



Entrepreneurial Mindset

Session 1

March 21, 2022

Sonja Hilavuo, Ville Purontaus, Lidia Borisova & Kyösti
Ruuttunen

Learning outcomes

1. Understand the basics of entrepreneurship mindset and entrepreneurial skills
2. Become inspired about why engineers need entrepreneurial mindset and capabilities

Course practicalities



Discussing entrepreneurship and intrapreneurship

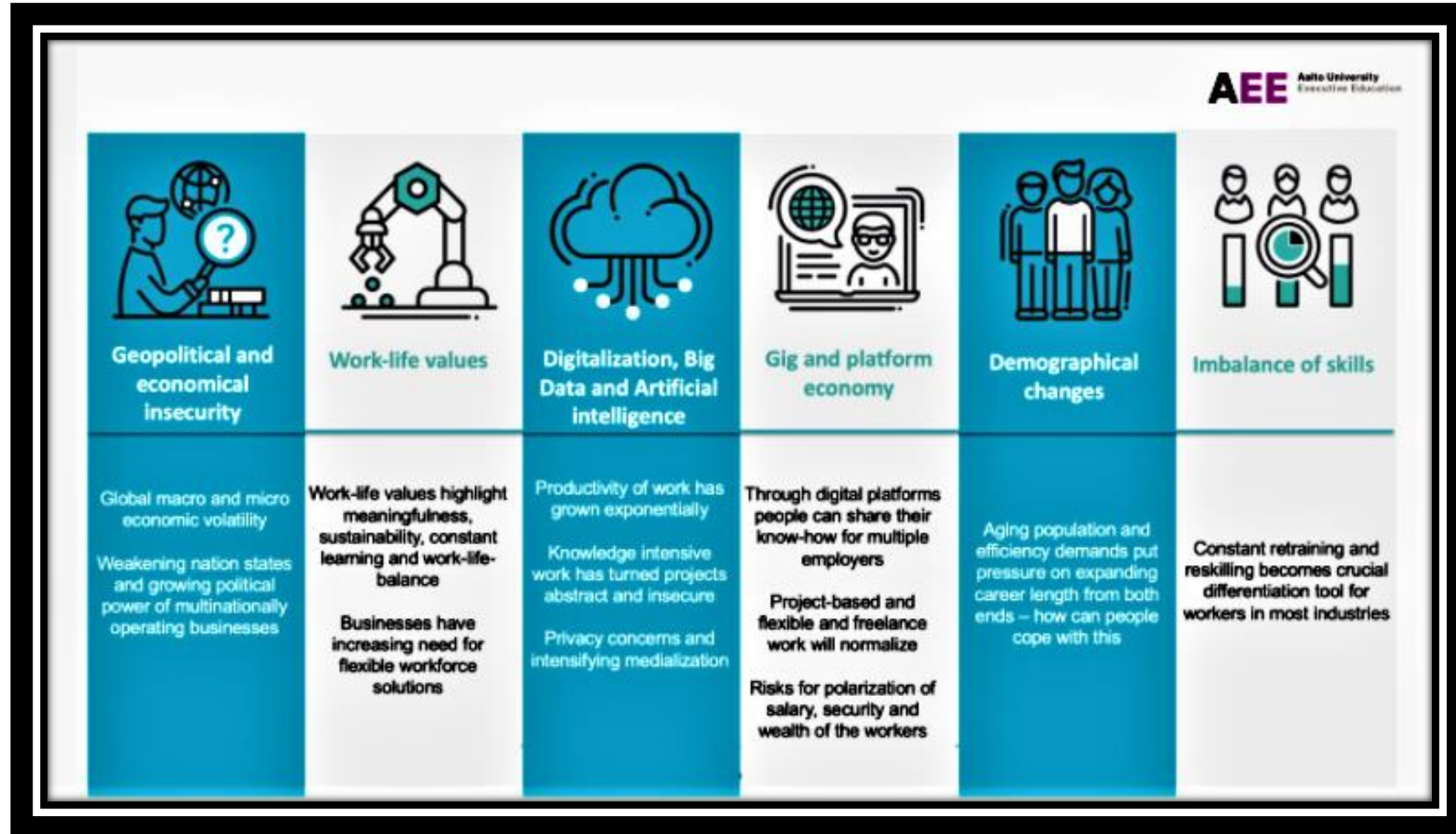


Ville Purontaus
Founder, Entrepreneur



Sonja Hilavuo
Board Executive, Intrapreneur

How are megatrends impacting the business?



