



NAME OF THE INITIATIVE:

Telia- Aalto EE 5G Boost Development Program

AWARD CATEGORY:

Organisational Development

Context

The transition to next-generation network technologies creates many opportunities for telecom companies like Telia to explore novel business ideas with their partners and clients.

This premise was the starting point for the collaboration between Telia and Aalto EE and creation of *Telia 5G Boost Development Program*.

Telia is a leading Nordic media house and technology pioneer digitalizing society for the past 160 years.

Aalto EE is among the top 1% of Executive Education providers in the world.

Ideation



Telia Strategy



Context and background



Interviews with stakeholders



Program design and methodology



Validation and preparing launch

Implementation



Impact (results)



New Innovations



New Business Area



New Sales



Improved Employer Brand



New Customer Insight & Networks



New Mindset & Culture



New Tools & Ways of Working

Innovation

Telia had a specific goal: **to offer something beyond traditional training and do real, hands-on innovation.**

This premise was the starting point to introduce new customer-centric lean startup methods and tools, have participants develop and test different types of business and revenue models, and do agile iteration process in practice with clients and partner companies.

Conclusion

Leading executive education providers, such as Aalto EE should be value-adding partners to their clients in very concrete business transformation and renewal cases.

This also calls for new ways to measure impact: in addition to impactful learning, we can measure the success in terms of revenue, cost savings, new products or services.

Find out more at: www.aaltoee.fi/en

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