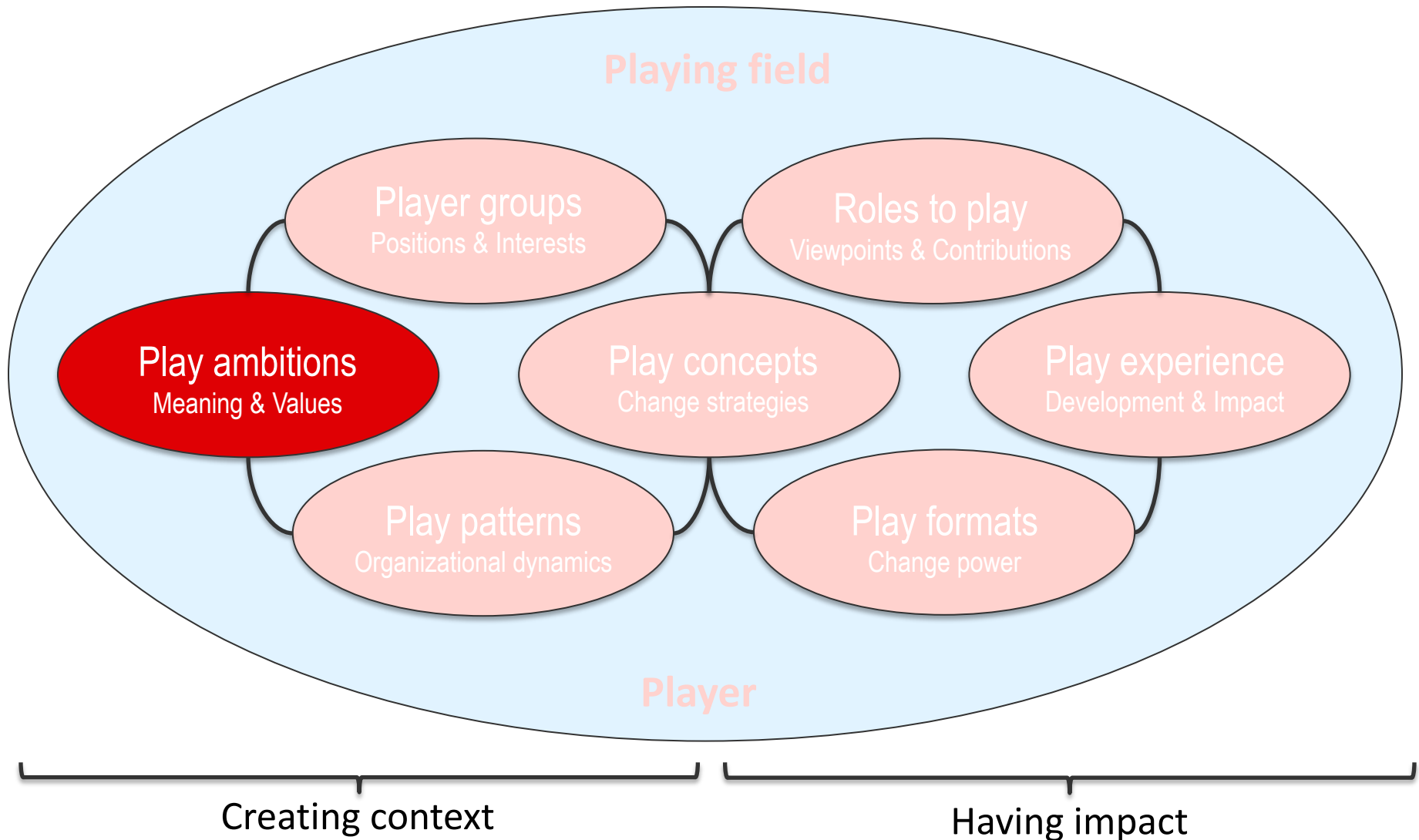


Visualizing play ambitions



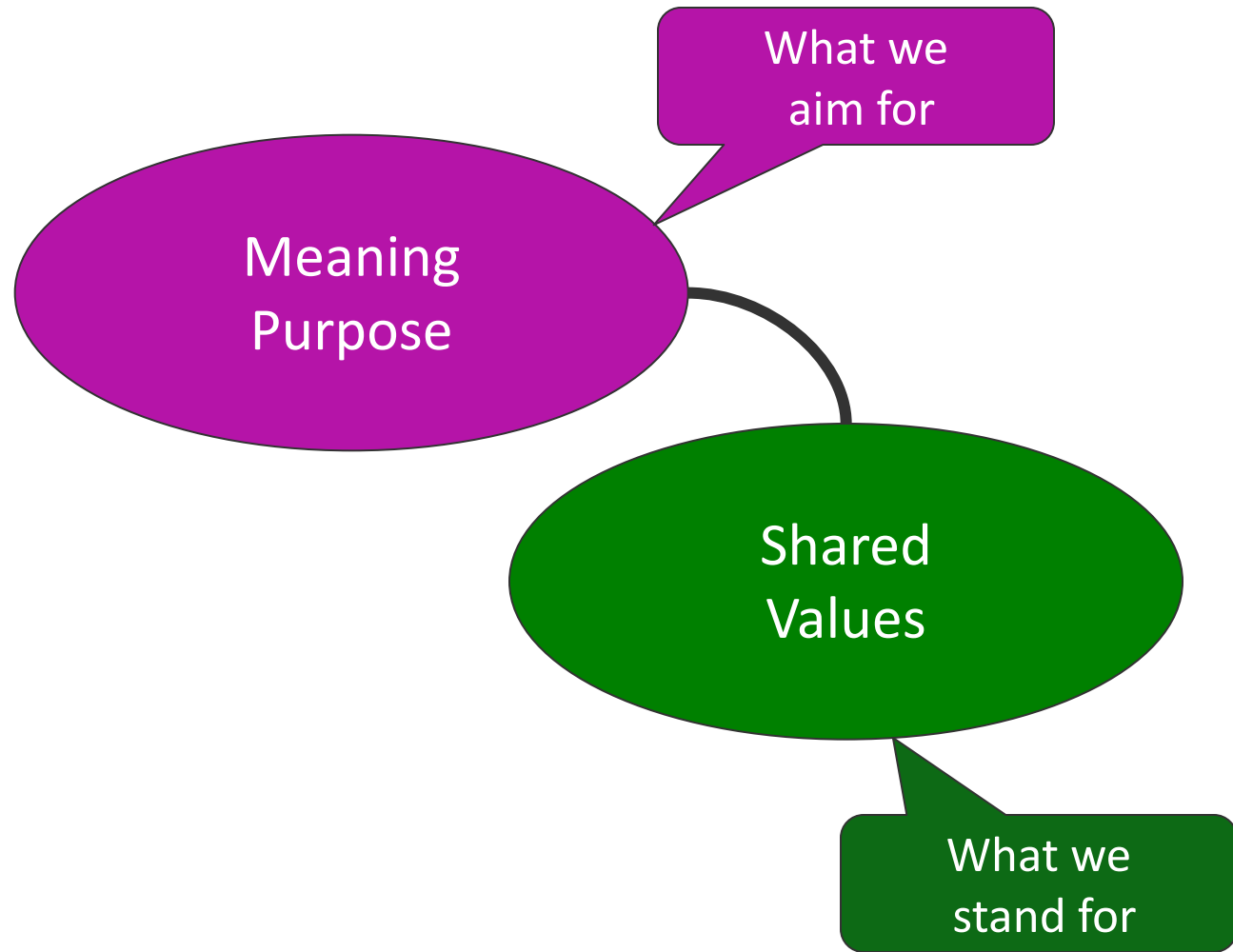
