



TRANSVERSAL SKILLS
IN TIME OF COVID

CASE STUDY 2



FERI

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DIALOG
of Transformation



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In 1997, the giant media service provider Netflix was born. From 1998, the company began offering DVD rentals via the mail.

The introduction of a monthly subscription protected them against delays in payments from customers, giving them an advantage over competitors who preferred the classic post-delivery payment model.

Netflix was one of the first to notice the need to transform and adapt to the digital world.

In 2007, Netflix expanded into streaming media, retaining DVD and Blu-ray rentals.

Netflix successfully implemented change management to meet the needs of consumers who preferred to watch content online.

At one stage, the company was at a crossroads as its long-term viability depended on how it handled the transition to a digital future.

After surviving a decline in subscriptions and stock value, Netflix has grown from 23 million in 2011 to over 137 million in 2018.

TASKS

- 1 DOES YOUR COMPANY USE A DIGITAL WORKFLOW?
- 2 HAS REMOTE WORK BECOME ONE OF THE JOB OPPORTUNITIES IN YOUR COMPANY?
- 3 HOW DO YOU ENVISION YOUR COMPANY IN THE FUTURE?
- 4 WHO IS MOST OPEN TO CHANGES IN THE COMPANY?
- 5 WHO DOES NOT ACCEPT CHANGES IN THE COMPANY AND WHAT ARE THE CONSEQUENCES?