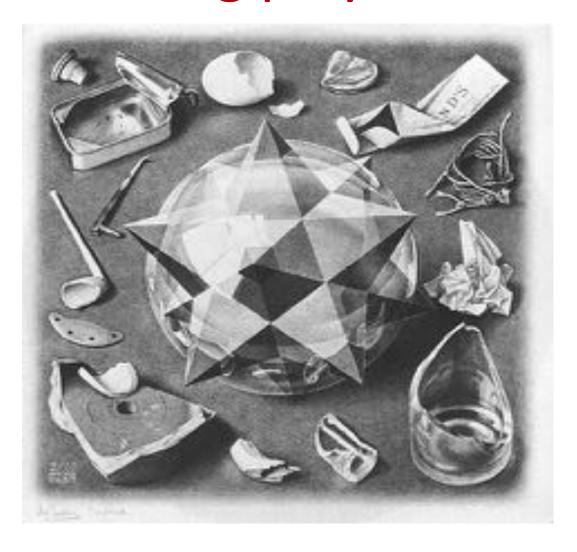




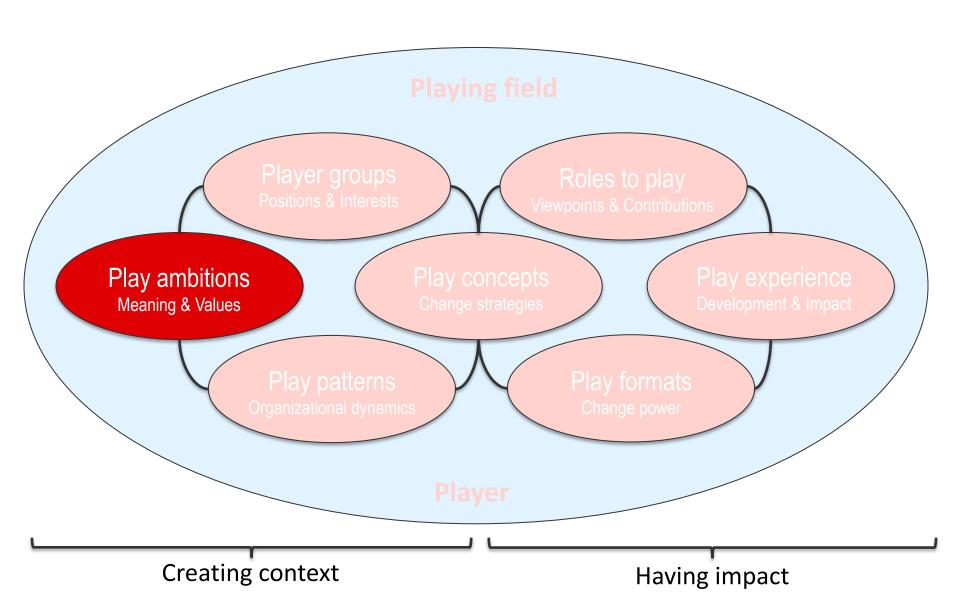
Visualizing play ambitions







Visualizing play ambitions







Content

- Play ambitions
- Play ambition Arcadis
- Play ambition KLM
- Play ambition Telecom Agency
- Ways to develop play ambitions

