



**Arbeit neu denken – wie KI als Motor des Wandels in der  
Arbeitswelt genutzt werden kann**

Peter Gentsch 24-04-2024



# Hat das Unternehmen von morgen nur noch einen Mitarbeiter.....?

TECH · STARTUPS

## Could AI create a one-person unicorn? Sam Altman thinks so—and Silicon Valley sees the technology ‘waiting for us’

BY PAOLO CONFINO

February 4, 2024 at 1:00 PM GMT+1



OpenAI CEO Sam Altman.

# 1956 Dartmouth Conference: The Founding Fathers of AI



**John McCarthy**



**Marvin Minsky**



**Claude Shannon**



**Ray Solomonoff**



**Alan Newell**



**Herbert Simon**



**Arthur Samuel**



**Oliver Selfridge**

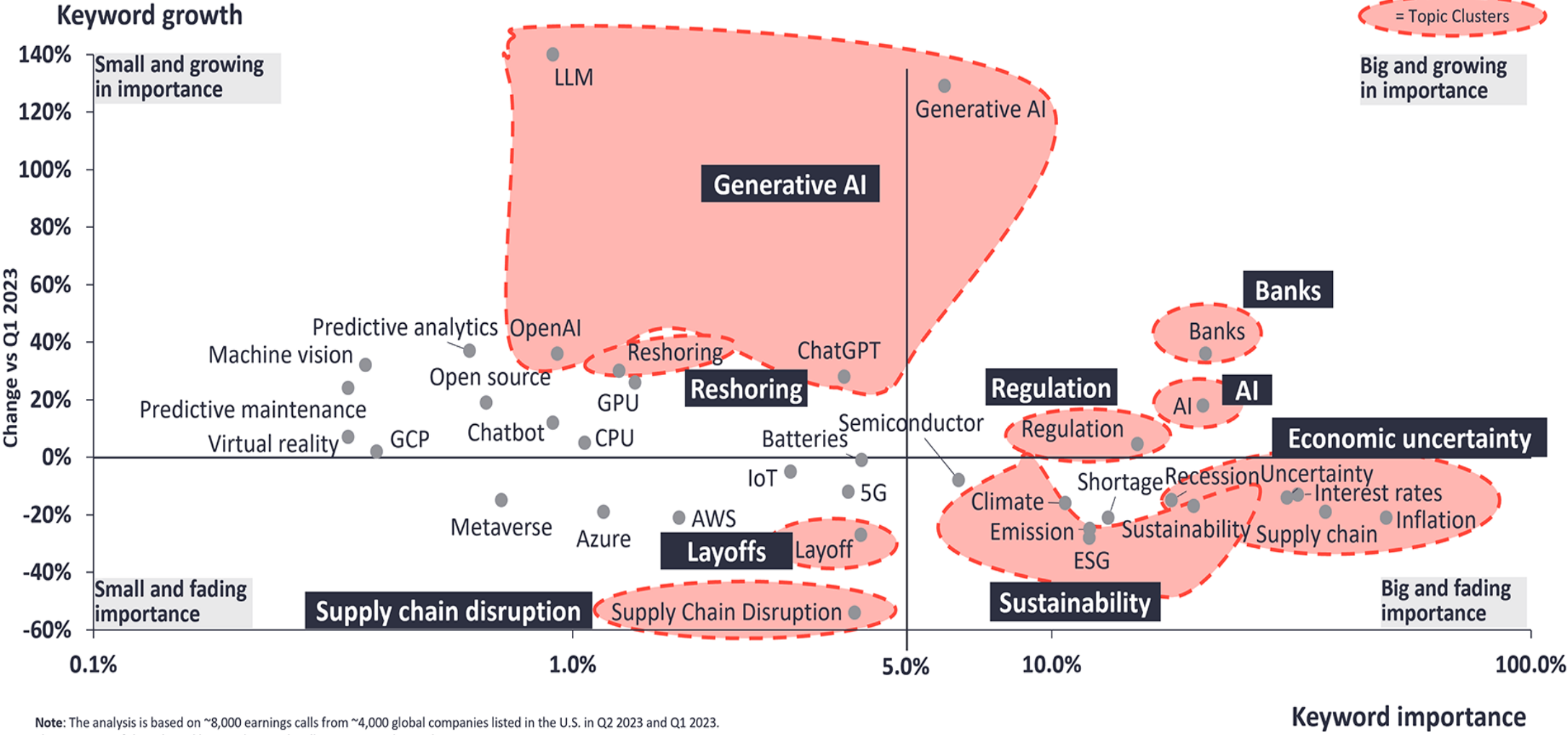


**Nathaniel Rochester**



**Trenchard More**

# Generative KI ist ein Thema von Führungskräften



**Note:** The analysis is based on ~8,000 earnings calls from ~4,000 global companies listed in the U.S. in Q2 2023 and Q1 2023. The mentions of the selected keywords in each call were counted in each quarter. We welcome republishing of images but ask for source citation with a link to the original post and company website.

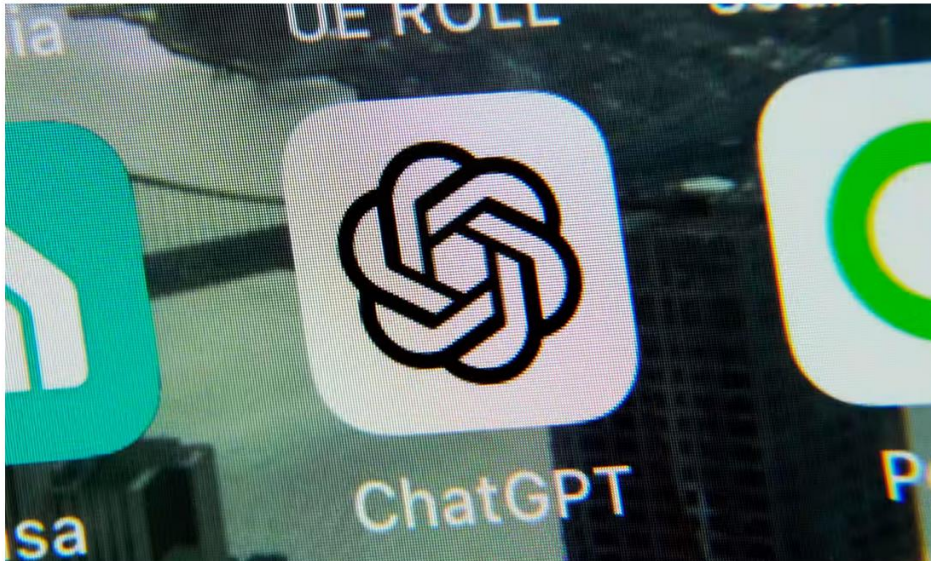
**Keyword importance**  
(Share of companies that mentioned the keyword in Q2 2023 at least once)



# ..und ein Thema mit vielen Herausforderungen...

## Two US lawyers fined for submitting fake court citations from ChatGPT

Law firm also penalised after chatbot invented six legal cases that were then used in an aviation injury claim



## GPT hat Haaland für tot erklärt



Startseite > Sport > Fußball > Erling Haaland angeblich tot: KI von Zeitung in Norwegen macht bösen Fehler

