

# MY 2024 COMPASS



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*von nix kommt nix.*

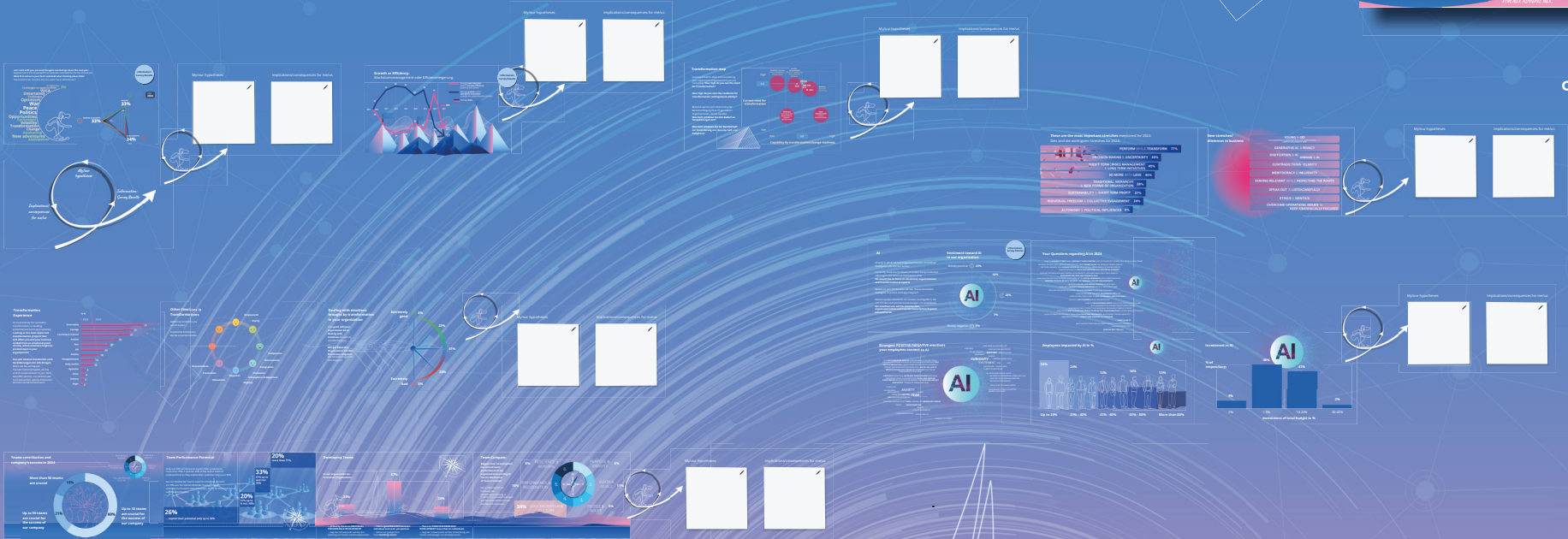
DJK GLOBAL SURVEY: MY 2024 COMPASS



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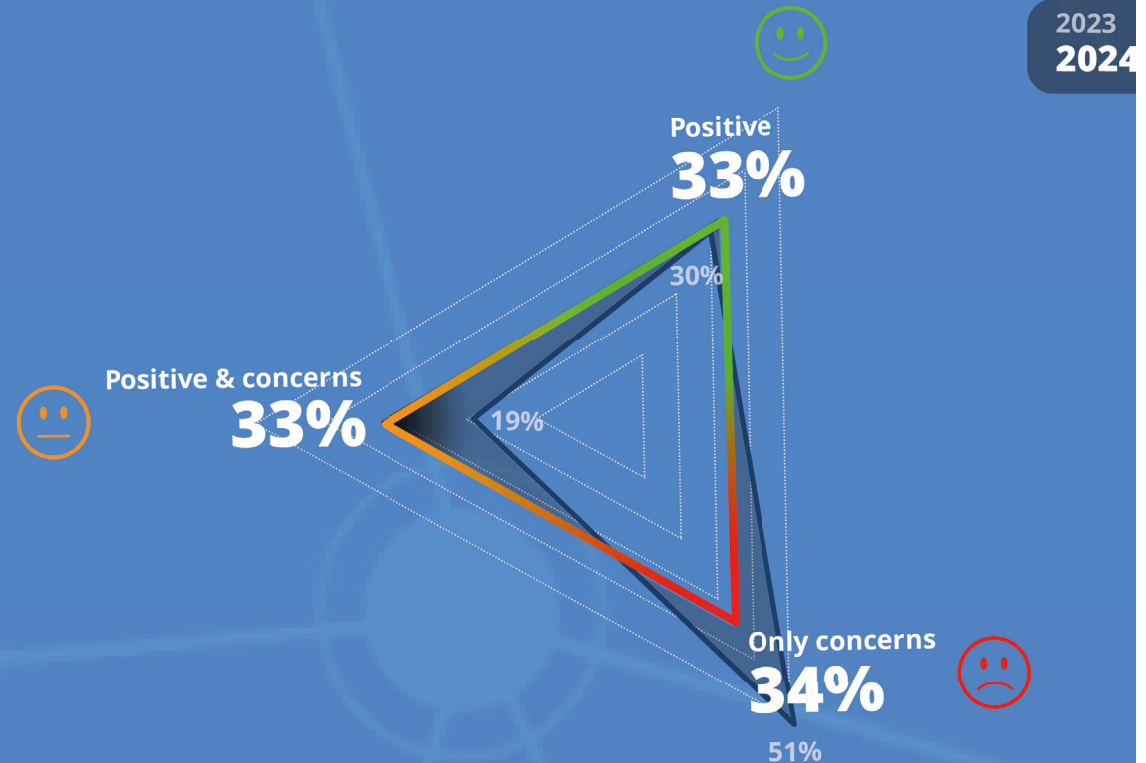
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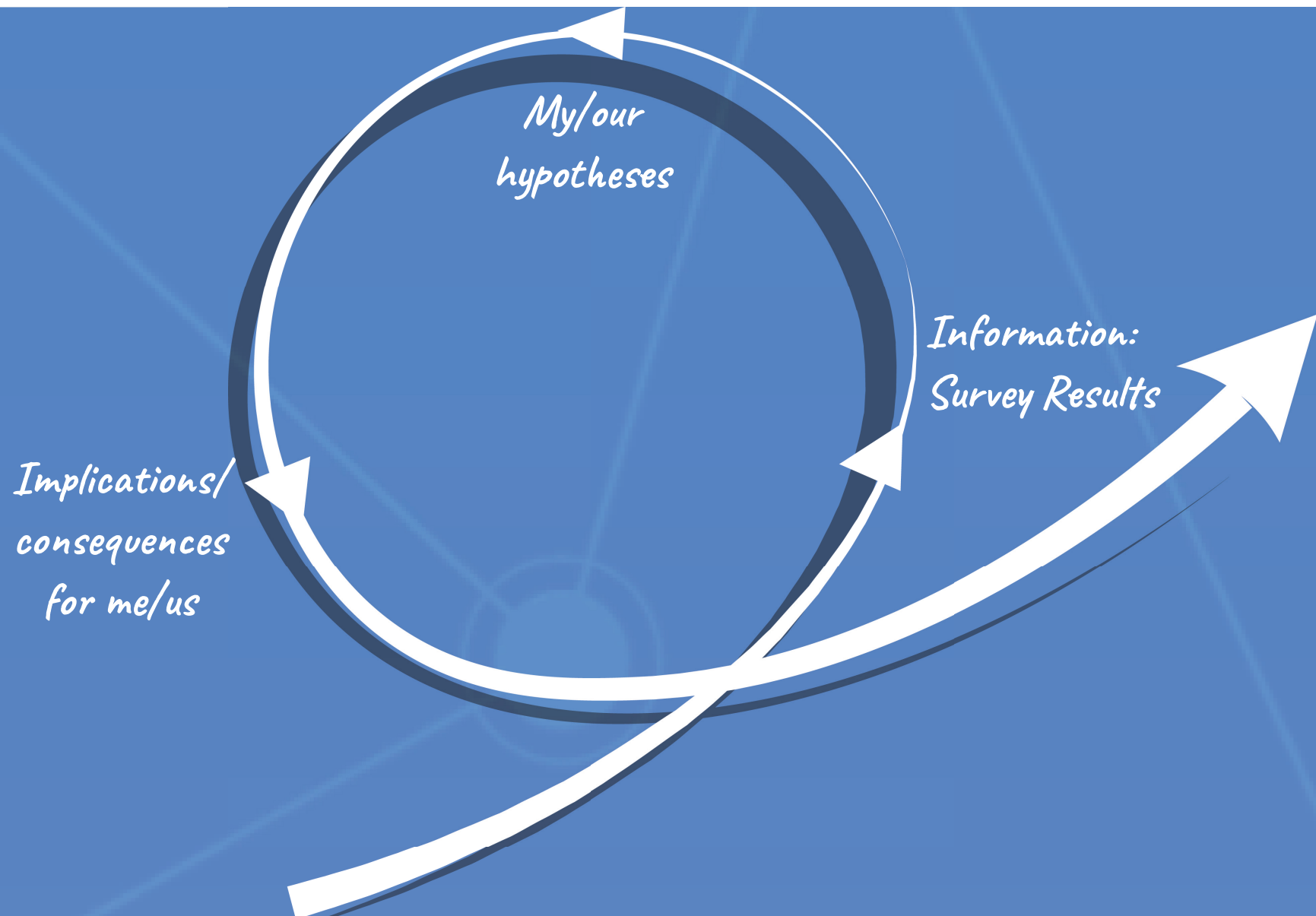
keep developing  
von nix kommt nix.

