

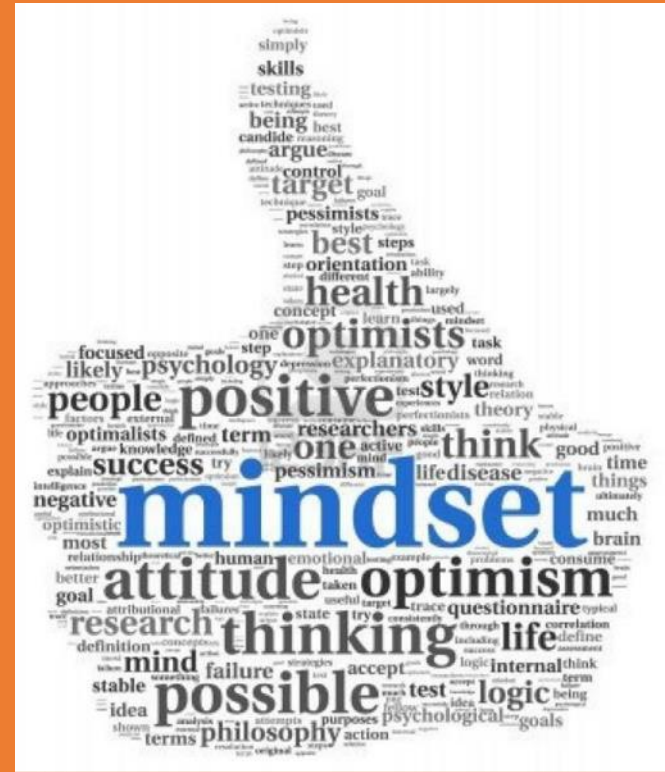
ACADEMIC LEARNING COMMUNITY

Entrepreneurial Mindset

Session 1

Sonja Hilavuo

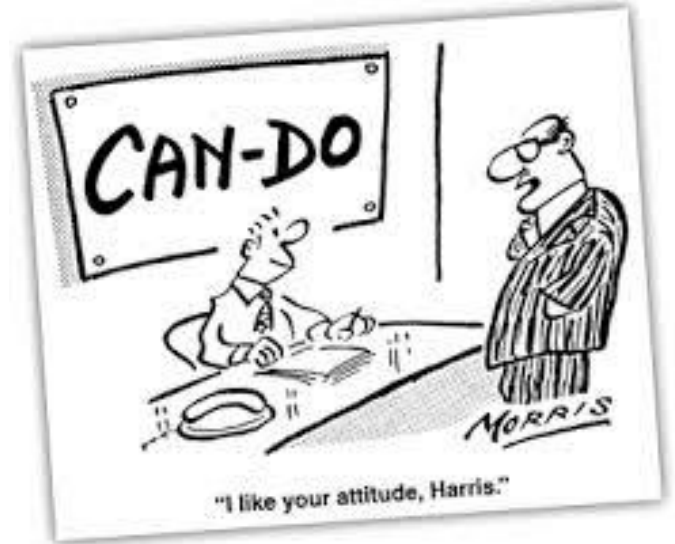
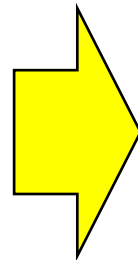
February 12, 2024



Our journey during this module



1. Professional growth & self-leadership
2. Identifying opportunities
3. Understanding customers and partnerships
4. Building & communicating value propositions



Awareness and benefits of developing your entrepreneurial mindset

Discussion topics for today

1. Professional growth and a longer term perspective into working life
2. Different aspects of self-leadership
3. Reflections on how to identify opportunities around you



Learning outcomes

1. De-mystify entrepreneurial mindset
2. Become inspired about why engineers need entrepreneurial mindset and ways of working

