

# FUTURE OF WORK

## BOLD AWARD SUBMISSION

**DB** FERNVERKEHR AG

Berlin, December 2022





We offer access to the expertise of cultural **thought leaders** and innovators and design a **collective genius**

# The thought leader collective





... for the collaborative creation of unique transformation strategies and solutions.

BABOR

Beiersdorf

Carlsberg

Coca-Cola

CONRAD

DB BAHN

Deutsche Bank

Disney

Düsseldorf Airport DUS

emsa

FALKE

gom  
a ZEISS company

GROUPON

Immo  
Scout24

L'ORÉAL

Lindt

OLYMPUS

OTELLO

ProSiebenSat.1  
Media AG

Red Bull

TOUGH  
MUDDER

Unilever

vodafone

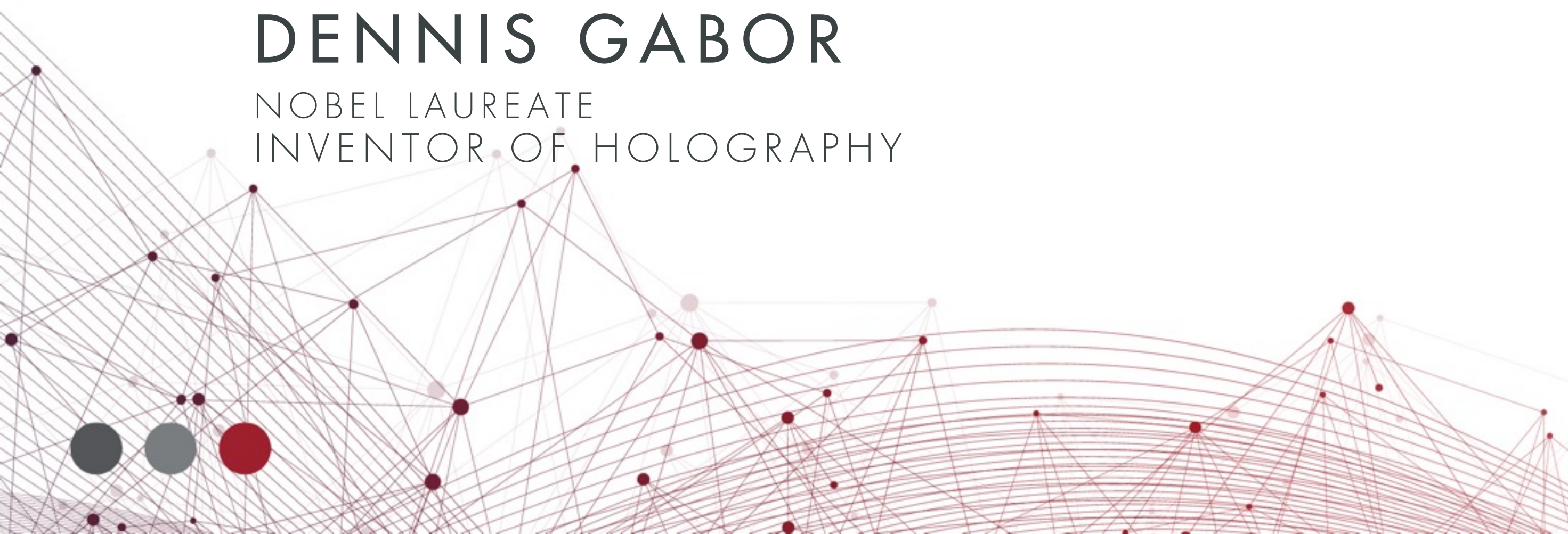
ZEISS



"THE FUTURE CANNOT BE  
PREDICTED, BUT FUTURES  
CAN BE INVENTED."

## DENNIS GABOR

NOBEL LAUREATE  
INVENTOR OF HOLOGRAPHY





# DB FERNVERKEHR FUTURE CONCEPTS

High Speed Train  
job profiles



High Speed Train  
workspaces

High Speed Train  
qualification







# TRAIN DRIVER PERSONAS



**JENS, 50, GEN X**



**MURAT, 35, GEN Y**



**MAXI, 25, GEN Z**





# TRAIN DRIVER WORKSPACE

ENABLED TO ACT  
WITH FORESIGHT

SUPPORTING FOCUS  
AND EFFECTIVENESS

IGNITES JOY  
OF DRIVING

CONNECTED IN  
THE RAIL NETWORK

OFFERS SAFETY AND  
CUSTO-MIZABLE COMFORT

EASY OPERATION  
AND TRAIN CONTROL

ADAPTS TO PERSONAL  
WORKING HABITS



A black and white photograph of a high-speed train at a station platform. The train is sleek and aerodynamic, with a large window for the driver's cabin. Passengers are walking on the platform, some with luggage. The station has a large, arched glass and steel roof. The text 'ACCESS' is overlaid in large, white, sans-serif capital letters on the left side of the image.

# ACCESS

ALLOWS DIRECT  
ACCESS TO THE  
DRIVERS CABIN

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INCREASES PUNCTUALITY  
AND SAFETY BY RAPID  
DRIVER CHANGES

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REDUCES OPERATIONAL  
COSTS OVER LIVE SPAN

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# CONNECTIVITY

REAL TIME INFORMATION  
FOR THE DRIVER ABOUT  
THE TRAIN RIDE

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DIGITAL TWIN –  
ALL INFORMATION  
IS AVAILABLE REMOTELY.

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TRAIN CAN BE  
CONTROLLED REMOTELY  
OVER SHORT DISTANCES

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IMPROVED SAFETY AND  
COST REDUCTION