Let's start with your personal thoughts and feelings about the next year.  
Beginnen wir mit Ihren persönlichen Gedanken und Gefühlen für das nächste Jahr.  
**What first comes to your heart and mind when thinking about 2024?**  
Was kommt Ihnen zuerst in den Sinn, wenn Sie an 2024 denken?

**Information:  
Survey Results**

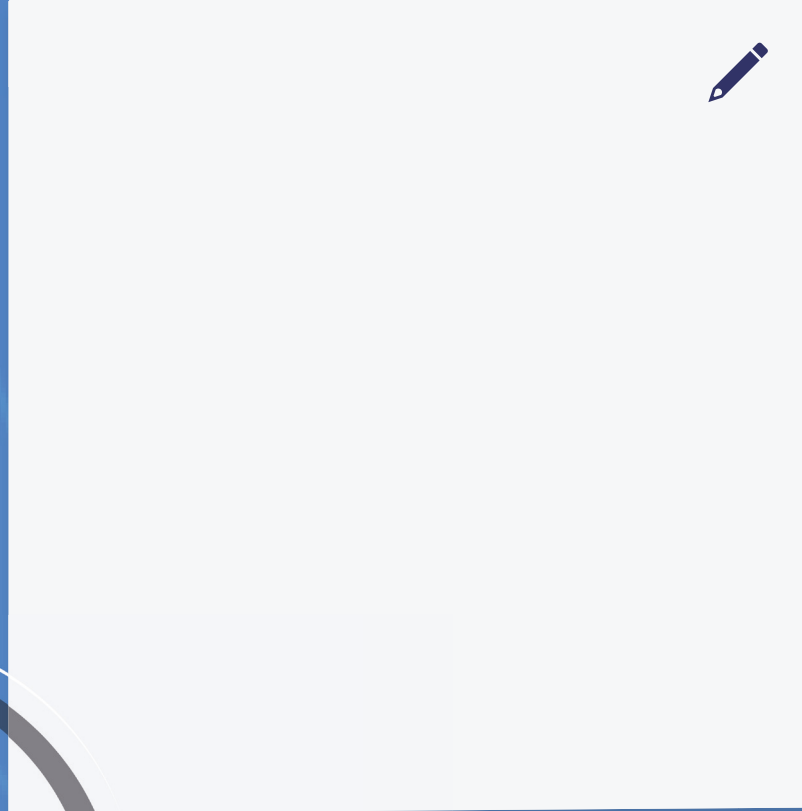




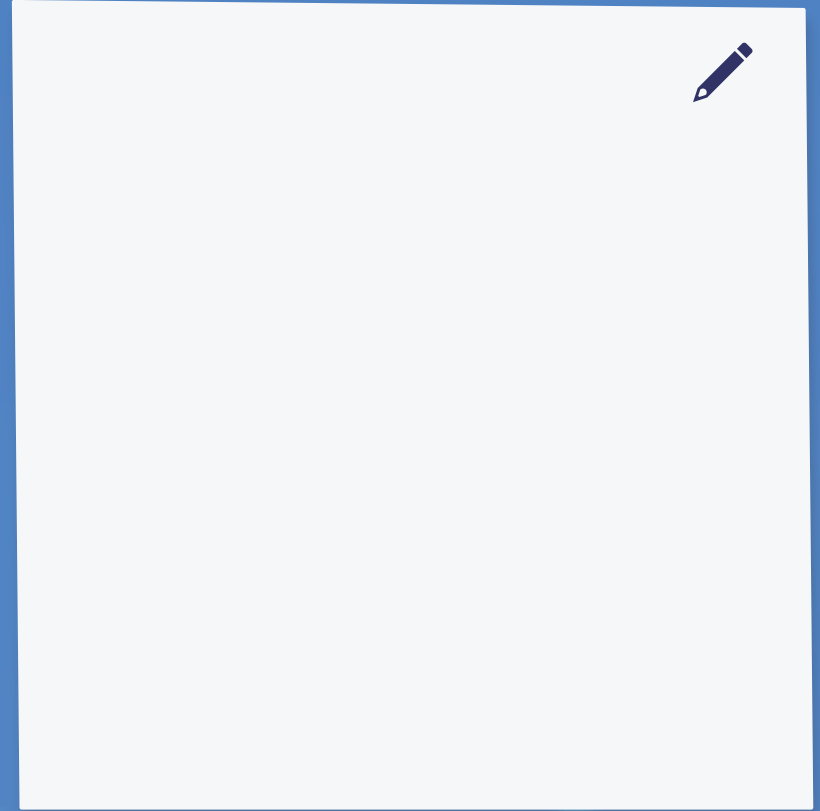




My/our hypotheses

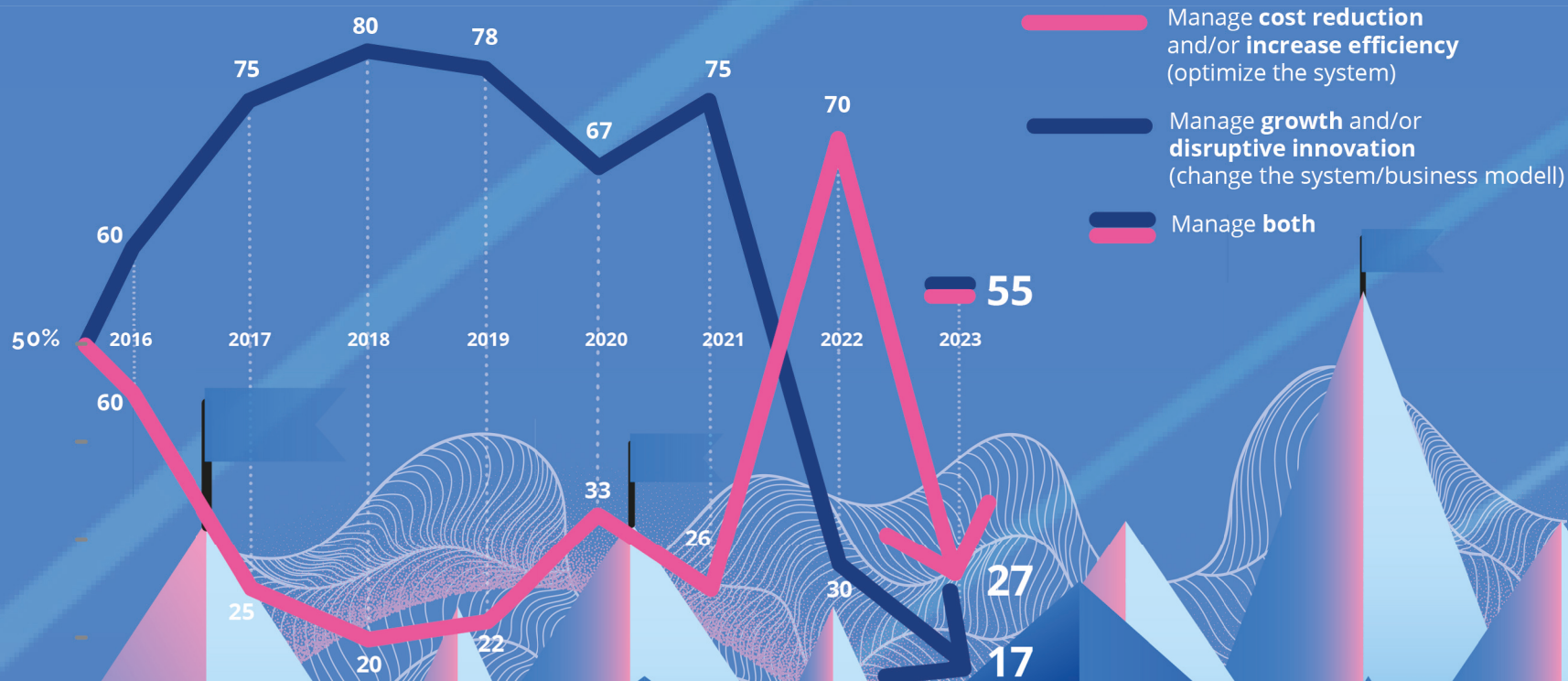


Implications/consequences for me/us



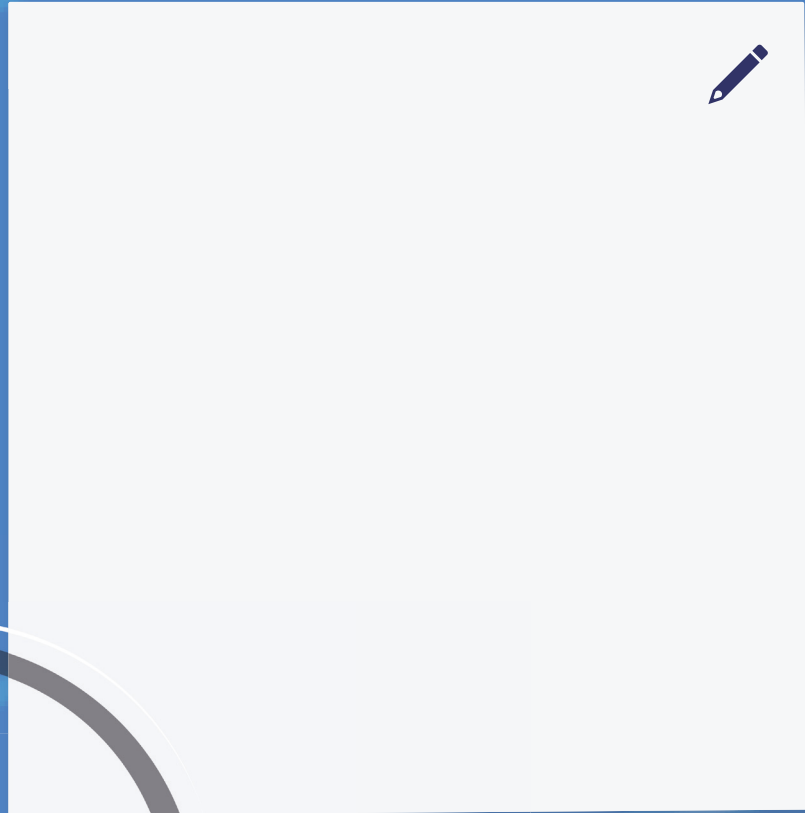
# Growth or Efficiency.

Wachstumsmanagement oder Effizienzsteigerung.

