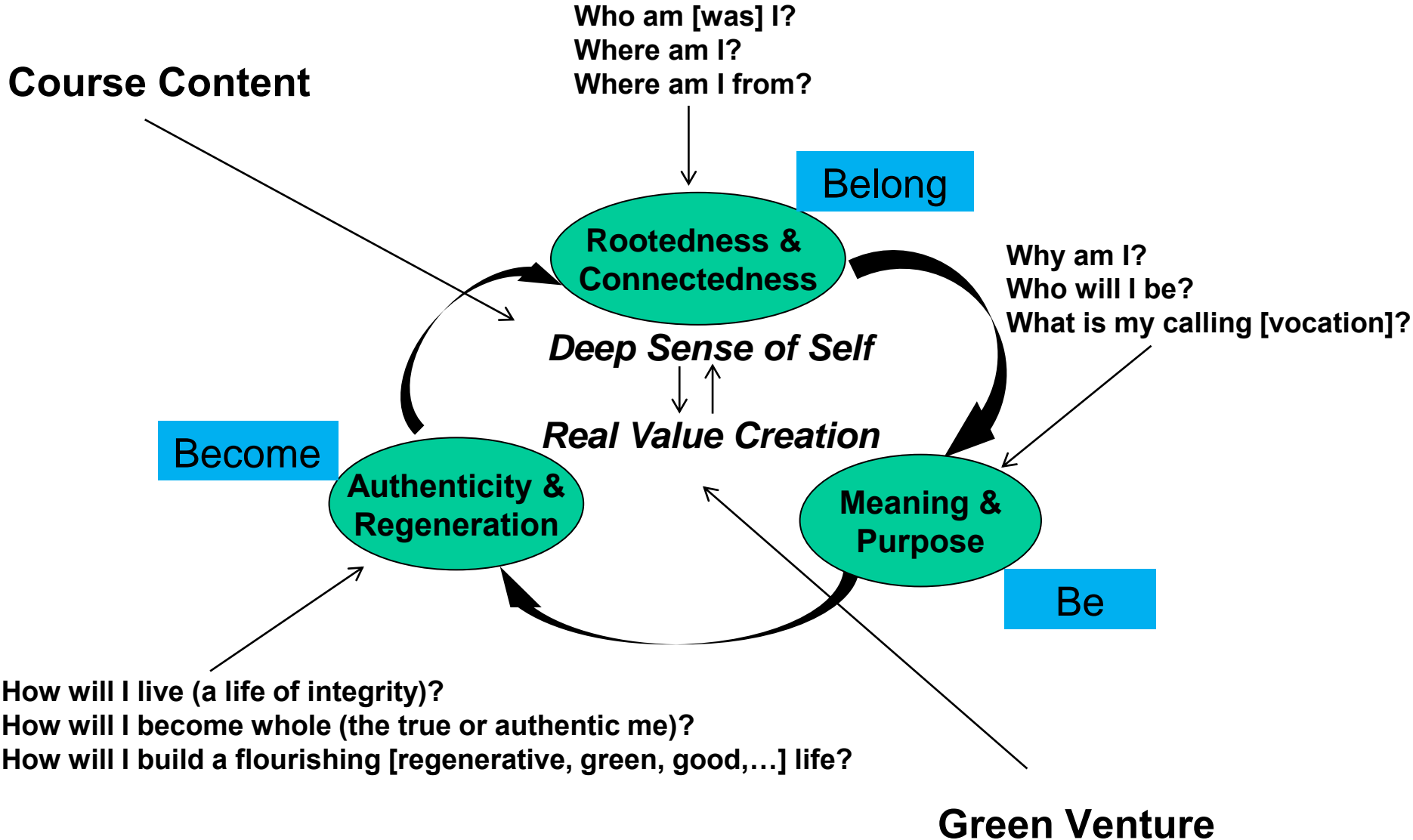




**Aalto University
School of Business**

Final Essay - Explanatory Slides

Final Essay



venture (v.)

early 15c., "to risk the loss" (of something), shortened form of *aventure*, itself a form of **adventure**. General sense of "to dare, to presume" is recorded from 1550s. Related: *Ventured*; *venturing*.

Nought venter nought have [Heywood, "Proverbs," 1546]

venture (n.)

c. 1400, "fortune, chance," shortening of *aventure* (n.), a variant of **adventure** (n.); also from Anglo-French *venture*. Sense of "risky undertaking" first recorded 1560s; meaning "enterprise of a business nature" is recorded from 1580s. *Venture capital* is attested from 1943.

