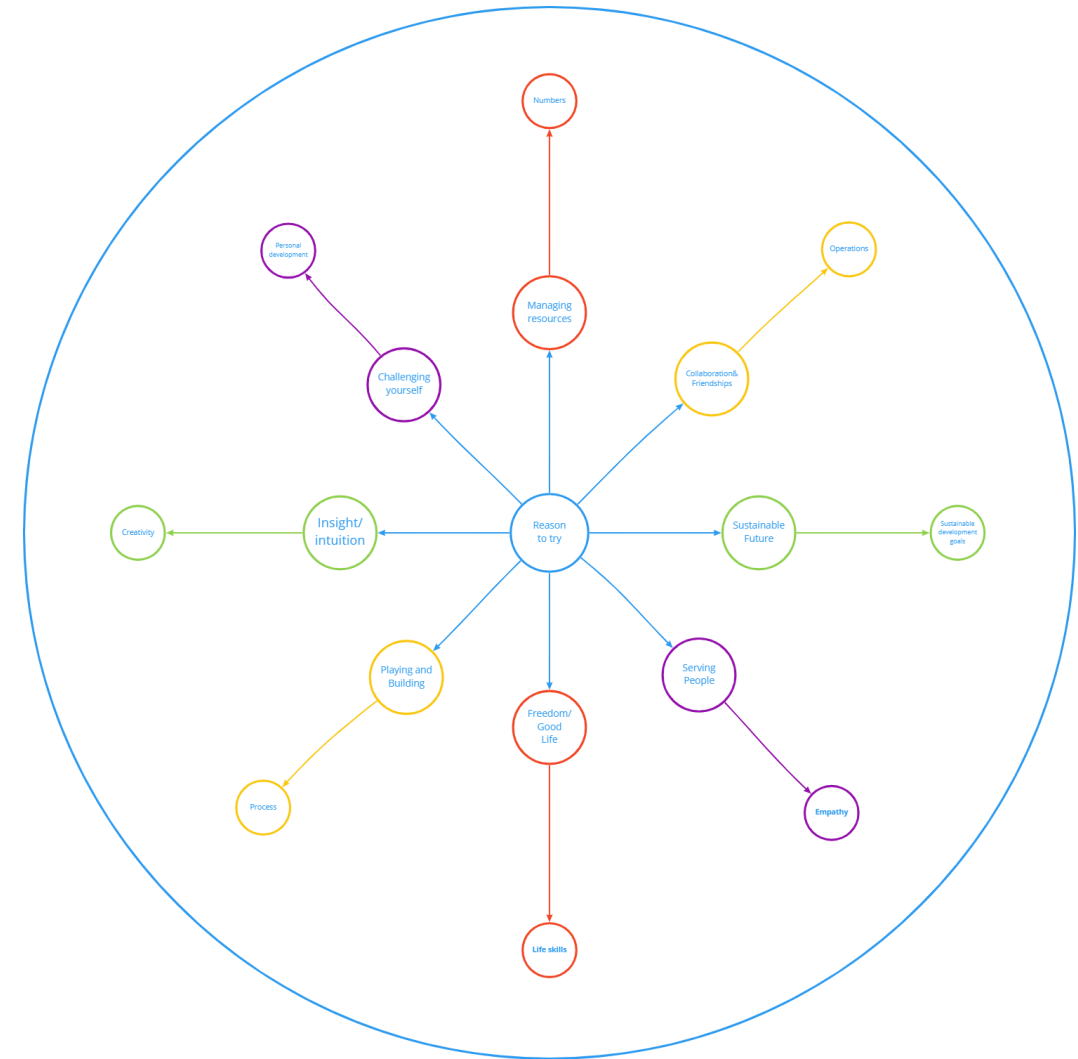


Your personal Stylewheel

1. Put a symbol where you are on the journey on each spoke

2. Collect questions, Ideas, Etc.
Prepare material for your Entrepreneurial checklist

You will find the template in the MIRO



Entrepreneurial skills



Universal skills
course themes



Field specific skills
personal exploration

Theoretical background #1

Effectuation

- Saras Sarasvathy et. al
- The basic approach (starting with self-awareness etc)
- Developed based on real life experiences of people who have started new businesses
- <https://www.effectuation.org/sites/default/files/documents/effectuation-3-pager.pdf>
- What you should do

Theoretical background #2

Social design

- Lucy Kimbell and Joe Julier
- Model for how to develop your activities
- Closely related to design thinking, service design etc
- http://www.lucykimbell.com/stuff/Fieldstudio_SocialDesignMethods_Menu.pdf
- How you should do it

“Although you might not think of yourself as a designer, the chances are that you design every day. People working in all sorts of contexts, as managers, activists, receptionists, or volunteers, are involved in creating new ways of doing things in the organisations they work in. Becoming conscious of this and paying more attention to how you develop and try out new ideas can make a real difference, turning good ideas into revolutionary ones.”

