



Aalto University
School of Science
and Technology

Adult education: Licence to act differently

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industry-changing innovations

Research Manager vs.

Chief Innovation Activist?

Receptionist vs

First impression manager?

Where do I come from?

+Aalto University?

+Design Factory?

+BIT Research Center?

+Aalto Pro/ Aalto Executive Education?

+Protomo Aalto?

A photograph of a winter landscape. In the foreground, a frozen lake or snow-covered ground shows footprints. In the background, a dense forest of snow-covered trees is visible under a sunset sky with orange and yellow hues. A large, snow-laden evergreen branch hangs down from the top right corner.

What kinds of people and leaders are growing in this kind of an environment?

In Finland, due to our background, we must have been good

+in **planning**, preparing for the future

+in listening to the nature, stick to basics

+in **keeping** our **promises**

+in working **individually**, take **responsibility**

+in succeeding with very **limited resources**

**These qualities offer competitive
advantage**

**if we choose
THE RIGHT GAME**

In Finland, we can only succeed with:

STRATEGIC INNOVATION

management innovation, business model innovation, value innovation, prime-movership etc...

STRATEGY =

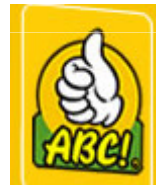
**1)DO DIFFERENT THINGS
THAN OTHERS**

**2)DO SAME THINGS
DIFFERENTLY**

What is strategic innovation?



MonoSpace™



What is the best
that can happen
during the
adult education
course?

In order to do strategic innovation...

1) we must increase the quality of ideas to a level that we **challenge the industry conventions**

2) decrease the **experimentation** hurdle

To put it otherway...

1)we must do **DREAM AUDITS**

Think big in the beginning

2)and **PROTOHYPING**

Start immediately with small steps

DREAMS MAKE THE WORLD GO AROUND!

Dreaming is a skill; where can I learn it?

Challenge:

+How do we
activate seniors?



Challenge:

+How can we make youngsters to wear bicycle helmets?





**Every time you plan
there is a danger that
nothing happens**

**We must focus on issues
that are so new...**

**no-one can plan
them**

Same titles, same clothing, same meetings, same processes...

who protects the

ENTHUSIASM?

The most enthusiastic students are...

1) small children

2) people with **AGENDA**

→ Is our education helping people to find their agendas?

Is our (adult) education pushing people
enough into their

Uncomfort zone?

→ Failure resume!

What about if

**acting differently
comes first...**

and only after that people can think
differently?

→ Management Gym!





the gap between what is and what could be.

Thinking by doing.

THANK YOU FOR YOUR TIME AND ATTENTION!

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