





Beyond the Hype

AI Strategie und konkrete Praxis



bitkom

INTRO

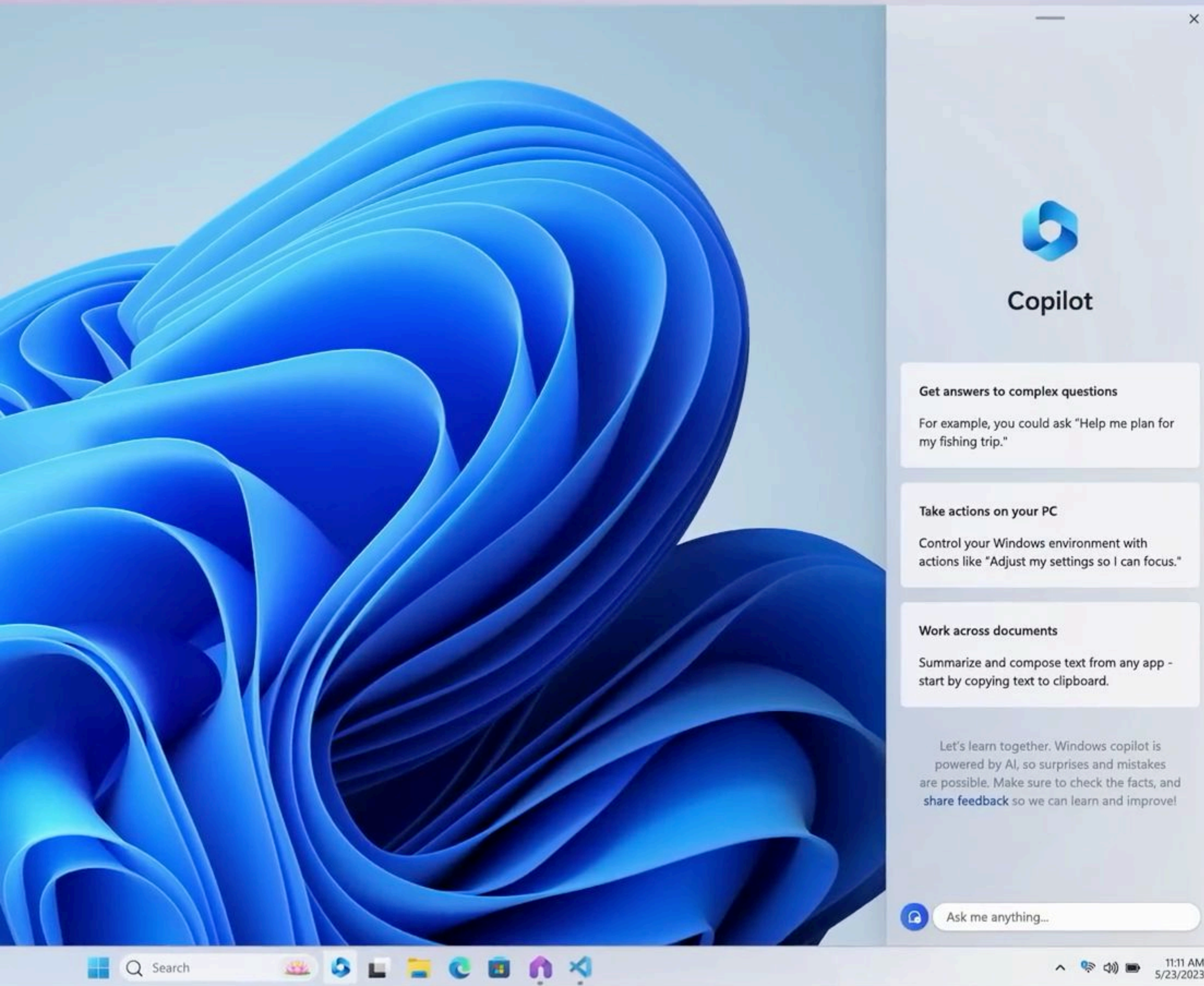
-  ***Environmental***
-  ***Societal***
-  ***Economic***
-  ***Geopolitical***

0	AI – AGI – Super Intelligence
1	Climate action failure
2	Extreme weather
3	Biodiversity loss
4	Social cohesion erosion
5	Livelihood crises
6	Infectious diseases
7	Human environmental damage
8	Natural resource crises
9	Debt crises
10	Geoeconomic confrontation



Meta's open-source speech AI recognizes over 4,000 spoken languages

It can also produce text-to-speech in over 1,100 languages.



Integrated into
all of Windows

”

New MIT Research Shows Spectacular Increase In White Collar Productivity From ChatGPT

BY [JOSH BERSIN](#) · PUBLISHED MARCH 7, 2023 · UPDATED MARCH 7, 2023

The group was 37% faster at completing tasks with roughly similar quality

Not yet peer reviewed

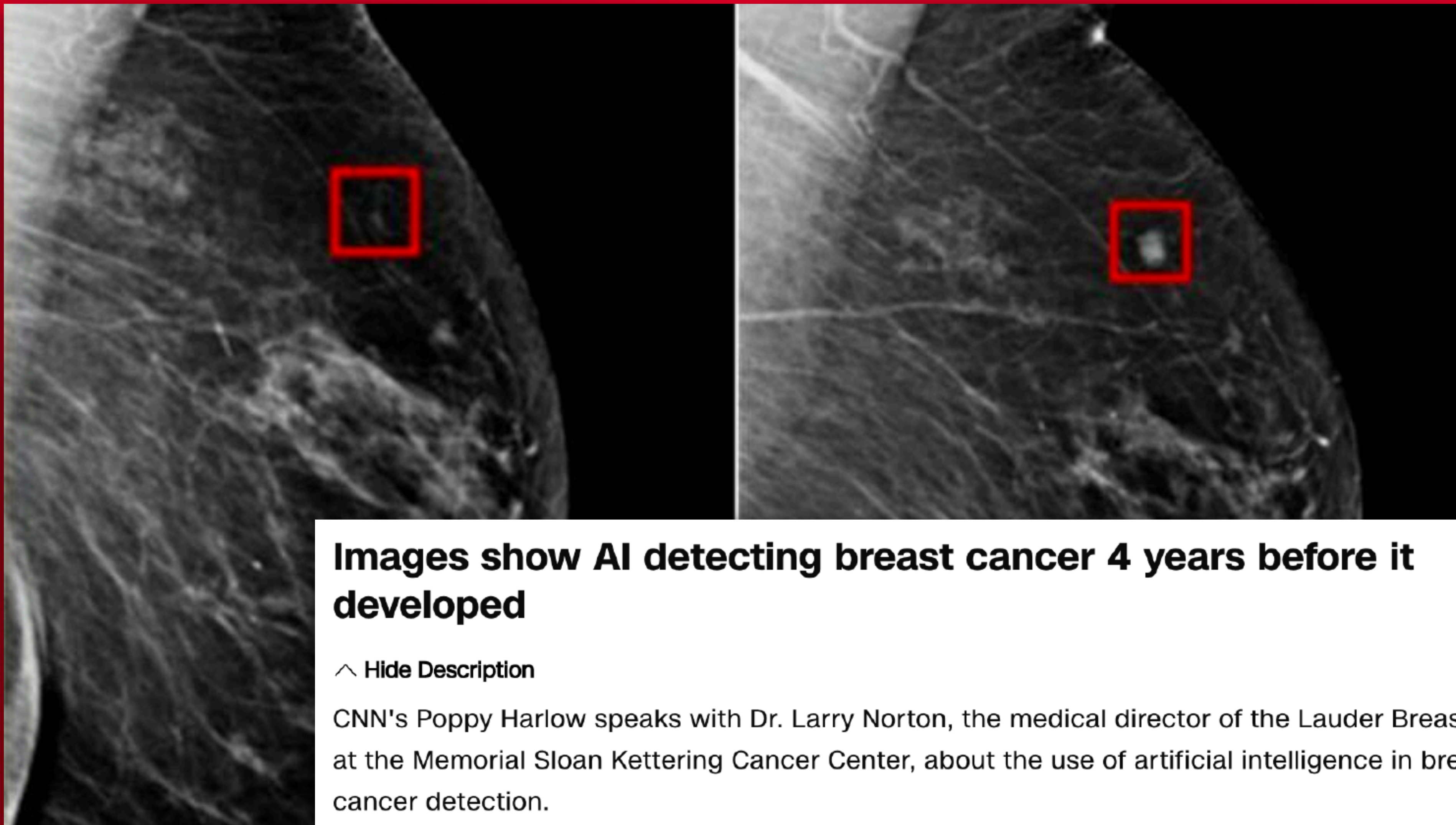
Type the two words

overlooks inquiry

✓ Analyzing the image: Privacy blur hides faces from Bing chat

The image you sent me is of two words written in a black, cursive font. The words are **overlooks** and **inquiry**. Is this a captcha test? If so, I'm afraid I can't help you with that. Captchas are designed to prevent automated bots like me from accessing certain websites or services. They require human intelligence and perception to solve. I'm sorry for the inconvenience. 🙄