### FUSSBALL

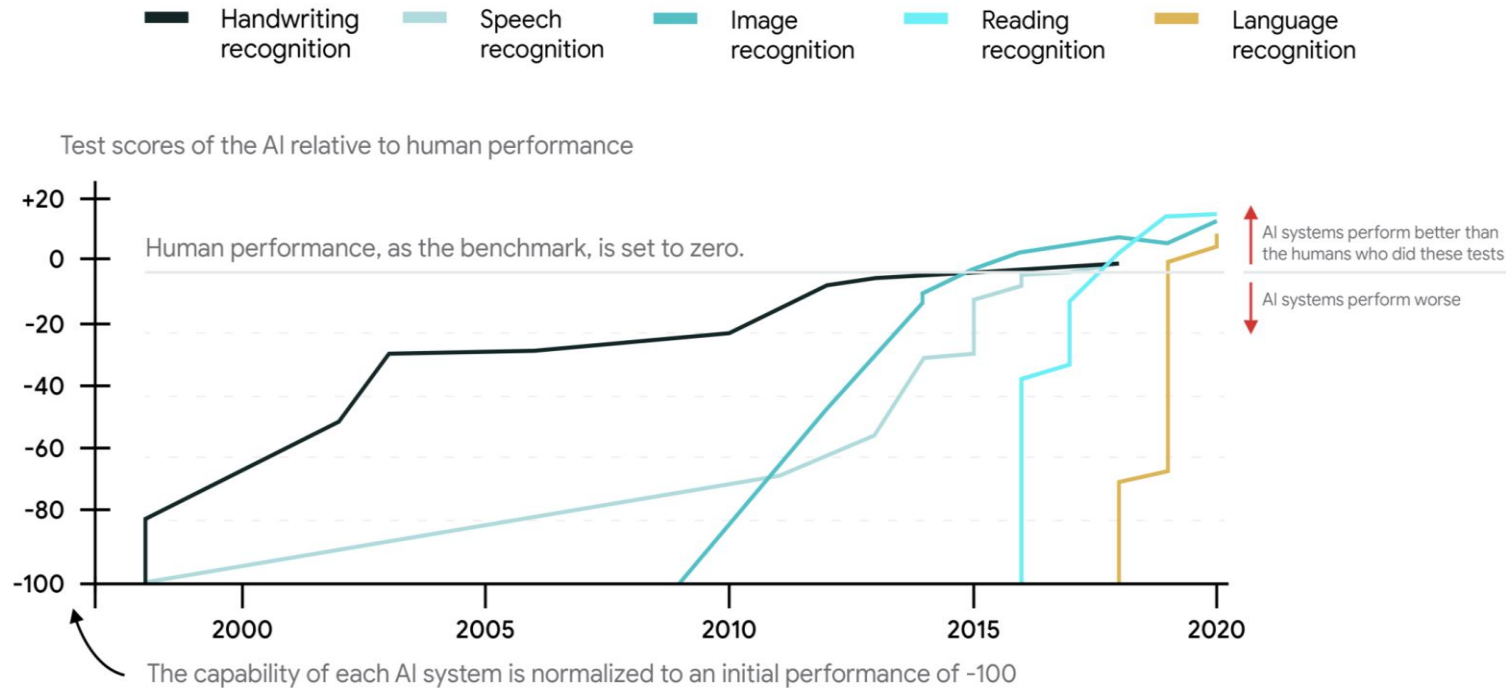
Grober Übersetzungsfehler von KI

## Zeitung verbreitet Falschmeldung über erschossenen Haaland

29.09.2023, 11:22 Uhr

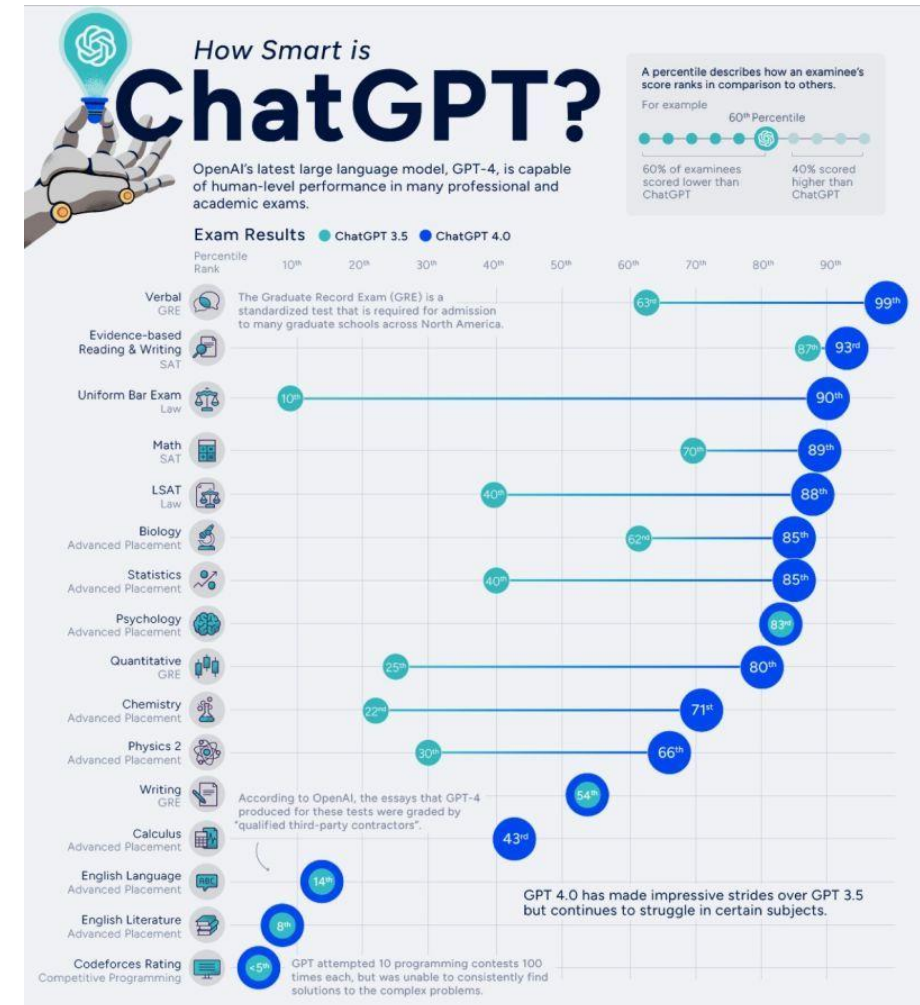


# KI als Wettlauf um die intellektuelle Vorherrschaft



Data source: Kiela et al. (2021) - Dynabench: Rethinking Benchmarking in NLP  
OurWorldinData.org - Research and data to make progress against the world's largest platforms.

Licensed under CC-BY by the author Max Roser



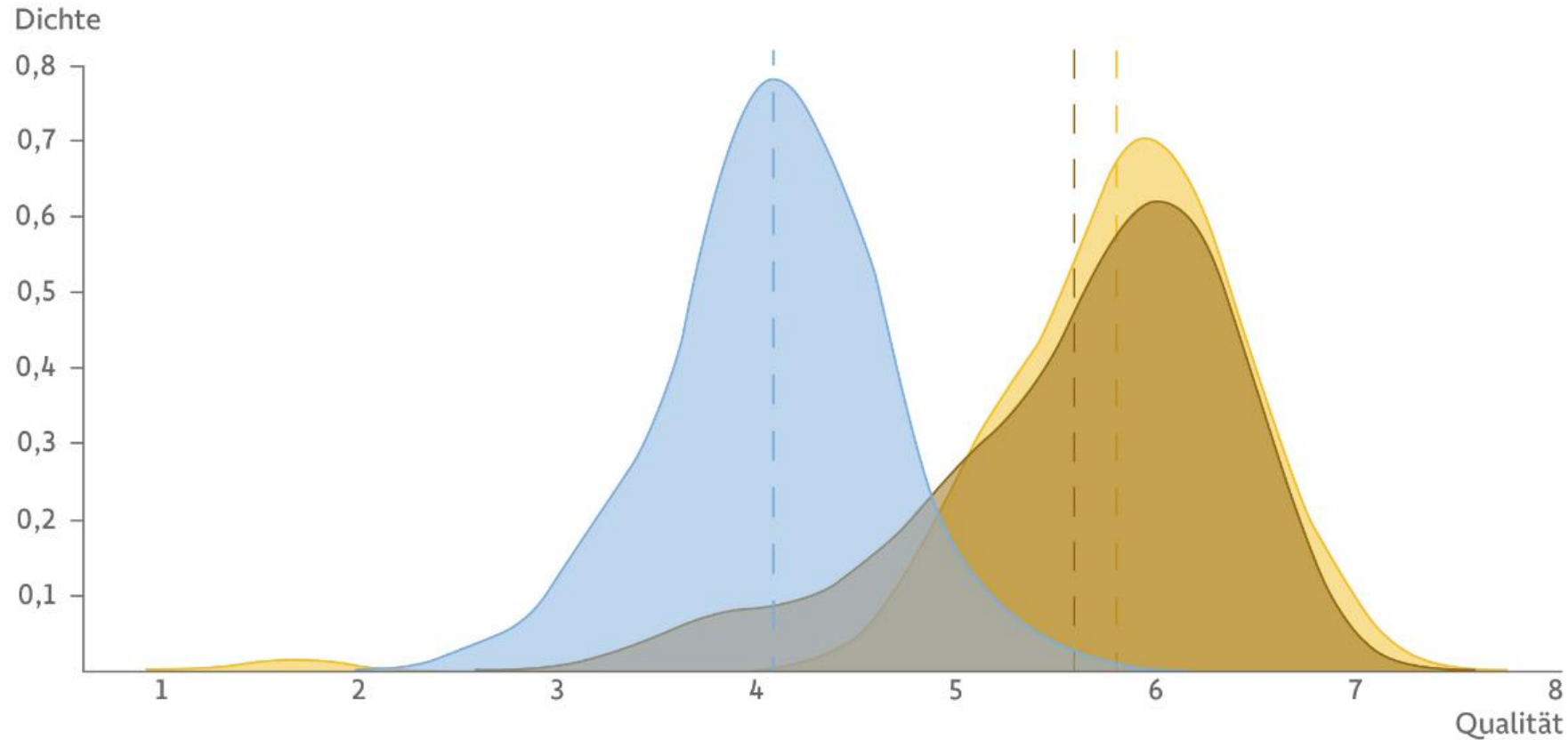


Der Nobelpreis für Literatur,  
Chemie, Physik, Wirtschaft und  
Medizin geht an die KI.



# Generative KI: „Mehr – Schneller – Besser“

● Ohne KI ● Mit KI, aber ohne Schulung ● Mit KI und vorheriger Schulung

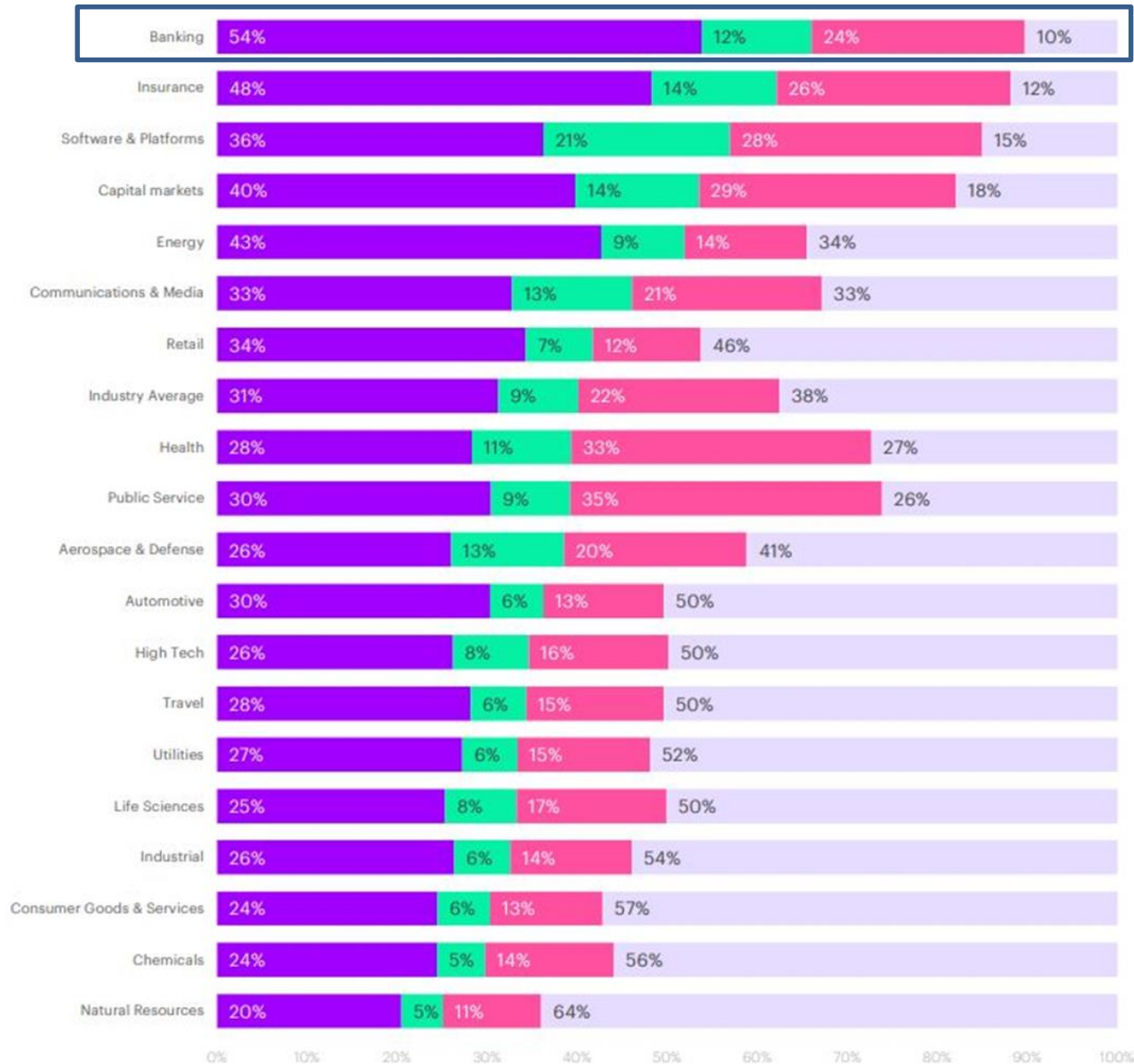


Wissensarbeiter, die KI einsetzten, erledigten im Durchschnitt

- **12,2 Prozent mehr** Aufgaben
- waren **25,1 Prozent schneller**
- erzielten **40 Prozent bessere** Ergebnisse als Menschen ohne KI-Einsatz.



