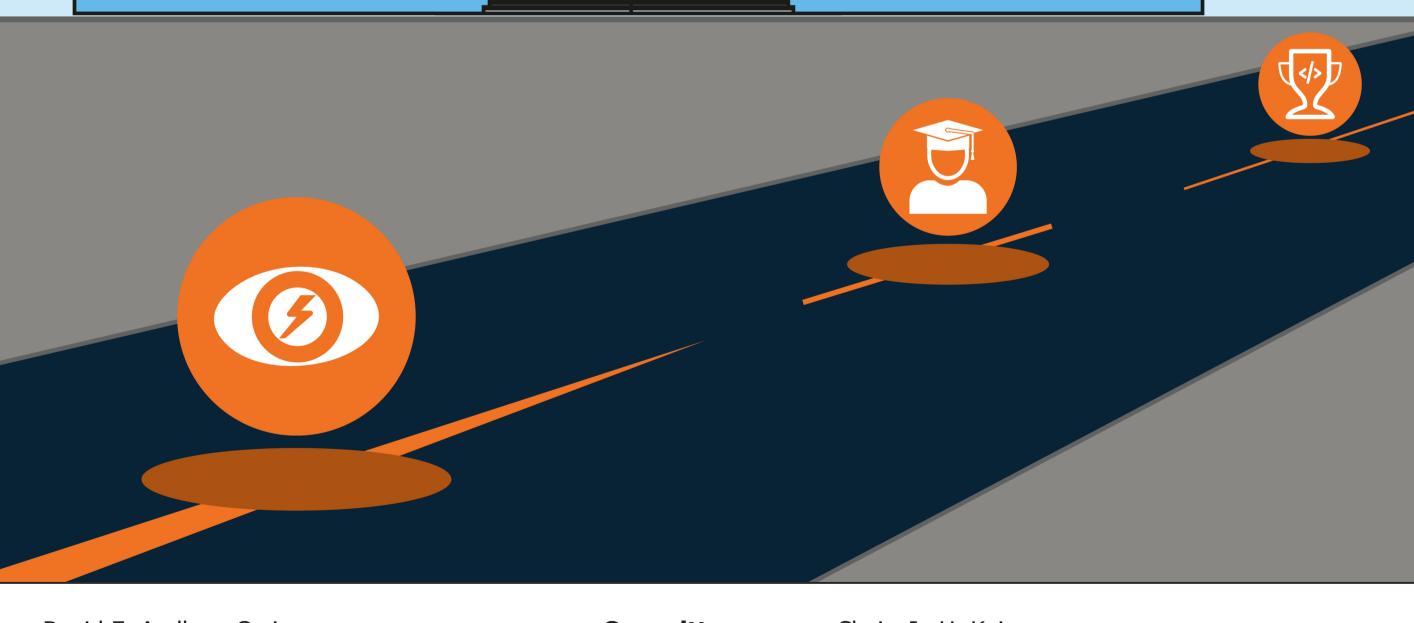
## Fostering an innovation culture at KLM's Digital Factory

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





The Final Destination includes a future vision representing a scenario where KLM Digital achieves the changes team members wanted to see.



The Runway is the collection of actions that Digital can take in the short-term to kick start the change process. This way, the proposal covers actions the organization can take in the near future to start testing ideas and learning from them, and a long-term vision to work towards to.

..... David E. Arellano Coria

..... Fostering an innovation culture at KLM's

Digital Factory

..... August 30th, 2019

..... Strategic Product Design, MSc

Committee

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