Entries linking to *venture*

adventure (n.)



c. 1200, *aventure*, *aventure* "that which happens by chance, fortune, luck," from Old French *aventure* (11c.) "chance, accident, occurrence, event, happening," from Latin *adventura (res)* "(a thing) about to happen," from fem. of *adventurus*, future participle of *advenire* "to come to, reach, arrive at." This is from *ad* "to" (see **ad-**) + *venire* "to come" (from a suffixed form of PIE root ***gwa-** "to go, come").

The meaning developed through "risk; danger" (a trial of one's chances), c. 1300, and "perilous undertaking" (late 14c.) to "novel or exciting incident, remarkable occurrence in one's life" (1560s).


Earlier it also meant "a wonder, a miracle; accounts of marvelous things" (13c.). The *-d-* was restored in English 15c.-16c.; in French the attempt to restore it at about the same time was rejected. **Venture** is a 15c. variant. German *Abenteuer* is a borrowing of the French word, apparently deformed whimsically by influence of *Abend* "evening."

Soren Kierkegaard



To venture causes anxiety, but not to venture is to lose one's self.... And to venture in the highest is precisely to be conscious of one's self.

AZ QUOTES



The privilege of a lifetime is
to become who you truly are.

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**We can't teach
people anything,
we can only help
them discover it
within
themselves.**