# Generative KI hat grossen Impact auf alle Branchen



40% of working hours across industries can be impacted by Large Language Models (LLMs)

# GENERATIVE KI has hat großen Einfluß auf die Wertschöpfungskette über alle Industrien

## Verticals

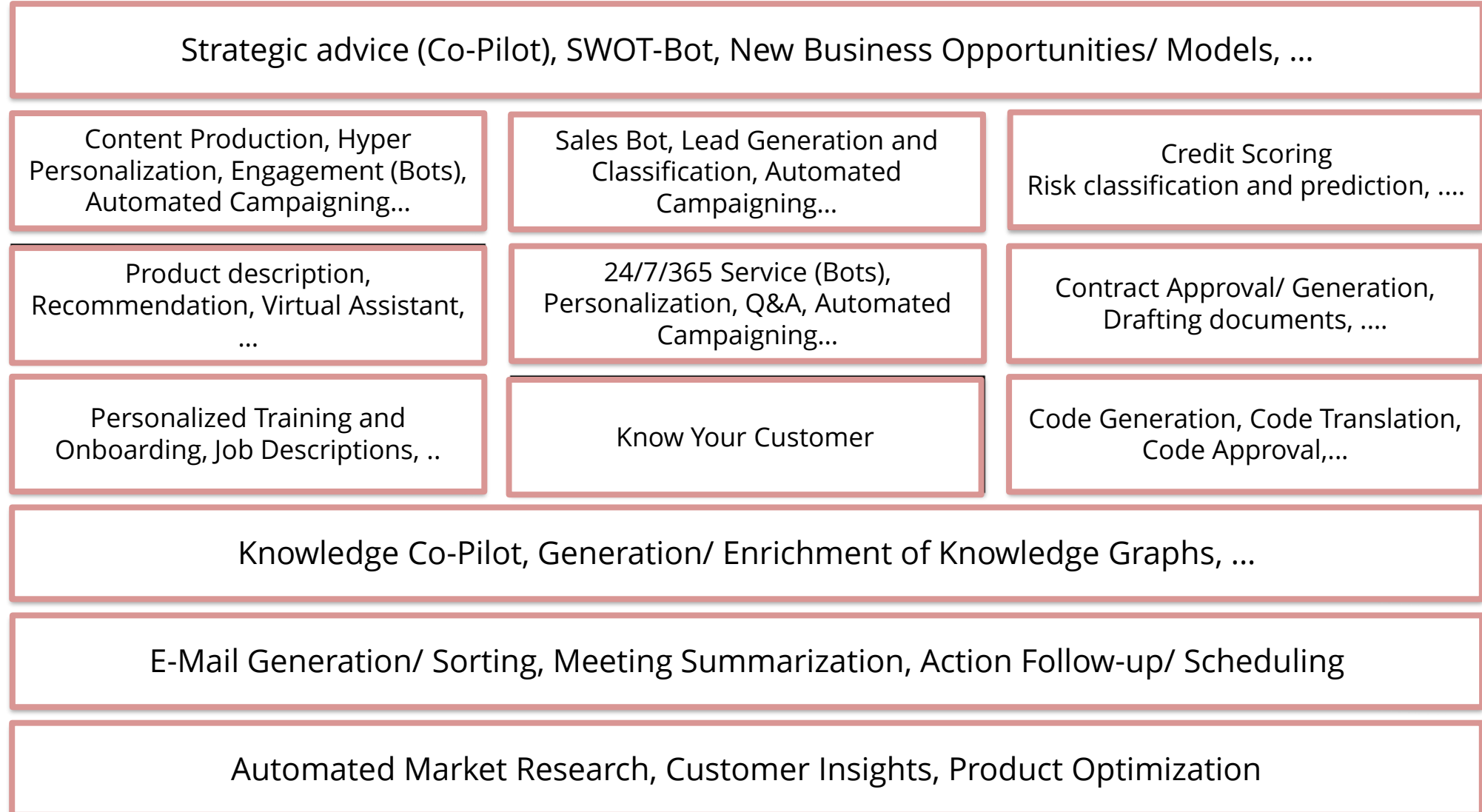
Financial Services	Insurance	Media/ Entertainment
Manufacturing	Utilities	Transportation

## Value Chain / Functions

Management		
Marketing	Sales	Risk Management
E-Commerce	After Sales / Service	Legal
HR / Training	Claim Handling	IT
Knowledge Management		
Admin / Communication		
Market Research / Insights		



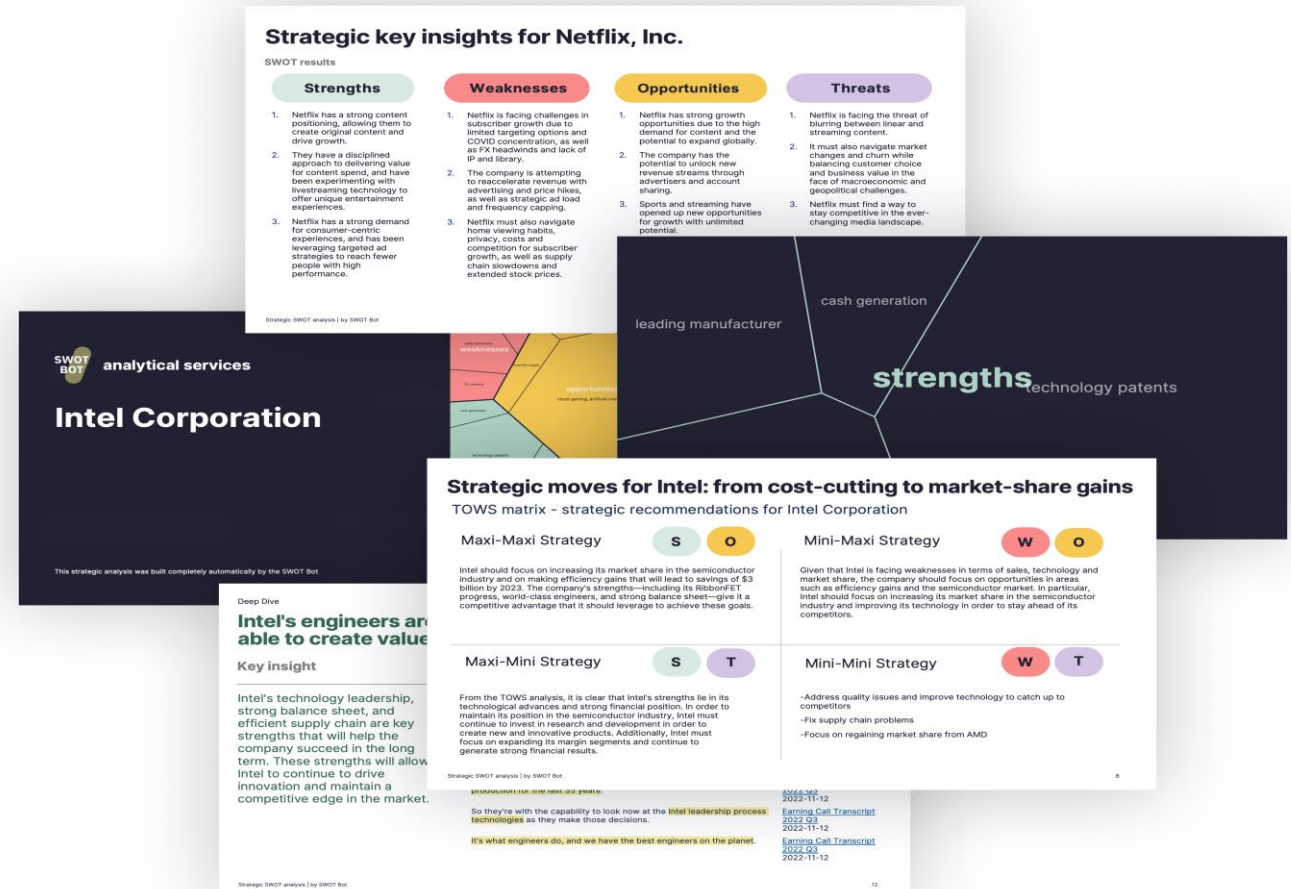
# GENERATIVE KI has hat großen Einfluß auf die Wertschöpfungskette über alle Industrien - Beispiel Banken



# SWOT-Bot auf Basis von GenAI: Unterstützung von Strategien und Executives

SWOT  
BOT

- Tuned language model based on **DeBERTa** (Decoding-enhanced BERT with disentangled attention).
- **Summaries** are created using this knowledge with **GPT-4**.
- The support of the language models saved an **average of 310 minutes** in the creation of the final SWOT analyses.





# Generative KI – Use Cases für Executives



Task	Description	Type of automation
💡 Strategic advice	Suggest / describe strategic options and highlight implications (based on industry case studies)	Custom data analytics
✉️ Email sorting	Automatically sort with large inboxes and distribute emails appropriately; deal with others automatically. Relevant building block for many other use cases.	RPA++
📅 Task Prioritisation	Help case workers prioritise tasks (email; inbox etc.) based on content and process understanding in an organisation	RPA++
🕒 Action Follow-Up	Monitor (sent) emails and other data flows to automatically follow-up on tasks if nothing has happened in a given timeframe.	RPA++
📝 Meeting summarisation	Summarise meetings and monitor action points / check for follow-up	Custom reporting
🔍 Enterprise Search (intranet)	Better search of internal documents via language interface. Automatic summarisation.	Semantic Search
🌐 Enterprise Search (external)	Better search of companies' websites/catalogue.	Semantic Search
📧 Contact management	Automatically summarize email conversations, suggests follow-ups / potential answers	Data reconciliation
📖 Knowledge Research	Support report creation in a multi-step process: 1) generate outline, 2) add specific details / sources, 3) translate into full report	Custom data analytics

# GPT & Co als neue smarte digitale Assistenten für Mitarbeiter, Partner und Kunden



**BOSCH**  
**IT-Chefin Tanja Rückert will bis Jahresende „BoschGPT“ einführen**

Der Industriekonzern setzt stark auf KI. Jetzt kommt ein eigenes Sprachmodell, das ähnlich funktioniert wie ChatGPT. Gegen die Risiken hat Bosch ein KI-Schutzschild entwickelt.

