

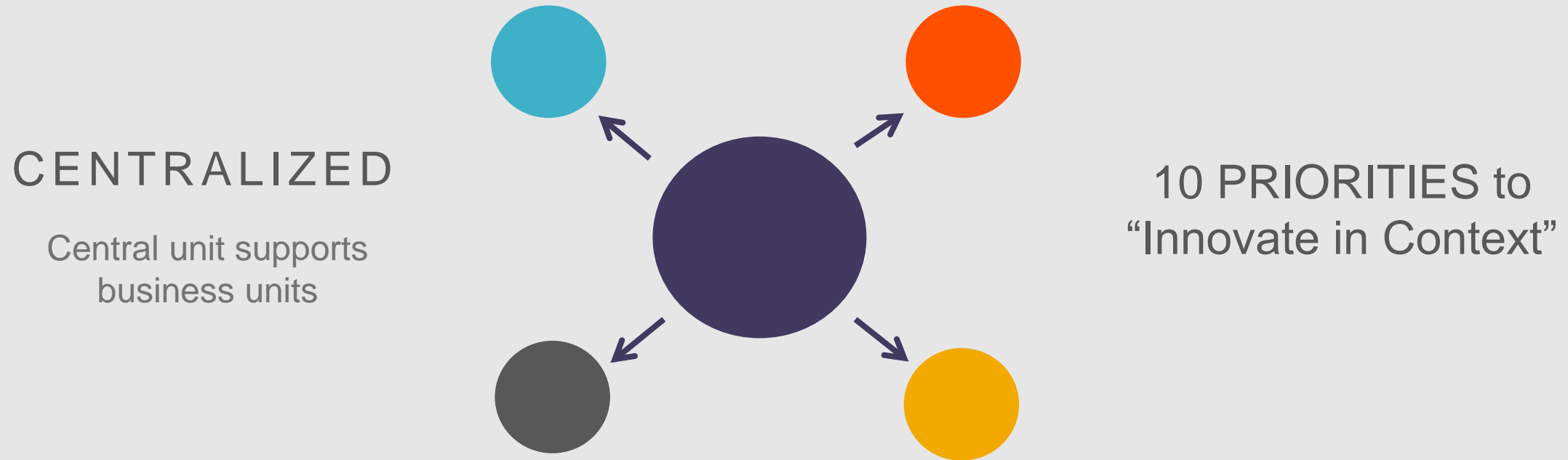
Innovation Overview

Travel. Transformed.