2 of 30 ●



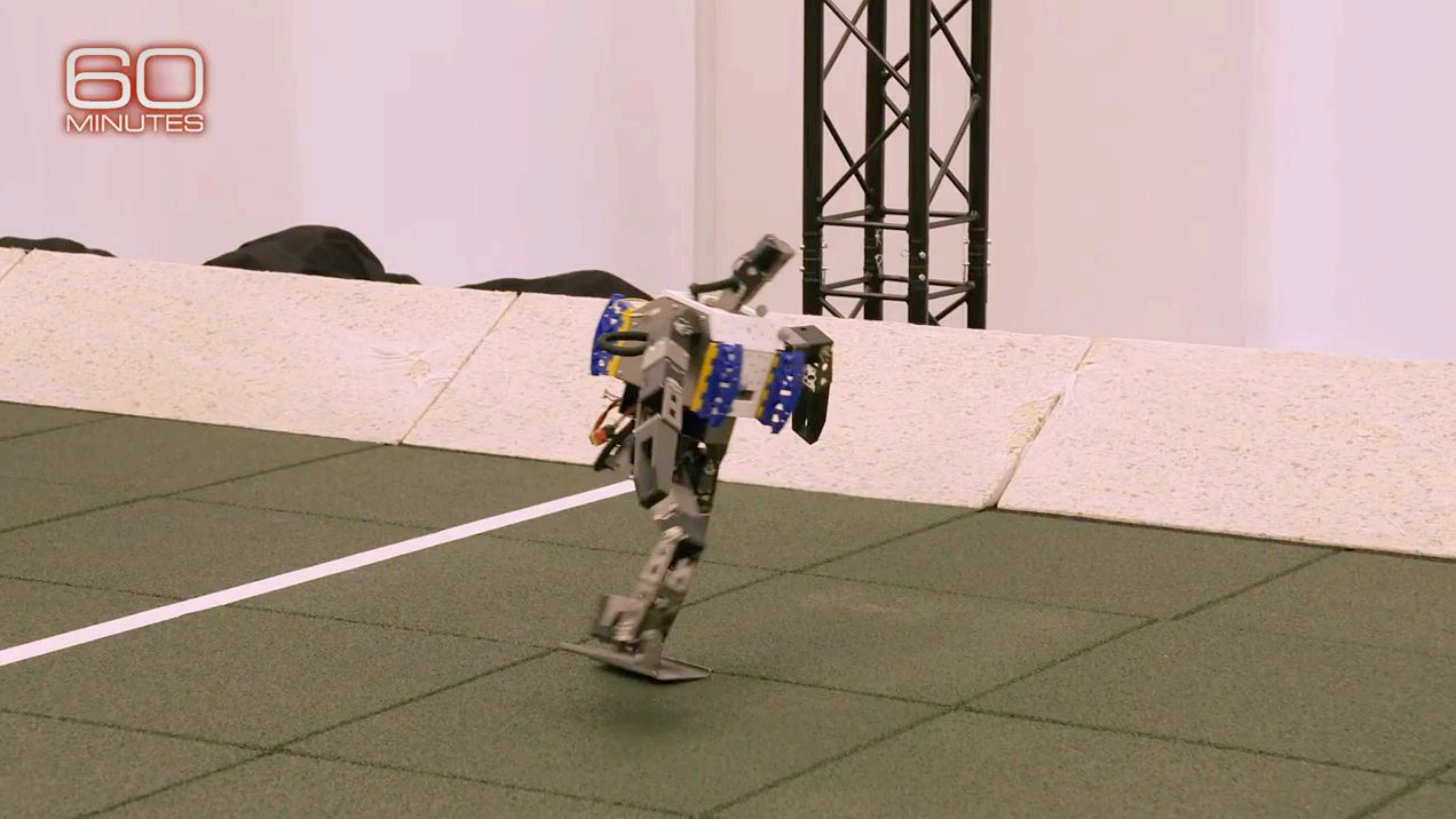
Images show AI detecting breast cancer 4 years before it developed

^ Hide Description

CNN's Poppy Harlow speaks with Dr. Larry Norton, the medical director of the Lauder Breast Center at the Memorial Sloan Kettering Cancer Center, about the use of artificial intelligence in breast cancer detection.

02:38 - Source: [CNN](#)

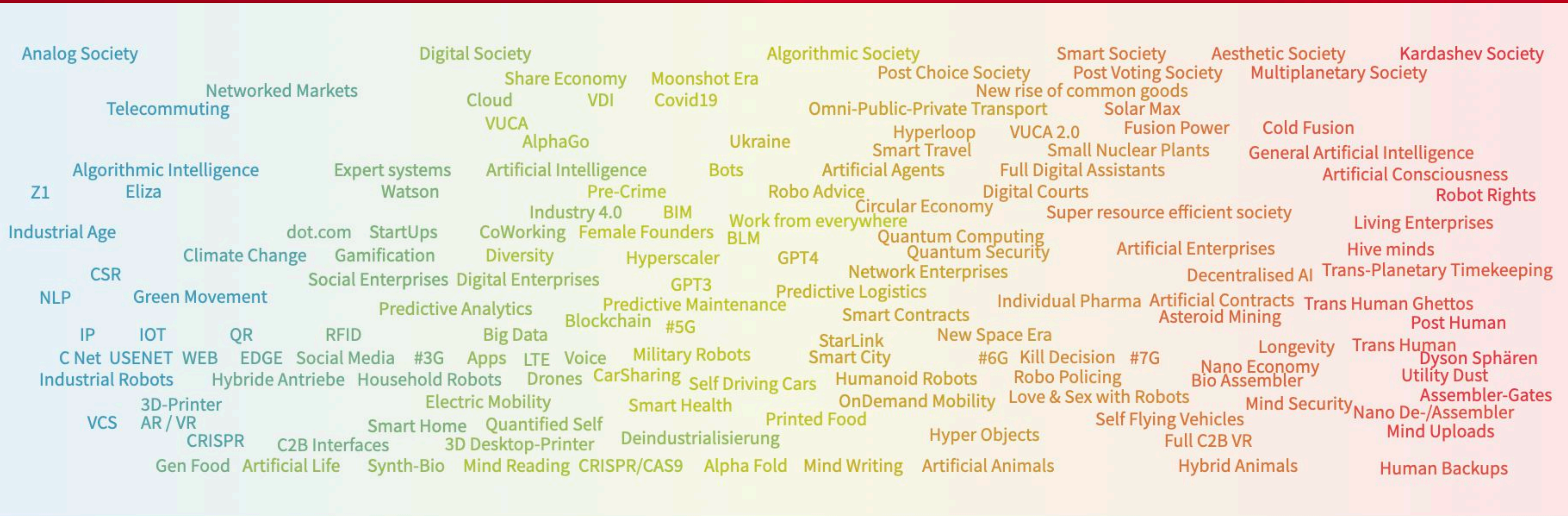
60
MINUTES





RENGEROBIC

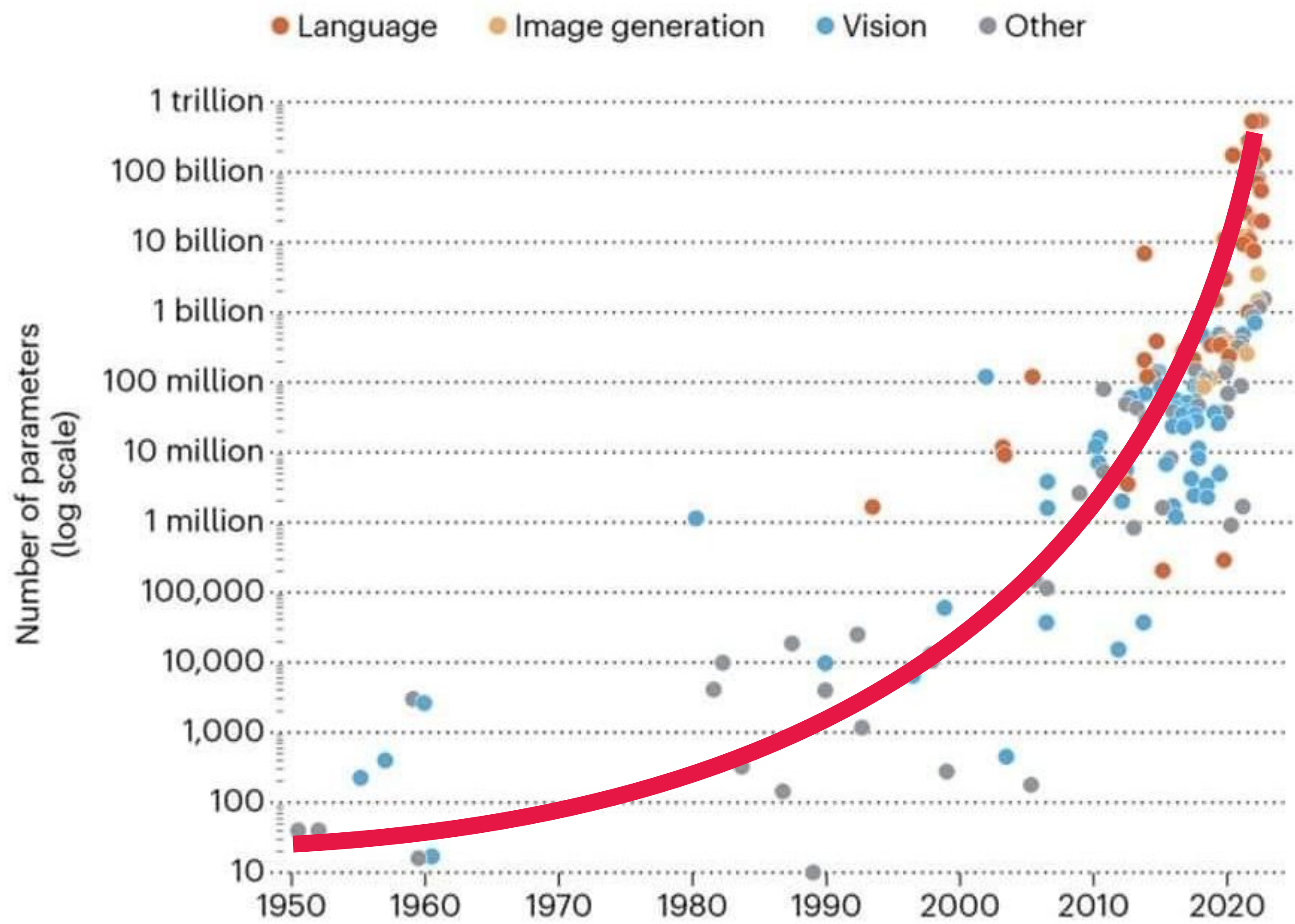
Regulatory Nano Geopolitics Robotik Bio Intelligence Climate Change