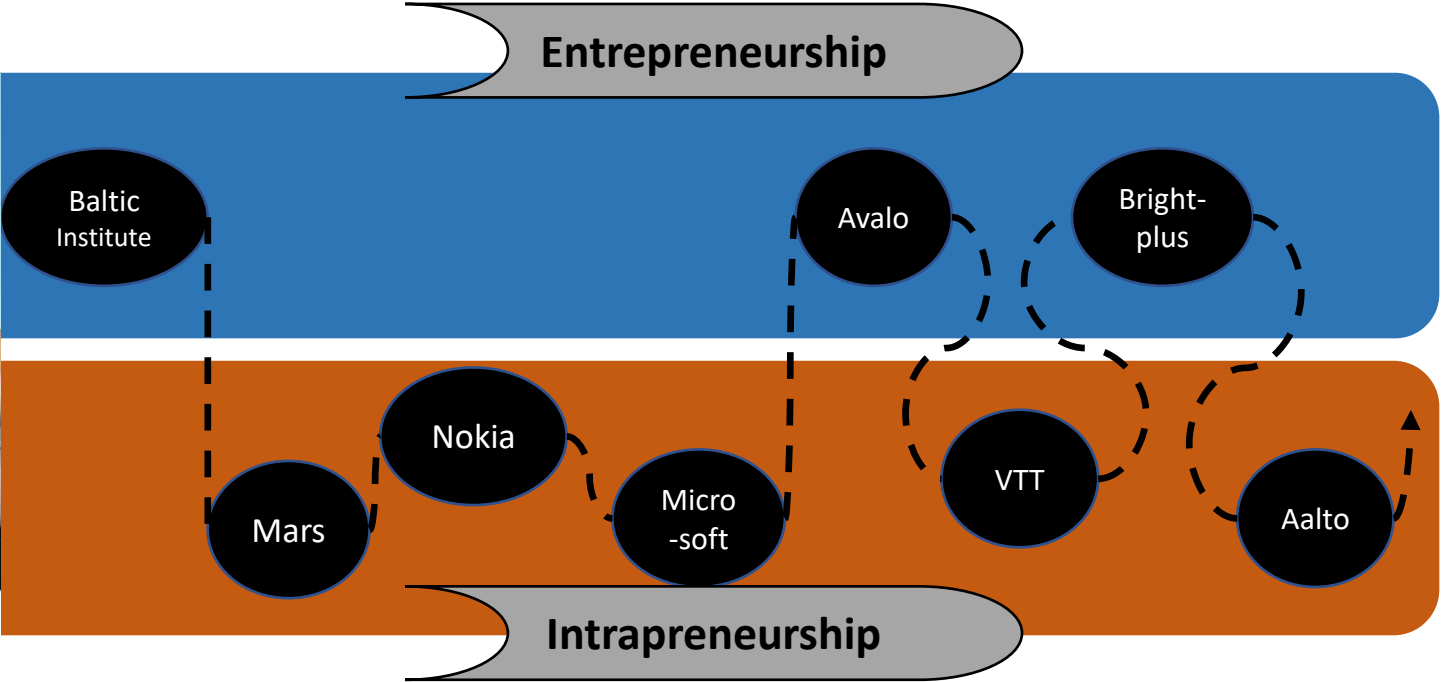
Course completion practicalities

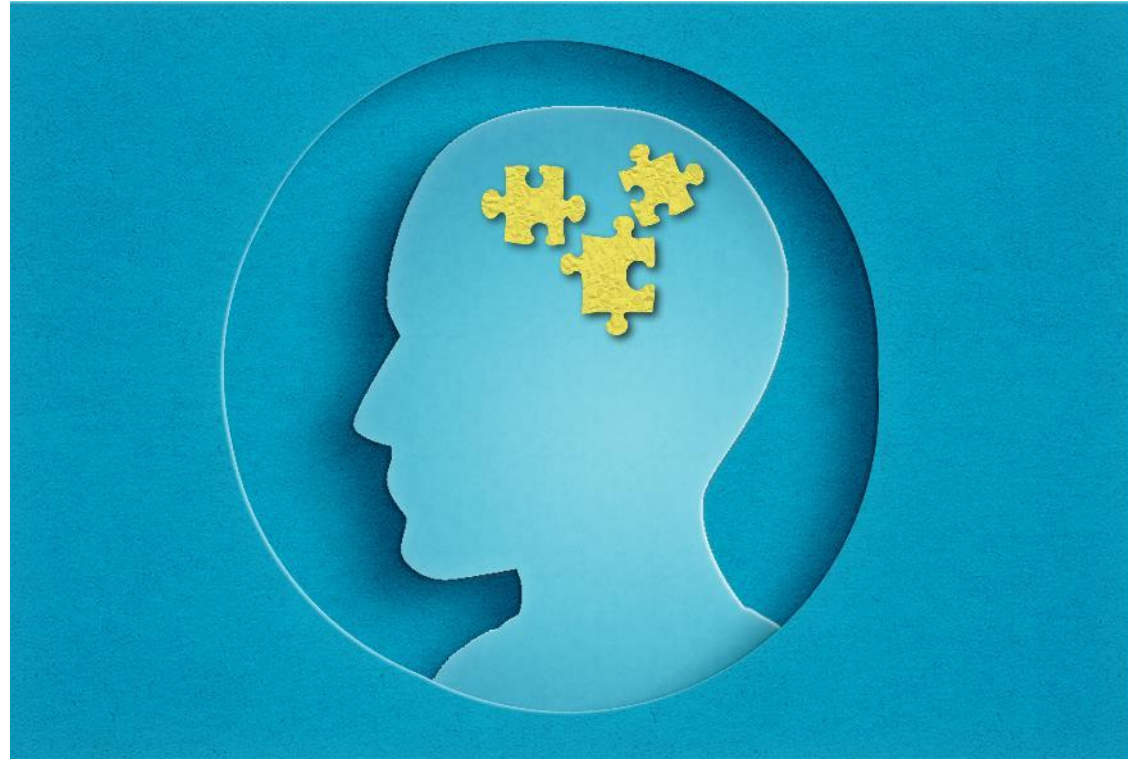
- Attending lectures
- Entrepreneurial Mindset reflection task, DL as below
- Final Exercise with deadline on March 8th , 2024