Corporate Innovation Model

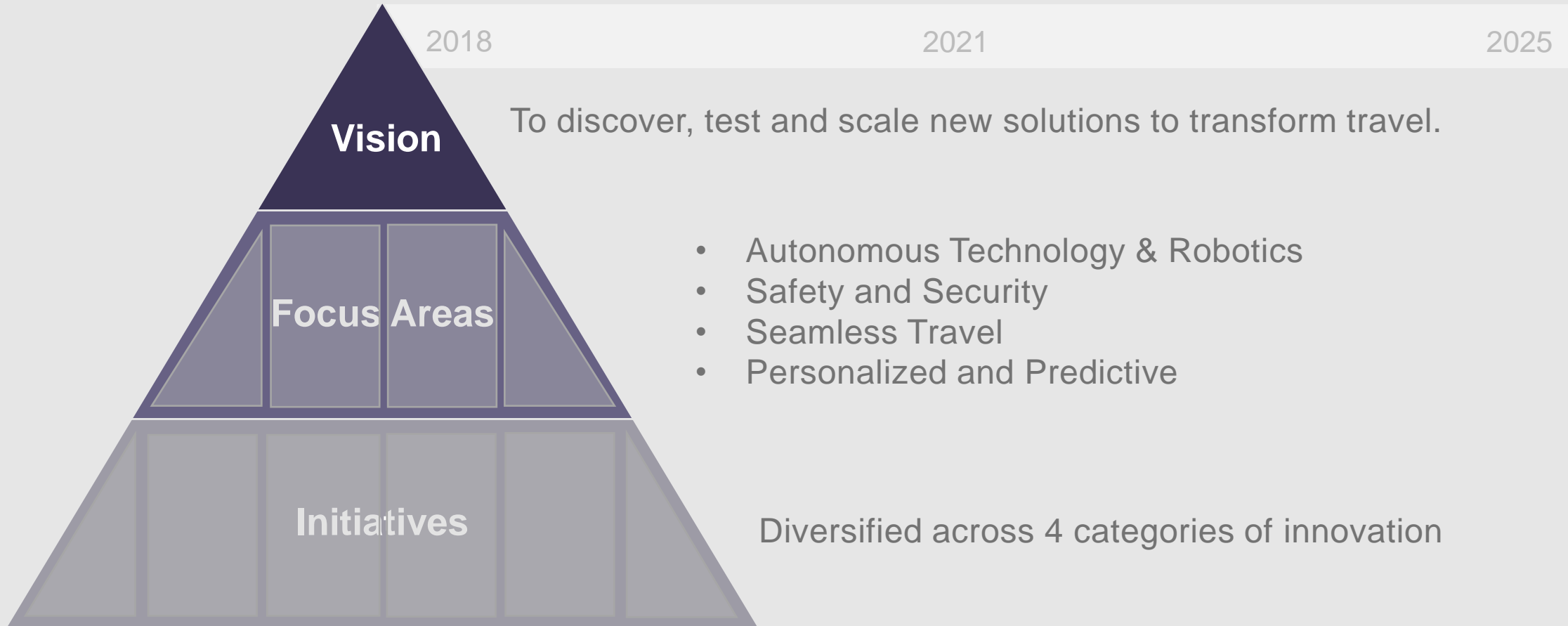
Organizational model is based on output expected and culture



"Innovation is everyone's responsibility but it requires guidance, sponsorship and focus to become a meaningful asset."

Innovation Pillars

The DFW Innovation strategy is based on future consumer needs, expectations and emerging technologies



Innovation – What do we do?