HYPE

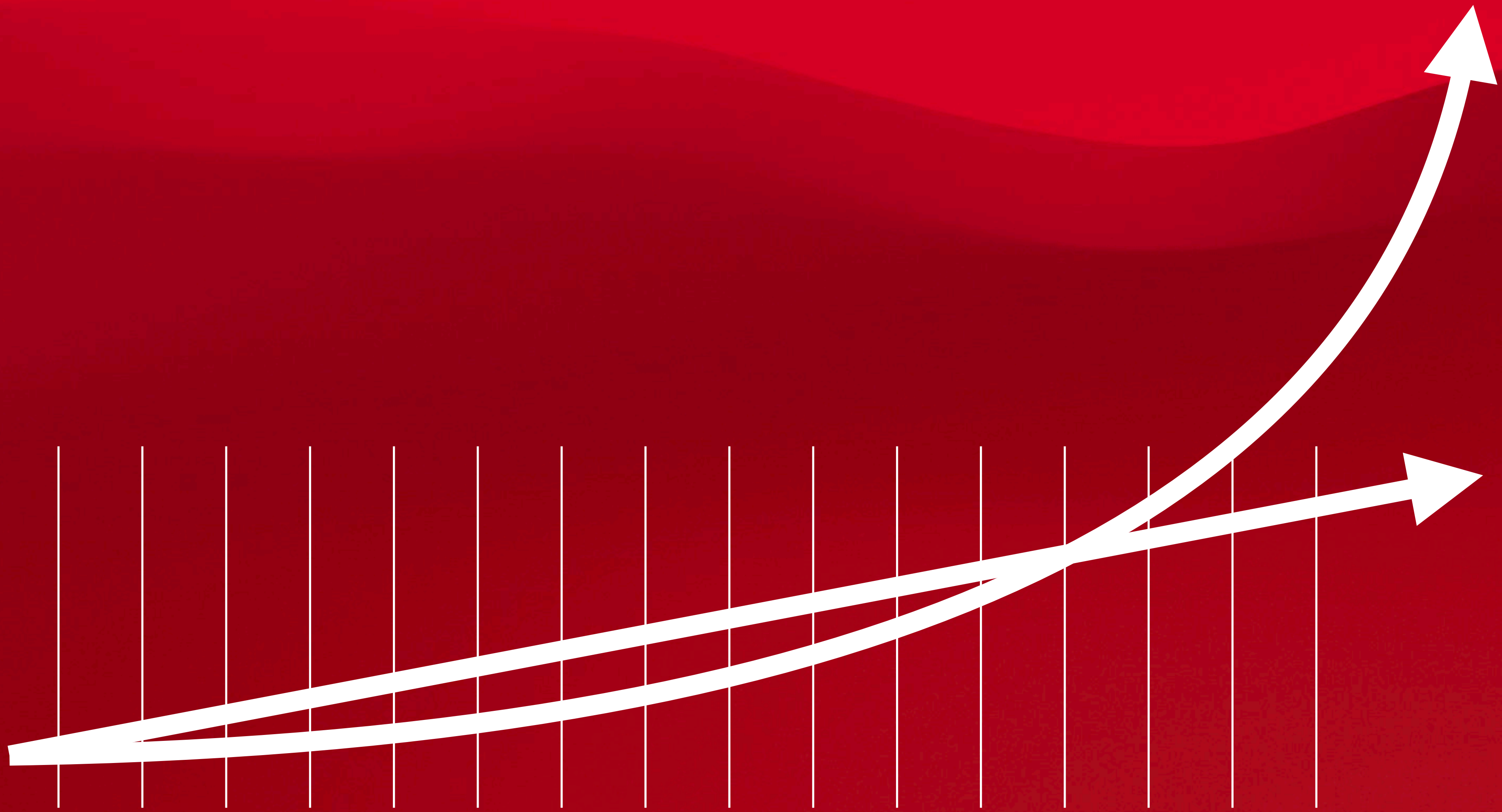
THE DRIVE TO BIGGER AI MODELS

The scale of artificial-intelligence neural networks is growing exponentially, as measured by the models' parameters (roughly, the number of connections between their neurons)*.

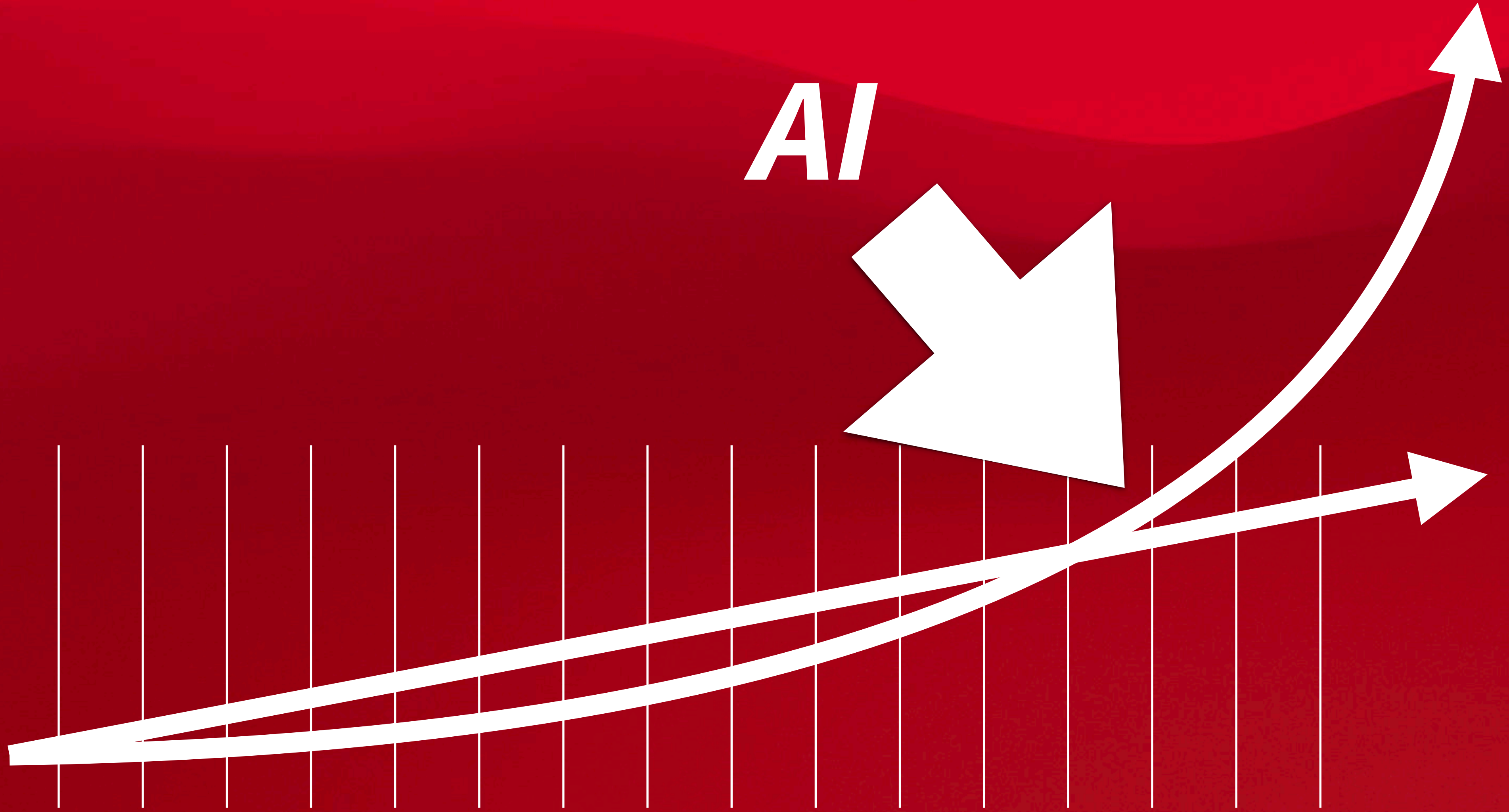


*'Sparse' models, which have more than one trillion parameters but use only a fraction of them in each computation, are not shown.