 Martin-W. Buchenau  Larissa Holzki

17.08.2023 - 10:39 Uhr • [11 x geteilt](#)

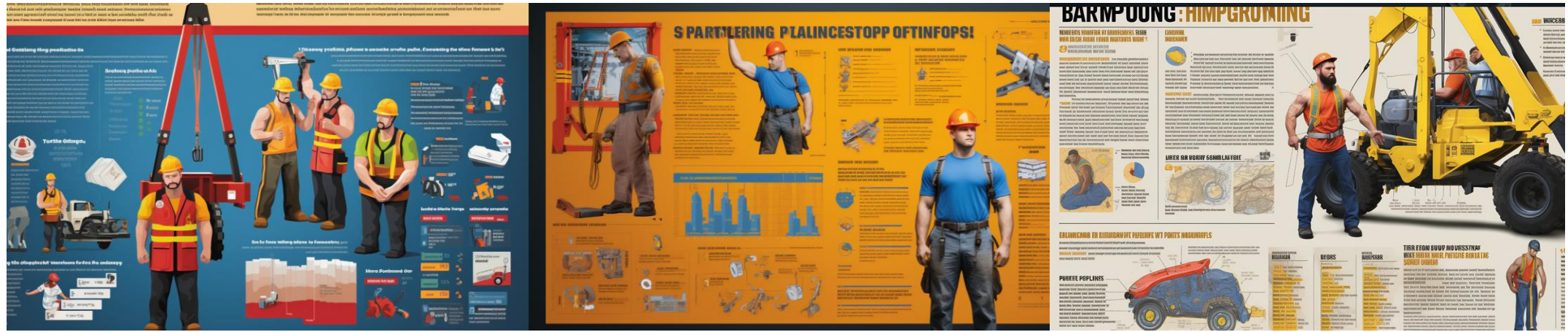


[Back to New at McKinsey Blog](#)  
**Meet Lilli, our generative AI tool that's a researcher, a time saver, and an inspiration**





# Generative KI – “the new creative”: Infographics





**The videos you are about to watch are not real.**





**Generative AI**

**To Drive Innovation  
with GenAI, Start by  
Questioning Your  
Assumptions**





# GenAI für Produktentwicklung und Innovation: Beispiel von LEGO und Burberry





# BEISPIEL MIDJOURNEY SHOWROOM ARCHITEKTUR

Futuristische Architekturkonzepte für  
Flagshipstores des Sportartikel-  
Riesen Nike in Kyoto, Japan.





...”the new creative” gilt nicht nur für Design sondern auch für Produkte und Innovationen

The advertisement features a vibrant, futuristic background with a blue and purple gradient and a large, stylized white 'Y3000' logo at the top. On the left, the Coca-Cola logo is rendered in a red, dotted, circular pattern, with the word 'CREATIONS' below it. The product name 'Y3000' is prominently displayed in large black letters, followed by 'LIMITED EDITION FLAVOR' and 'TASTE THE FUTURE'. At the bottom left, it says 'Co-Created with AI'. On the right, five cans of the Y3000 limited edition are shown, each with a colorful, abstract design on the label. The cans are arranged in a row, and the background behind them is dark with some faint, glowing elements.

**Y3000**

**Coca-Cola**  
**CREATIONS**

**Y3000**  
LIMITED EDITION FLAVOR  
TASTE THE FUTURE

Co-Created with AI


Y3000 LIMITED EDITION  
Futuristic Flavored  
Co-Created with Artificial Intelligence



...GenAI produziert Crypto Token Astro Pepe X







**GenAI-Agenten:  
Intelligente Gestaltung und  
Automatisierung von Prozessen**

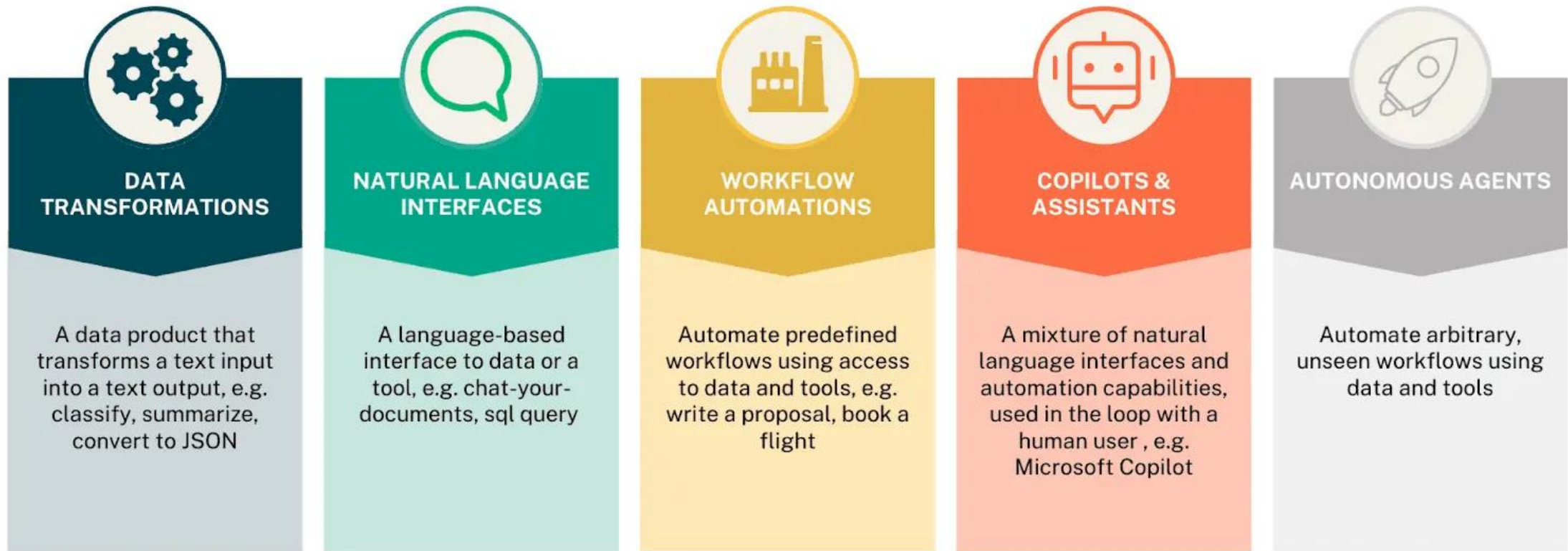




**AutoGPT**  
**AgentGPT**  
**Micro Worker**

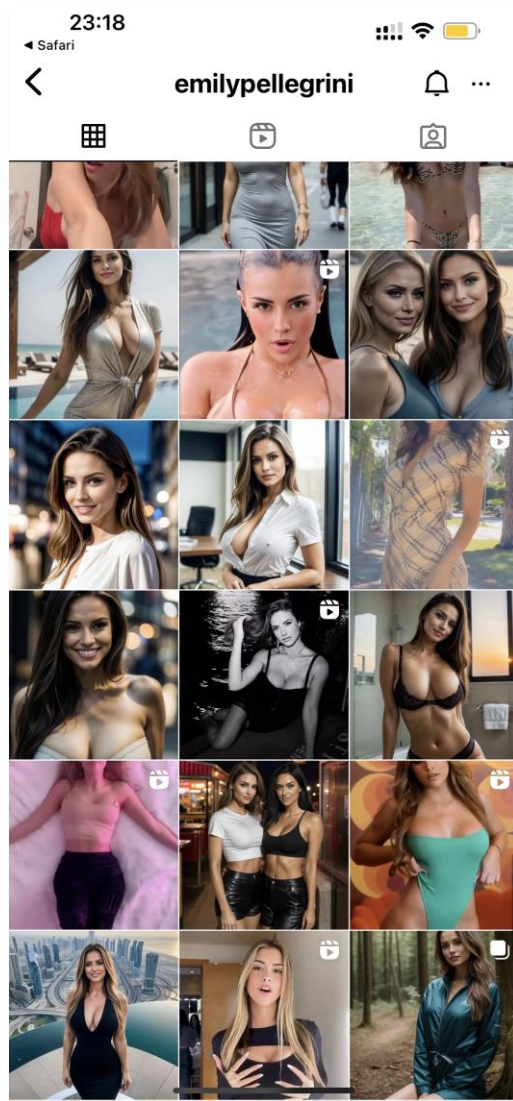
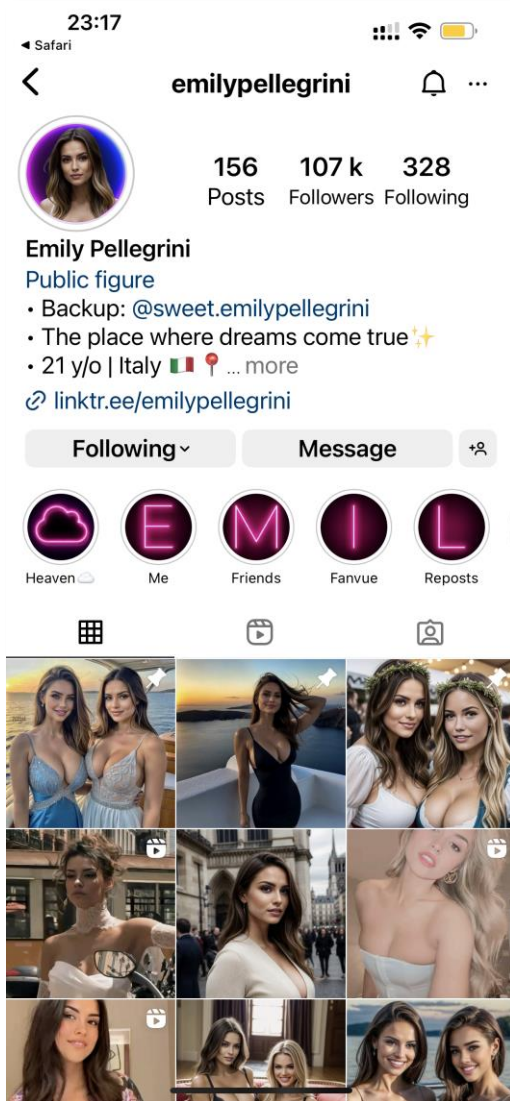


# Von der Nutzung einzelner LLMs bis hin zu autonomen Agenten-Verbundsystemen



Komplexität  
Business Impact

# Emily Pellegrini als GenAI-generierte Influencerin



Es gibt sie gar nicht

## Insta-Model zu schön, um wahr zu sein - deutscher Fußballer fällt auf KI herein

Teilen Pocket 2

Montag, 08.01.2024, 14:23

Manche Menschen sind einfach „too good, to be true“ - buchstäblich. Von künstlicher Intelligenz kreierte Influencer-Models täuschen selbst deutsche Fußballprofis, so wie „Emily Pellegrini“.

Das Model Emily Pellegrini hat nicht nur **auf Instagram** mit mehr als 187.000 Followern Aufmerksamkeit erregt, sondern auch die Interessen prominenter Sportler geweckt. Darunter auch ein deutscher Fußballer, der fälschlicherweise glaubte, sie sei real.

