



Node: **LTH**

Masters Students: **Linn Andersson** and **Ida Andersson**

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Title: **How to create an organizational culture that promotes innovation – A case study at Siemens Industrial Turbomachinery AB**

Siemens Industrial Turbomachinery operates in a relatively mature industry and recognizes the need to develop through new innovations. Linn and Ida's thesis presents a plan for improvements to the company's organizational culture that will help to promote innovations. During their study, Linn and Ida found that on the surface, the necessary conditions for innovation already exist, but concluded that this is not enough. They also recognized that the company could end up in a so-called performance-trap as projects with short time-frames are given priority. Linn and Ida recommend an innovative four-step plan: to clarify and implement an innovation strategy, secure communications for innovation, to support systems including budget and ultimately to provide the necessary mechanisms, such as individual incentives and organizational flexibility.

From PIEp's perspective, Linn and Ida's thesis is an excellent example of how young students, with their fresh eyes and unlocked thinking, can contribute to a fairly traditional business development through innovation, by daring to challenge the existing structures and come up with new ideas.

