

How Lufthansa Innovation Hub boosted AI adoption by 52% with Mindstone in just 4 weeks

A leader's breakthrough Practical AI experience sparks transformation.

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**Lufthansa
Innovation Hub**

Lufthansa Innovation Hub

Industry:

Aviation & Travel

Company Size:

~50 employees

Challenge:

Needed to optimize their AI use by identifying high-impact use cases, selecting the right tools in amid rapid change, and integrating them into workflows.

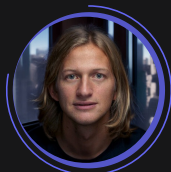
Solution:

Enterprise AI Academy

Impact:

The team expanded its AI use into high-value workflows, improving productivity and work quality. A critical mass of tool requests validated the business case for scaling investment in the best-fit AI solutions.

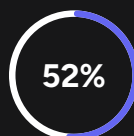
The program showed me how to combine different tools in creative ways, which has helped me move faster and be more efficient in what I do



Clemens Jakubeit

Senior Venture Development
Manager, Lufthansa Innovation Hub

Results



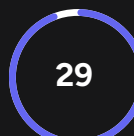
Increase in AI Usage

The LIH team spent significantly more time using AI across high-value work.



AI Adoption Readiness Score

The team effectively developed the skills, confidence and know-how to use AI across different work contexts.



Unique Use Cases Discovered

The team unlocked mission critical use cases through the Mindstone platform.

AN INNOVATOR TURNS THE LENS INWARD

As the digital innovation unit of Lufthansa Group, Lufthansa Innovation Hub (LIH) builds solutions to 'accelerate the Next in travel.'

More than just a corporate R&D division, LIH brings together a diverse team of innovators who identify and analyze industry trends, incubate new ideas, establish strategic partnerships, and develop training programs to foster innovation across the organization.

As a technology-driven company, LIH stays at the forefront of emerging advancements. Since its founding in 2014, it has published extensive research on AI in the travel industry, designed training programs to enhance AI literacy among colleagues, and launched ventures that shape the future of travel. Among its portfolio is Swifty, an autonomous AI travel assistant powered by OpenAI's GPT-4, designed to streamline business travel bookings.

LIH is ahead of the curve in spotting and capitalizing on AI's potential to reinvent air travel. But when it came to integrating AI into their own workflows, the challenge was different.

The timing was important - we were closing out the year and rethinking how we approach innovation with AI. We had a solid foundation, but with how fast things were moving, we needed something to quickly transform how we were using AI day to day.

Clemens Jakubeit

Senior Venture Development Manager, Lufthansa Innovation Hub

FINDING THE MISSING PIECE

When Clemens discovered Mindstone, he knew he had to give it a go.

The LIH team had been searching for a way to integrate AI more meaningfully into their innovation process. While some team members were already experimenting with more advanced use cases, others had only started gaining momentum, using AI for ad hoc tasks like drafting emails. But as a team, they were ready to take it further.

The challenge boiled down to three key questions: What were the highest-impact AI use cases for their work? Which tools, in a rapidly evolving landscape, were the best fit? And how could they adopt AI in a structured, scalable way? Without a clear approach, they risked stalling momentum and missing the opportunity to turn AI into a true driver of innovation.

For Clemens, Mindstone was a chance to get real answers. He decided to experience the Practical AI approach firsthand—testing whether this could be the missing piece to help his team embed AI deeply to transform how they worked.

A BREAKTHROUGH CHANGE SETS THE FOUNDATION

From day one, Clemens felt the difference with Mindstone's Practical AI approach.

Instead of passively going through lessons, he was immediately guided toward real, hands-on applications. The platform helped him pinpoint high-value use cases relevant to his work, while the prompt sandbox provided real-time feedback, and live sessions expanded his view on what he thought was possible. The whole experience was "insightful, honest, and usable."

As he moved through the program, his AI use evolved. He went from simple tasks like summarizing meetings to building custom GPTs for business model generation, customer support analytics, and market research. By the third week, he realized he was working faster, making sharper decisions, and integrating AI seamlessly into his workflow.

By the end of the program, he had his answer. This wasn't just a useful experience—it was the missing piece for making AI transformative at LIH.

The program gave me a lot of ideas on how to quickly build MVPs by combining different tools in creative ways. Seeing this demonstrated in the live sessions was particularly inspiring—it really showed how AI can accelerate development and experimentation.