✕

**You got 6 of 18
right**

You've answered all questions in this topic once



★ 6/18
UN Goals

 Take certificate test

Retry your wrongs

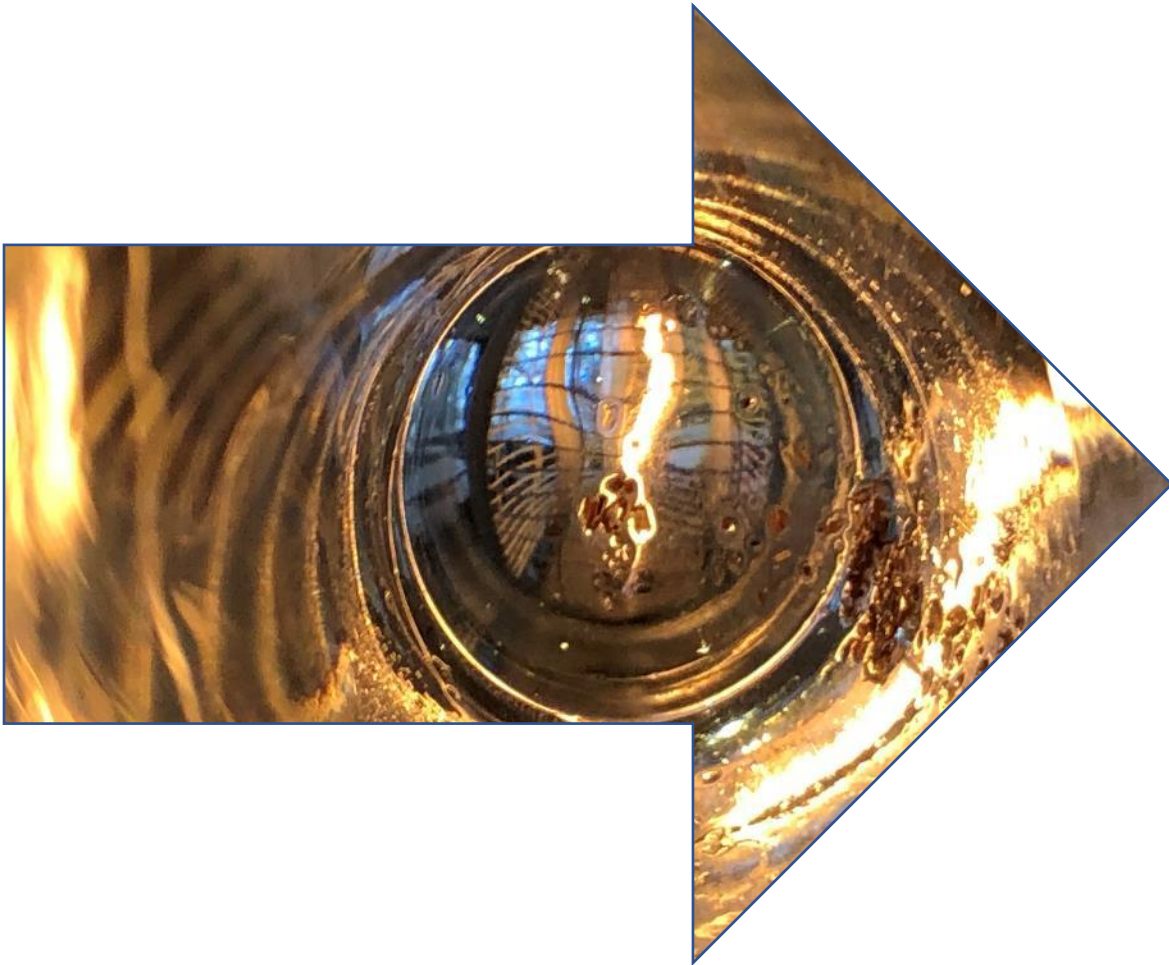
More common misconceptions >

How was your score in the GapMinder test?

- **AALTO: Sustainability through entrepreneurship**
- **Learning: Think Positive**

Find out more → [UN Sustainability Development Goals](#)

How to develop fire in the belly?



*Entrepreneurial
ways of working*

Ville Purontaus, Founder
Karvilan Panimo

-  Analytical thinking and innovation
-  Active learning and learning strategies
-  Complex problem-solving
-  Critical thinking and analysis
-  Creativity, originality and initiative
-  Leadership and social influence
-  Technology use, monitoring and control
-  Technology design and programming
-  Resilience, stress tolerance and flexibility
-  Reasoning, problem-solving and ideation

Source: Future of Jobs Report 2020, World Economic Forum.

TOP 10 Skills in Working life

Question	Average master graduate employment survey assesment
Ability to learn and adopt new things	5.58
Problem-solving skills	5.52
Self-direction/initiative	5.46
Analytical and systematic thinking skills	5.38
Co-operation skills	5.34
Information retrieval skills	5.21
Stress tolerance	5.19
Organizational and coordination skills	5.13
Communication in English	5.11
Project management skills	4.97
ICT skills	4.83
Public speaking skills	4.63
Negotiation skills	4.56

Source: Aalto career survey after 5 years of graduation

Buzz groups in breakout rooms

1. What was interesting ?
2. What do Karvilan Panimo and Havu Cosmetics have in common?
3. What is entrepreneurial mindset?