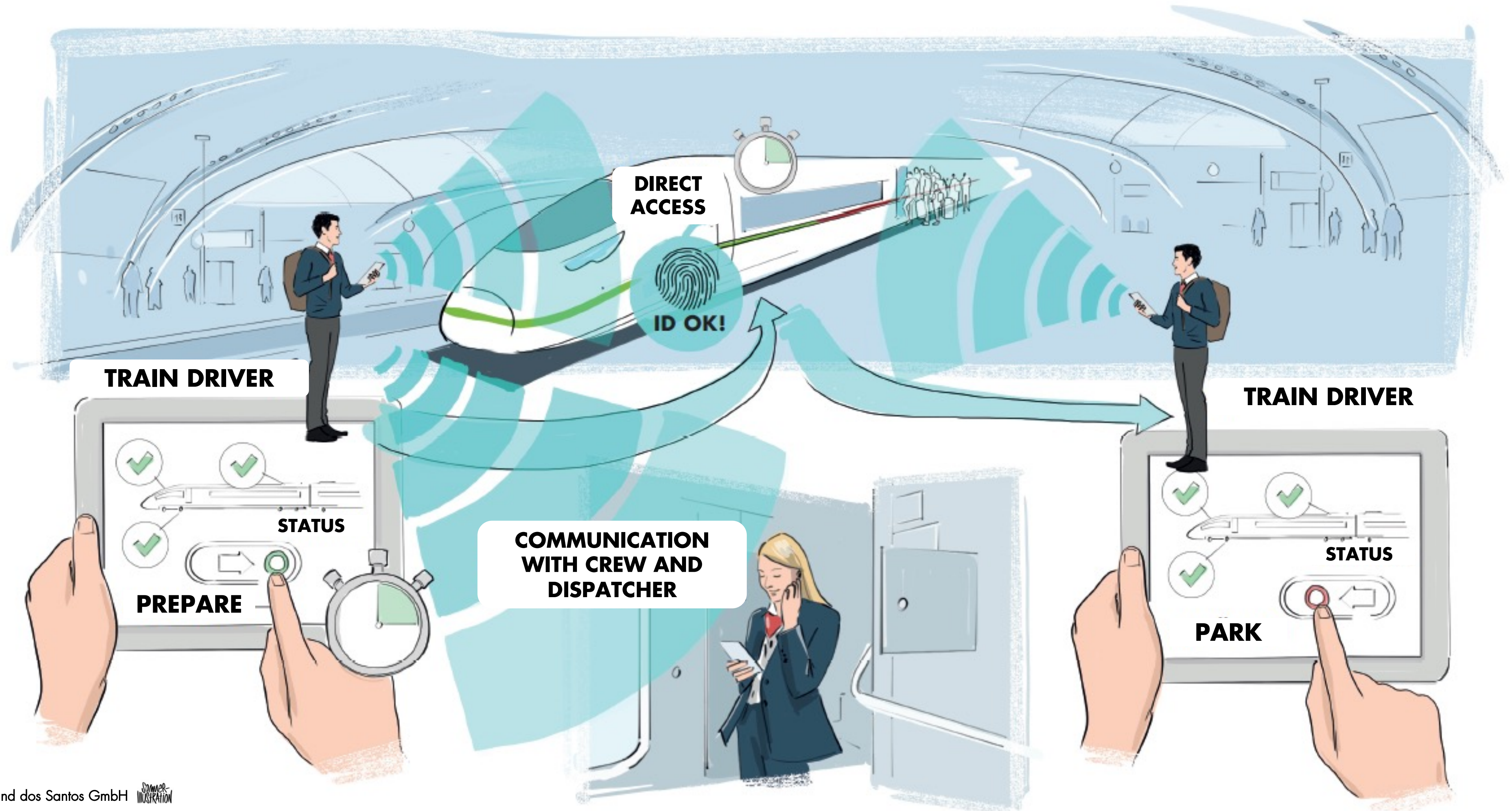
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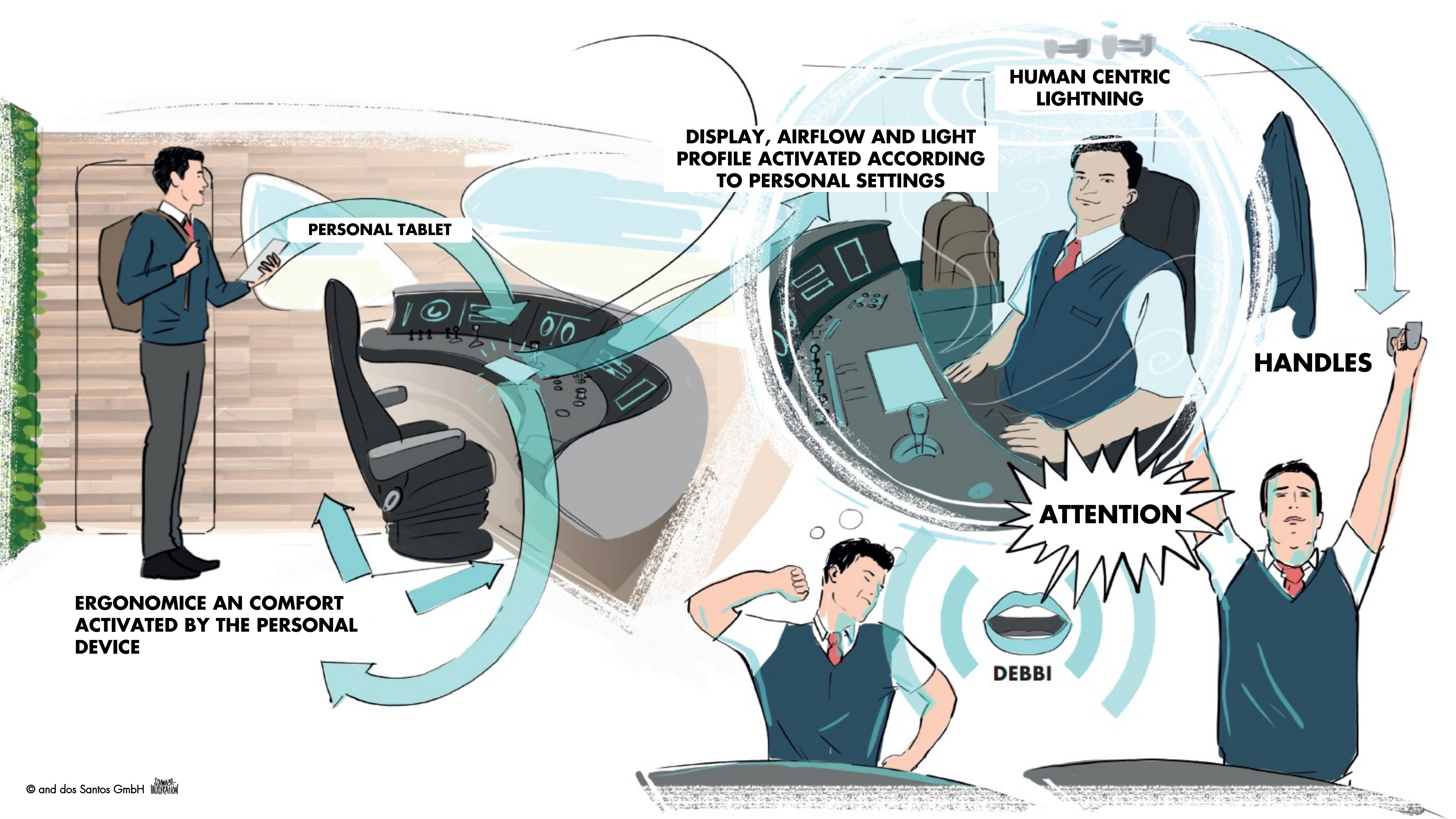