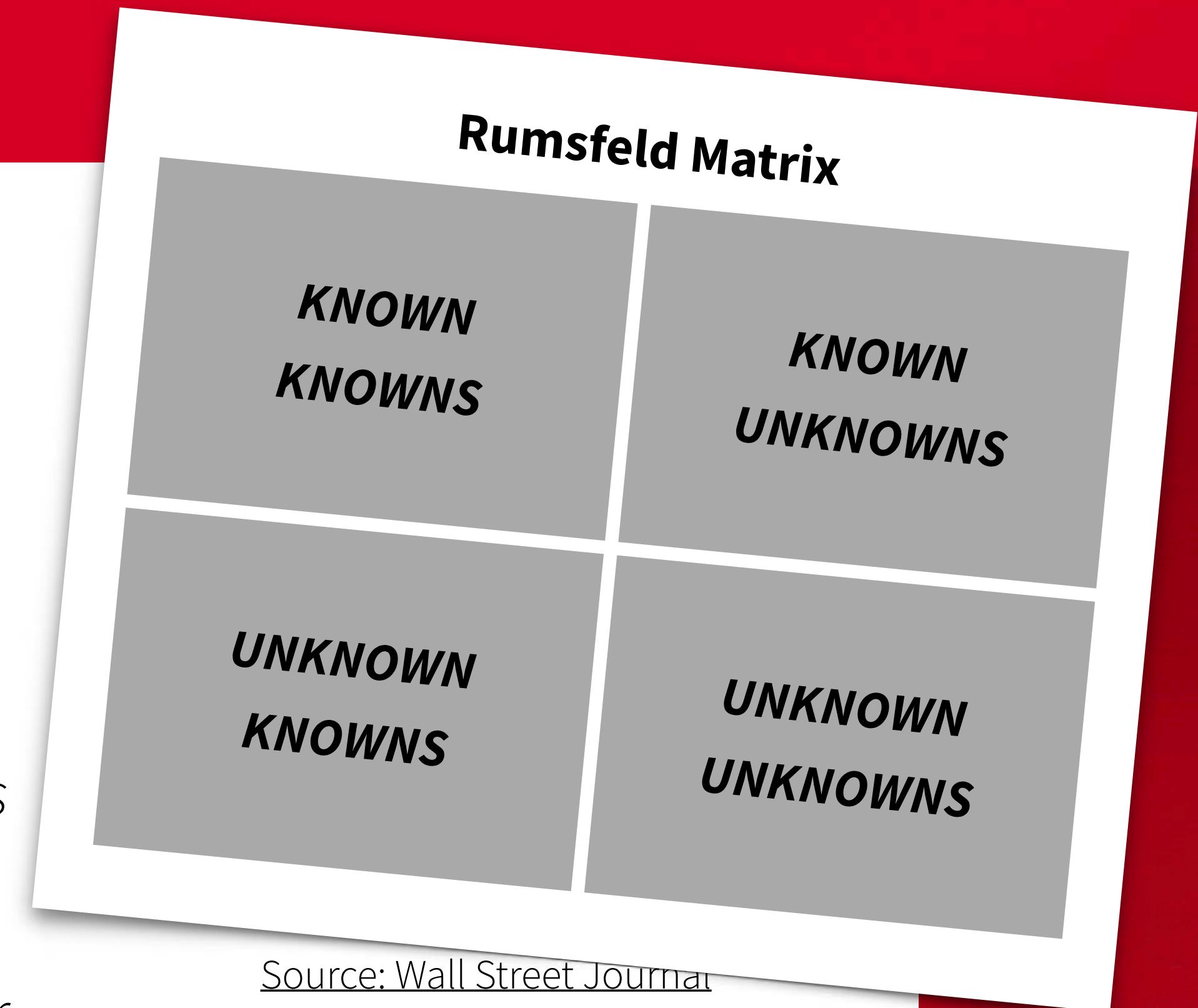
AI





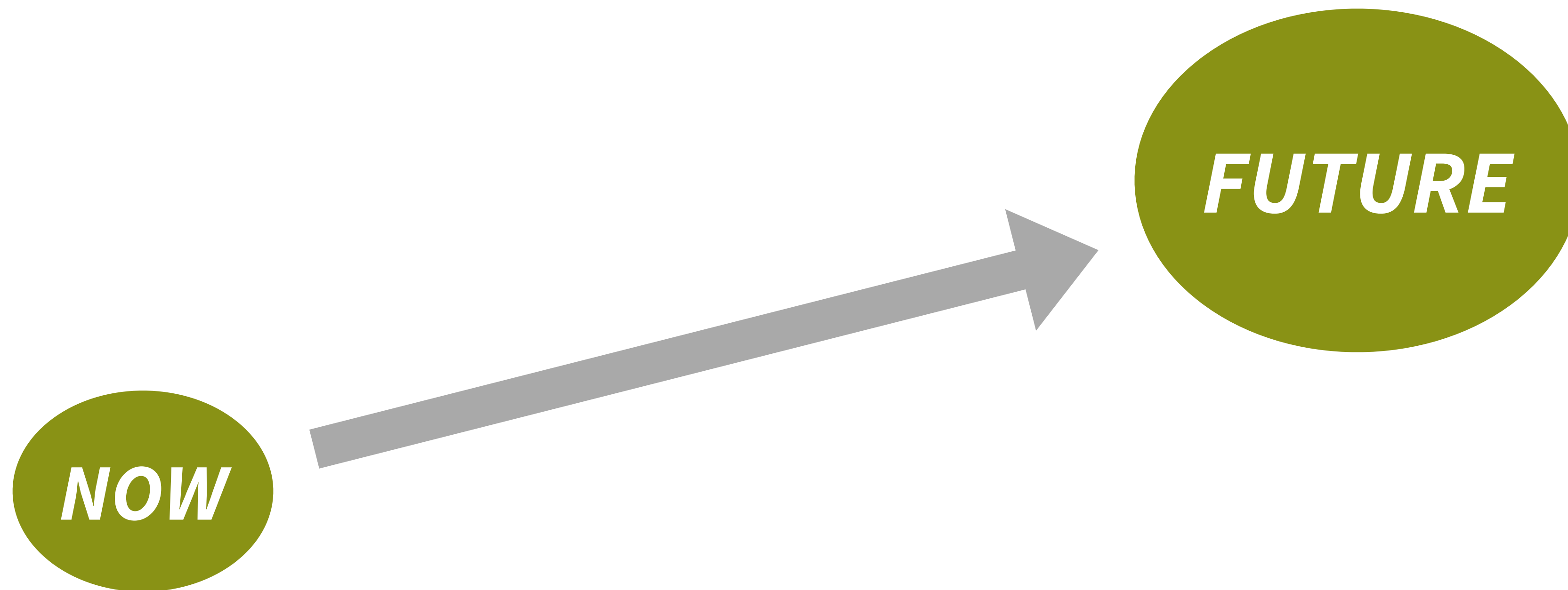
AI's capacities are not static but expand exponentially as the technology advances. Recently, the complexity of AI models has been doubling every few months. Therefore generative AI systems have capabilities that remain undisclosed even to their inventors. With each new AI system, they are building new capacities without understanding their origin or destination.