Content

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

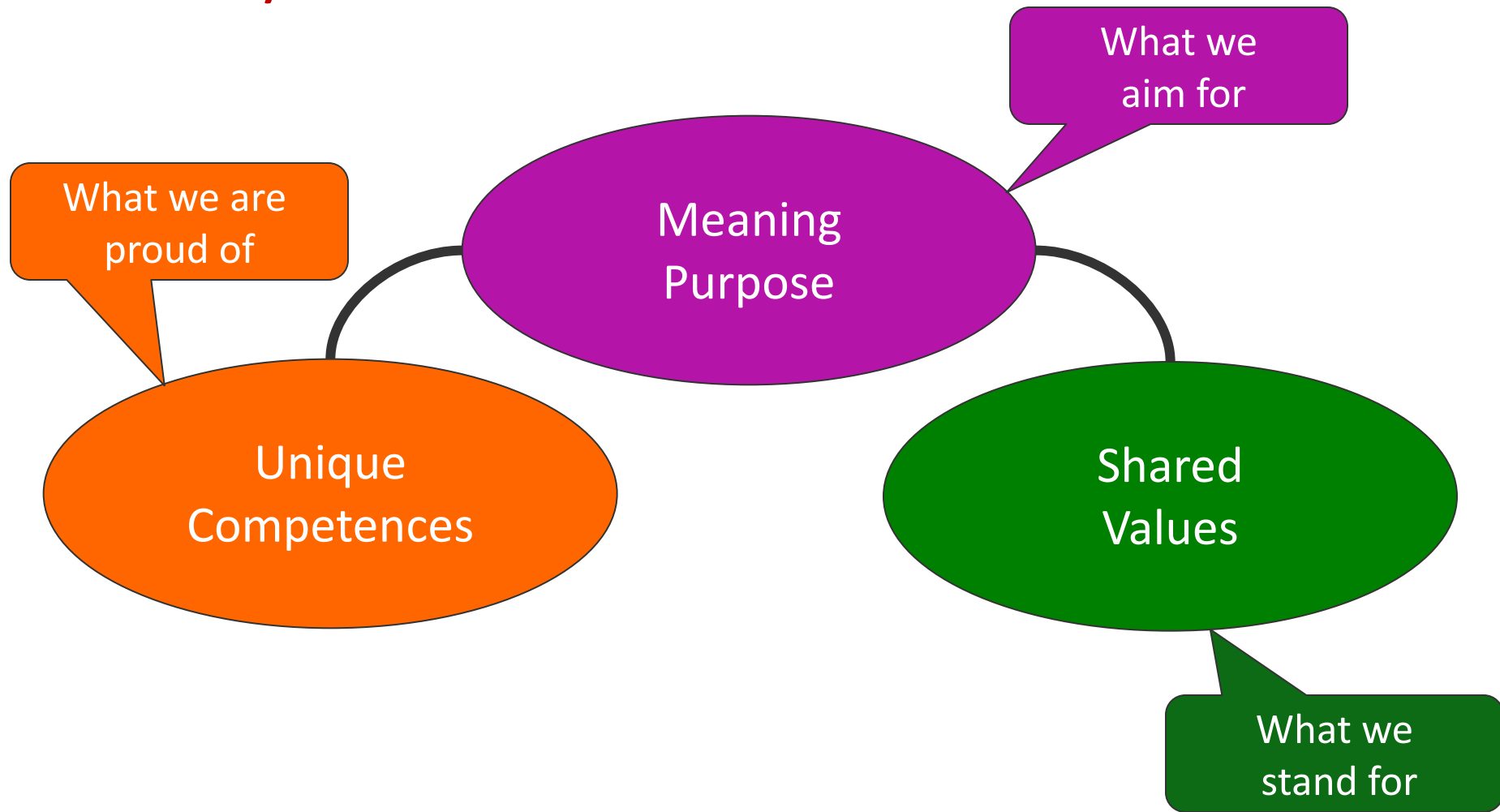