# COMMUNICATION CREW AND DISPATCHER







**HUMAN CENTRIC  
LIGHTING**

**DISPLAY, AIRFLOW AND LIGHT  
PROFILE ACTIVATED ACCORDING  
TO PERSONAL SETTINGS**

**PERSONAL TABLET**

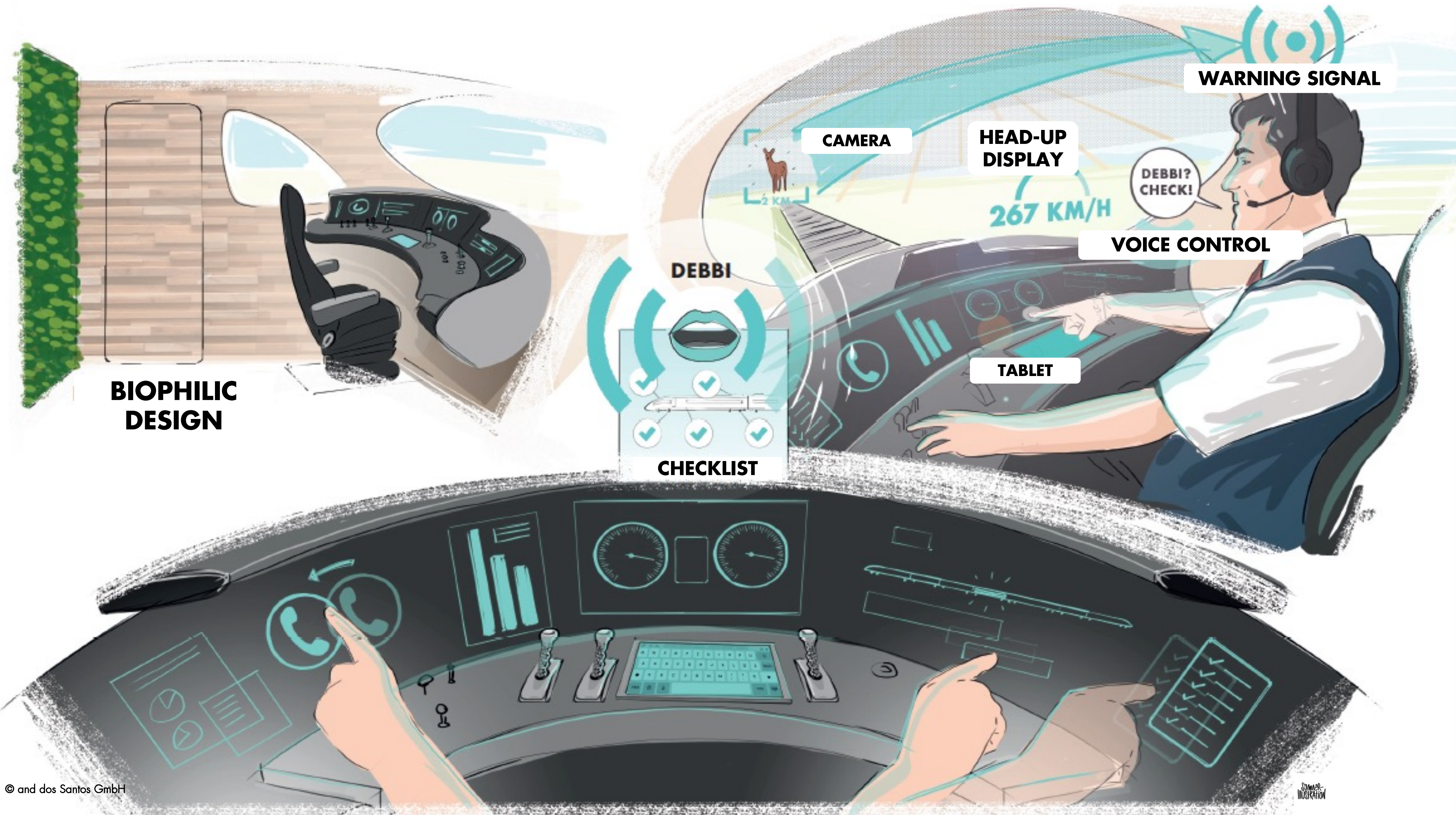
**HANDLES**

**ATTENTION**

**DEBBI**

**ERGONOMICS AND COMFORT  
ACTIVATED BY THE PERSONAL  
DEVICE**





**BIOPHILIC  
DESIGN**

**CAMERA**

**HEAD-UP  
DISPLAY**

**WARNING SIGNAL**

DEBBI?  
CHECK!