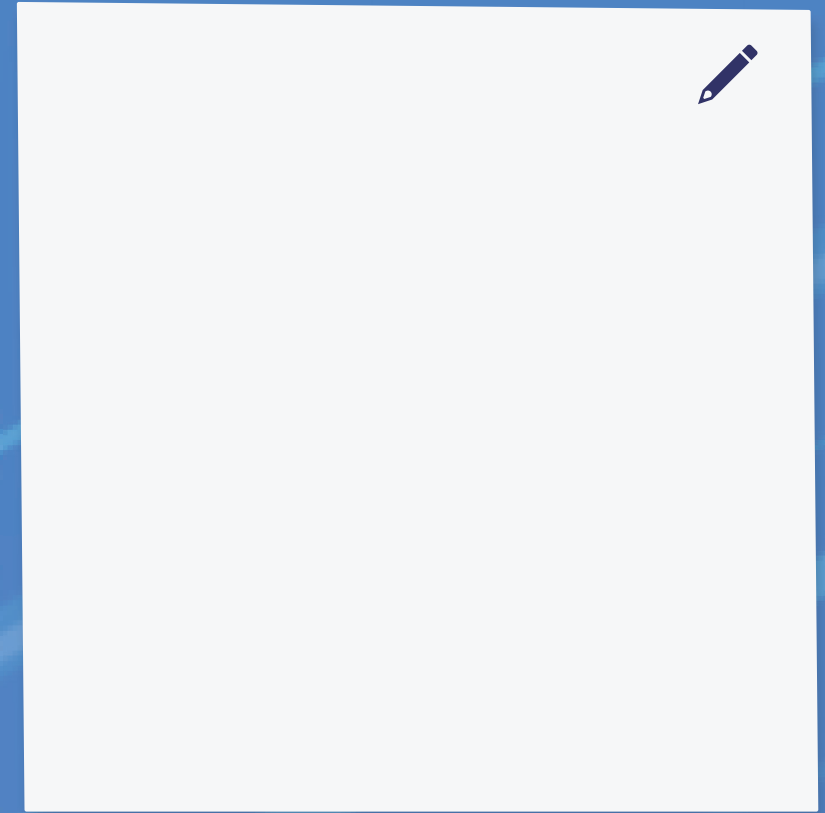


Information:  
Survey Results

My/our hypotheses



Implications/consequences for me/us



tion:  
results





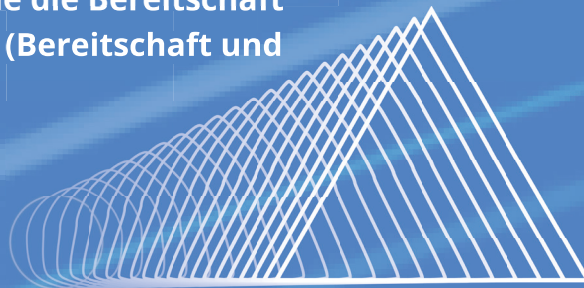
# Transformation map

Looking ahead to 2024 and considering your organization/organizations you are consulting: **How high do you see the need for transformation?**

**How high do you rate the readiness for transformation (willingness & ability)?**

Blickend auf das Jahr 2024 und unter Berücksichtigung Ihrer Organisation/Organisationen, die Sie beraten:  
**Wie hoch schätzen Sie den Bedarf an Veränderungen ein?**