Clemens Jakubeit

Senior Venture Development Manager, Lufthansa Innovation Hub

SCALING TRANSFORMATION FROM ONE TO MANY

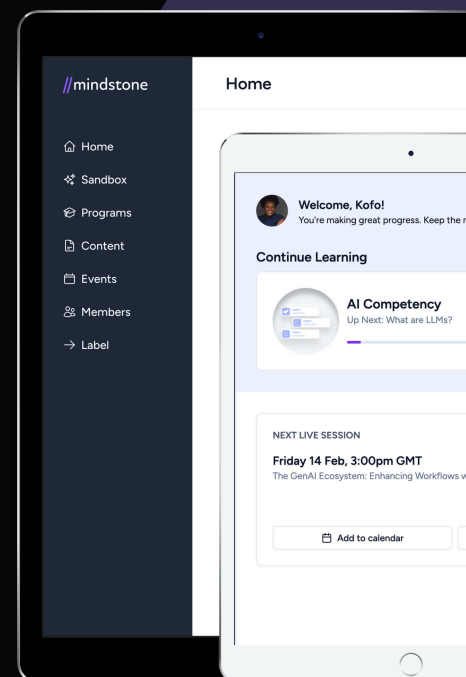
Clemens wasn't alone in recognizing that AI could play a bigger role in their work. Across the team, this was a shared sentiment.

People were experimenting with familiar tools and one of the most well-known GenAI platforms, yet something still felt missing. They had a foundation, but needed a clear path to move from experimentation to using AI as a strategic tool embedded in their daily work for mission-critical impact.

I think only very few people before managed to kind of leverage AI beyond ChatGPT, and I think this was a good starting point for people in the team to do that.

Jana Jacobs

Senior Venture Development Manager, Lufthansa Innovation Hub



The missing piece became clearer each week as the team moved through the program.

From the first week, their view of what was possible expanded. The platform helped them discover high-value AI use cases tailored to their work, giving them a clearer starting point. They also started to see how small adjustments—like better prompting—could dramatically improve results.

Before the AI training, I used AI occasionally, without fully realizing how different tools could work together. The training opened up a whole new perspective—not just on what AI can do, but on how I can strategically combine different AI tools to enhance my workflow.

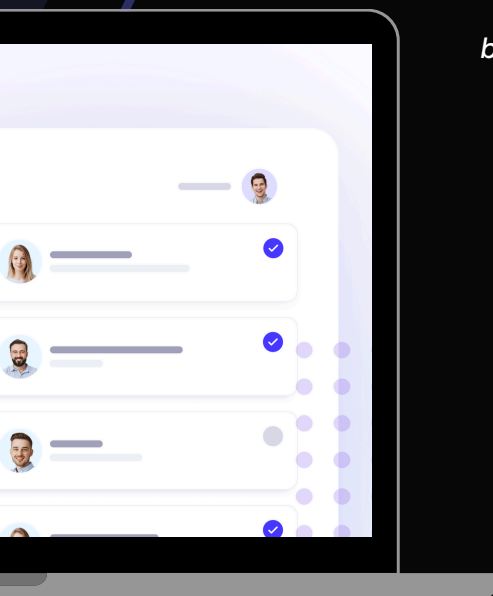
Magda Wilk
Senior Brand Designer,
Lufthansa Innovation Hub



By the second week, they were experimenting and practicing with tools across the AI ecosystem, discovering which tools worked best for different tasks, how to customize them for better and more usable results and pushing their thinking further. Instead of just learning about AI, the team actively tested different applications, refine their skills, and apply AI in the context of their actual work.

The sandbox was actually probably the most useful stuff because I remember that for me, something cool was seeing the difference between prompting in a certain way or prompting in a different way.

Andrea Amara
Junior Venture Development Manager,
Lufthansa Innovation Hub



They were actively moving beyond basic uses and experimentation to embedding AI into their workflows, including analyzing large datasets at scale, cutting down time spent on error analysis from hours to minutes.

Using ChatGPT to fine-tune prompts for design tools like Midjourney, allowed me to truly control the visual output rather than relying on trial and error. Instead of treating AI as a one-off solution, I now see it as a dynamic ecosystem where tools complement each other, unlocking new creative possibilities I hadn't considered before.

Magda Wilk

Senior Brand Manager, Lufthansa Innovation Hub

They consistently went further to use AI to bridge skill gaps and extend their capabilities in ways that wouldn't have been possible before. Rather than just optimizing existing processes, they were expanding what they could accomplish - breaking down language barriers, accelerating complex analysis, and tackling challenges beyond their immediate expertise.

The AI course helped me set up my GPT, a feature that I wasn't aware of. It helped me tremendously in exploring and defining my new role.

Julian Klomsdorf

HR Business Partner, Lufthansa Innovation Hub



By Week 3, the team had shifted from using AI in simple tasks to leveraging it as a companion tool across their work. They fully embraced and applied the Practical AI methodology of the program by redefining their existing workflows and discovering new ones to improve their output quality and efficiency, focusing on practical applications with immediate impact.