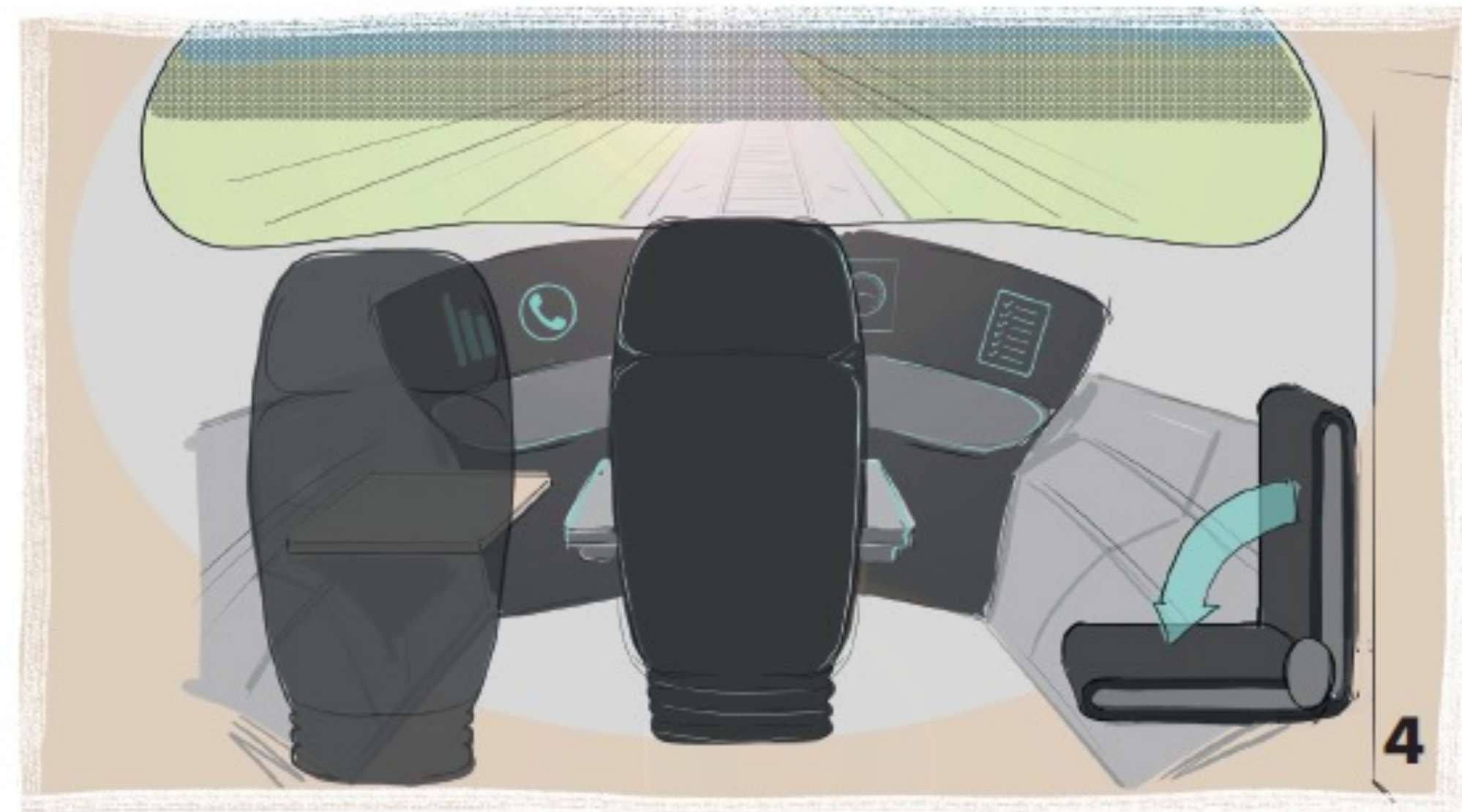
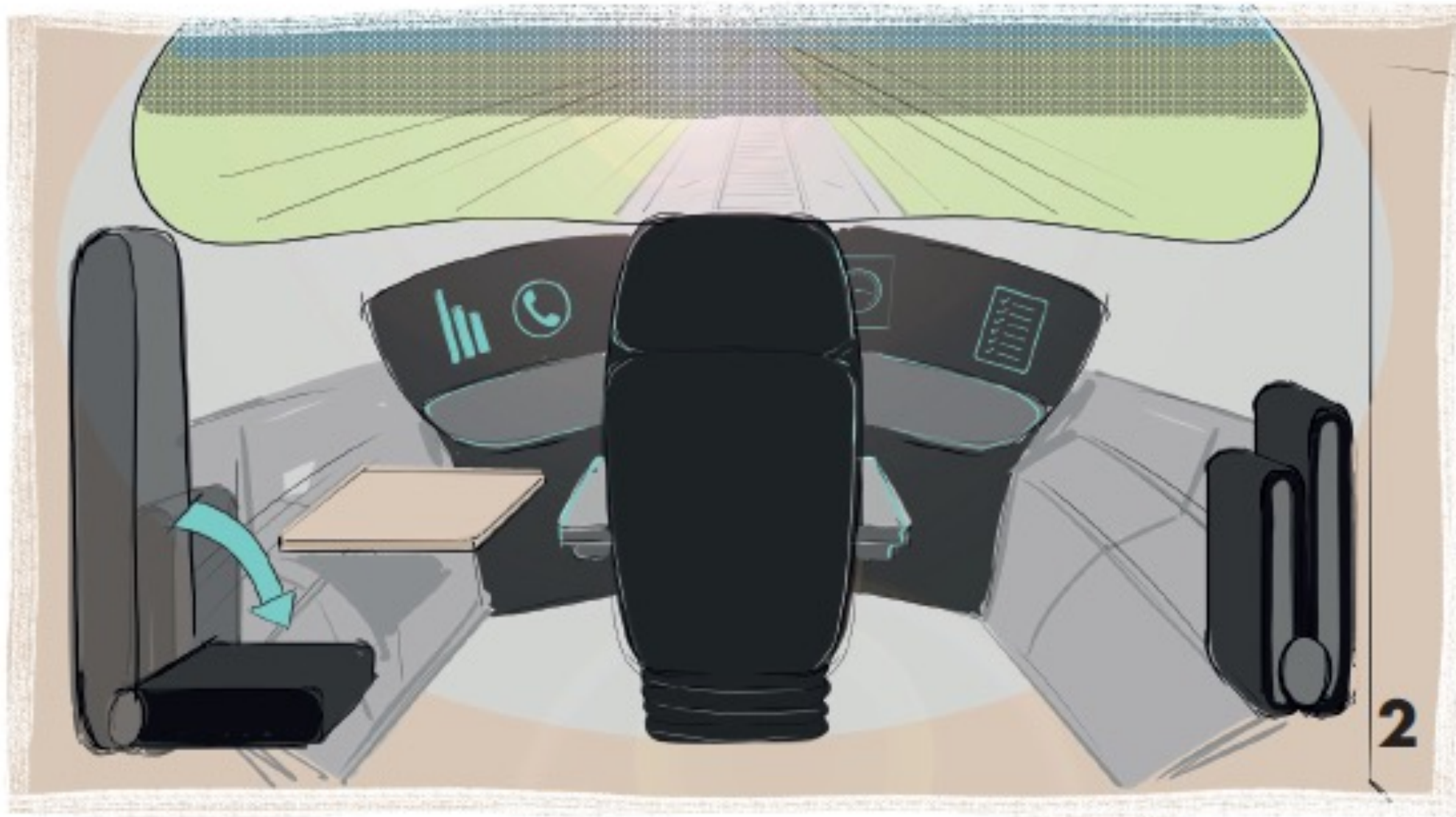