NOTE! Missed lectures can be compensated by Compensation Tasks indicated in MyCourses



An engineer's career built on curiosity





**Collective
thought-
sharing
with
Kahoot**



Learn to navigate with your inner compass



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

Note the emergence of a “Gig economy”



Selected key aspects on self-leadership

1. Intrinsic and extrinsic motivation
2. Building good routines, dealing with bad habits
3. Understanding your core values & inner compass



NEW YORK TIMES BESTSELLER

Tiny Changes,
Remarkable Results

Atomic Habits

An Easy & Proven Way to
Build Good Habits & Break Bad Ones

James Clear

How to build a good habit?

1. Make it visible
2. Make it enjoyable
3. Make it easy
4. Reward yourself for successes

EXAMPLE: Building a cooking routine



1. Visibility

Kitchen gear ready to roll



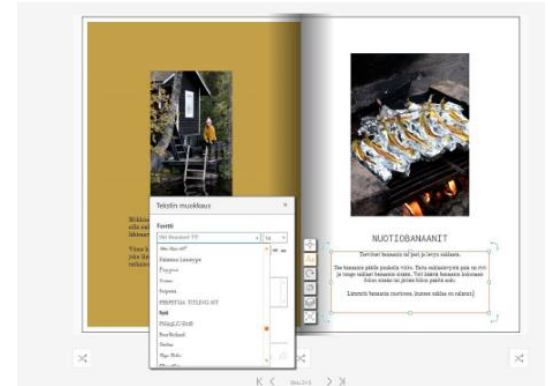
2. Enjoyability

Recipe exchange among friends



3. Easiness

Meal-prepping to save time



4. Rewards

Best Recipes book

Small steps in self-leadership





Having an open mind for opportunity detection

1. Opportunities while **studying**
 - Studying abroad
 - Selection of the minor(s) and electives
 - Student clubs, guilds, associations
2. Opportunities with **summer jobs**
 - Understanding various companies
 - Insight into various roles
 - Aspects for CV development
3. Opportunities in **early career**
 - Importance of the first job?
 - Insights into various Leadership perspectives
 - Values, likes, dislikes

Learn to enable opportunities

“Genius is 1% of inspiration and 99% of perspiration” *Thomas Edison*

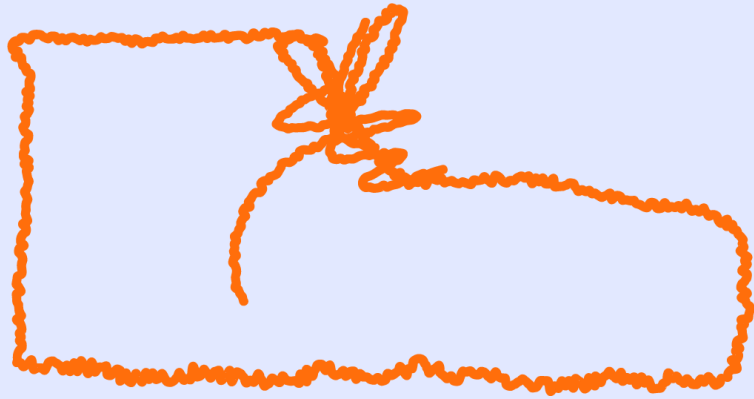
Create opportunities

- Know yourself
- Practice learning
- Reflect fixed vs growth mindset
- Think
- READ

Be curious!



Starting 14.02.
running (almost) weekly



**BIGGER
SHOES!**

@Puumiehenkuja 5

**Evaluating
Startup Ideas** *with*
Kristo Ovaska *and*
Maija Itkonen

Register here —>
avp.aalto.fi/bigger-shoes



Aalto
Ventures
Program

A misty outdoor sports field at sunrise. The sun is low on the horizon, creating a golden glow over a line of trees. In the foreground, a blue soccer goal is visible on the right side. The overall atmosphere is serene and quiet.

“Fortune favours the prepared mind.”

Louis Pasteur



**Aalto
Ventures
Program**