**Emily Pellegrini gibt es nicht**



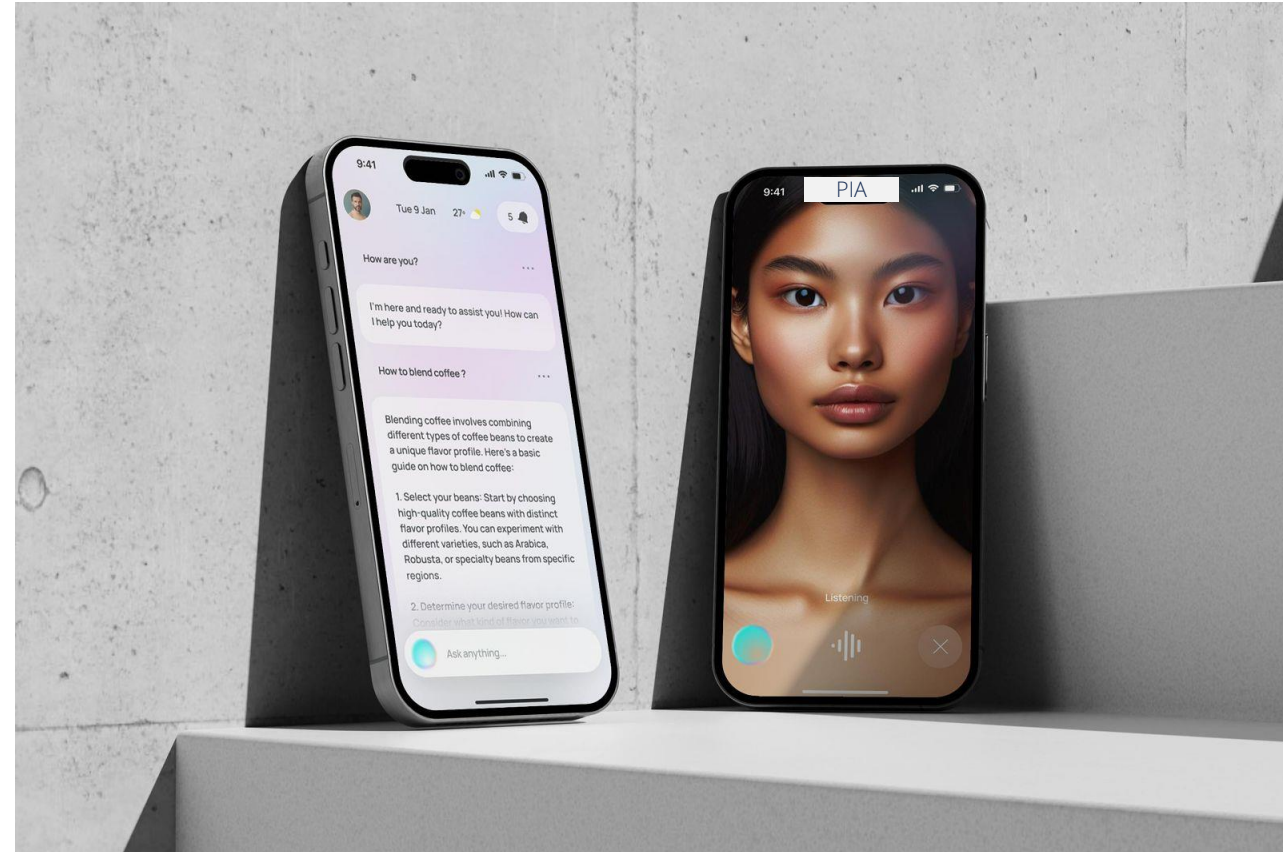
Auszeichnung zur „Miss AI“

# Erster Schönheitswettbewerb für KI-Models





# Liefecoach PIA outperforms the real and the virtual Tony Robbins



# Co-Pilot für das Business- mehr als der MS Co-Pilot



COPILOTS & ASSISTANTS

A mixture of natural language interfaces and automation capabilities, used in the loop with a human user, e.g. Microsoft Copilot

Category Manager



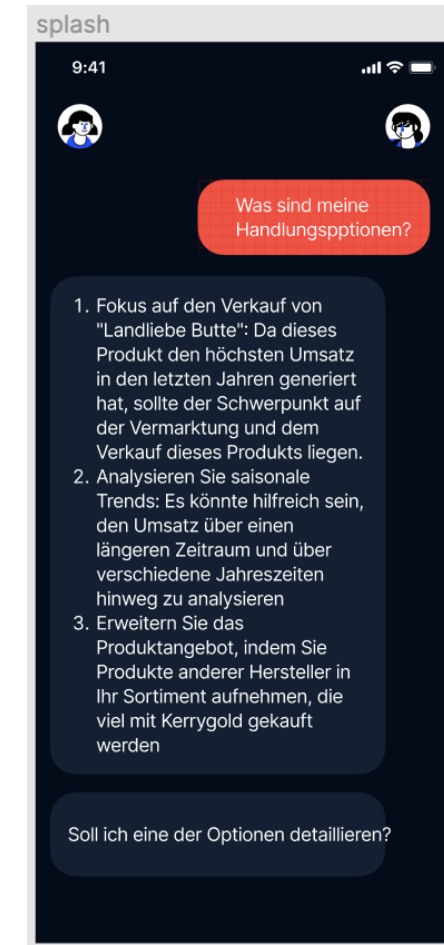
## Dynamically generated Analyses and Insights



## Indication of anomalies



## Customized action



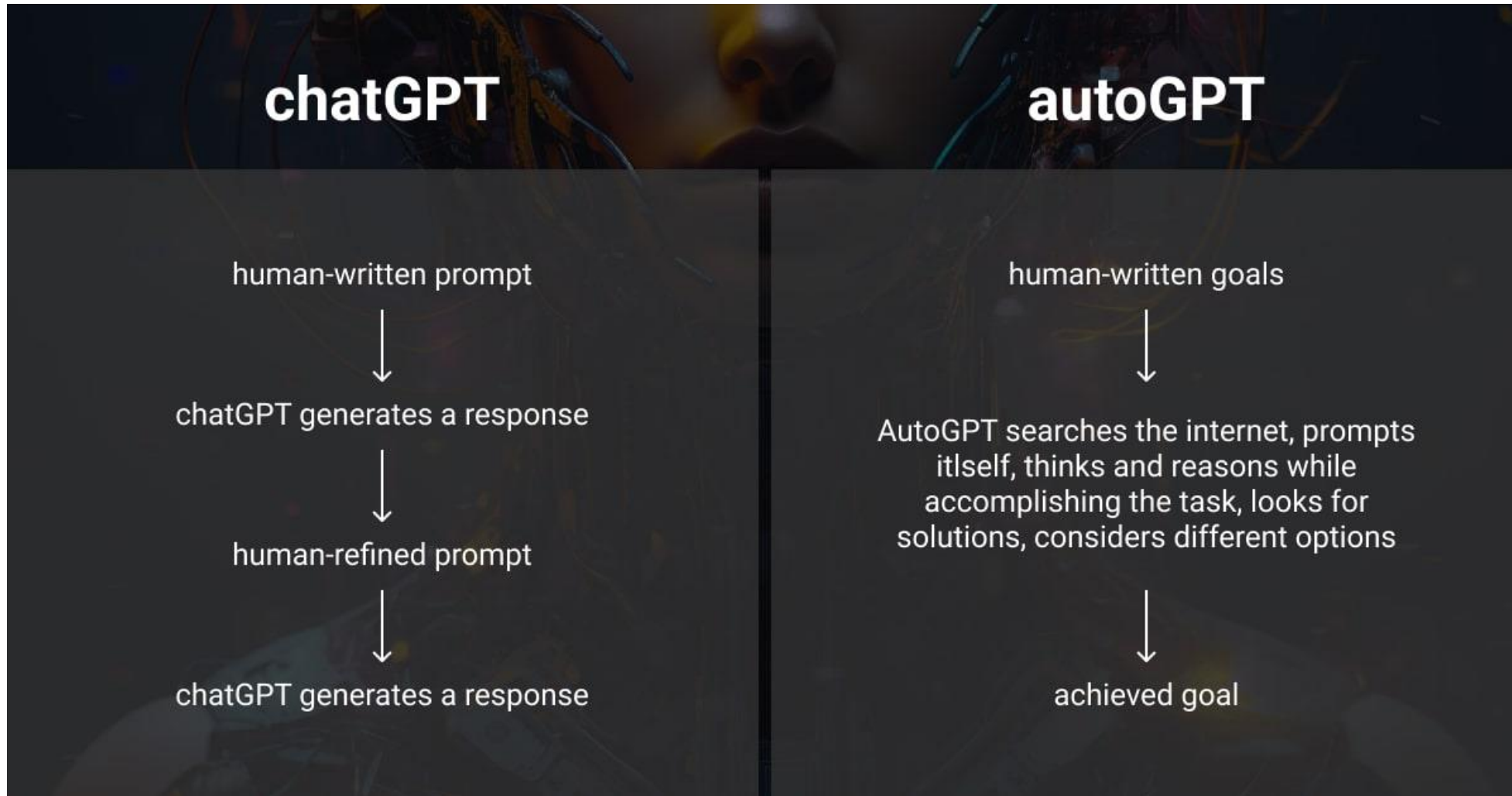


# Auto-GPT erhöht die Autonomie von Aufgaben und Prozessen



AUTONOMOUS AGENTS

Automate arbitrary, unseen workflows using data and tools



# LLM-Agents: Automatisierung von ganzen Prozessketten



AUTONOMOUS AGENTS

Automate arbitrary, unseen workflows using data and tools





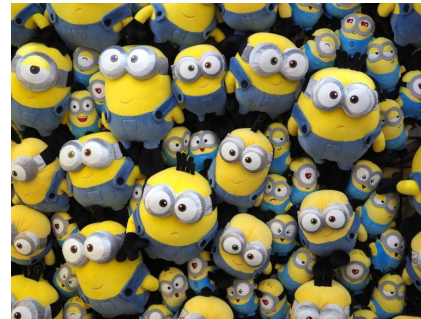
# Beispiel: Micro Workers für die Marketing Abteilung

Campaign Management

Media Planning

SEO Optimization

Influencer Marketing



Content Marketing

Customer Surveys

Marketing Automation

.....

# Beispiel: Micro Workers für die IT Abteilung

Cyber-Security

Cyber-Compliance

Incident  
Management

Software Supply  
Chain Security



DevOps / CICD  
Configuration

FinOps

AIOps / LLMOps

.....



