



# LINDE

**Global leader for industrial and medical gases  
and for engineering**  
[www.linde.com](http://www.linde.com)

## CHALLENGE

- **Increase corporate digital maturity**
- **Identify and exploit potential for digitalization**
- **Provide digital solutions for all employees**
- **Long-term transformation**

In its Digital Base Camps, Linde has already developed a number of data-supported business ideas for increasing efficiency and turnover. Employees in production and sales have the core task of making these new solutions available to the entire company. In order to gain the level of digital maturity required for this task, Linde turned to goetzpartners.

## SOLUTION

The aim was to make Linde's digital transformation scalable. The approach taken by goetzpartners enables employees to proactively develop digital solutions, for Linde and for customers. The multi-level program includes elements such as boot camps, standardized collaboration, and more than 15 workshops where participants not only learn from successful solutions developed by others but also test their own solutions. From the workshop through to the development and presentation of a prototype on Demo Day, goetzpartners supported Linde employees with their comprehensive expertise in the field of programmatic digital transformation. Some of the solutions developed by the employees have already been implemented.

goetzpartners structured the learning journey in a modular manner so that each level can be recalled on demand. In the community, employees are recruited as workshop coaches and help to continue developing business in a scalable manner. And the learning journey continues as many employees at Linde join the digital path.

## RESULT

- **Core business area transformed in a scalable manner**
- **Development and partial implementation of +20 initiatives**
- **Employees recruited as coaches for future digital projects**

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## THE CORE EXPLORED

The goal of the project was to develop, test, and implement a scalable approach for the digital transformation of the Linde workforce. The aim was to equip as many employees as possible during the process, enabling them to proactively drive digital solutions for Linde and its customers. Linde collaborated closely with goetzpartners in order to develop and implement a multi-level program designed to achieve this aim. The result was a programmatic digitalization strategy that was closely tailored to the needs of the company.

### On a digital learning journey with goetzpartners

In a first big step, goetzpartners organized a series of boot camps to which all employees involved in the respective learning journey were invited. Here, the focus was on helping Linde employees develop an extended digital mindset; modular training sessions were held on all levels for this purpose. In this manner, Linde and the team of consultants were able to create a common basis and language for the entire corporate group. During the course of more than 15 bootcamps and "Idea to Action" workshops, goetzpartners supported groups of around 20 participants over the course of three months and showed them how to introduce and implement their own ideas for Linde's digital future.

From the workshop through to the development and presentation of a prototype on Demo Day, goetzpartners supported Linde employees with their comprehensive expertise in the field of programmatic digital transformation. This enabled employees to identify their personal role in the digital transformation of the company, actively shape this role, and find new solutions for their individual day-to-day tasks.

### A modular future

Often, it's important for solutions to be modular so that they can be adapted to other industries. However, new technology and success stories are just as important here as innovative work methods and digital tools when it comes to implementing solutions into operative business processes.

*Working together with the consultants from goetzpartners, employees from operative business areas were not only introduced to innovative methods and tools. They and their external coaching partners also challenged and supported us on a personal level, enabling us to put the theory into practice immediately in the respective teams.*



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