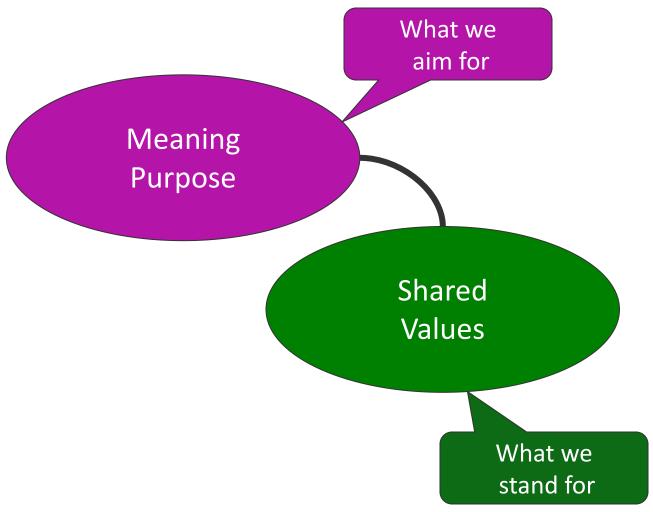






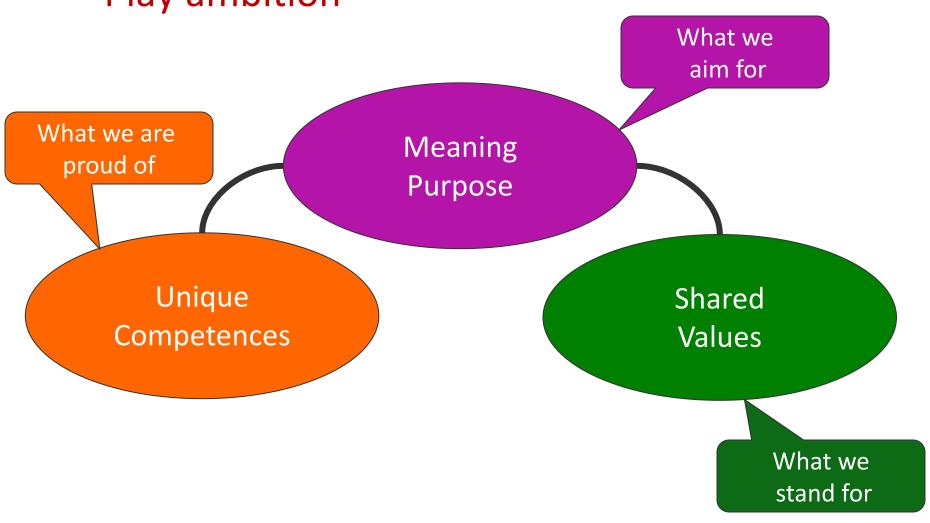






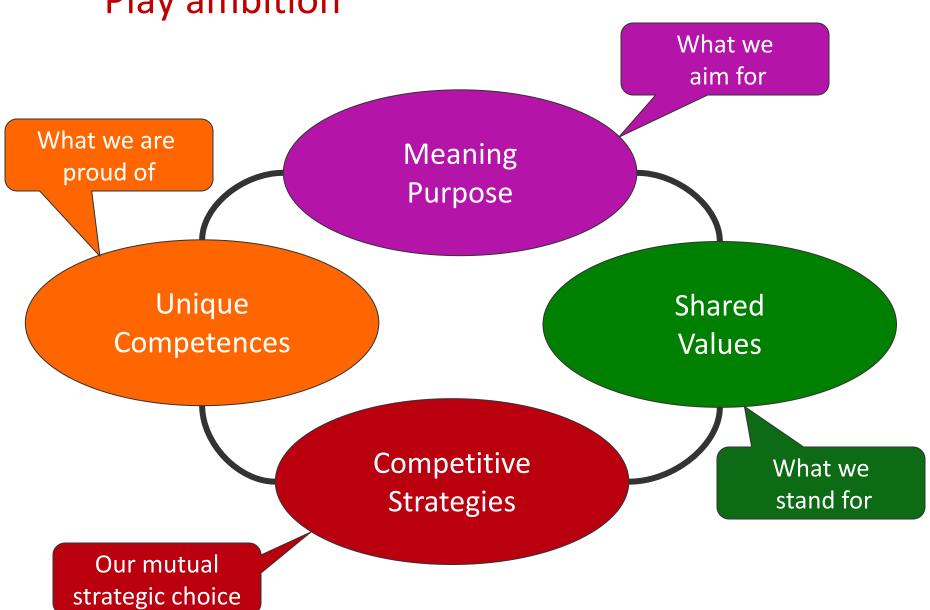
















What we are proud of

Meaning & Purpose

- Societal and customer needs
 - Entrepreneurial invention
 - History & tradition
 - Pride & attraction

Unique competences

- Embedded knowledge
- Specific assets & investments
 - Networks & alliances
 - Reputation & trust

Shared values

What we

aim for

- Customer values
- Business values
- Professional values
 - Core values

Competitive strategies

- Markets en businesses
- Differentiation and innovation
 - Creativity and collaboration
 - Cost & qualities

What we stand for





How does your play ambition smell?







Play ambition Arcadis



We aim to enhance mobility, sustainability and quality of life, by creating balance in the built and natural environment.

We protect people, revitalize cities, create new sources of energy and improve urban development.

We provide consultancy, design, engineering and management service in the fields of infrastucture, water, environment and buildings.





Core values Arcadis







Play ambition Arcadis

What we are Prosperous environ

Prosperous environments
Quality of living in vibrant cities
Flourishing communities
Life, work and play

Uniqueness

proud of

Build and natural environment
Water, energy & mobility
Urban development
Protecting people

Customer value

What we

aim for

Balance Work – Life – Culture Sharing knowledge & pride Sustainability, innovation and integrity

Positioning

High quality in global network
Global view – Local presence
Business, culture & living
Consulting & Engineering

What we stand for





Play ambition KLM

What we are proud of

Meaning

Worldwide mobility
Economic development
The Blue KLM feeling

First airline

Uniqueness

Hups business model Planning and logistics Worldwide network Skyteam alliance

Values

What we

aim for

Destinations worldwide
Service and convenience
Reliable, safe, sustainable
Personal choice

Positioning

Quality in global network
Alliances and networks
Innovative power
Sustainability

What we stand for





Play ambition Telecom Agency

What we are proud of

Meaning

Continuity in society
Safe and reliable telecommunication
Contribution to economy and innovation
Fair play in transparent telecom market
Tele consciousness and resilience
Protecting vital infrastructure

Unique Competences

Expertise in communication
Authority based on reputation
Wired and wireless communication
Innovation and knowledge center
Allocating frequency space
Internet of things

Strategic Positioning

Partner in policy making
Expertice and knowledge center
Stakeholder in international networks
Participating in economic networks
Collaborating in safety networks
Protecting frequency space

What we aim for

Cultural Values

Transparent and reliable
Independent and impartial
Political sensitive and public servant
Accessible and client focused
Professional performance
Proactive and innovative

What we stand for





Ways to develop play ambitions

Top-down:

- Round tables with managers about the play ambition
- Awarding images and presenting them to each other
- Dialogue on essences
- Agreements how to move forward

Outside and in:

- Discussions with customers by employees about the play ambition
- Search conference with reflection of organization and customers
- Presentation of outcomes of conversations
- In-depth discussions about game model





Ways to develop play ambitions

Bottom up:

- Round tables with managers about the play ambition
- Discussions of employees in departments about play ambition
- Depict play ambition with the help of metaphors
- Dialogue on play ambition for the future
- Bringing play ambitions together in an connecting story
- Exchanging play ambitions with other departments
- Dialogue of all people involved inside the company