PURPOSE

Take new, viable solutions
to market



PROCESS

Disciplined Approach



PEOPLE

Innovation Capability



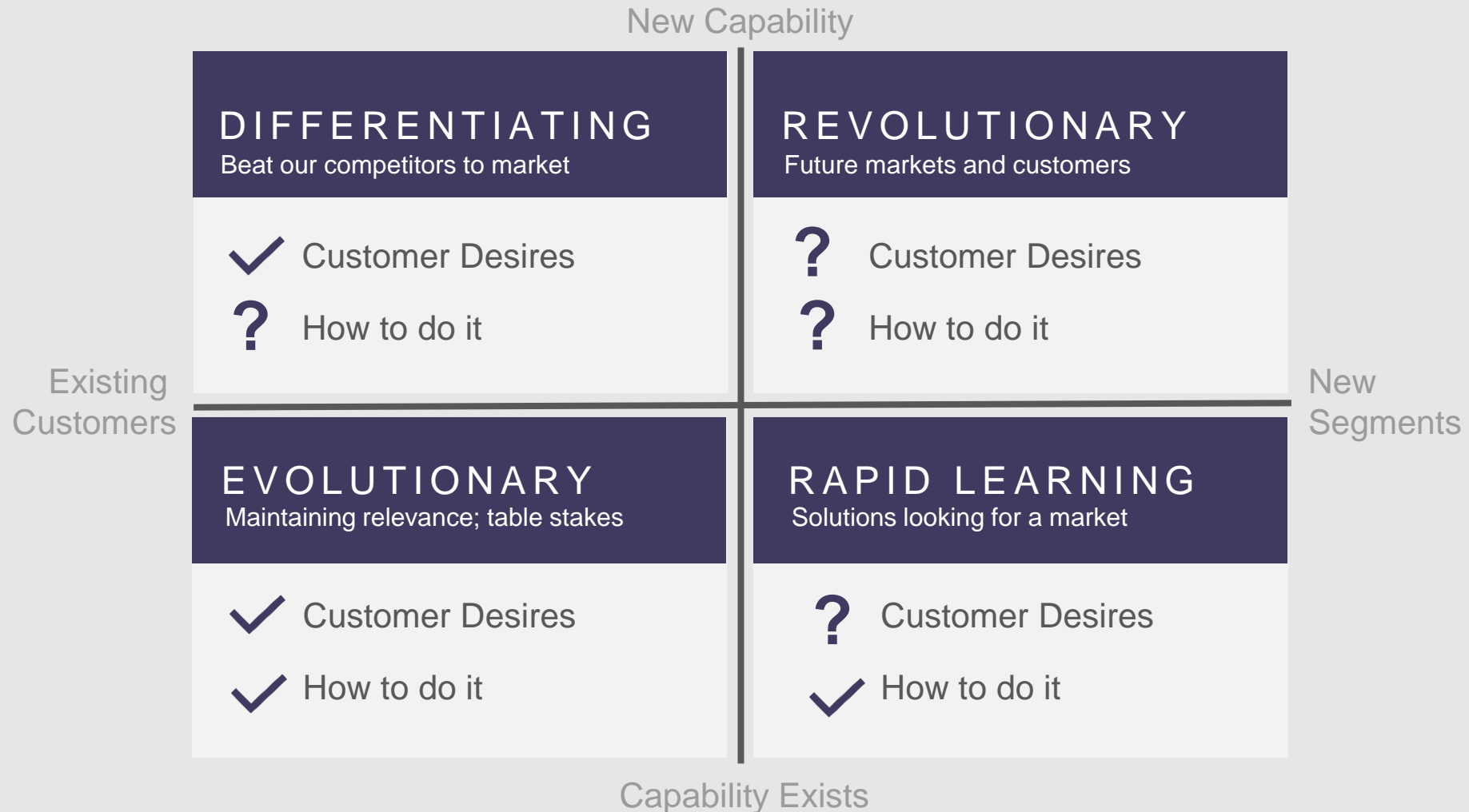
PERFORMANCE

Metrics & Measure.

“Those who live by the sword will be shot by those that don’t.” - GARY HAMEL

Innovation Diversification

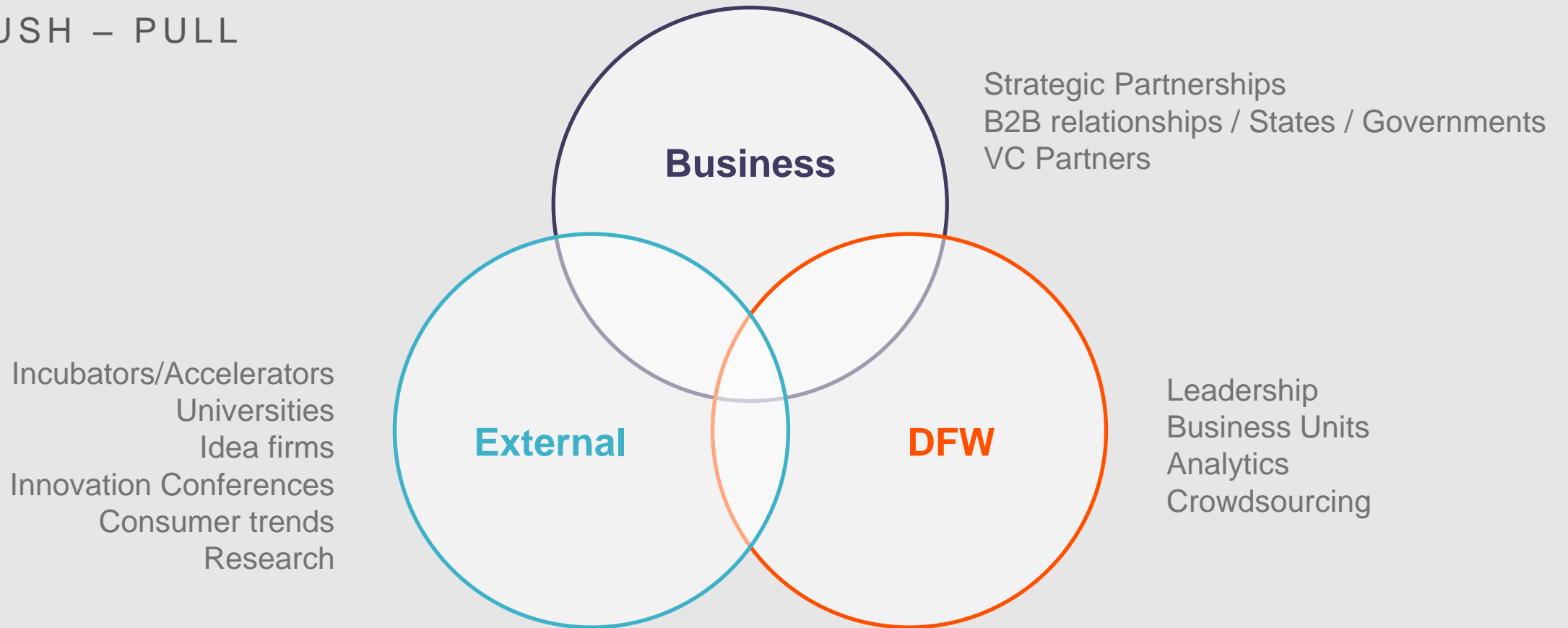
Successful corporate innovation functions must account for all types of innovation



