

Eindhoven Engine

Case Study

Finding new ways to accelerate innovation through the strategic use of networks.

About Eindhoven Engine

Eindhoven Engine invests in deep tech projects with high impact and commercialisation potential in the Brainport region of The Netherlands.

They bring together teams of the region's most talented researchers, knowledge institutes and students to cooperate and deliver breakthrough technological solutions.

"The instruments, processes, and online courses deployed by Tataj Innovation made a real difference for Eindhoven Engine. We are better equipped to engage with our partners and build our brand online."



Katja Pahnke
Managing Director
Eindhoven Engine

Results

- 94% higher reach of company's brand
- 77% improved digital branding
- 74% developed stronger or new partnerships

The Challenge

Building a strong innovation culture internally to empower the team and deliver on ambitious networking goals.

Engage the region's' community to attract and build long-lasting partnerships.

Our Solution

Co-developed and refined the core team's overall network growth strategy. Assessed the teams' Network IQ and identified leadership skills' gaps.

Developed Network Thinking Skills focusing on digital communication and online brand presence.



- Teams' Network IQ score increased 14 points
- 74% broke silo mentality
- 89% of participants rated the program "valuable" or "highly valuable"