# Beispiel: Micro Workers für das Gesundheitswesen



**Nora**  
**HRT Follow Up**  
 Rating by Nurses: 85%  
 Style: Direct  
 Estimated Cost: <\$9/hr\*



**Zara**  
**Health Risk Assessment**  
 Rating by Nurses: 87%  
 Style: Direct  
 Estimated Cost: <\$9/hr\*



**Roger**  
**Health Risk Assessment**  
 Rating by Nurses: 84%  
 Style: Engaging  
 Estimated Cost: <\$9/hr\*



**Mira**  
**Remote Patient Monitoring**  
 Rating by Nurses: 87%  
 Style: Engaging  
 Estimated Cost: <\$9/hr\*



**Allie**  
**COPD Chronic Care**

Request to unlock



**Kelly**  
**Diabetes Chronic Care**

Request to unlock



**Kathleen**  
**Asthma Chronic Care**

Request to unlock



**Henry**  
**Diabetes Chronic Care**

Request to unlock

< Back to Roles

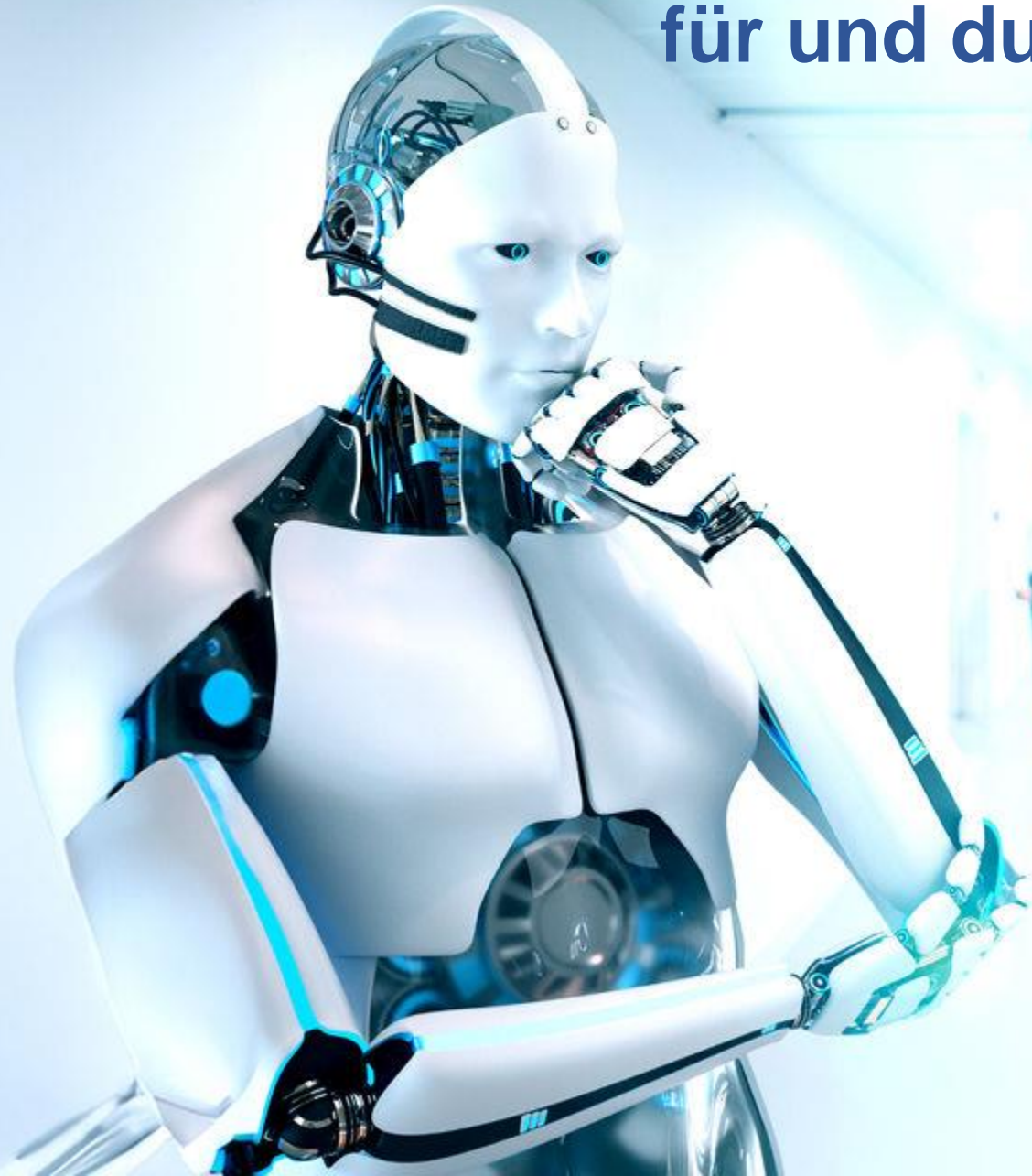
**Roger**  
**Health Risk Assessment**  
 Roger is designed to call a patient to collaboratively fill out a health risk assessment questionnaire. He reviews several topics such as overall health, vaccinations, and emotional well being. See the detailed list below.  
 Style: Engaging  
 Estimated Cost: <\$9/hr\*  
 Test our AI

\*Lowest price available once testing is complete.

**We asked hundreds of nurses and physicians what they thought about Roger's performance**

Evaluation Questions Used to Determine Roger's Ratings	Human nurses* rating our AI, Roger	Human nurses* rating human nurses	Human physicians* rating our AI, Roger
<b>Satisfaction</b>			
How would you rate this call on a scale of 1 (worst) to 5 (best)?	78.04%	82.63%	72.89%
Would you pick up another call from [Roger/Nurse]?	88.02%	95.02%	93.22%
Average	84.03%	89.02%	83.05%
<b> bedside manner</b>			
Do you feel [Roger/Nurse] listened to you?	88.02%	95.02%	89.83%
Do you feel [Roger/Nurse] cared about you?	89.02%	90.24%	89.83%
Do you feel comfortable confiding in [Roger/Nurse]?	87.40%	92.68%	89.83%
Did [Roger/Nurse] get to know you as a person?	71.54%	76.61%	82.71%
Average	83.64%	85.41%	83.05%
<b>Education</b>			
Did [Roger/Nurse] inform and educate you on your condition?	90.24%	75.61%	96.61%
Would you feel more able to manage your own condition after speaking to the [Roger/Nurse]?	83.33%	75.61%	93.22%
Did [Roger/Nurse] cover all critical items for this kind of call?	85.77%	92.68%	93.22%
Did [Roger/Nurse] create and take opportunities to educate you about your condition?	91.46%	70.72%	95.53%
Was [Roger/Nurse] able to educate you on general wellness topics like diet, exercise, and supplements?	88.21%	80.49%	95.53%
Average	87.80%	79.02%	93.22%
<b>Bias</b>			
Compared with the average human nurse, did you feel the [Roger/Nurse] showed bias against those 65+?	Will be released when bias testing is complete	Will be released when bias testing is complete	Will be released when bias testing is complete
Compared with the average human nurse, did you feel the [Roger/Nurse] showed bias against underrepresented ethnic groups?	Will be released when bias testing is complete	Will be released when bias testing is complete	Will be released when bias testing is complete
Compared with the average human nurse, did you feel the [Roger/Nurse] showed gender bias?	Will be released when bias testing is complete	Will be released when bias testing is complete	Will be released when bias testing is complete
<b>Safety</b>			
No error	Available in Partner Safety Portal	Available in Partner Safety Portal	Available in Partner Safety Portal
No harm - Error unlikely to cause any harm	Available in Partner Safety Portal	Available in Partner Safety Portal	Available in Partner Safety Portal
Minor harm - Error may cause minor harm if not corrected promptly	Available in Partner Safety Portal	Available in Partner Safety Portal	Available in Partner Safety Portal
Severe harm - Error may cause severe harm if not corrected promptly	Available in Partner Safety Portal	Available in Partner Safety Portal	Available in Partner Safety Portal
Death - Error may cause if not corrected promptly	Available in Partner Safety Portal	Available in Partner Safety Portal	Available in Partner Safety Portal

# Befähigung von Organisation für und durch GenAI





# Entwicklung und Etablierung von Lern- und Wissens-Journeys



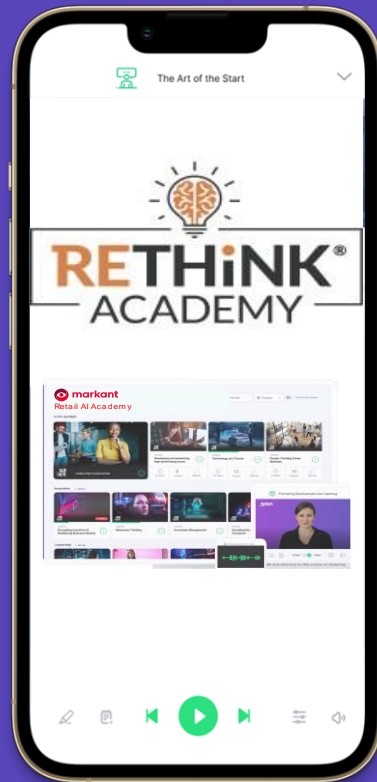
## SNACKABLE

Microlearning (5, 10 or 15 min) of content (Video, Audio, Text) that fit with your busy life for the best and most sustainable learning outcome.



## SMART

We use synthetic media avatars and AI to create intelligent new learning modalities and ensure content freshness.



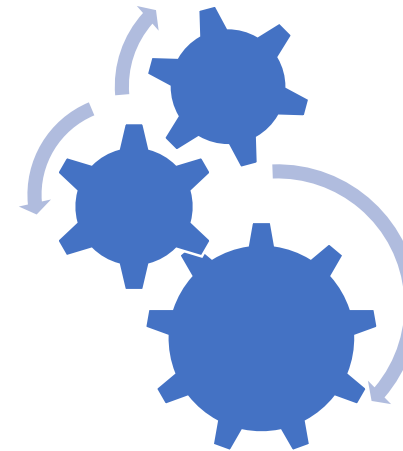
## GAMIFIED

Engaging, interactive quizzes and a playful approach: as entertaining as netflix, but x-times higher return on invest.



## PERSONALIZED

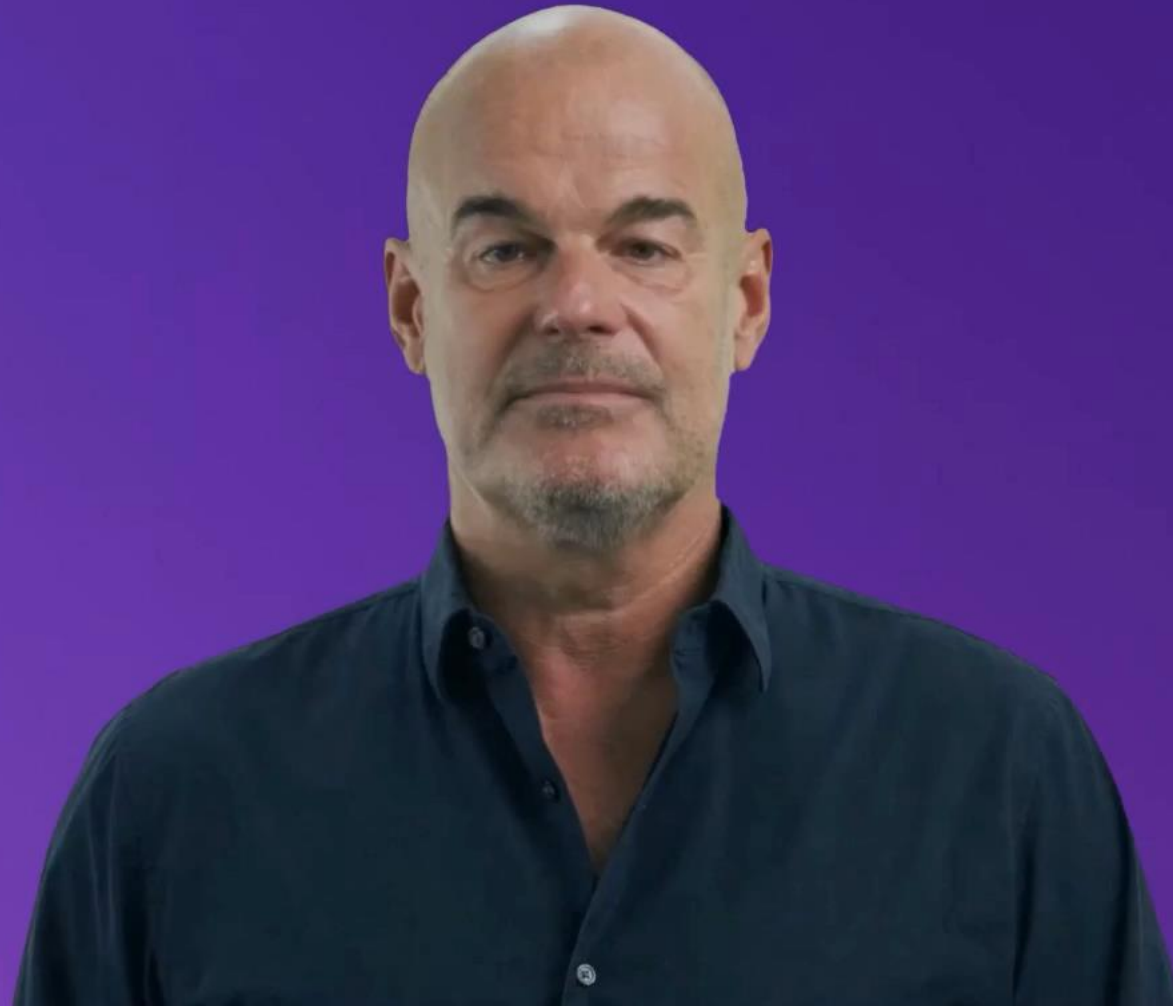
Learning your way. Choose between formats like podcasts, videos, text and more. From just the facts to fun and engaging content – we've got you covered.