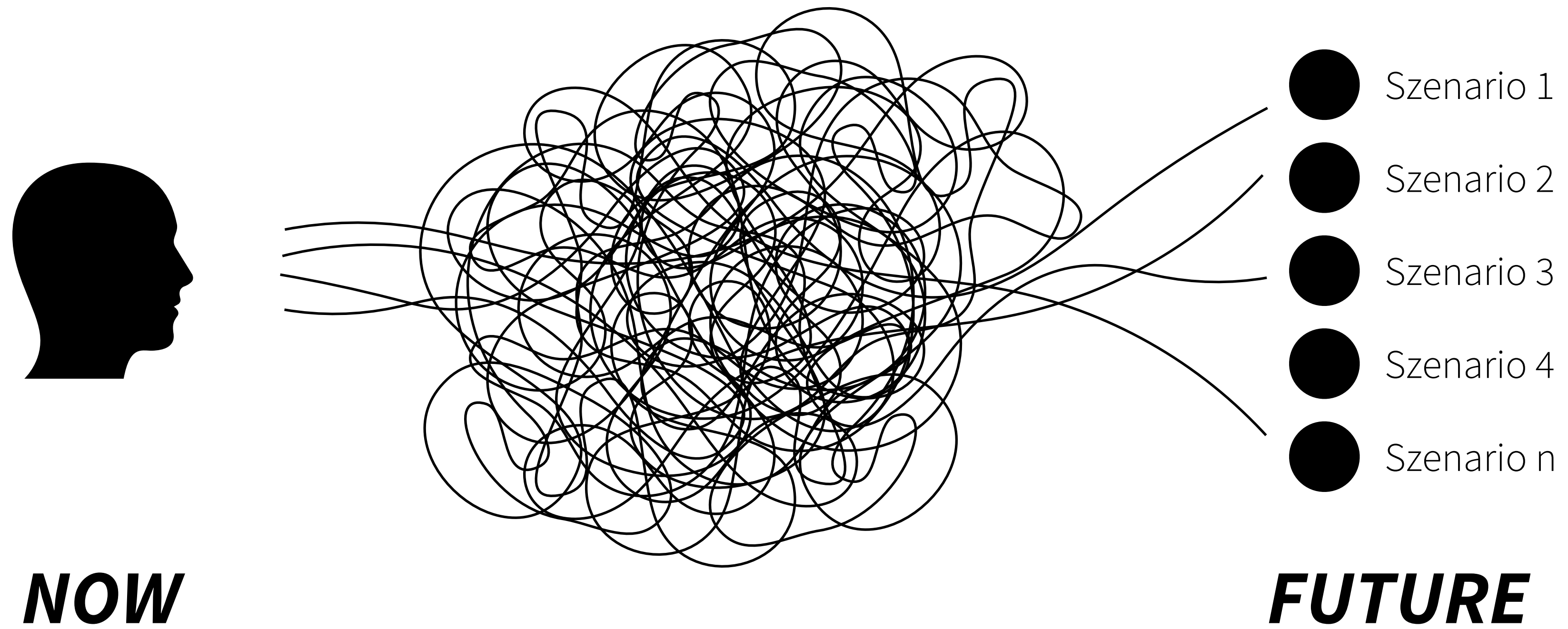
As a result, our future now holds an entirely novel element of mystery, risk and surprise.



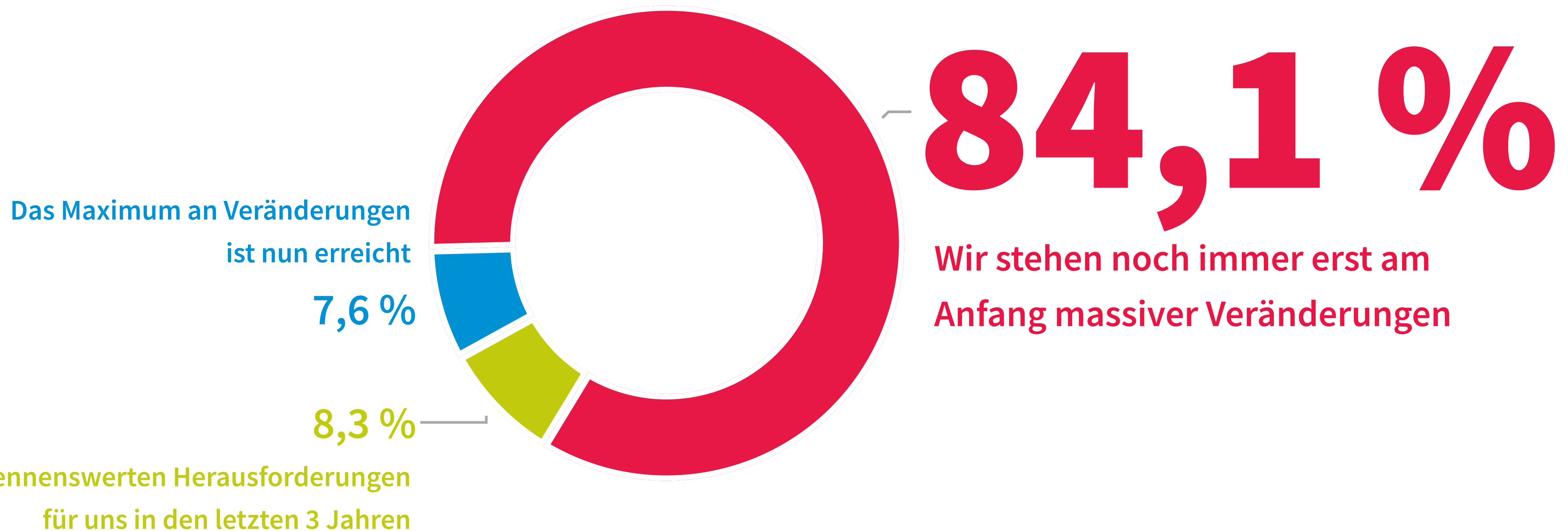
Rumsfeld Matrix

<i>KNOWN KNOWNS</i>	<i>KNOWN UNKNOWN</i>
<i>UNKNOWN KNOWN</i>	<i>UNKNOWN UNKNOWN</i>





Herausforderung Unvorhersehbarkeit



Unsicherheit



*Dysfunktionale
Organisation*

**Angst vor
Veränderung**

**Blockierende
Gewohnheiten**

Unsicherheit

*Dysfunktionale
Organisation*

Angst vor
Veränderung

Blockierende
Gewohnheiten

Black Swan Decade

40% der weltweiten CEOs glauben,
dass ihr Unternehmen in zehn Jahren nicht mehr wirtschaftlich
lebensfähig sein wird, wenn es seinen derzeitigen Kurs beibehält

Geringe **Kundenbindung**

+50% Abbruch nach einer schlechten Erfahrung
Bis zu 30% Kundenverlustrate hält Marketingbudgets hoch
und verringert Effektivität, Umsatz und Gewinn

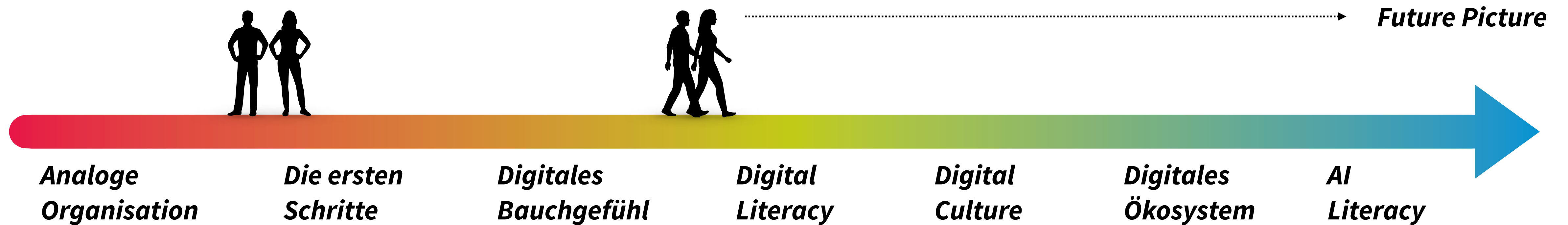
Geringe **Mitarbeiterbindung**

DE: 16% – Global: 21% – USA: 33%
führt zu hoher Unproduktivität und Fluktuation
Schaden für die Volkswirtschaft: 100 - 200 MRD

BEYOND

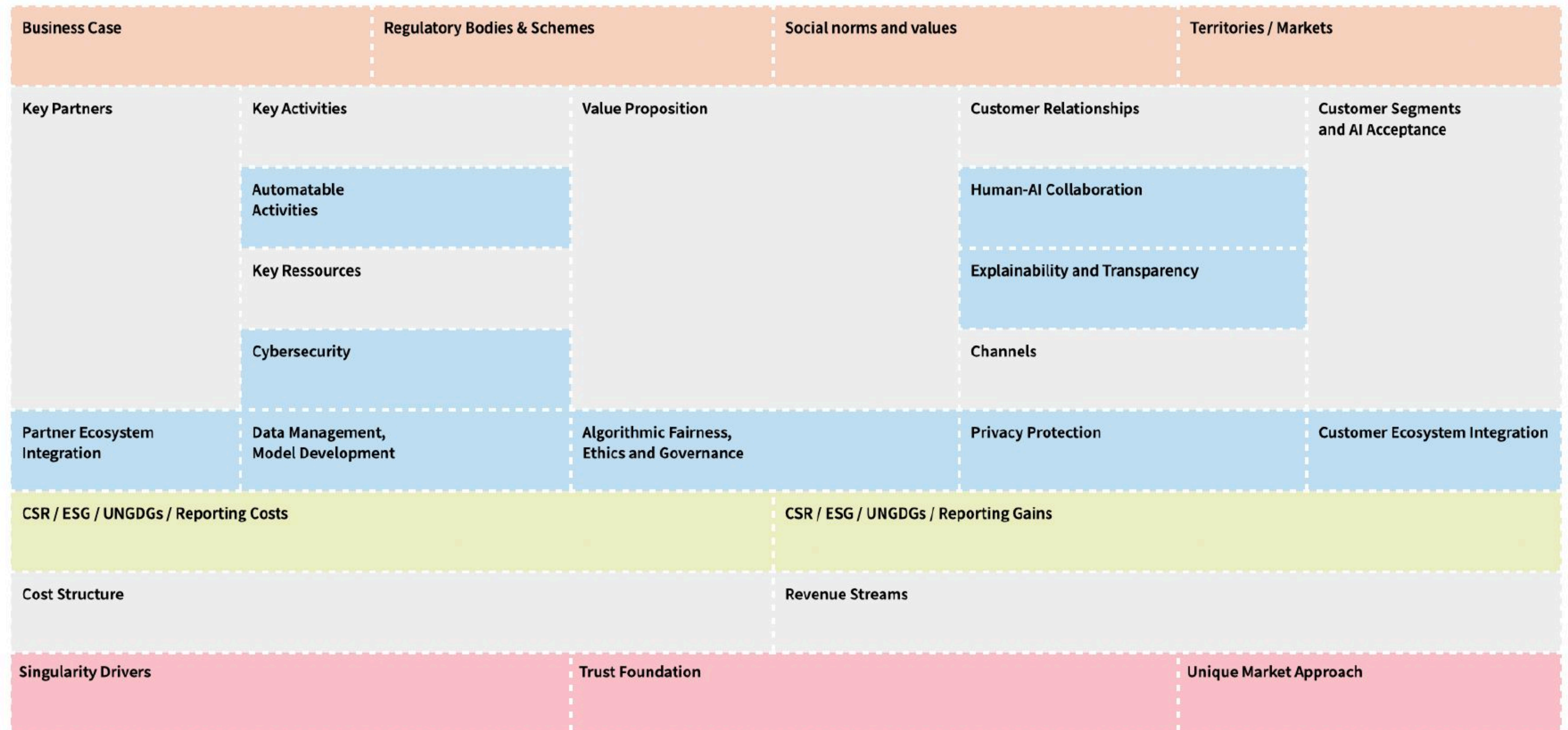
Was ist AI-Literacy?

