

# Embedding failure flexibility in the innovation culture of NS

## Problem definition

### Findings

Failing is important for a healthy working climate

I'm frustrated people don't dare to try things out

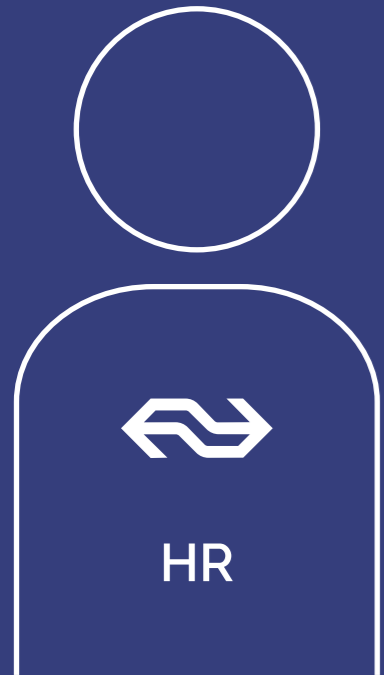
We should come to the right solution in one go

### Context

Safe and punctual service

Reputational fear

High societal dependency



The value of failure is known, but applying is difficult

## Conceptualization

### How might we teach to use failure to grow in innovation?

Six 2-3 hour workshops



### Design requirements



Embrace uncertainty



Safe space



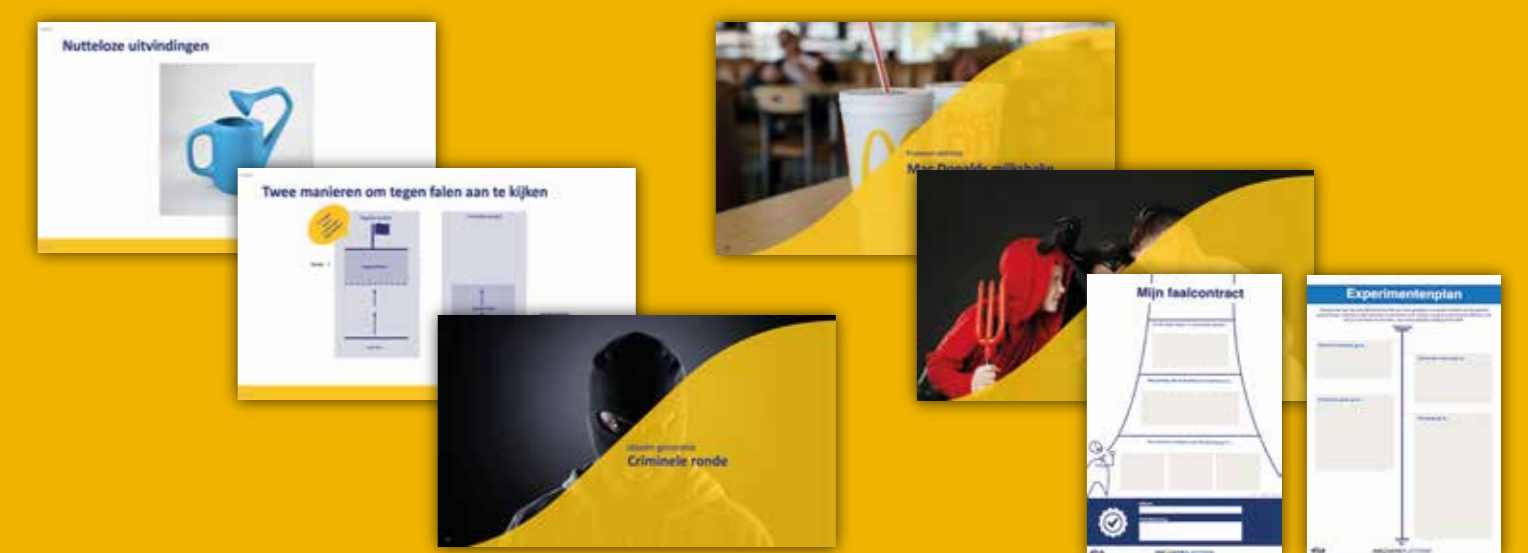
Regular vs. innovation



Cultural change



Encourage learning



## Validation

### Implementation

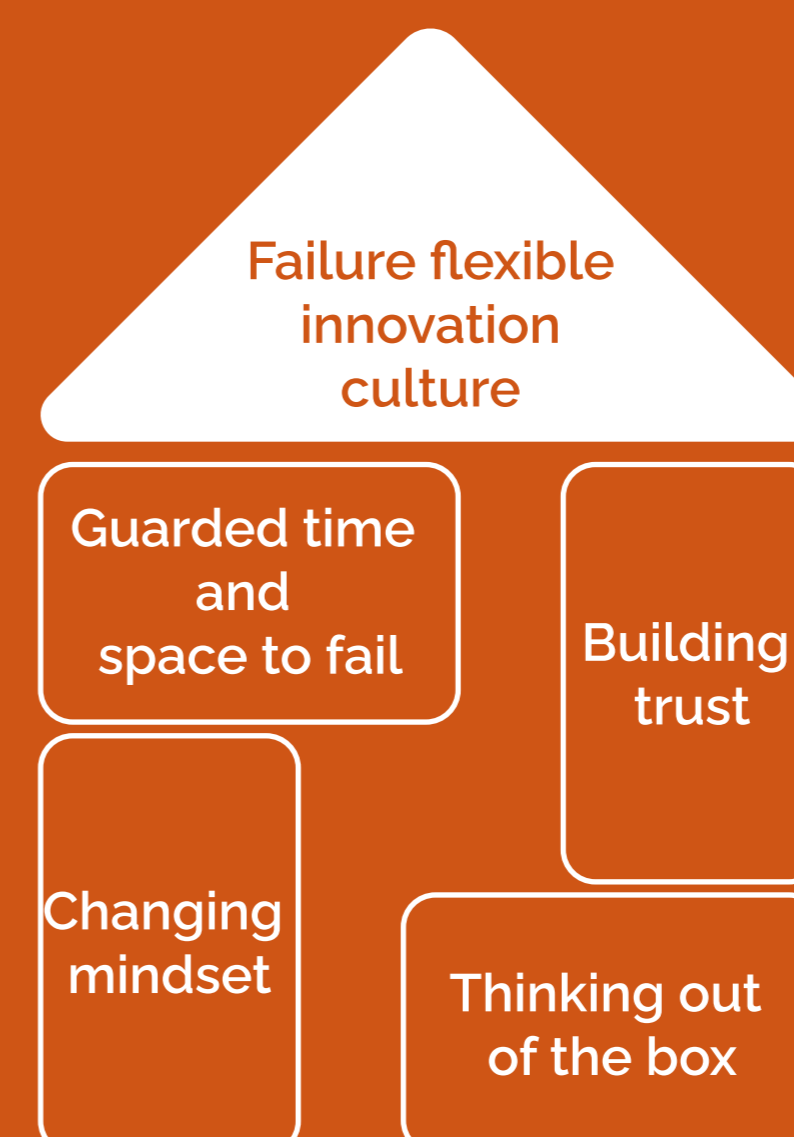
Inspire team members

Convince top management

Align expectations

The workshop enhances a failure flexible innovation culture

### Value of the workshop



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Succeed to fail: embedding failure flexibility in the innovation culture of NS  
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