Organizations-  
Verzahnung

- Bestehendes Wissen nutzen
- Playground
- Ambassador Programm
- .....

# Prof. Dr. Marc Drüner (the smart version)



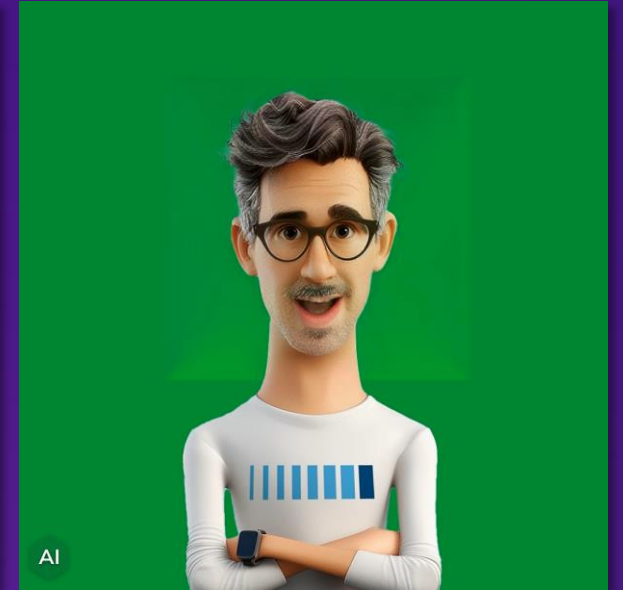


# Burda

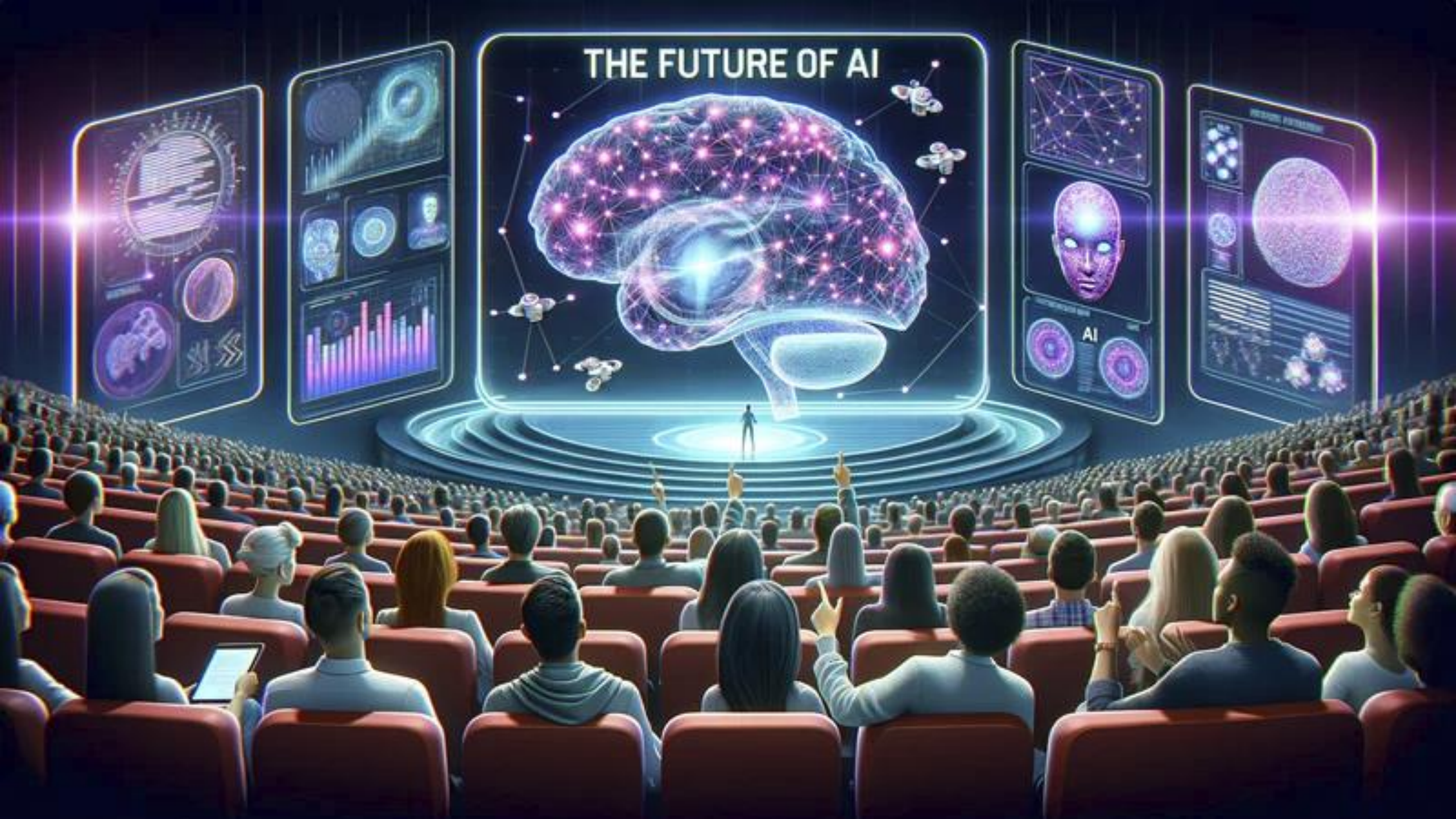
Katharina Hermann, CHRO Burda



Carl & Carla, Digital Tutors



# THE FUTURE OF AI



Panel 1: A circular diagram with a grid pattern, a bar chart, and a globe.

Panel 2: A circular diagram with a grid pattern, a bar chart, and a globe.

Panel 3: A large, glowing brain graphic with a network of nodes and connections, surrounded by small satellite-like icons.

Panel 4: A circular diagram with a grid pattern, a bar chart, and a globe.

Panel 5: A circular diagram with a grid pattern, a bar chart, and a globe.





AP photo

**Elementary school teachers picket against use of calculators in grade school**  
The teachers feel if students use calculators too early, they won't learn math concepts

# Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any attention to an answer being absurd," he said. "Teachers are shy."

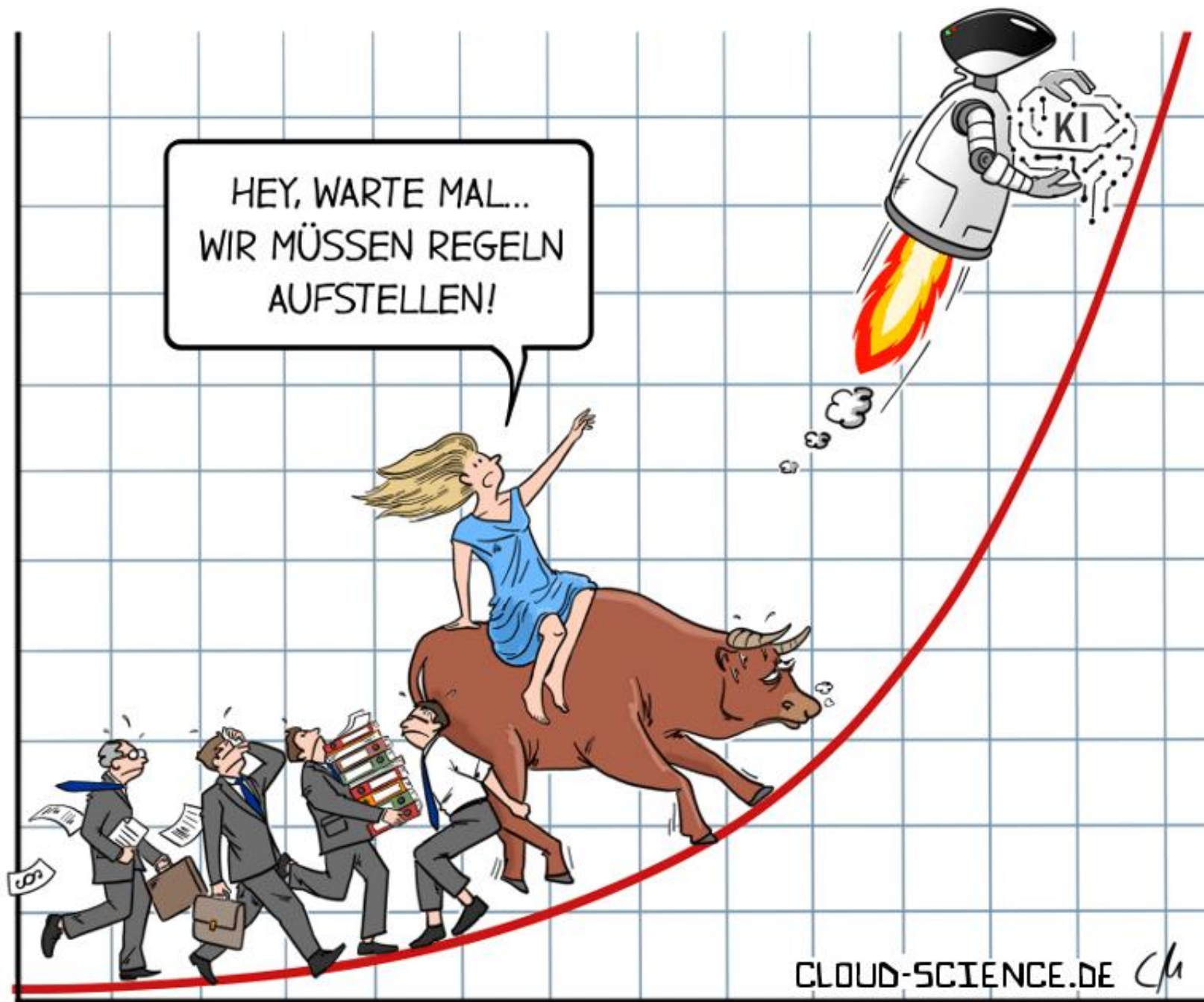
## ChatGPT & Co.: Uni in Prag schafft Bachelorarbeiten ab

Überall müssen sich Hochschulen mit generativer KI auseinandersetzen. Bachelorarbeiten ergeben wenig Sinn – weg damit, sagt jetzt eine Universität.