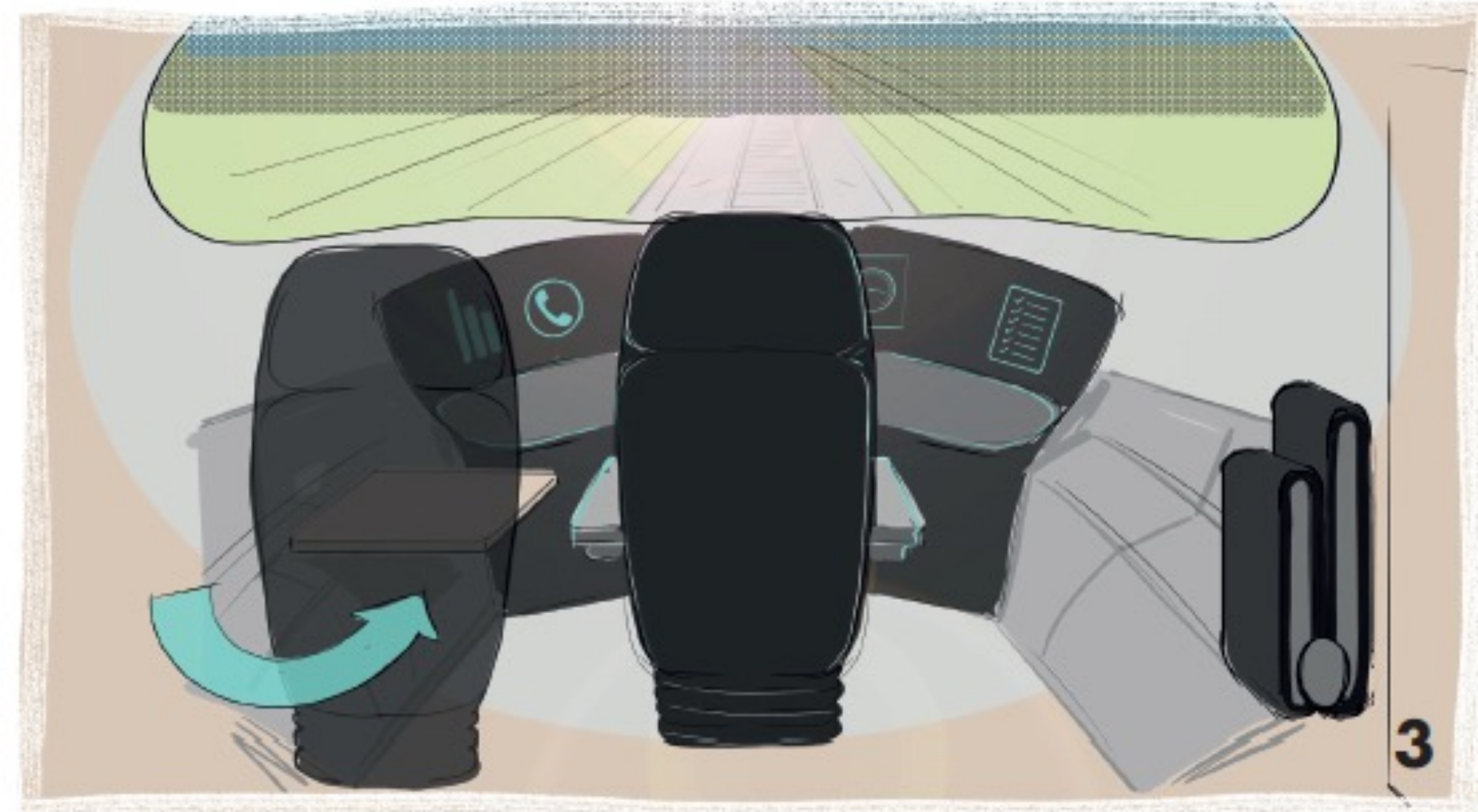
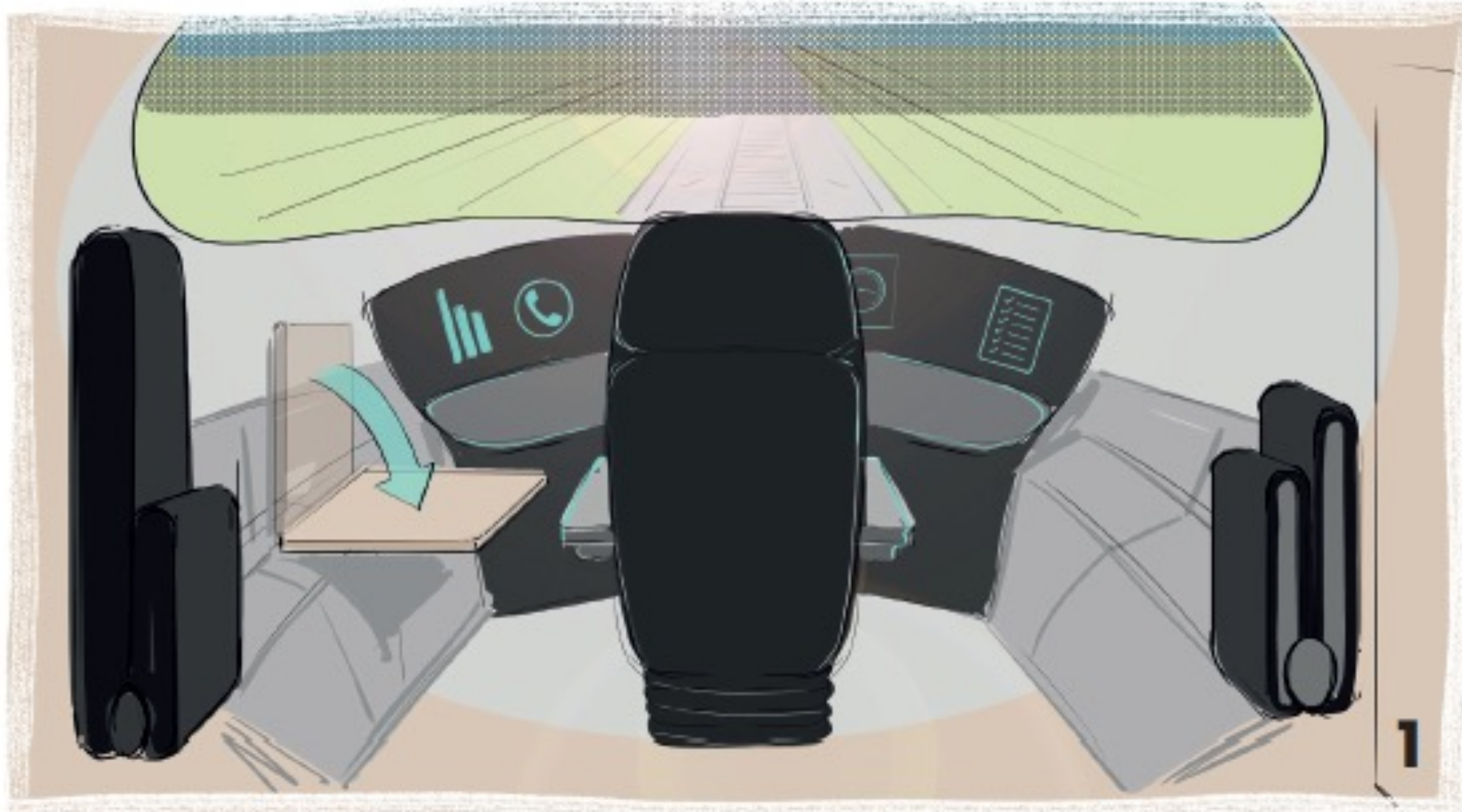
**VOICE CONTROL**