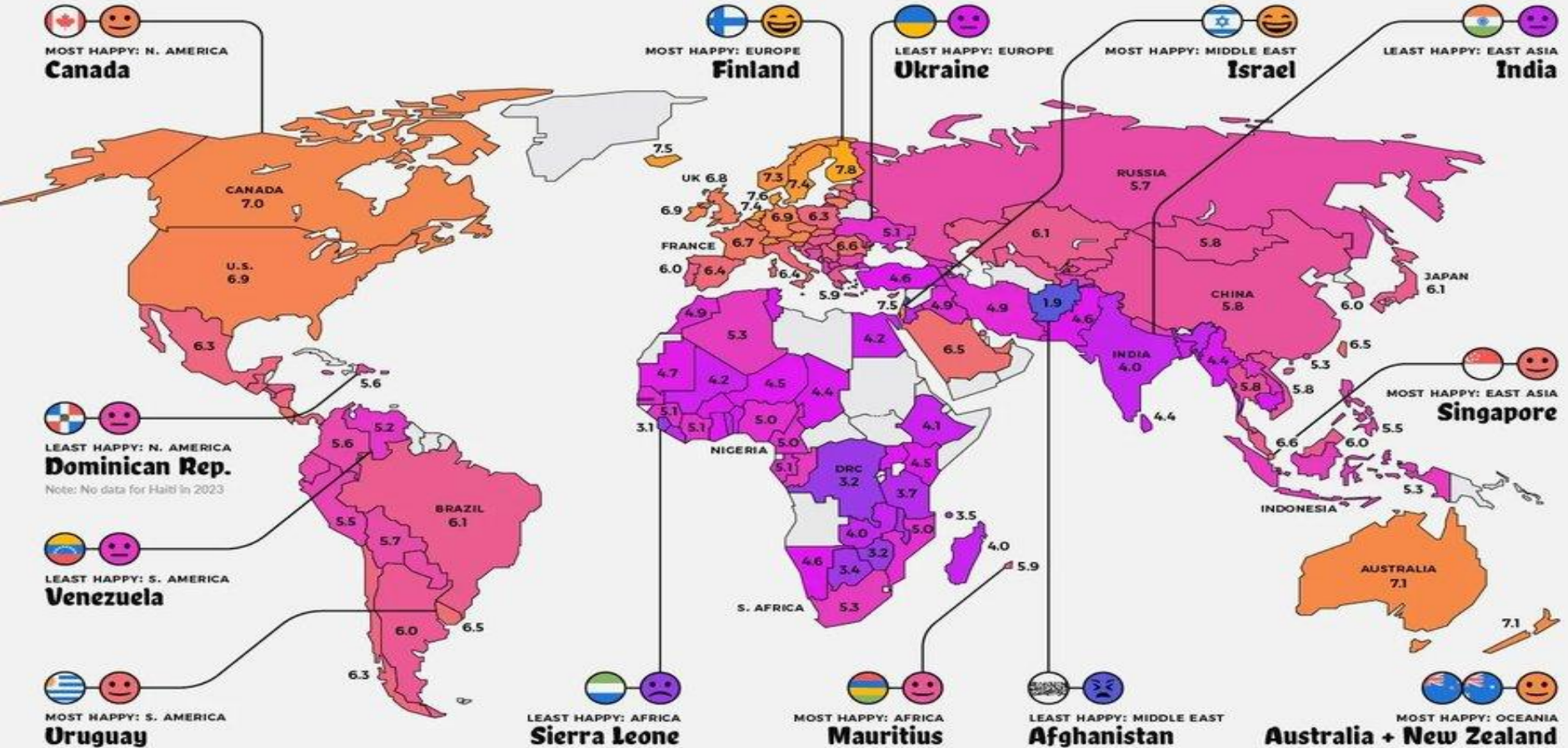
~ Galileo Galilei

Global Happiness Index 2023

THE MOST & LEAST HAPPY COUNTRIES IN THE WORLD



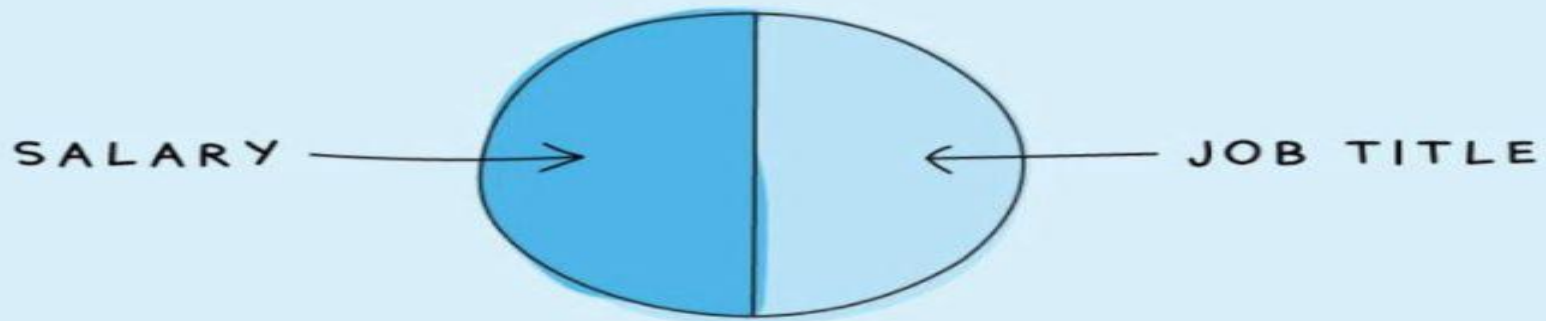
Each country is scored out of 10 based on self-reported measures of well-being and happiness. See the World Happiness Report 2023 for the full methodology.



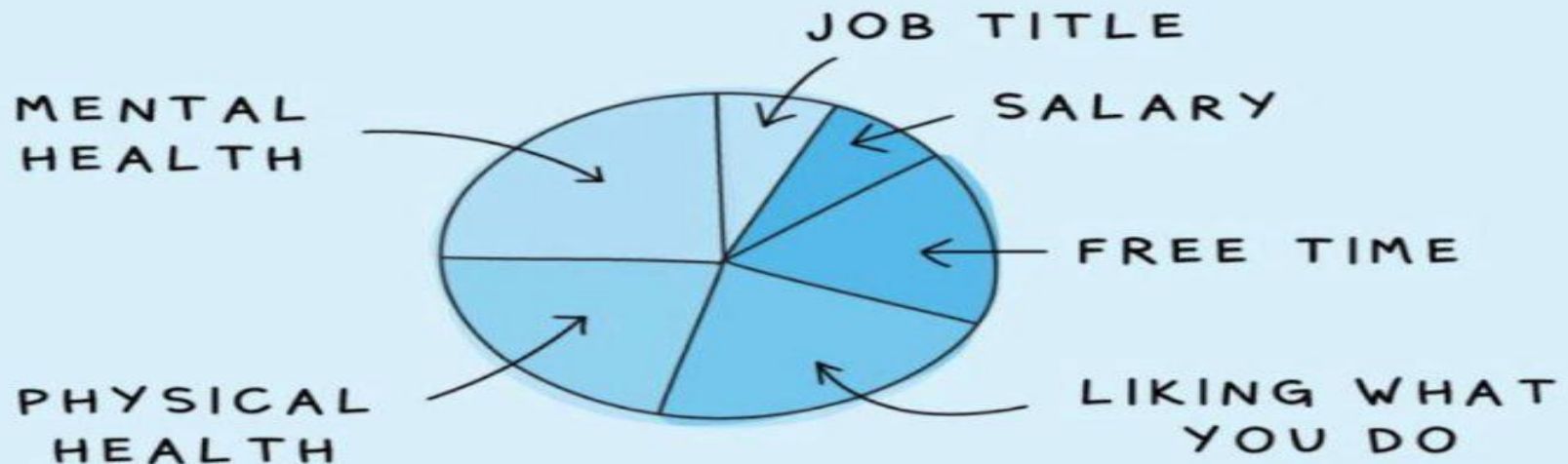
Redefining the 'Good Life'