**Wie hoch schätzen Sie die Bereitschaft zur Veränderung ein (Bereitschaft und Fähigkeit)?**

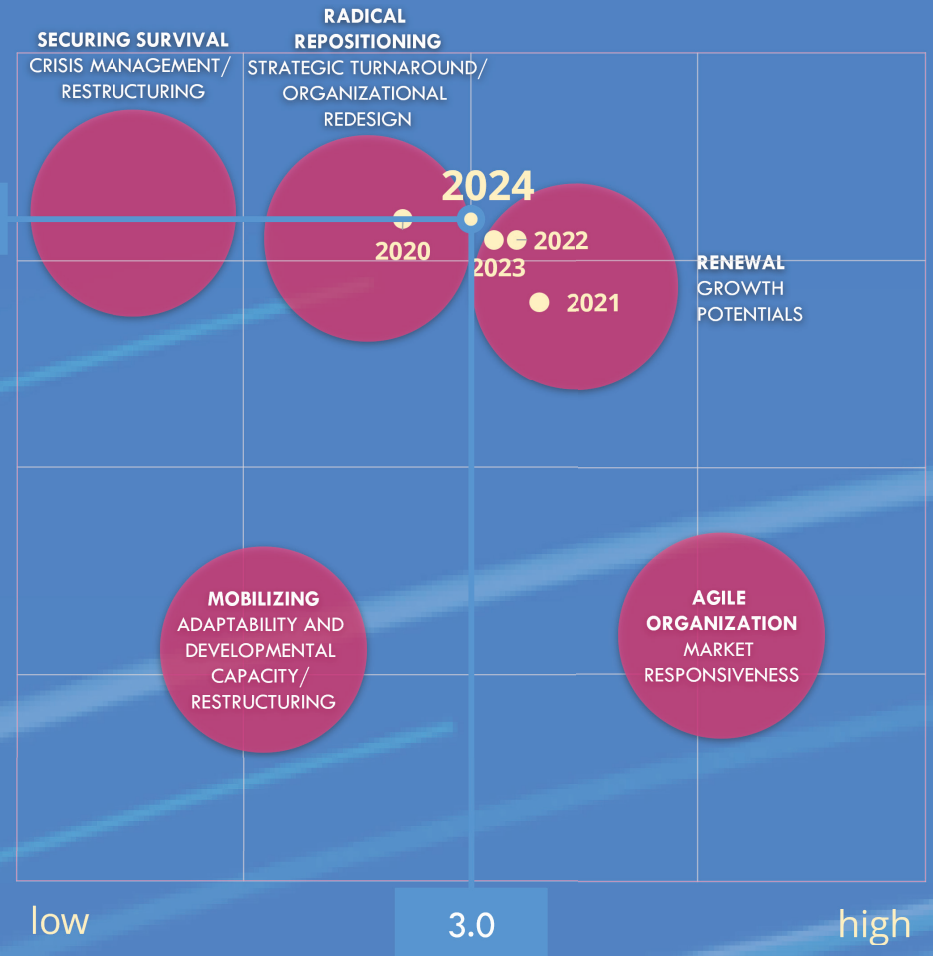


**Current need for transformation**

high

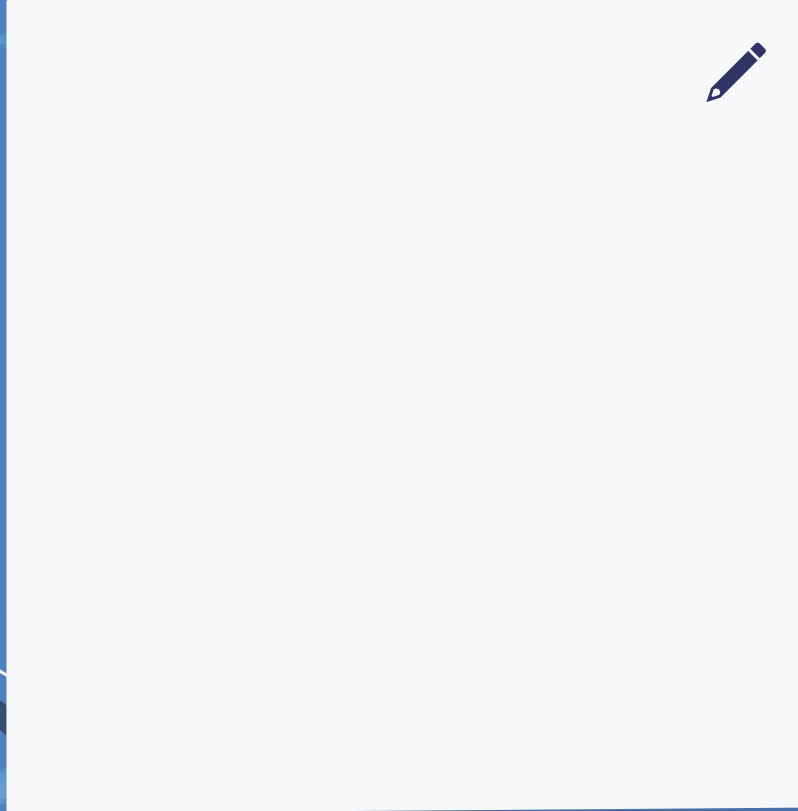
4.2

low

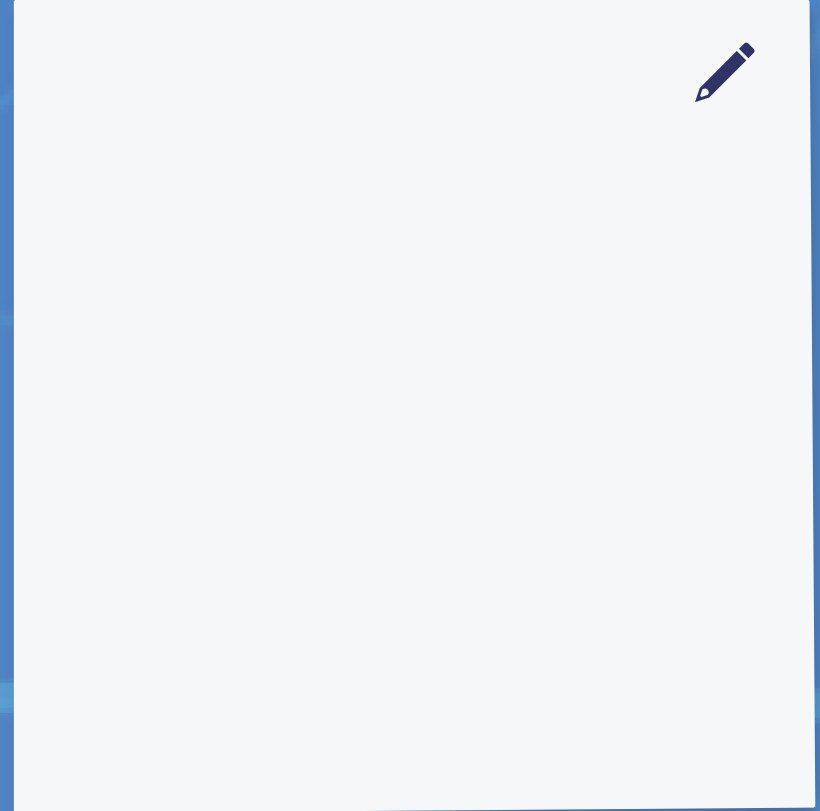


**Capability for transformation/change readiness**

My/our hypotheses



Implications/consequences for me/us



**These are the most important stretches** mentioned for 2024:

Dies sind die wichtigsten Stretches für 2024:





## New stretches/ dilemmas in business

### YOUNG & OLD

FOUR GENERATIONS IN WORKFORCE WITH LACK OF UNDERSTANDING WHILE  
COMPLEX CHALLENGES TO MASTER

### GENERATIVE AI & PRIVACY

### DIGITIZATION & AI HUMANS & AI

### CONTRADICTIONS & CLARITY

### MERITOCRACY & INCLUSIVITY

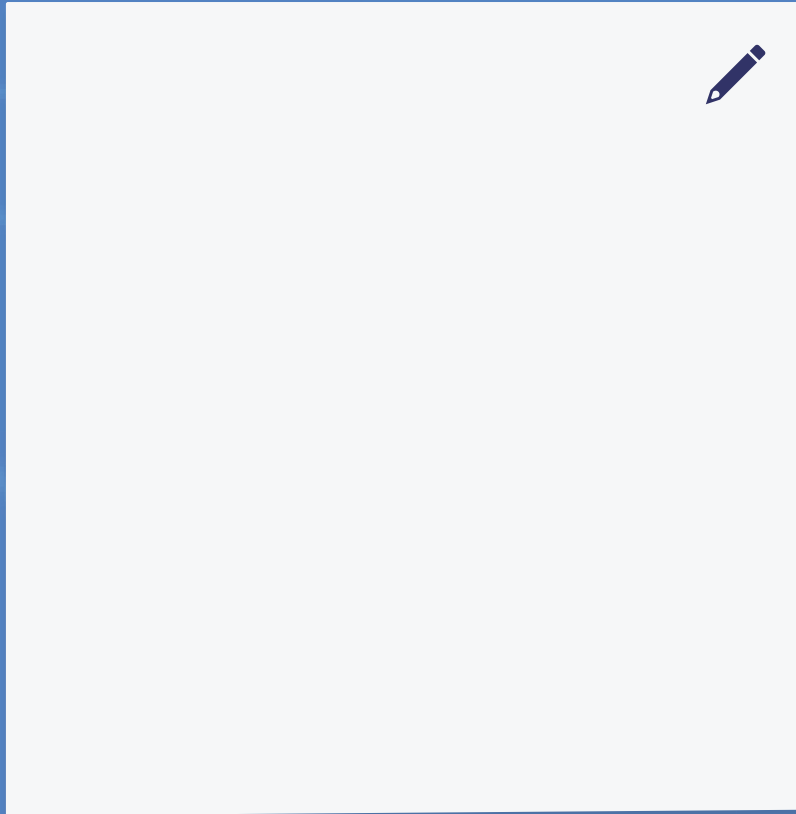
### STAYING RELEVANT WHILE RESPECTING THE ROOTS

### SPEAK OUT & LISTEN CAREFULLY

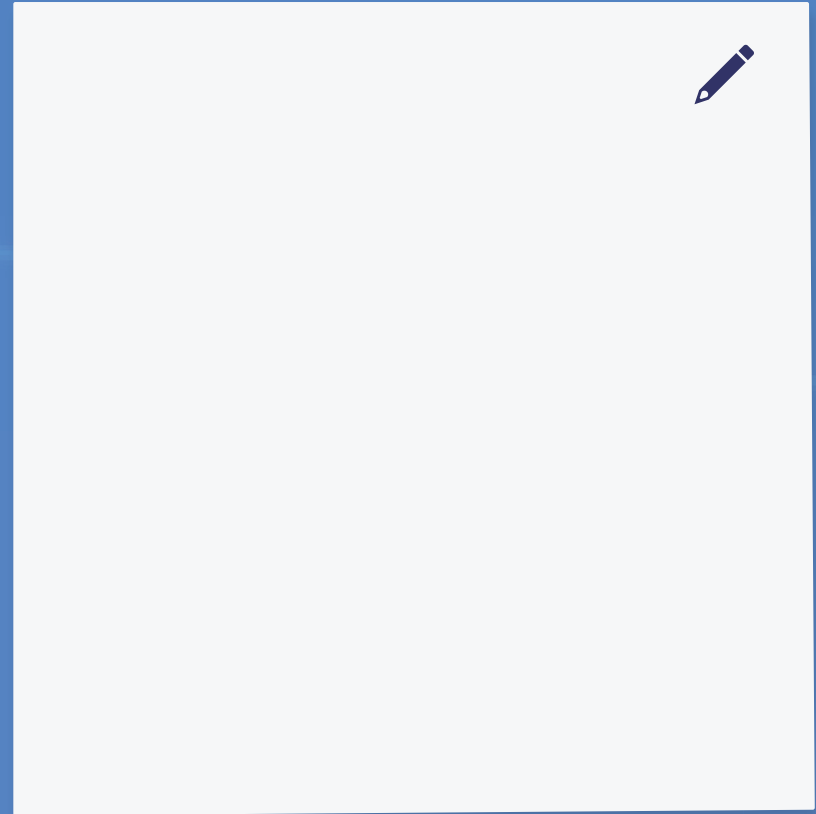
### ETHICS & GENETICS

### OVERCOME OPERATIONAL ISSUES & KEEP STRATEGICALLY FOCUSED

My/our hypotheses



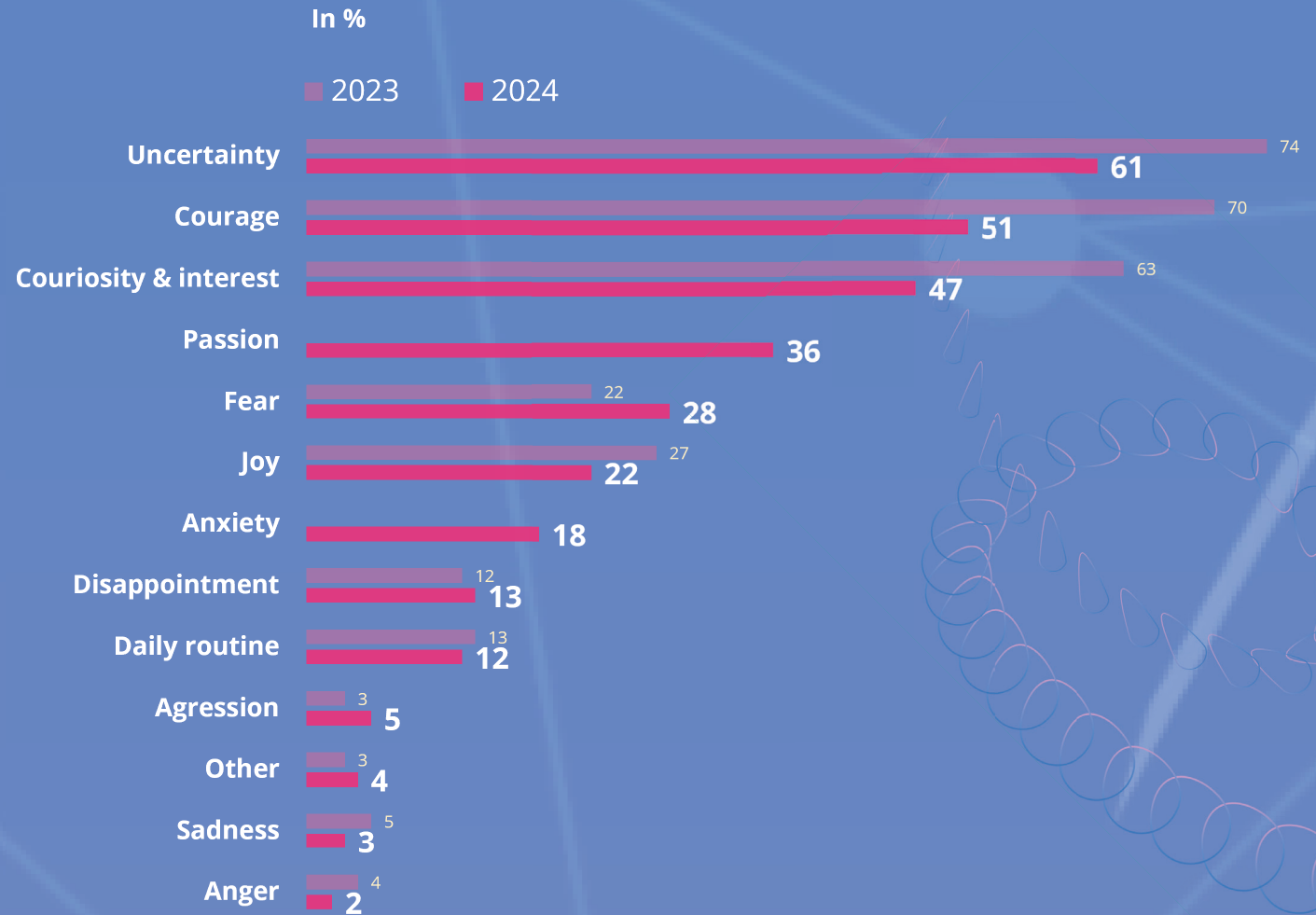
Implications/consequences for me/us



# Transformation Experience

An essential key for successful transformation is handling (collective) emotions appropriately. **Looking at the most important transformation projects that will affect you and your business in 2024 from an emotional point of view, which emotions might be predominant in your organization?**

**Das Jahr 2024 wird sicherlich viele Veränderungen mit sich bringen.** Wenn Sie die wichtigsten Transformationsprojekte, die Sie und Ihr Unternehmen im Jahr 2024 betreffen werden, aus emotionaler Sicht betrachten, welche Emotionen könnten vorherrschend sein?