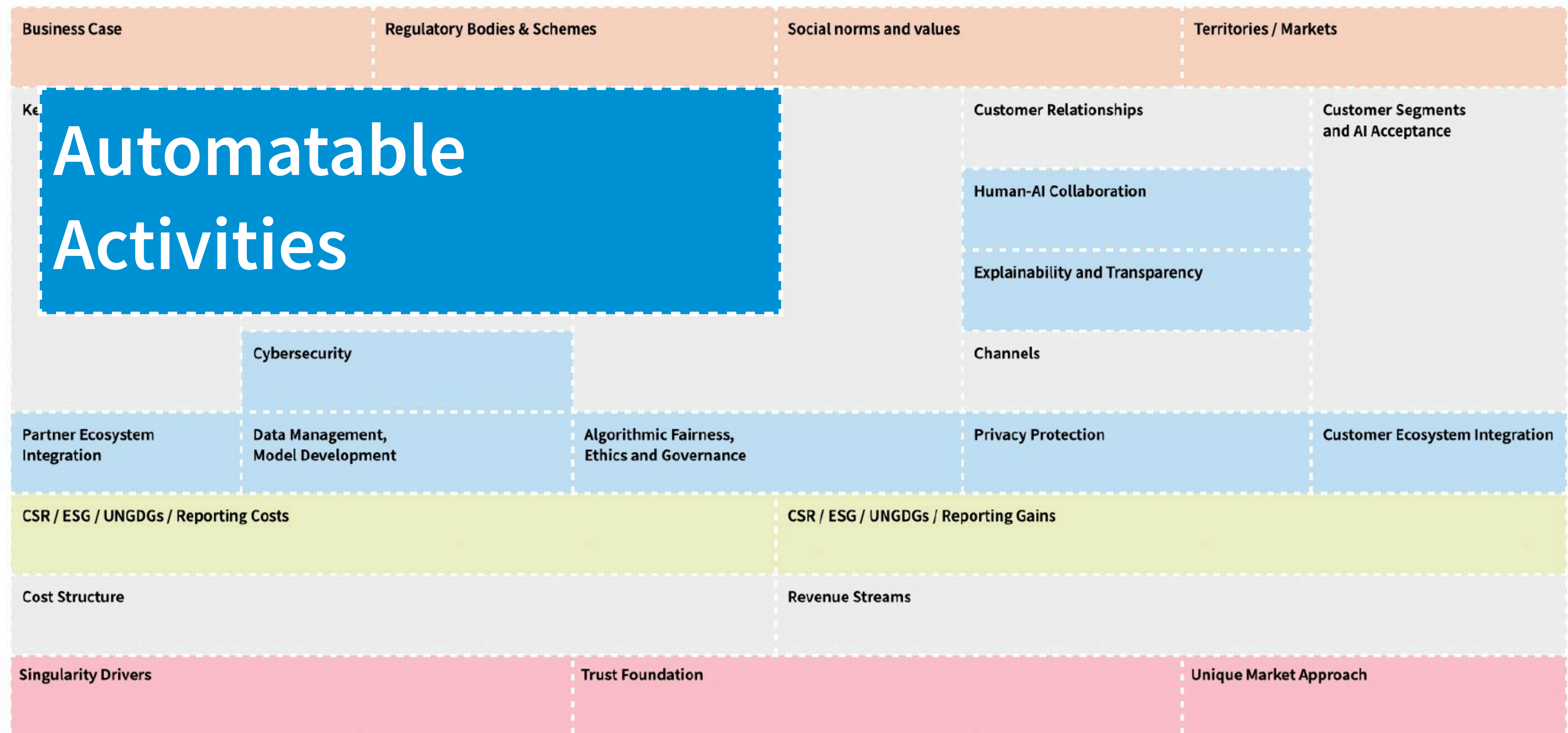
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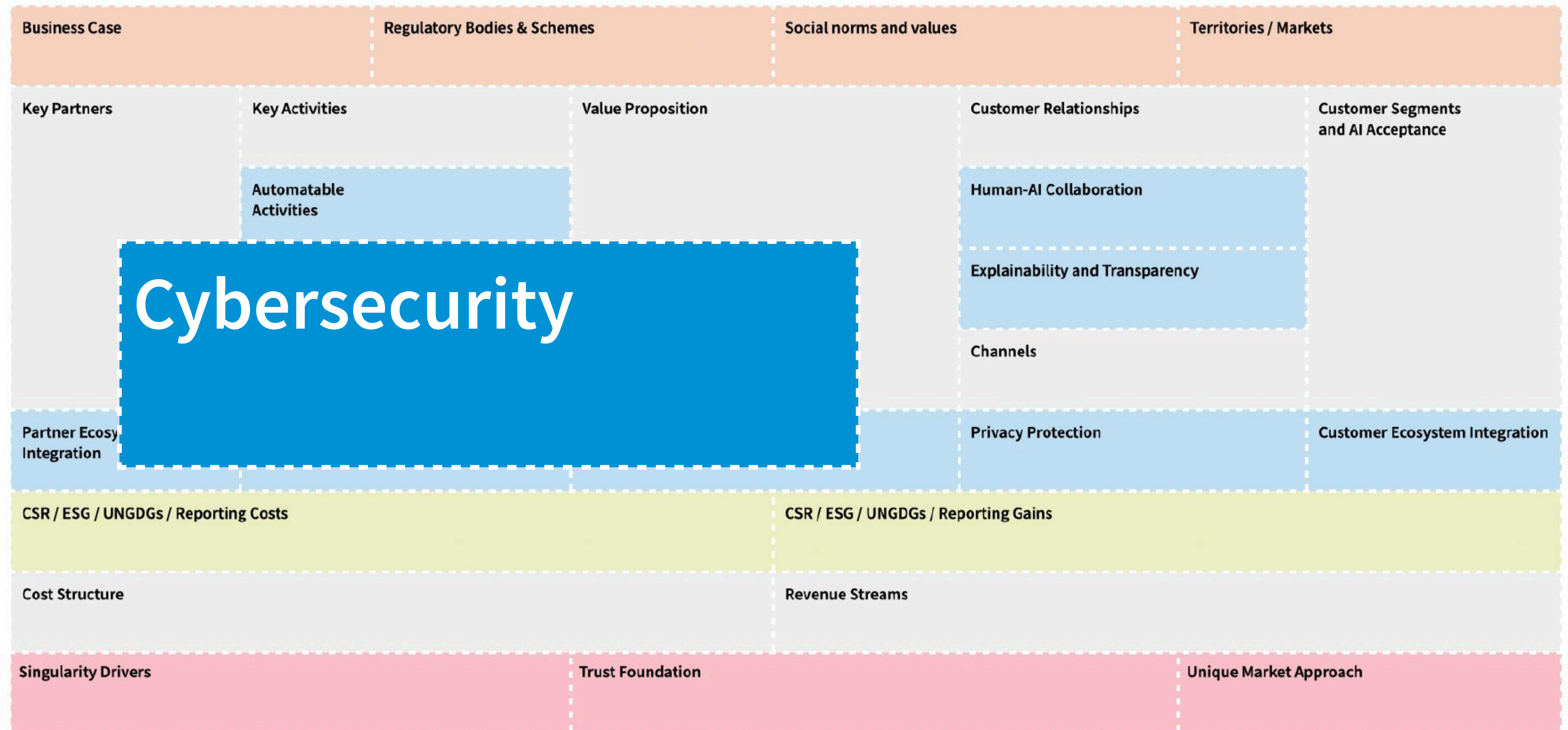