- Fact: Once a modest income has been achieved, and basic needs met, an increase in income and associated consumption does not correlate with happier humans.
- Yet the 'Good Life' has been measured by one's ability to accumulate more material goods: bigger house, faster car, flashier watch, etc. signified having 'arrived'.
 - Message: **the more we buy, the better our lives are.**
- But today's consumers are changing. Ubiquity of the internet has enabled a savvier society, comprised of consumers making the connection between their consumption and negative impacts on our planet.
- Today, consumers want to know where and how the products they buy are made, how the workers who make their things are treated, where goods go after they're no longer in use, etc.
- Consumers are redefining what the 'Good Life' means to them: **offering a great emerging business opportunity of our age!!**

HOW WE'RE TAUGHT TO MEASURE SUCCESS



A BETTER MEASURE





The meaning of life is to find your gift.
The purpose of life is to give it away.

Pablo Picasso

The meaning of
life is to find
your gift. The
purpose of life
is to give it
away.
- Pablo Picasso

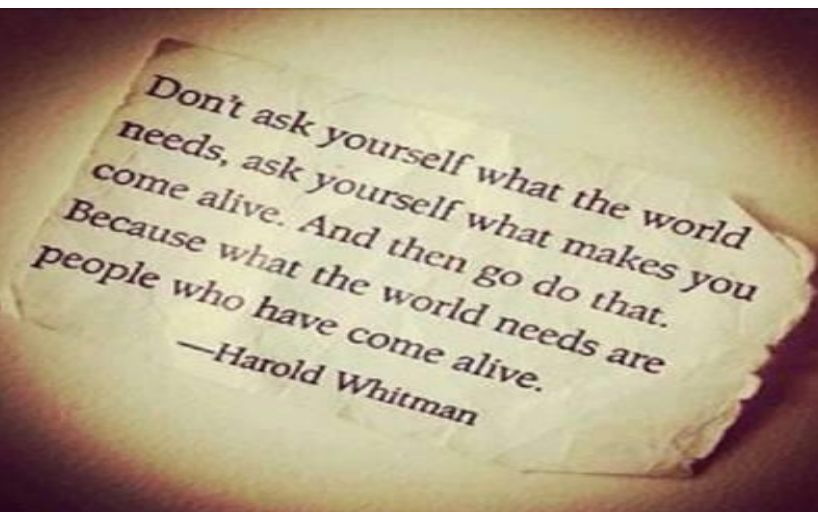
Make Meaning!!

- “There really is only one question you should ask yourself before starting any new venture: Do I want to make meaning?”
- Meaning is not about money, power or prestige. It’s not even about creating a fun place to work. Among the meanings of meaning are to:

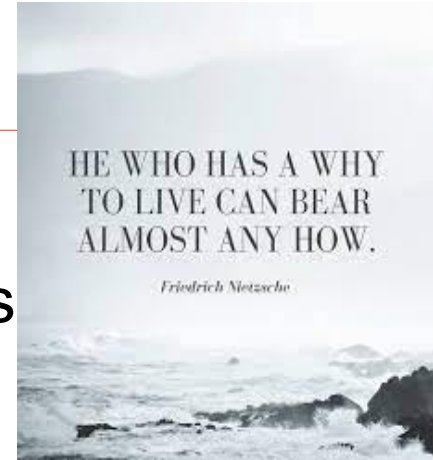
- Make the world a better place
- Increase the quality of life
- Right a terrible wrong
- Prevent the end of something good.”



- Kawasaki [2008]



Find Meaning in Life by....