Play ambition



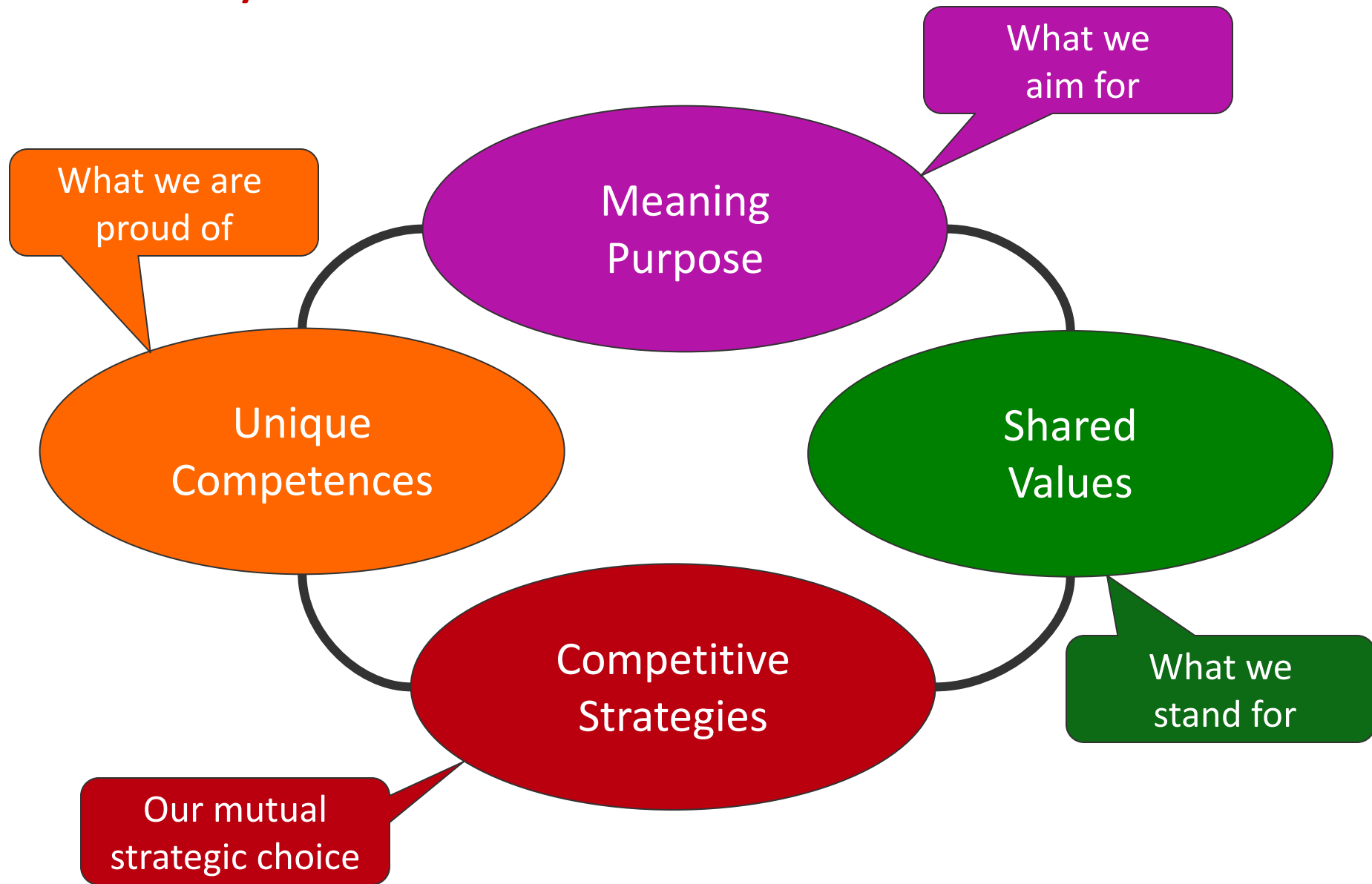
Play ambition



Play ambition



Play ambition



Play ambition



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 infrastructure, water, environment and buildings.