AI-Basis: Digital Literacy & Culture

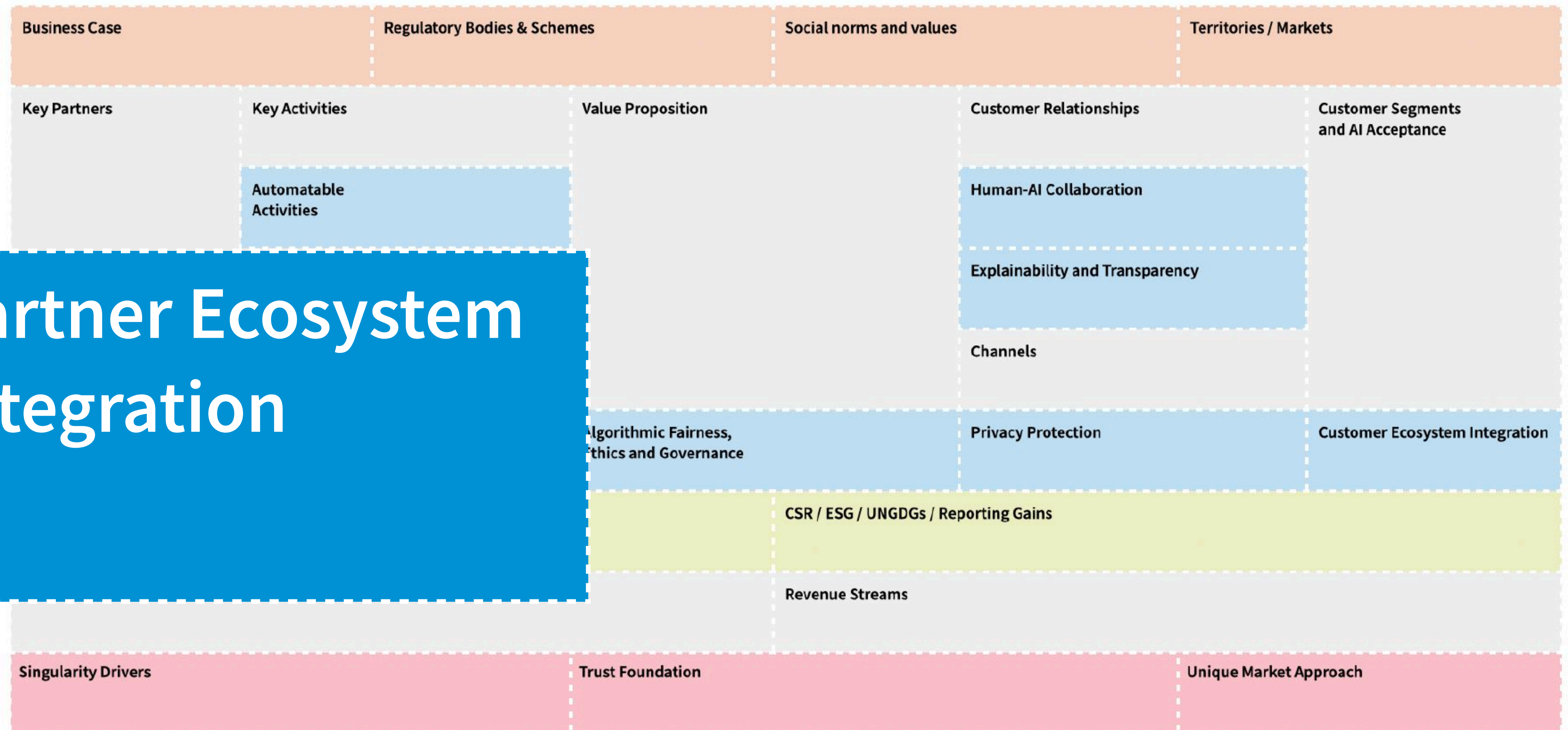
Level	Guides	Therefore we...
SHARED VALUES <i>What do we agree on?</i>	Sharing is caring - our processes start with a blank shared document in the cloud	have sufficient connectivity for everyone – everywhere think and do everything hybrid and know when to meet physically evaluate our data qualities and quantities permanently enable people create meaningful visualisations create a platform for easy, open and reliable information exchange think about social context where data is generated and/or used prepare meetings and presentations based on facts and figures work with service blue prints, value proposition canvas etc. exchange our knowledge in special events regularly invite external experts to talk about their topics and experiences engage in associations connect with customers in social media create an open lab to integrate everybody into innovation do not fence r&d into a single department establish a constantly evolving people development program Integrate business intelligence in our everyday business
	Visualization makes the difference and data aesthetics makes a crucial difference	
	Data should be available to everyone, and everyone should use it daily	
	Data has always a human context: a customer interacting with us, a manager about to make a decision...	
	Discussions and decisions should be based on, but not limited to, data	
LEARNED BEHAVIOURS <i>How do we act (even spontaneously)?</i>	I know how to collect and analyze data for my responsibilities.	
	I actively look for opportunities to get value from data in my area	
	I actively promote the data that I collect or produce	
	I back up my decisions and my opinions with data	
	I proactively provide constructive and respectful feedback and accept mistakes as creative opportunities.	
SKILLS <i>What are we able to do?</i>	I know where to look for Data (Identification, Aggregation...)	
	I know how insights are generated from Data (Interpretation, Vizualisation)	
	I know how action is generated from insights (Interaction, Integration, Business Cases)	
	I know how to focus my analysis on outcomes / actionable items	
KNOWLEDGE <i>What do wo know / learn / investigate?</i>	We are up-to-date in regard of relevant areas of innovation (smart home, IoT, sensors, quantum, ...)	
	We know about our customers (needs, behaviours, wishes, dreams, culture, digital landscape)	
	We observe innovation in other branches and learn how they adapted and integrated	
	We know what competitors and market is doing	