1. Doing Something Significant

- By creating a work or doing a deed, that is by achievement or accomplishment

2. Caring for or Loving Another Person

- By experiencing something (e.g., goodness truth, beauty), by experiencing nature and culture, or by experiencing another human being in his/her uniqueness

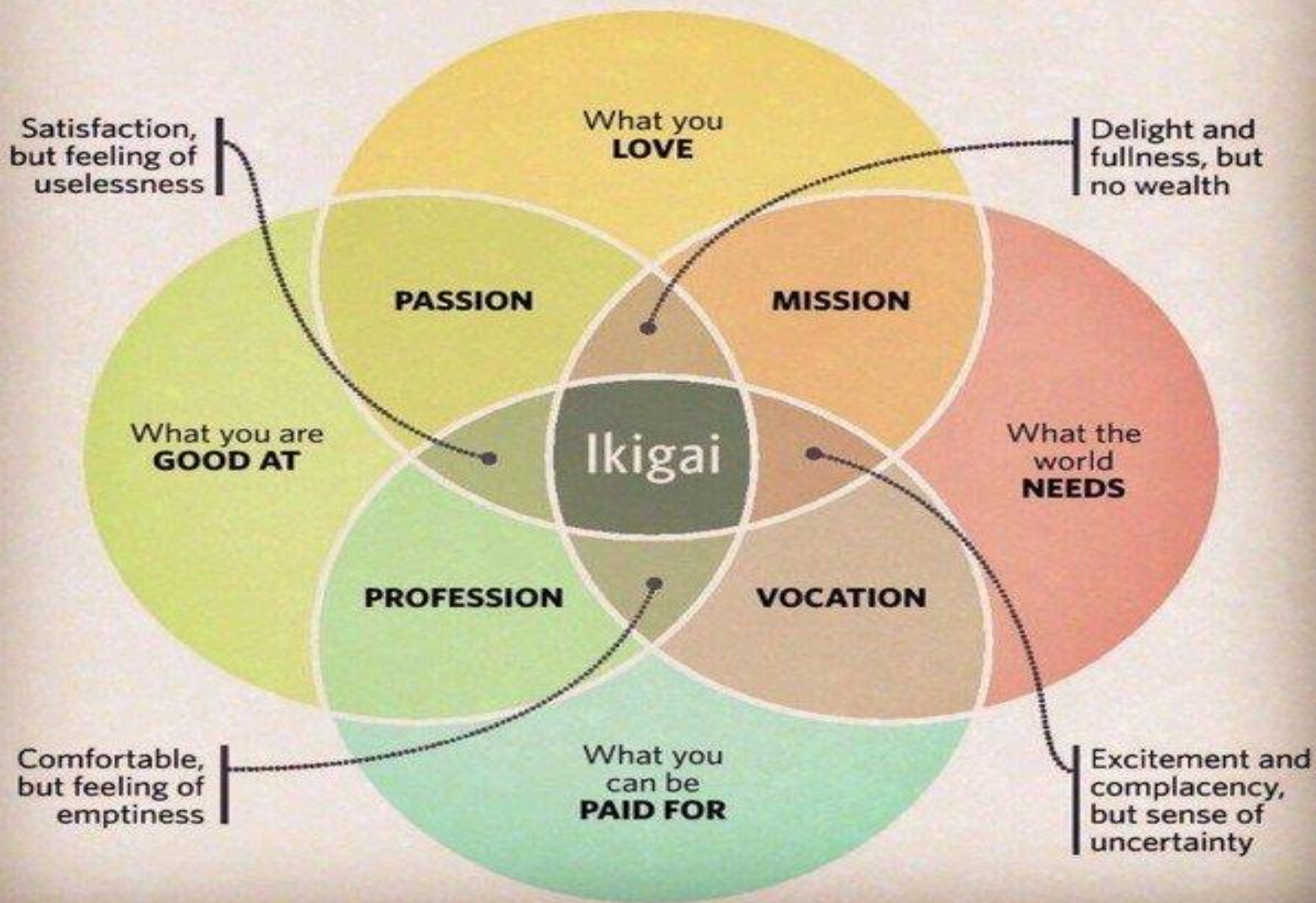
3. Exhibiting Courage during Difficult/Dangerous Times

- By the attitude we take towards unavoidable suffering

- Viktor Frankl, *Man's Search for Meaning* (1946)

Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"





<https://integral-economics.com>



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