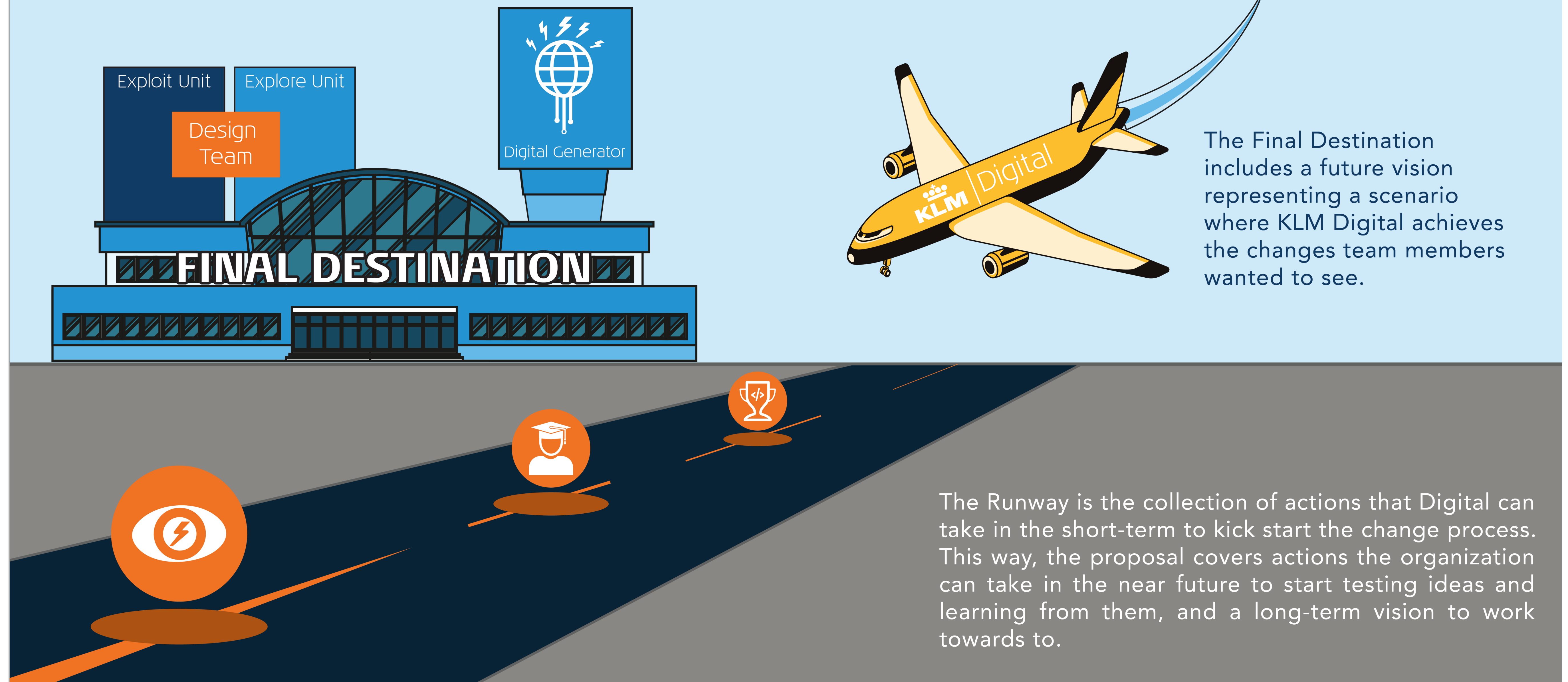


Fostering an innovation culture at KLM's Digital Factory

This project aimed to develop a strategy that would change the current Organizational Culture at KLM Digital. The design proposal consists of two big elements: the Final Destination and the Runway.



..... David E. Arellano Coria
..... Fostering an innovation culture at KLM's
Digital Factory
..... August 30th, 2019
..... Strategic Product Design, MSc

Committee

Company

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