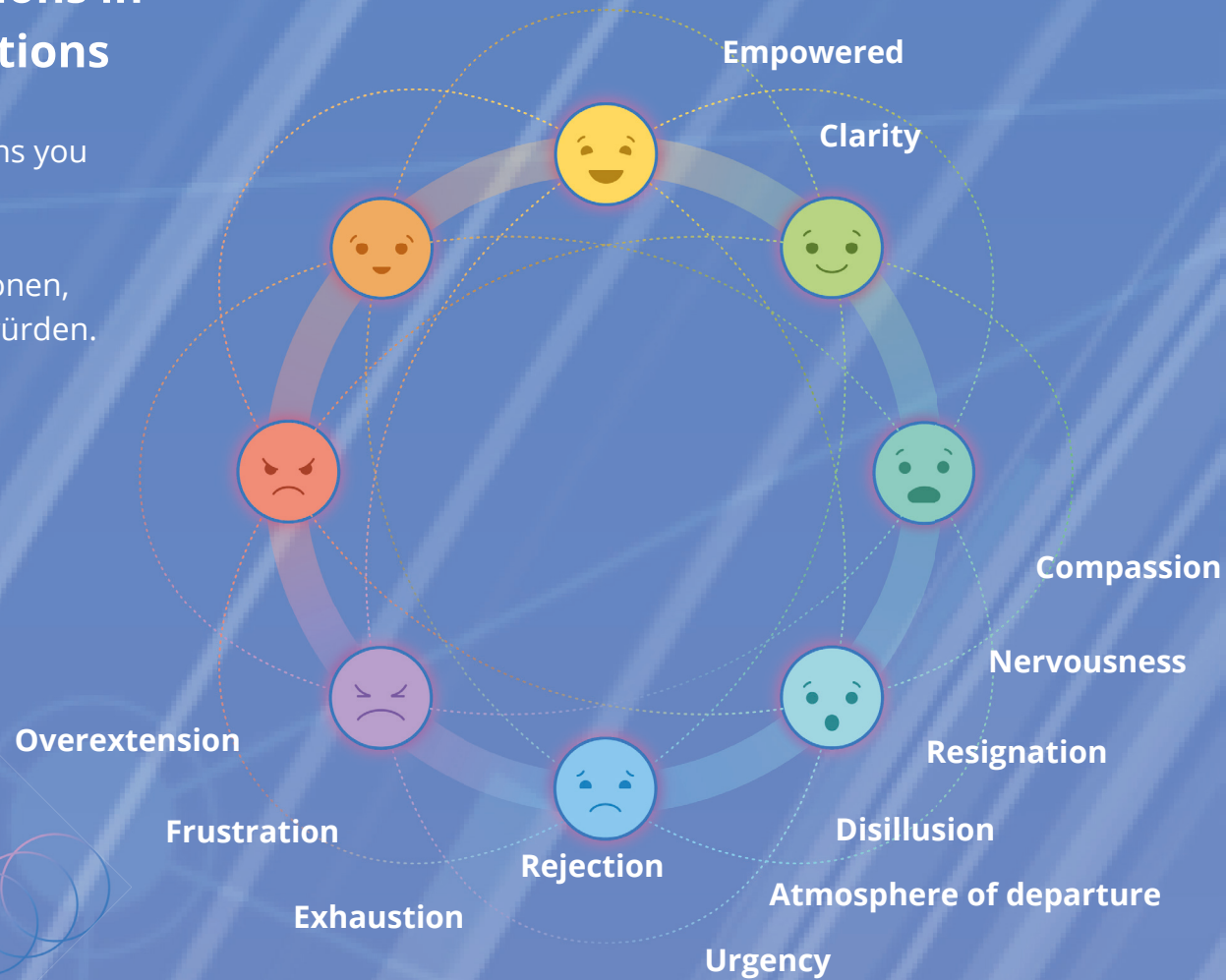




## Other Emotions in Transformations

Additional emotions you would expect.

Zusätzliche Emotionen, die Sie erwarten würden.



## Dealing with emotions brought by transformation in your organization

How good will your organization be at dealing with emotions brought by transformations?

Wie gut kann Ihre Organisation mit den Emotionen umgehen, die Veränderungen mit sich bringen?

Extremely good

😊 6%

22%

41%


26%

Extremely bad

😞 5%




My/our hypotheses



A large, empty white rectangular box for writing hypotheses.

Implications/consequences for me/us



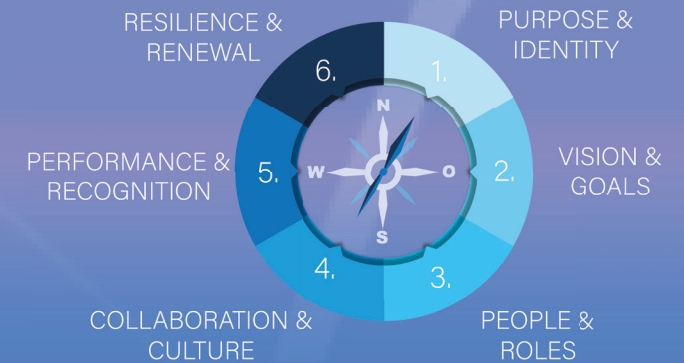
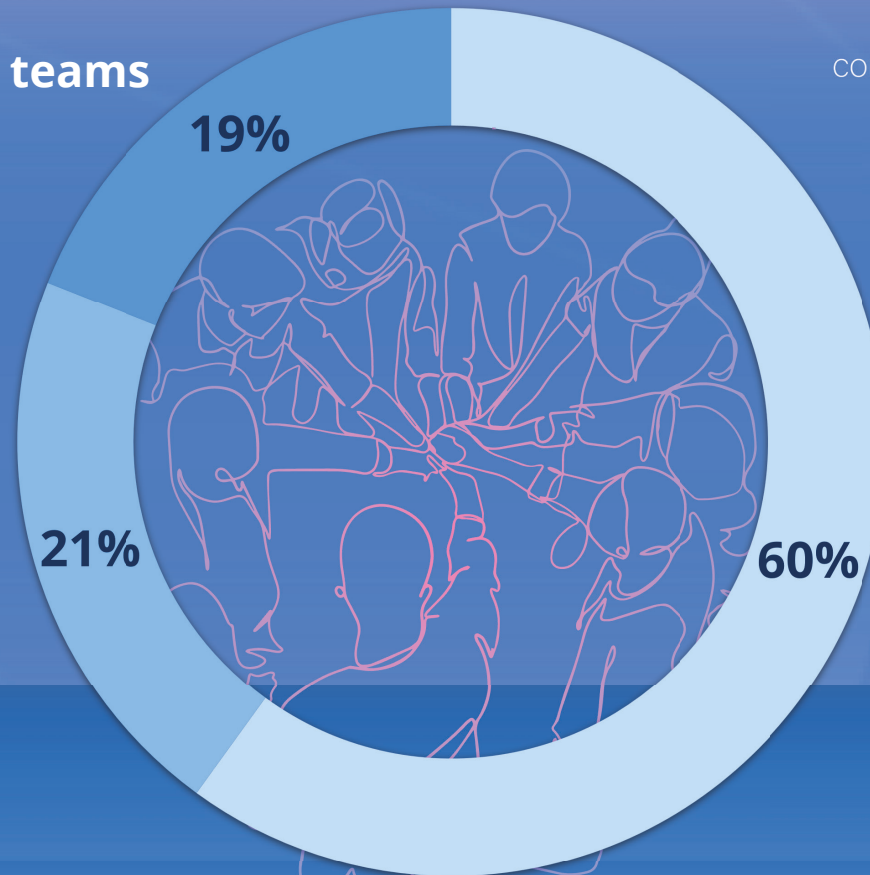
A large, empty white rectangular box for writing implications or consequences.



## Teams contribution and company's success in 2024

**More than 50 teams  
are crucial**

**Up to 50 teams  
are crucial for  
the success of  
our company**



## Team Performance Potential

Only one fifth of the teams exploit their potential to more than 70%. A quarter 26% of the teams seem to underperform as they exploit their potential only up to 50%

Nur ein Fünftel der Teams nutzt ihr Potenzial zu mehr als 70% aus. Ein Viertel (26%) der Teams scheint unterdurchschnittlich abzuschneiden, da sie ihr Potenzial nur bis zu 50% ausschöpfen.