Before, ChatGPT was my tool for everything, and if it didn't work, I wouldn't try it elsewhere. Now, I have a more diverse view on AI applications.

Jana Jacobs

Senior Venture Development Manager, Lufthansa Innovation Hub

A NEW WAY TO WORK UNLOCKED

Across the team, there was a noticeable shift in the benefits they realized as their approach to AI transformed. What started as individual experimentation quickly gained momentum, creating a flywheel effect—as more people integrated AI meaningfully into their work, it spurred further adoption across the team.

Now, I integrate AI tools into everything I do—from augmenting complex projects to preparing workshop materials and content in a fraction of the time. This training didn't just teach me new tools; it showed me how to strategically combine human expertise with AI capabilities to achieve outcomes I never thought possible.

Götz Kadow

Senior Transformation Manager, Lufthansa Innovation Hub



By week four, AI adoption had reached a tipping point—this new way of working was becoming the team's new normal. As AI use grew, so did the business case for deeper investment. Even team members who had already integrated AI into their daily work were able to gain additional value from the training.

We have long integrated AI tools like ChatGPT, Perplexity, Claude, and various image, video, and audio models into our research and trend analysis. The Mindstone training provided a structured opportunity to revisit AI's evolving role in our research and intelligence work, offering useful perspectives and reinforcing best practices. The training served as a good touchpoint to calibrate our approach, ensuring we maximize AI's capabilities while maintaining the critical human expertise needed to generate high-quality insights.



Dr Ivan Terekhov

Director Research & Intelligence, Lufthansa Innovation Hub

For LIH, this transformation wasn't just about efficiency—it was about reinforcing their culture of bold experimentation and 10x thinking.

The program helped them embed AI in a way that matched their innovative DNA, equipping them to continuously explore, assess, and push the boundaries of what's possible in the travel industry.

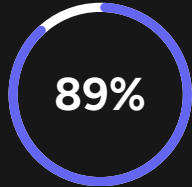
As they move forward, AI is no longer just something they're experimenting with—it's become a core part of how they work, think, and build the future of travel.

PRACTICAL AI DELIVERS REAL RESULTS

MINDSTONE ENTERPRISE AI ACADEMY UNLOCKED REAL BENEFITS FOR LIH

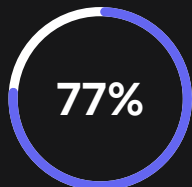
Through the program, the LIH gained hands-on experience, structured guidance, and a clearer vision of how AI could elevate their work. What started as one leader's transformative experience set the stage for a team-wide increase in AI adoption that has resulted in reported benefits across multiple areas of work.

BENEFITS



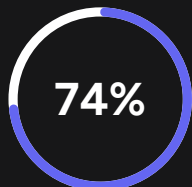
Average Improvement in Work Quality

The team noticed a strong improvement in their quality of work from applying the AI skills they learned in the program.



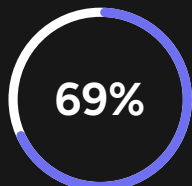
Average Improvement in Decision Making & Other Benefits

The team reported a strong improvement in their decision making process and other gains using their Practical AI skills.



Average Time Savings on Tasks & Decision Making

The team reduced time spent on tasks and decision-making by leveraging their learnings.



Average Cost Savings & New Revenue Opportunities Discovered

The team saw a lot of cost savings and new revenue opportunities from practicing the skills they learned in the program.

For the whole team, I would say this program created excitement around AI and made it tangible—giving us real tools and equipping everyone to actually generate impact, not just talk about it.

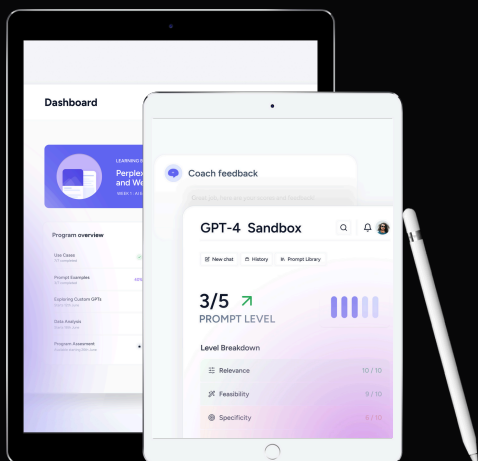


Jana Jacobs
Senior Venture
Development Manager,
Lufthansa Innovation Hub

We'd love to hear from you!

Reach out to our team for any inquiries or clarifications.

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