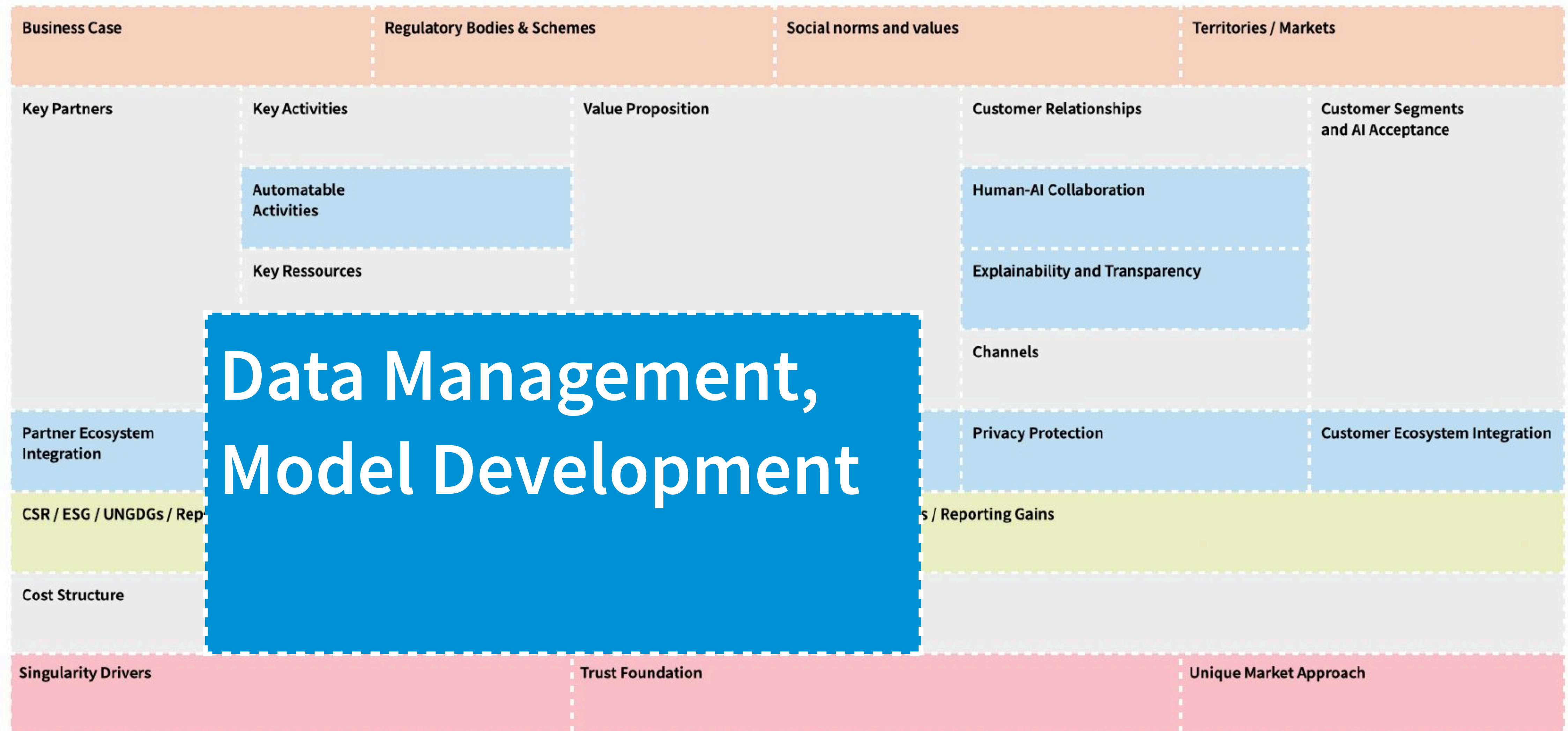


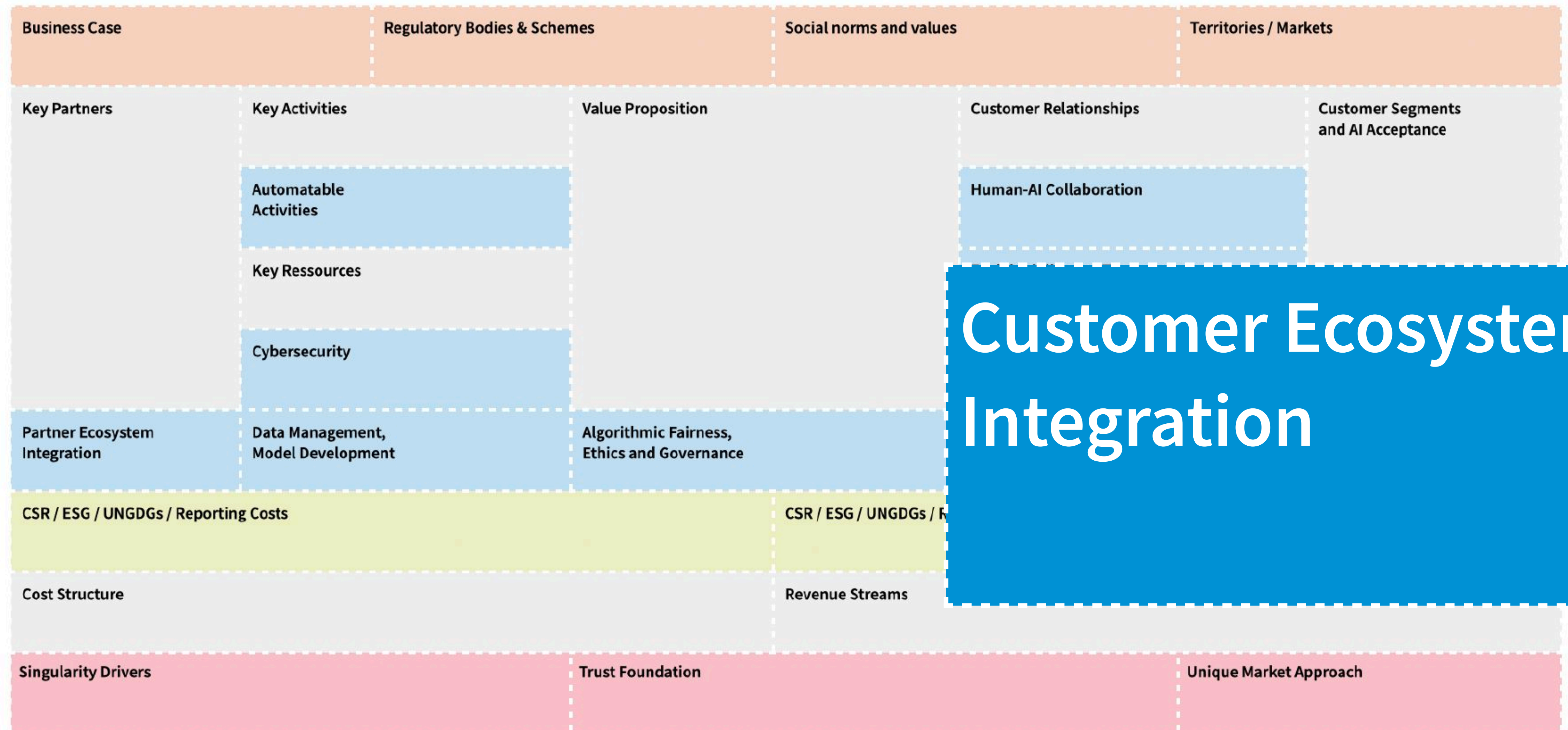




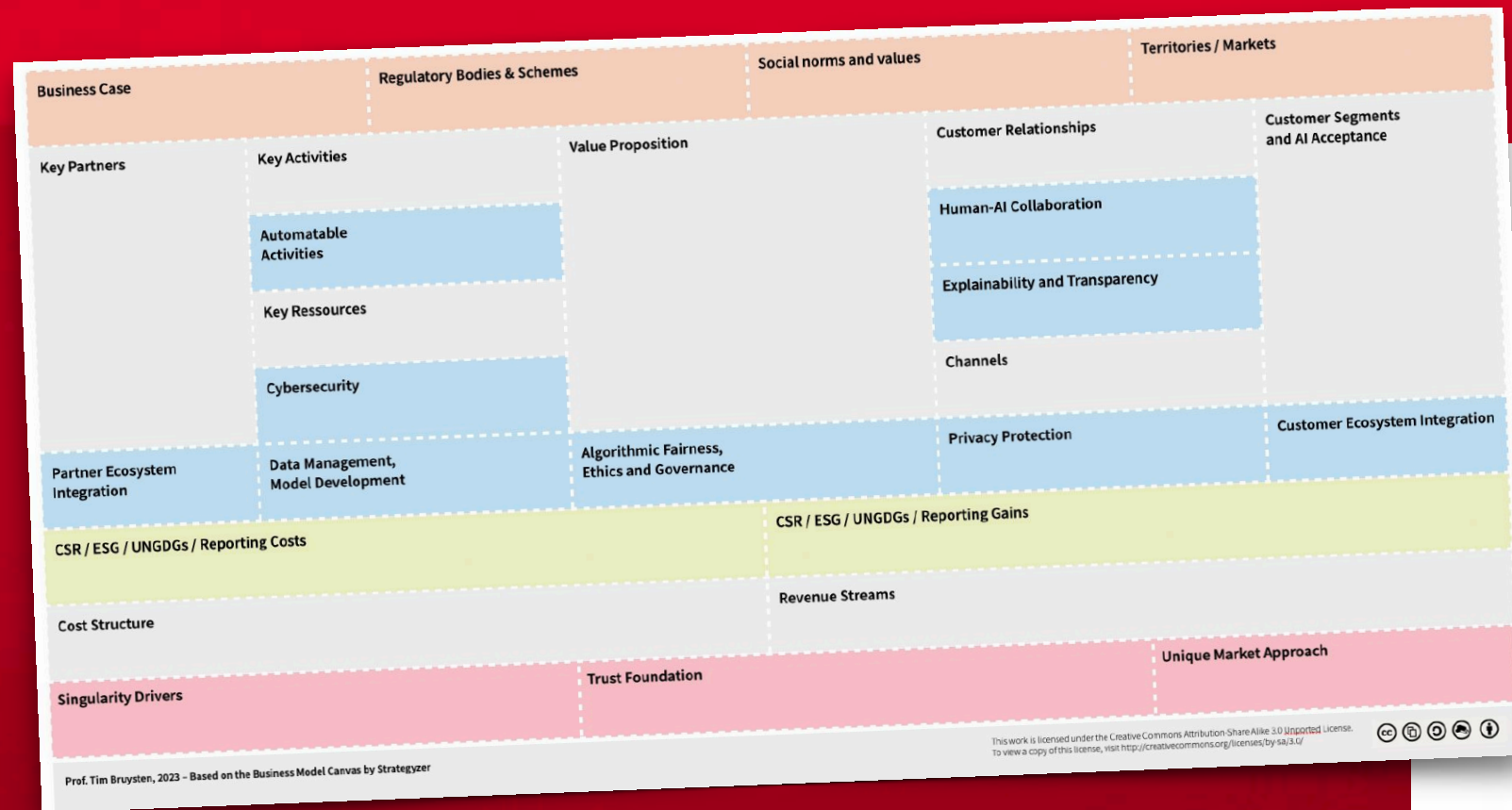
Partner Ecosystem Integration







Customer Ecosystem Integration



AI Reader

go.richtwert.eu/Bitkom/AI-Reader

FAZIT

Wann investieren?

Rollout-Intervalle?

AI Literacy?

Workforce?

Nicht-lineare Komplexitätsherausforderung

Datenqualität?

Welche Technologie?

Ökosystem?

Skillset?

Nicht-lineare Komplexitätsherausforderung

Exponentielle – rekursive Dynamiken

STRATEGISCHE IMPLIKATIONEN

Preadaptivity: The right variety / diversity of topics, ideas, people and situations to optimize adaptation options.

Visionarity: Trustworthy and bold scenarios for a future that exceeds all expectations.

Accelerativity: Be able to reinvent one's way of thinking every day while maintaining reliability and continuity.

Urvertrauen: Creating deep trust in a shared future.

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