**TABLET**

DEBBI

**CHECKLIST**







# HOW TO INVENT REALITY

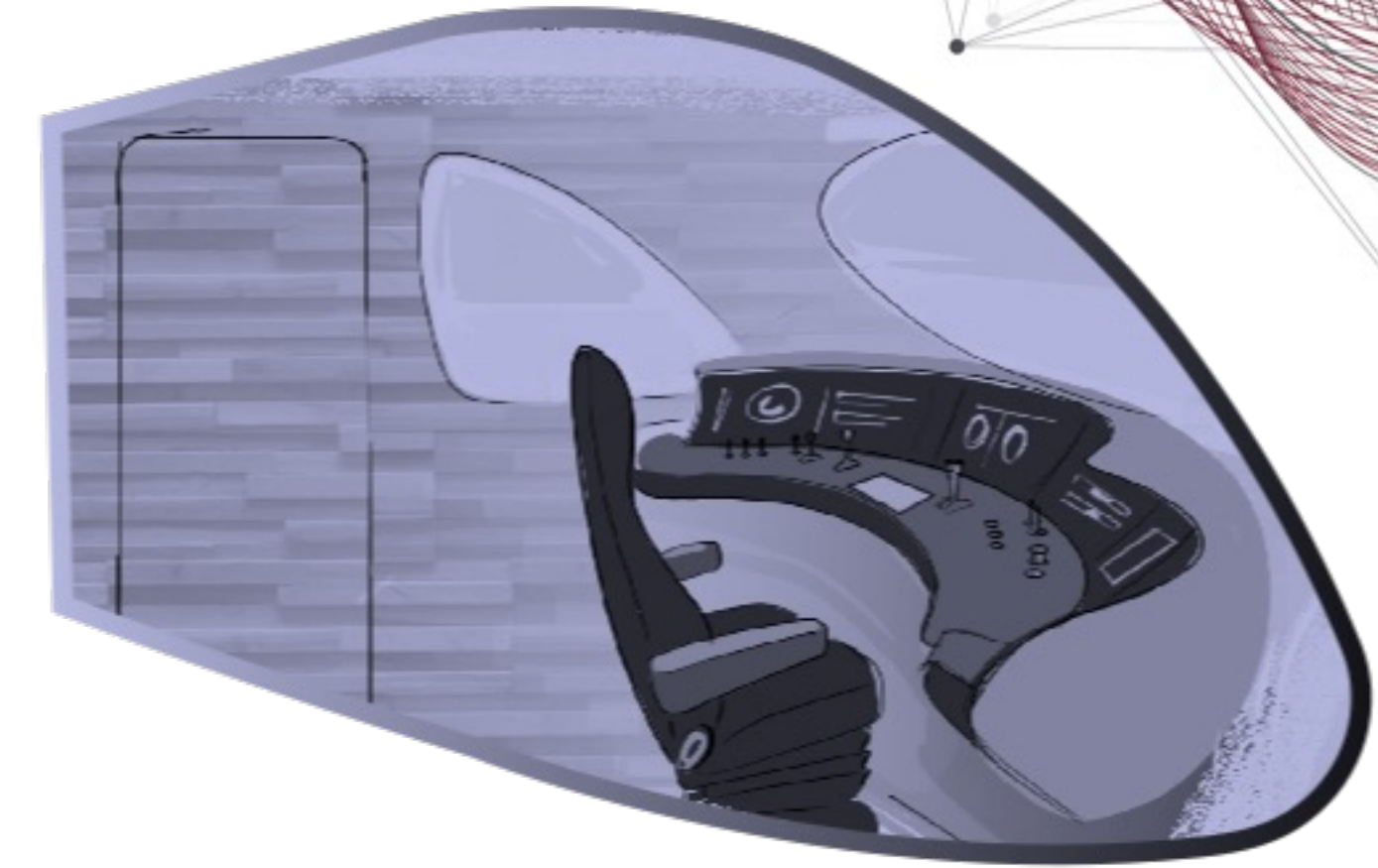


PRINCIPLES  
train driver cabin  
of the future



NORMING  
EN 16186 / EUDD

ORDER  
by operator



ICE 2031





# OUTLOOK

"THE RELATIONSHIP BETWEEN HUMAN AND  
ARTIFICIAL INTELLIGENCE WILL EVENTUALLY  
NECESSARILY BE A SYMBIOSIS."