Lucy Kimbell and Joe Julier

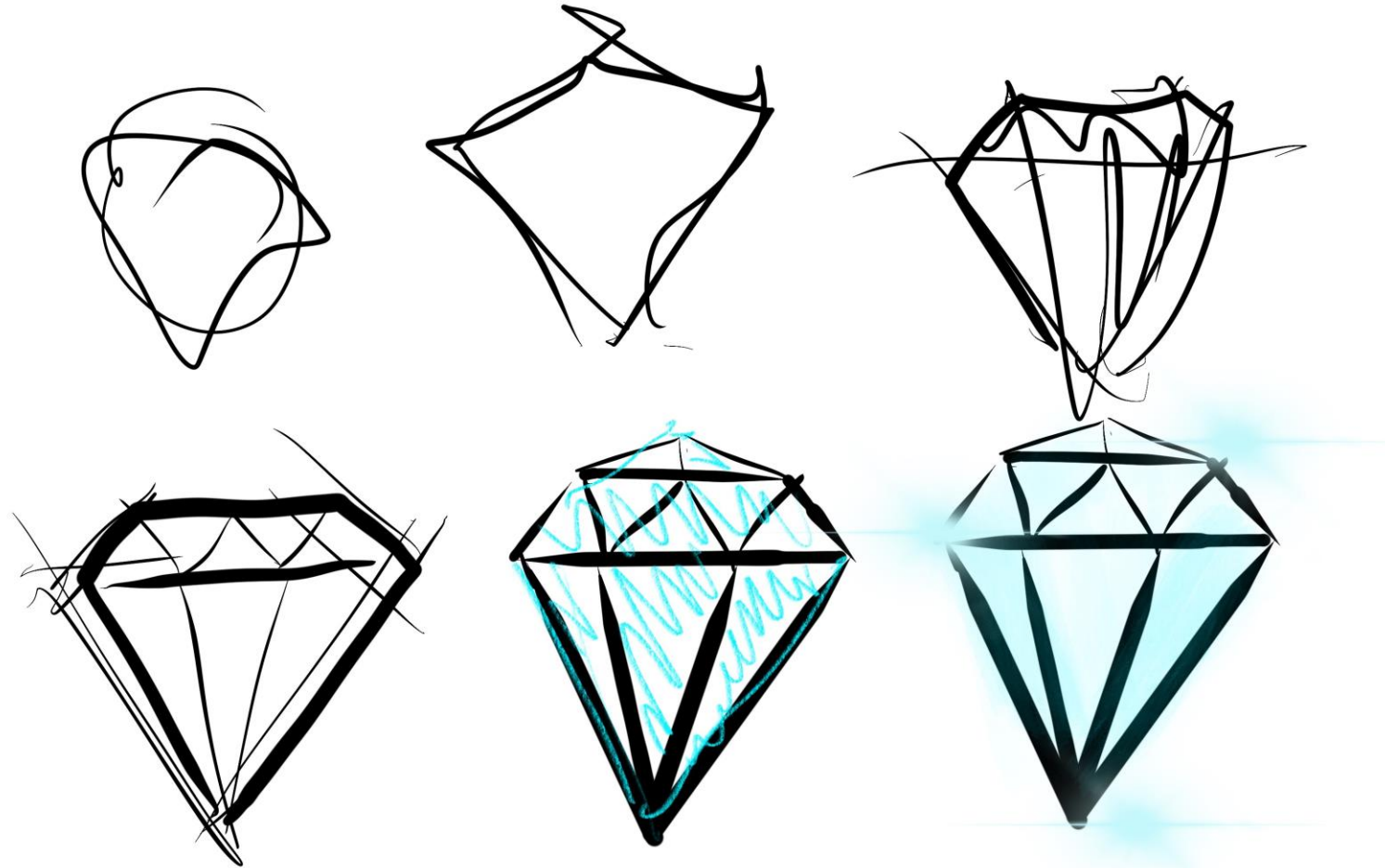
*“Although you might not think of yourself as a designer, the chances are that you design every day. People working in all sorts of contexts, as managers, activists, receptionists, or volunteers, are involved in creating **new ways of doing things** in the organisations they work in. Becoming **conscious** of this and **paying more attention** to how you **develop and try out new ideas** can make a real difference, turning good ideas into revolutionary ones.”*

Lucy Kimbell and Joe Julier



How can I help you?

You cannot learn from a blank paper.



Start at 12:15 or 13:15?

Home assignment: My strengths

