

Futureproofing an airline by engaging employees

How a Synthetron-Hackathon helped KLM to define core values





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In 2022, KLM has been working hard on a formulating its future mission and vision in order to continuously be successful in a rapidly changing environment. This success requires a greater focus on sustainability, technology and employees.

Beyond the mission and vision, the organisation's core values are important for two reasons according to KLM:

- Core values will help us define how to interact with each other and the environment. They are the DNA of KLM.
- Core values wil help us to develop into the organisation we wants to be in the future.

KLM asked our partner organisation, Systemiq, to support KLM in its sustainability journey and help define KLM's future-fit core values. To gain insight into KLM's current unique values and the core values that will be important in the future, Systemiq suggested to organise a Synthetron Hackathon on core values with employees from all divisions.



Together with Systemiq and Synthetron, we were able to gather input from our employees in an approachable way, which resulted in core values supported by our employees. The process was thorough and the cooperation with both parties excellent

*- Vera Dubois
Project Manager Transformation*



The Synthetron Hackathon was a great way to involve many employees in an important dialogue on future values.

*- Joanne Reinhard
Associate at Systemiq*

214 employees from across all divisions (Cargo, Ground Services, HR and Flight Operations) participated in the Hackaton and in just one hour they shared more than 1,800 ideas and opinions with each other. This provided important insights into the employees' vision of the future and their priorities.

In addition, we also explored how these values are applied in the day-to-day work of the employees.

This process resulted in a reformulation of the core values in line with KLM's mission and vision and with the buy-in of employees. They are now being translated into a compass pointed at a successful future.





Hackathon dialogues provide business executives with valuable insights that help them improve the quality of their decisions and lead to better employee engagement.

They give inside perspective on such questions as:

What are our core values and how do we express them in our work?

What changes are needed to make the company more 'futureproof'?

How can we move forward strategically without losing our identity as a company?

About Synthetron

Synthetron Hackathons help organisations to engage & co-create ways forward with stakeholders

Synthetron is an online dialogue platform that places participants into overlapping small virtual groups to allow the anonymous sharing and evaluation of ideas in writing.

The process involves a real-time moderated conversation.

In the conversations, participants make statements and these are marked by others in terms of level of agreement or disagreement. Strongly supported ideas move on to be evaluated by more participants.

The result is qualitative insights on a quantitative scale. You get a picture of where participants agree and disagree, where there are tension areas, statistics about the levels of agreement and a transcript of the discussions that can be analysed in depth.

We help clients end to end to capture valuable insights.

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