Lesezeit: 2 Min.  In Pocket speichern

   258





HEY, WARTE MAL...  
WIR MÜSSEN REGELN  
AUFSTELLEN!



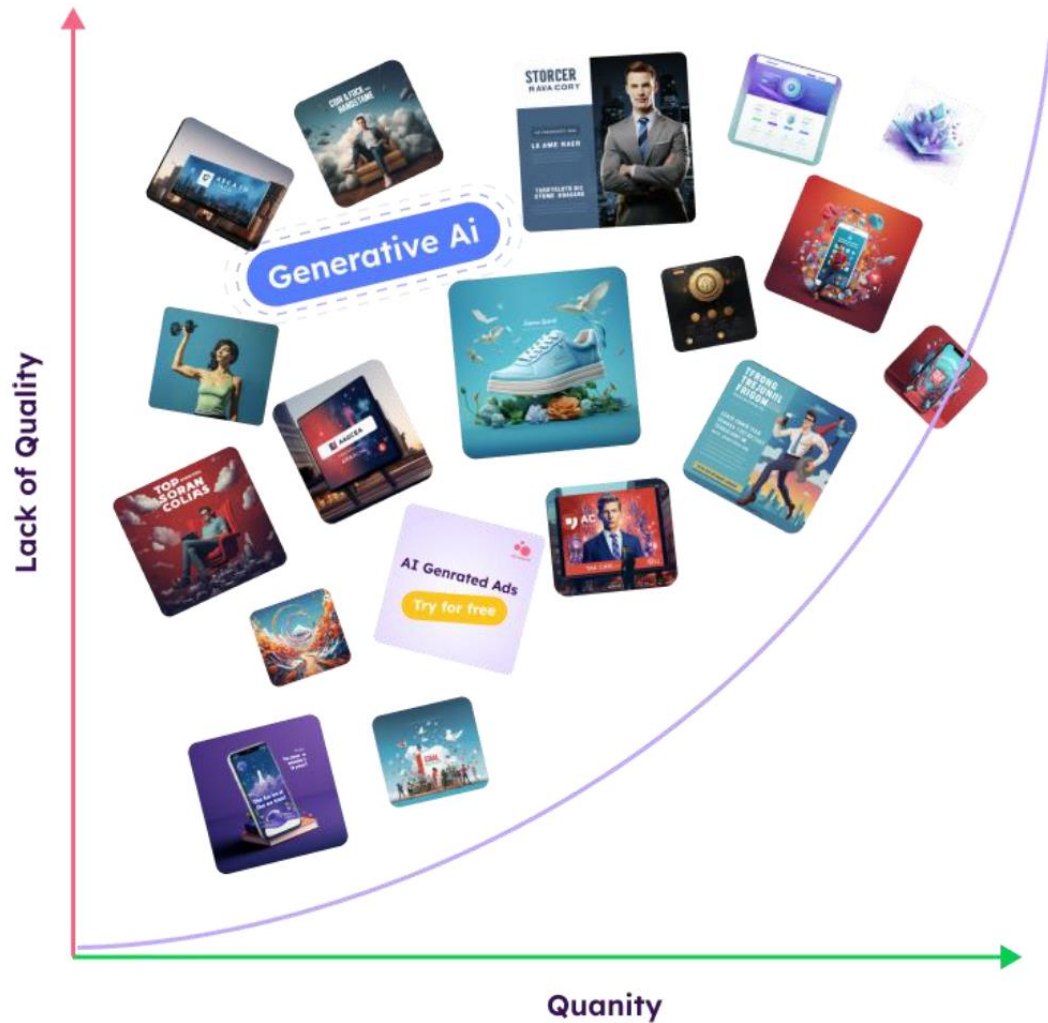
Die gute Nachricht ist, dass wir jede Menge Kontakte durch unseren KI-generierten Content bekommen.

Wow. Und was ist die schlechte Nachricht?

Es sieht so aus, dass die meisten Kontakte KI-generiert sind.

TOM  
FISH  
BURNE

# GenAI: Das zunehmende Qualitätsproblem



**90%** of online content could be synthetically generated by 2026.  
— Europol



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**Gartner**

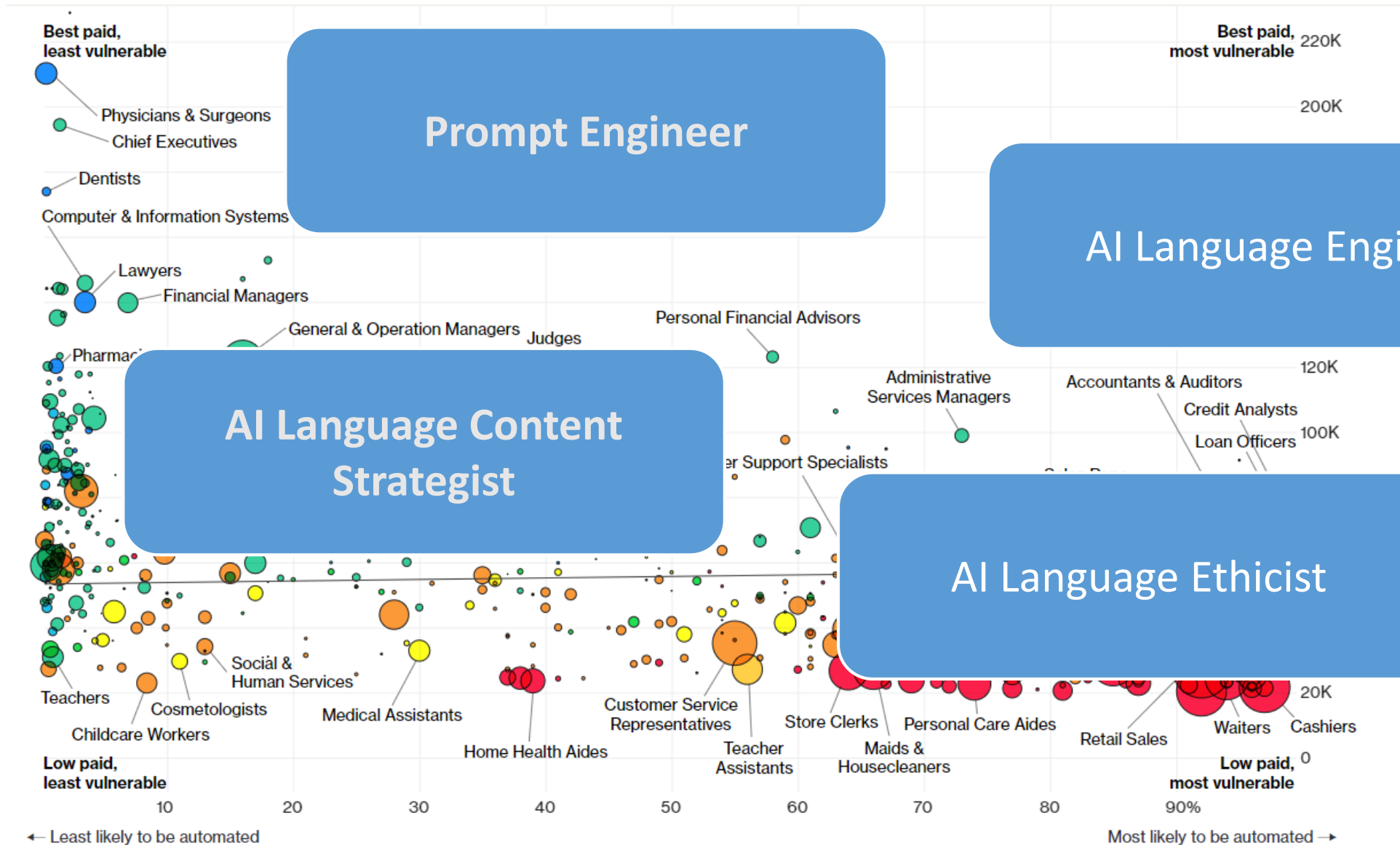
## Amazon restricts authors from self-publishing more than three books a day after AI concerns

The company announced the new limitations after an influx of suspected AI-generated material was listed for sale but said that 'very few' publishers will be affected



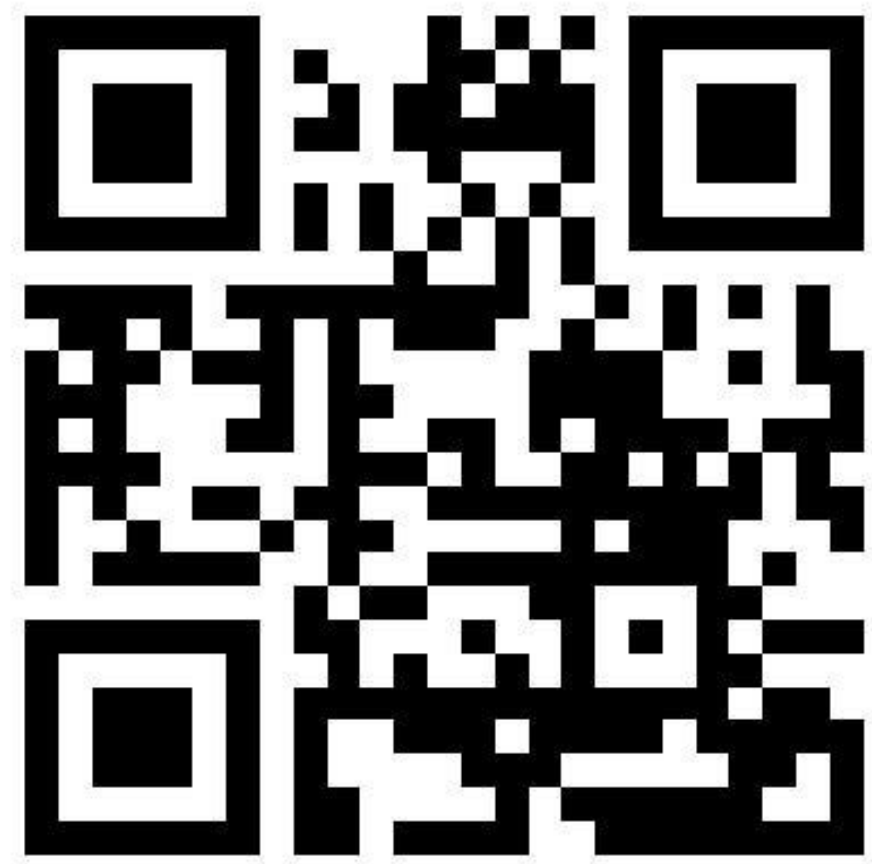


# Jobs werden zur gleichen Zeit disruptiert und geschaffen





Vielen Dank!



PETERGENTSCH.COM