**BRYAN JOHNSON**

FOUNDER AND CEO OF AI COMPANY  
KERNEL









# TF SERVICE CENTER OF THE FUTURE

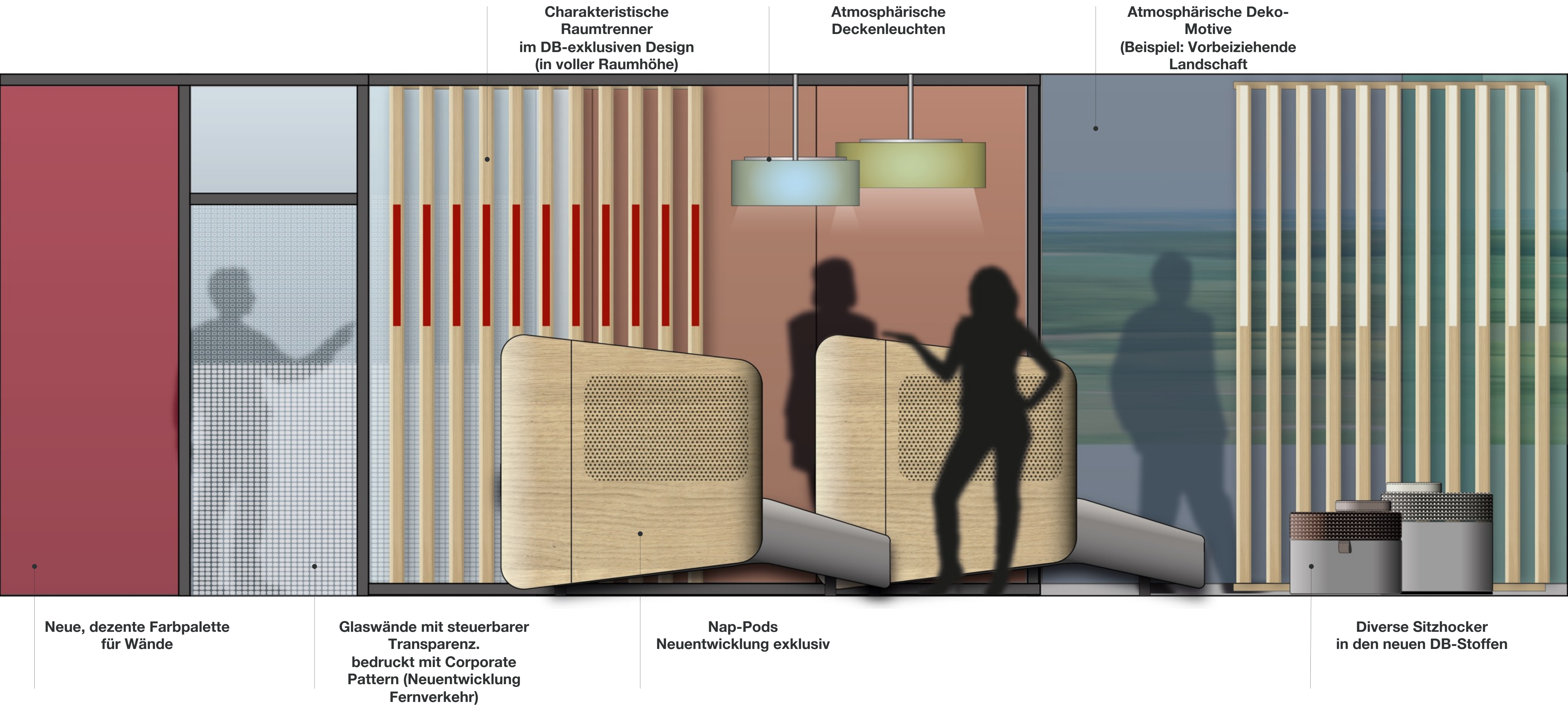
## PREAMBLE

We want to design service centers that enable Tf's to **prepare for work** and enable dispatchers to **concentrate on the work** and carry it out effectively. The deployment sites are **inviting** and a **meeting place for the community**. The colleagues should feel comfortable, welcome and valued and at the same time be closely networked and in **contact with their environment** so that they can **plan** and **act with foresight**. The service centres supports the **fulfillment of the task** as well as the **interpersonal exchange**. It offers opportunities for relaxation and further education as well as for balancing out after work. It conveys a **sense of belonging to the Bahn family** and promotes the **commitment and health** of colleagues as well as **enthusiasm for responsible tasks** and the diversity of the team ...

