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vision is the art of
seeing what is invisible
to others

Jonathan Swift (1667-1745)

vision is the art of
seeing what others don't

Gary Klein

vision is the art of
seeing what others see
and thinking what
others don't

Albert Einstein



to act as society's
visionaries
and change agents

Aalto University _ Founding Mission

Our three cross-cutting approaches

We have chosen three cross-cutting approaches in our living strategy. We apply sustainability, creativity and an entrepreneurial mindset in all of our actions.



Solutions for sustainability

We help solve grand challenges in and across our key areas.

Our strategy



Radical creativity

We build an outstanding creative community for new thinking.

Our strategy



Entrepreneurial mindset

We foster an inspiring entrepreneurial culture.

Our strategy

Radical creativity

We build an outstanding creative community for new thinking. Radical creativity is one of the three cross-cutting approaches in our living strategy.



Entrepreneurial mindset

We foster an inspiring entrepreneurial culture. Entrepreneurial mindset is one of the three cross-cutting approaches in our living strategy.



Solutions for sustainability

We help solve grand challenges in and across our key areas. Finding solutions for sustainability is one of the three cross-cutting approaches in our living strategy.



A  **IDBM**