Core values Arcadis

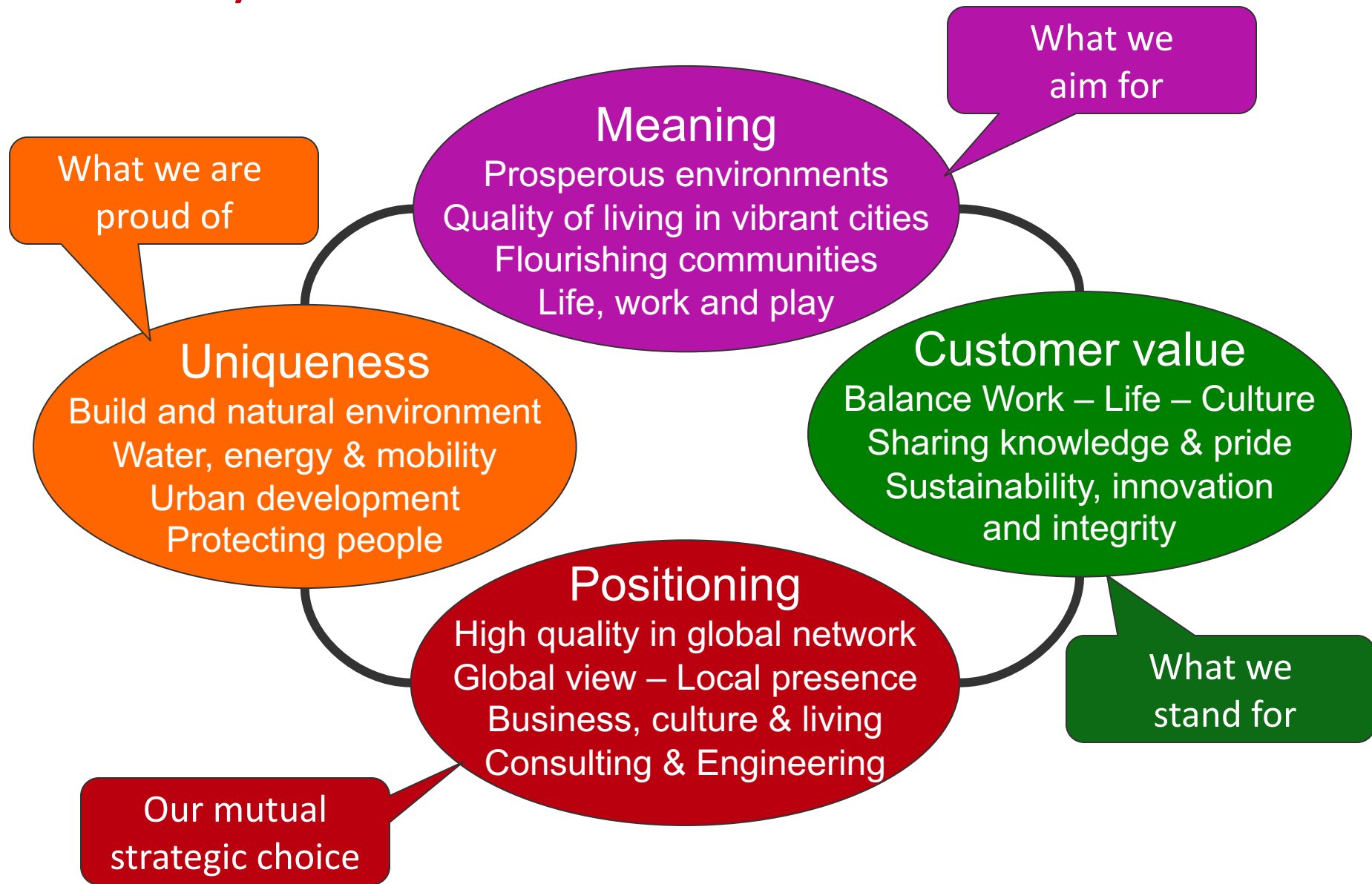


Integrity

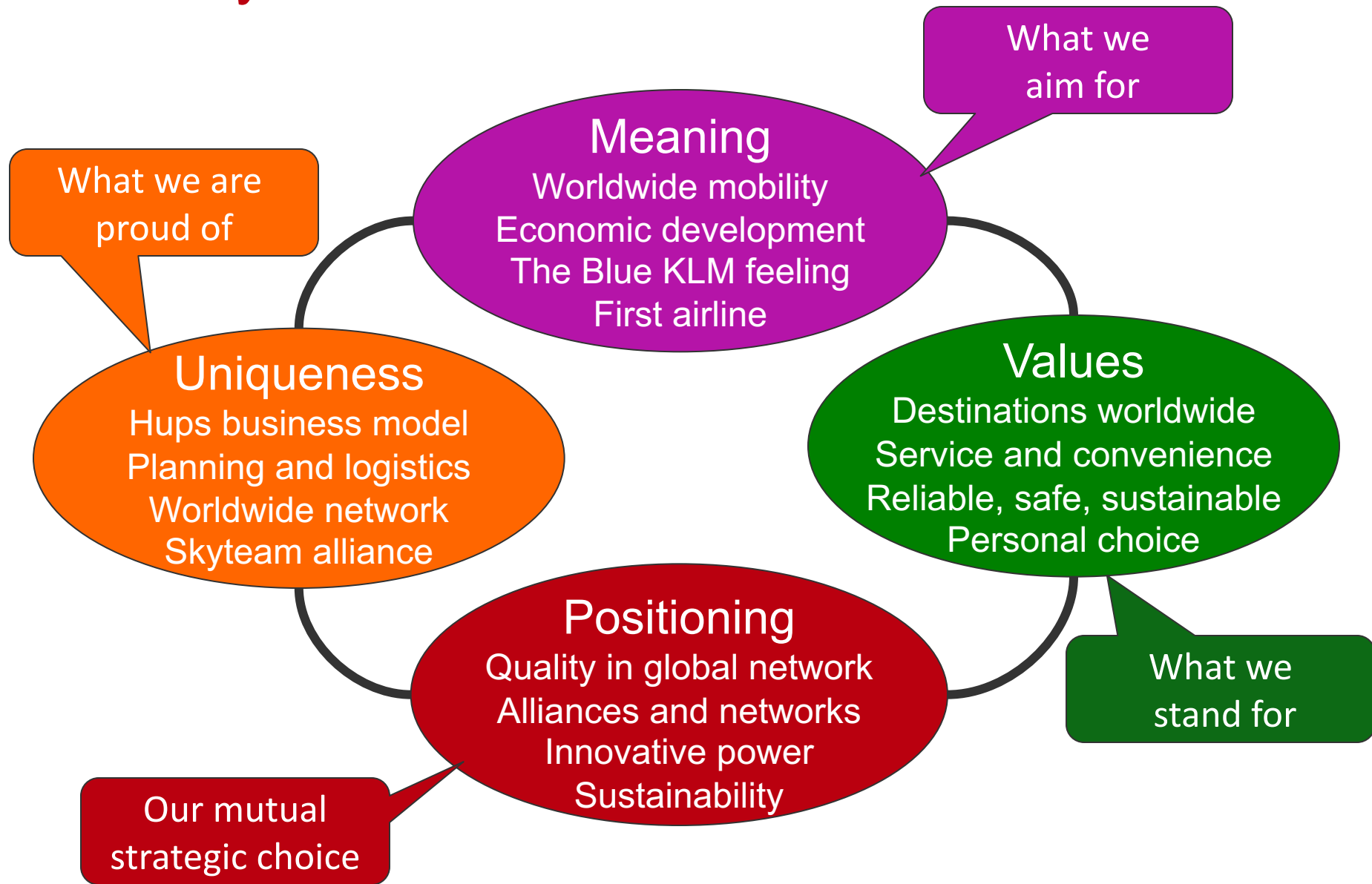