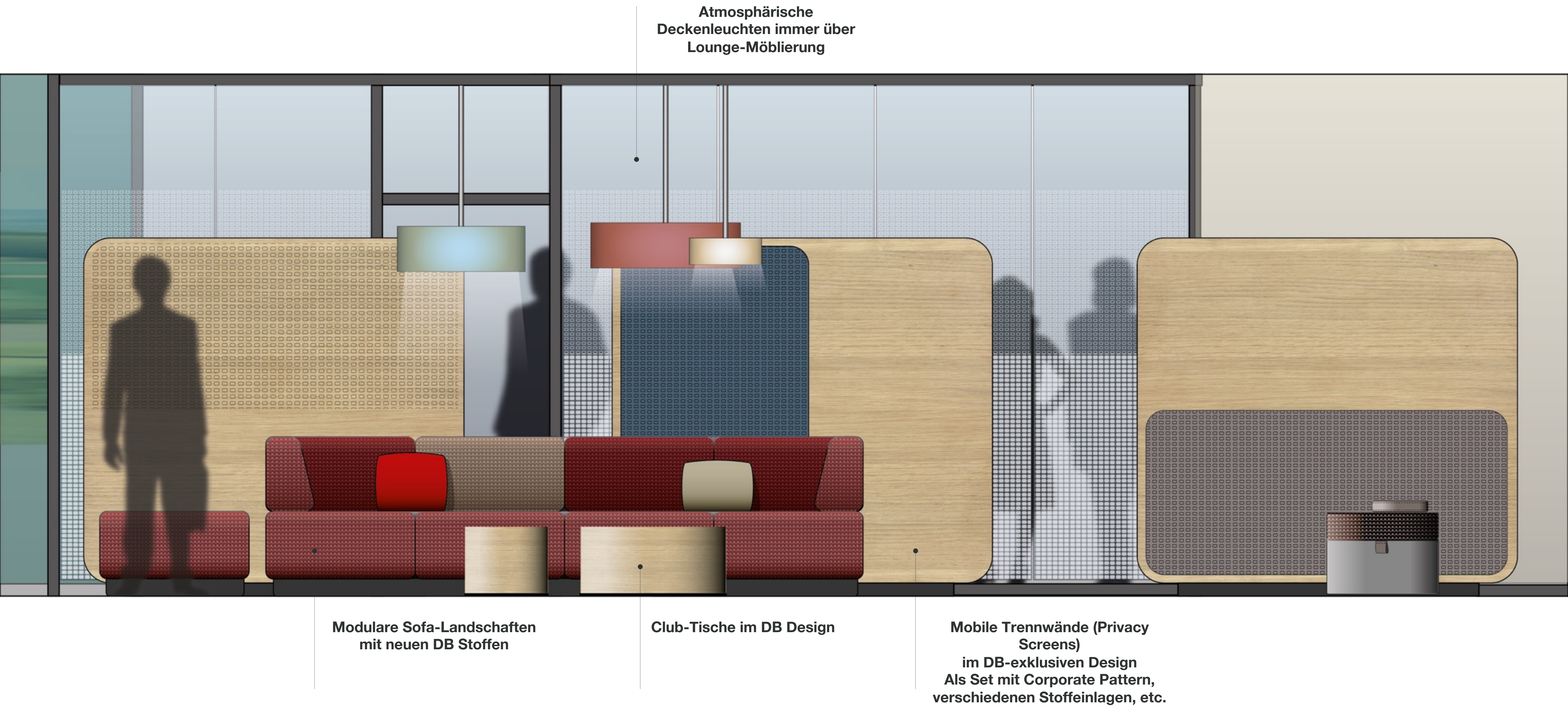

















# OVERVIEW

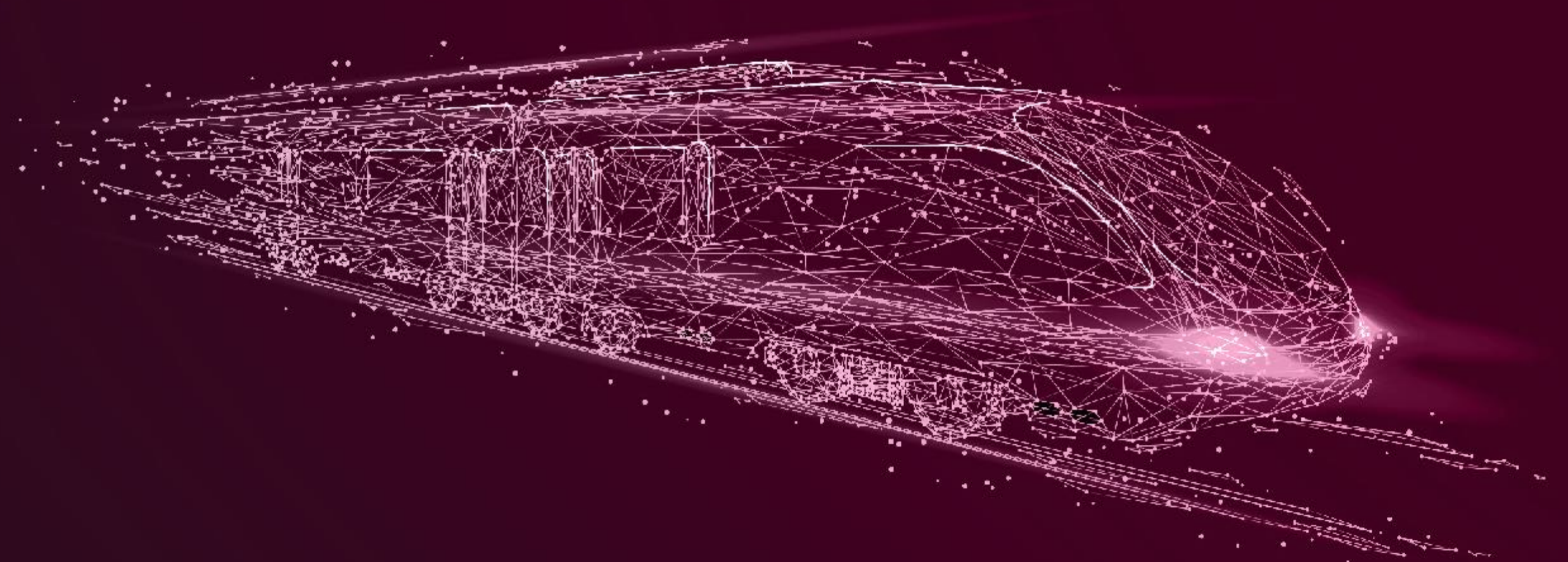
## TRAIN DRIVERS FUTURE CONCPETS



## QUESTIONS

*“What does the future job profile of our employees look like? How do they want to learn and develop within the company, what are their expectations? And how should the ideal workplace be designed for them to perform their tasks efficiently?”*

DEUTSCHE BAHN FERNVERKEHR,  
GERMANY





# FUTURE DB FERNVERKEHR OVERVIEW

Q4 2019 - Q1 2020  
Tf Berufsprofil der Zukunft



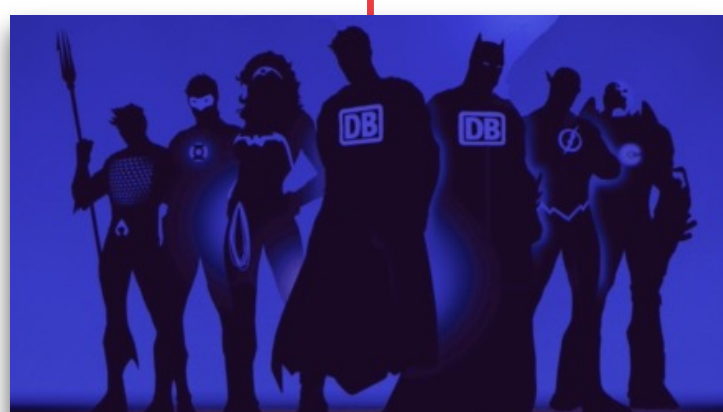
Q2-3 2020  
Tf Qualifikation and  
Qualifikationsentwicklung



Q4 2020 - Q1 2021  
Tf Arbeitsplatz der Zukunft ICE 2030



Q3-4 2022  
Bordpersonale der Zukunft



Q1 2020  
Moderation  
Führungskräfte Meeting Fulda



Q4 2020  
Tf Qualifikation  
Kommunikations-Strategie



Q3-4 2021  
Tf Arbeitsplatz  
Service Center der Zukunft





# CLIENT'S FEEDBACK

„Together with ... and dos Santos, we have developed the **future job profile** of the almost **3,000 long-distance train drivers** and a catalog of measures that shows us how we need to **change** in our **people management**, among other things, in order to integrate the new, young employees efficiently and effectively into our company. The large number of our train drivers (Tf) who will be retiring due to age over the next 10 years represents a particular challenge for this task. Based on this, the concept for **future learning** and **knowledge management** was designed in a further step.

... and dos Santos showed many approaches and ways, which we are already implementing together. As a forth step, the **vision** and **concept idea** for the **future workplace** - the driver's cab on the train - was developed followed by the service centers vision as 5th step.

We are **delighted** with the **speed**, **expertise** and **unique approach** to generating ideas, strategies and implementations of ... and dos Santos. With selected experts and **well-founded research**, a **stimulating working atmosphere** is always created, which ensures that **our expectations are exceeded** and that we can successfully carry the results into our organisation.”

*Martin Jende*

**Leiter Triebfahrzeugführer, DB Fernverkehr**





HOW DO YOU  
**DRIVE CHANGE** AND  
**INNOVATION**  
FOR A **BETTER TOMORROW... ?**

... and dos Santos  
CREATORS OF WORLDS