Collaboration

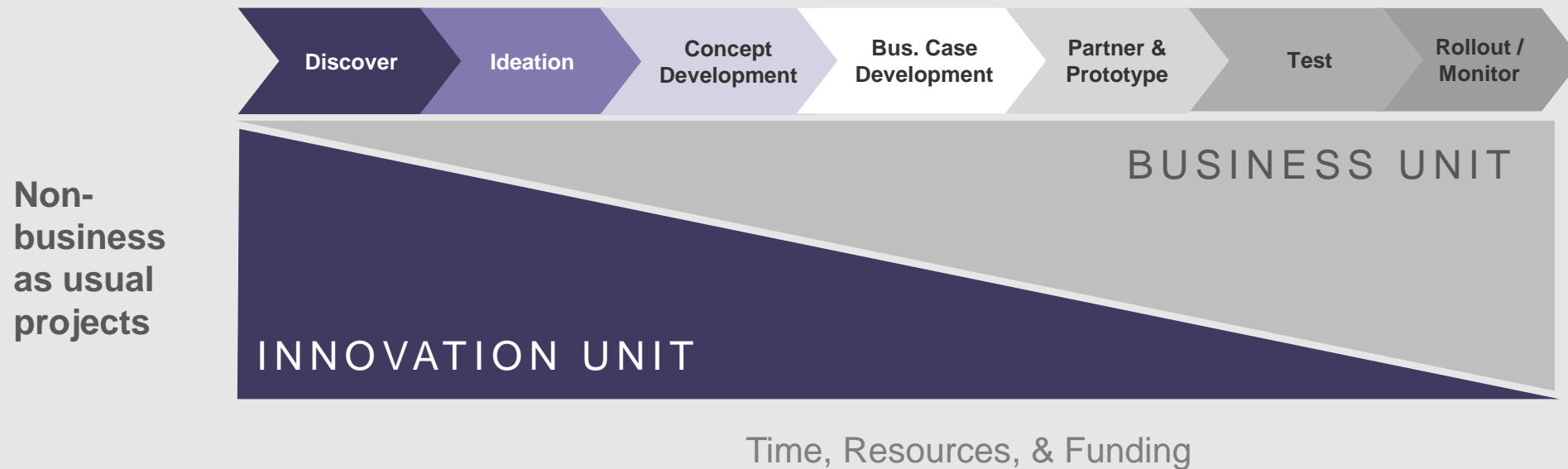
Currently establishing internal and external partnerships to create competitive advantage

PUSH – PULL



Process Collaboration

Innovation focuses heavily on “front end” phase of process in collaboration with business units





Next Steps

Innovation Maturity

- 01 Approach
- 02 Process and governance
- 03 Portfolio
- 04 Resources
- 05 Partners
- 06 Communication

Travel. Transformed.

