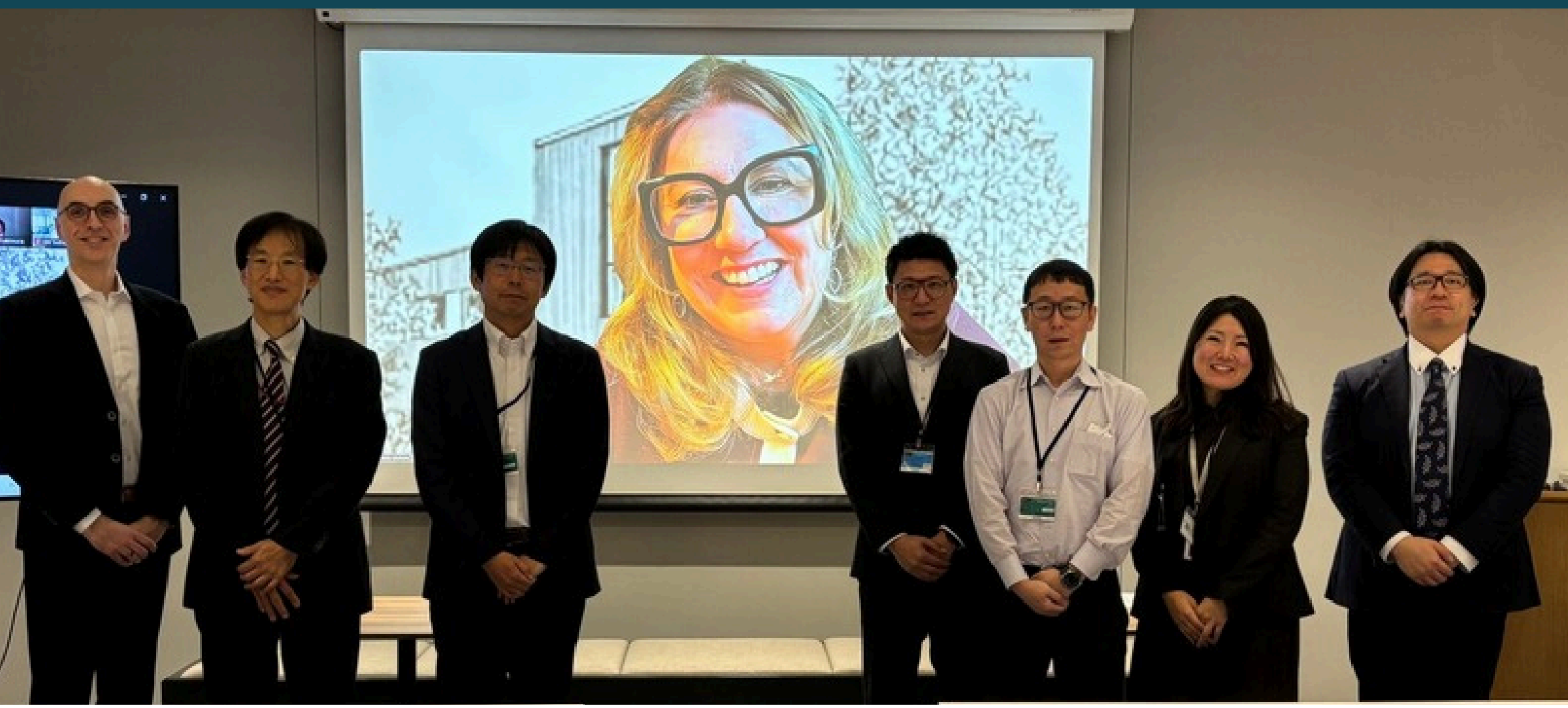
# TURNING RESEARCH INTO REAL-WORLD INNOVATION AT JAPAN AIRLINES

How Japan Airlines (JAL) translated Cambridge insights into practical tools for service innovation.



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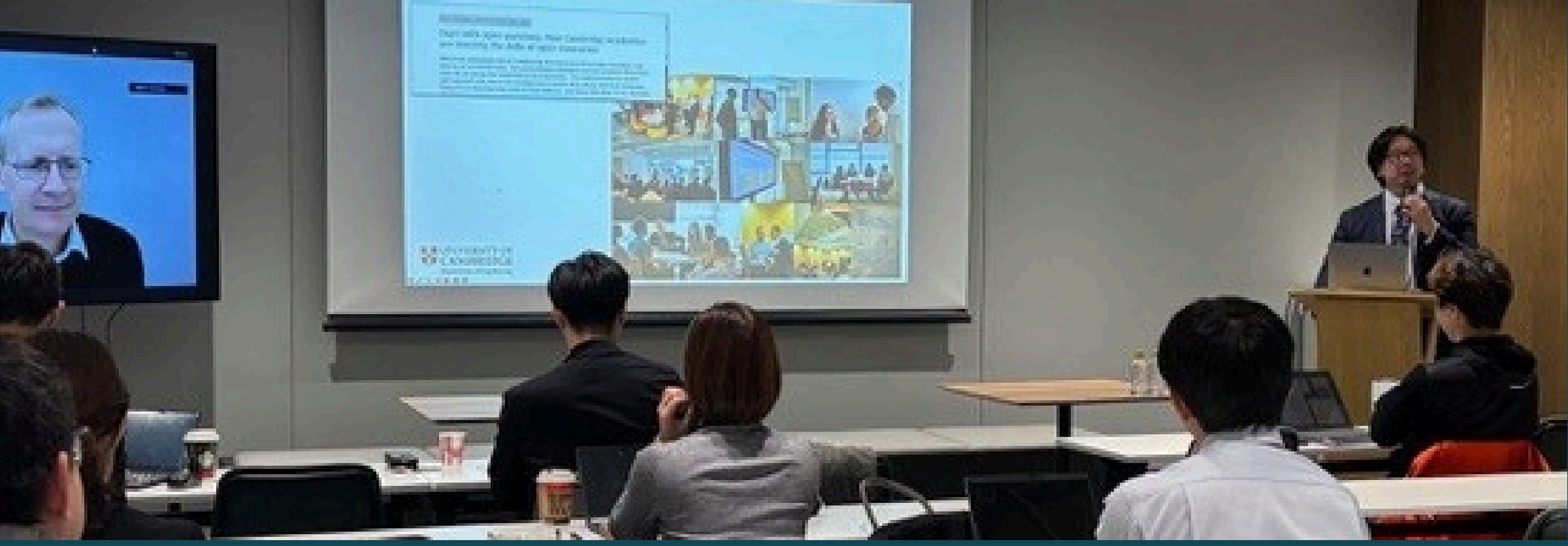
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JAL joined a four-week executive programme run by IfM Engage and TECH-Tokyo, blending live Cambridge-led online sessions with in-person workshops in Japan.