entrepreneurship

agility

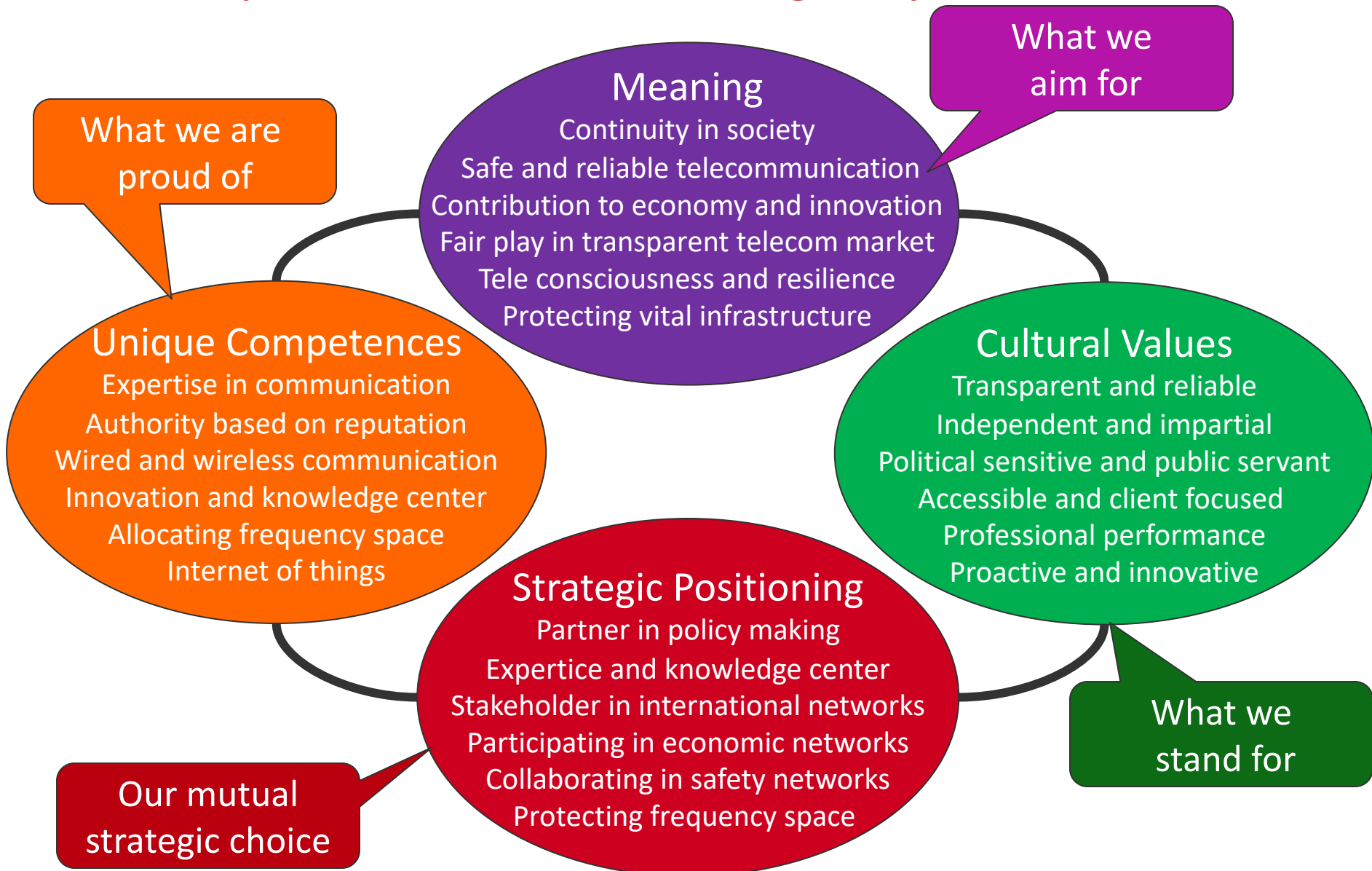
Play ambition Arcadis



Play ambition KLM



Play ambition Telecom Agency



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