15 minutes

Entrepreneurial Mindset in Aalto

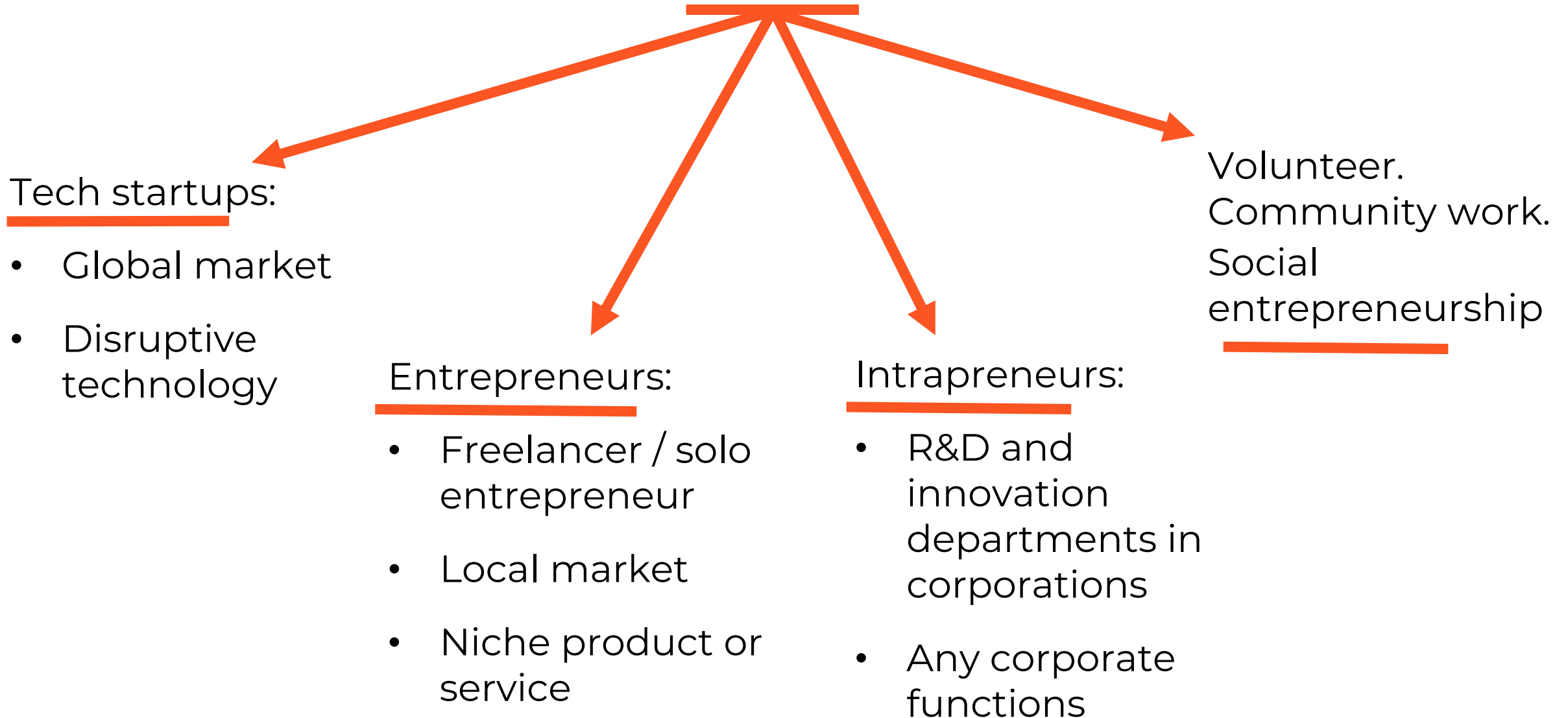
- Entrepreneurial mindset is about **taking ownership** for your work and being innovative at the face of new challenges.
- It is characterized by the **ability and willingness to continuously search for opportunities** to create social and economic value, and the courage to take action to pursue these opportunities under uncertainty.
- Someone has an entrepreneurial mindset, when they see **problems as opportunities** to innovate, not as a threats to be avoided.



Comparative perspectives

ENTREPRENEURSHIP	
Advantages	Disadvantages
<ul style="list-style-type: none">• You are your own boss - independency• The income increases• You have the chance to be original• You have part of excitement and adventure• There are a lot of possibilities• Salary potential – you decide upon your own salary	<ul style="list-style-type: none">• Money pressure – giving up on the security of a regular paycheck• Less benefits as the business is new• Long working hours• Mistakes are magnified• All decisions must be made alone
INTRAPRENEURSHIP	
Advantages	Disadvantages
<ul style="list-style-type: none">• Ability to stay in a friendly, well known environment• Practicing your skills within an organization – lower risk• Using companies resources, good name, knowledge• Access to customers, infrastructure	<ul style="list-style-type: none">• Reward may not be up to expectation• Innovation may not be appreciated accordingly• You can be innovative but to a certain limit – you are not your own boss

Entrepreneurship & intrapreneurship:



Exploitation
(execution)

80%

vs.

Exploration

20%

↓
Incremental
innovations

↓
Disruptive
innovations

Entrepreneurship

*The innovator's dilemma by Clayton C

*The Pareto Principle

“Live like there is no tomorrow. Learn like you would have an eternal life.”

Mahatma Gandhi