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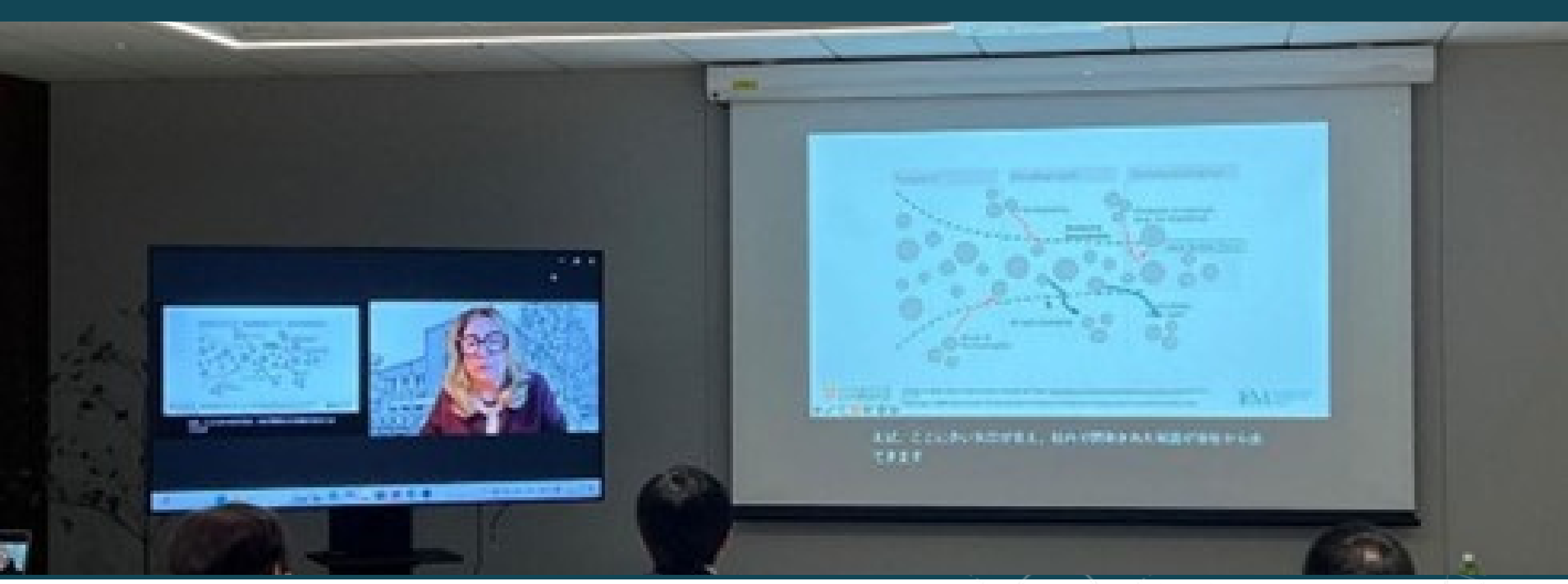
With support from Industrial Associate, Yuta Hirose, participants explored how academic frameworks can be adapted to real organisational challenges.

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WANT FIND GET MANAGE

**JAL examined how the WANT–FIND–GET–MANAGE method, shared by Dr Letizia Mortara, can reveal new ways to understand customer value and future service opportunities.**



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**Cross-industry discussion helped JAL identify early innovation opportunities, with structured facilitation turning ideas into actionable insights.**

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“For an airline like JAL, turning technical insight into great service is crucial. With expert guidance and a structured method, the workshop helped us organise ideas, draw on cross-industry perspectives and uncover new innovation opportunities.”

Mr Kei Sugimoto, Senior Director, Product and Service Development, Japan Airlines



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## BENEFITS OF THE TECH TOKYO PROGRAMME:

- ✓ Local expertise translated research into action
- ✓ Research-backed frameworks improved decision quality
- ✓ Access to Cambridge expertise with minimal travel required

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Learn more about the
**IfM Engage x TECH-Tokyo**
programme (link below or in post):

**Read the case study**

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