**20%**  
more than 71%.

**33%**  
61% up to  
and incl.  
70%

**20%**  
51% up to  
& incl. 60%

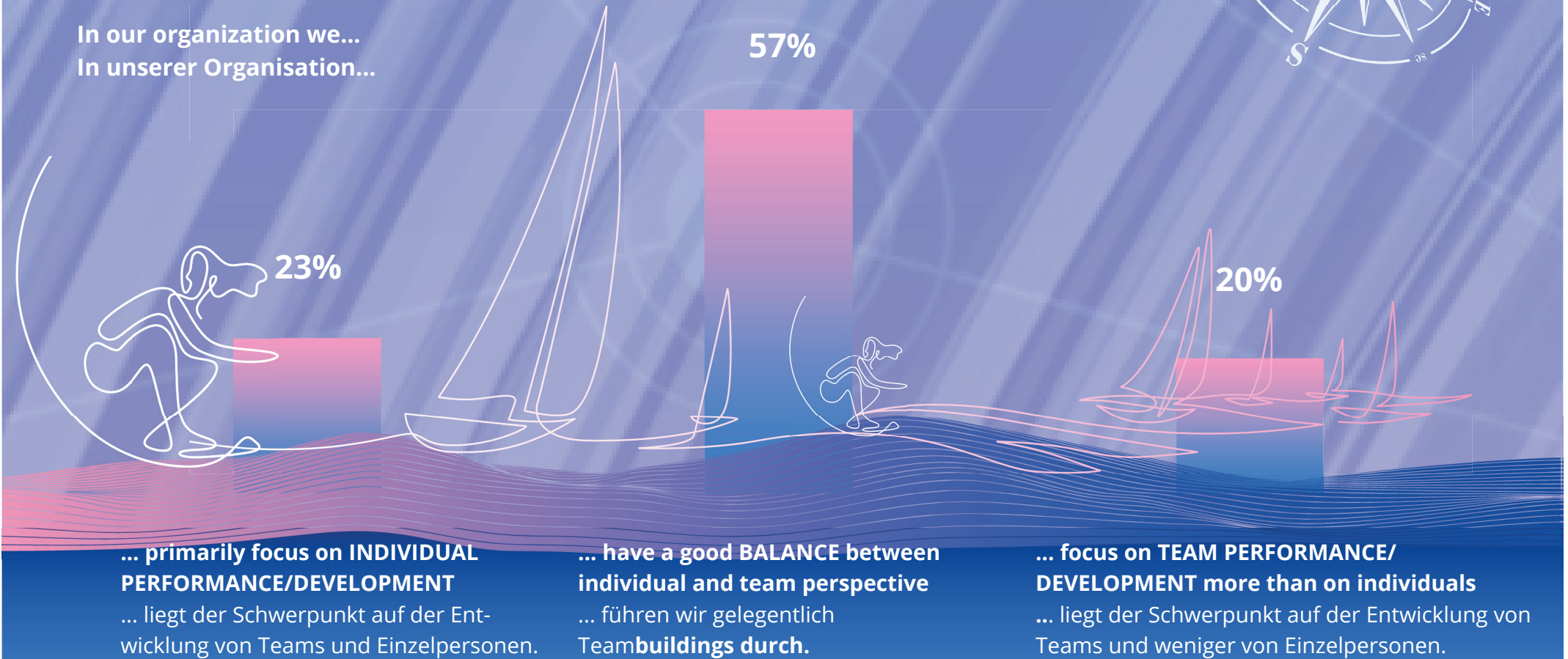
**26%**

... exploit their potential only up to 50%



# Developing Teams

In our organization we...  
In unserer Organisation...

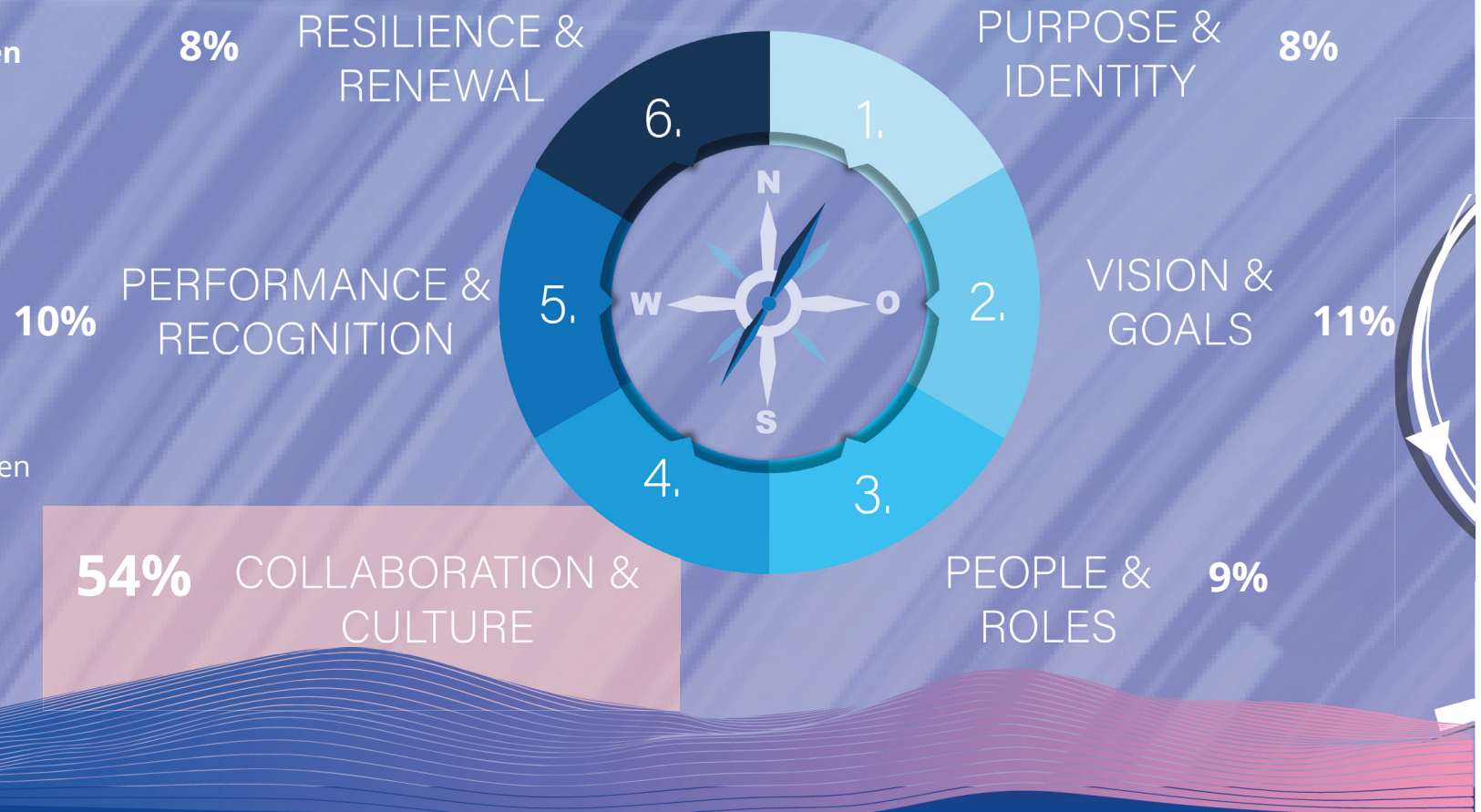




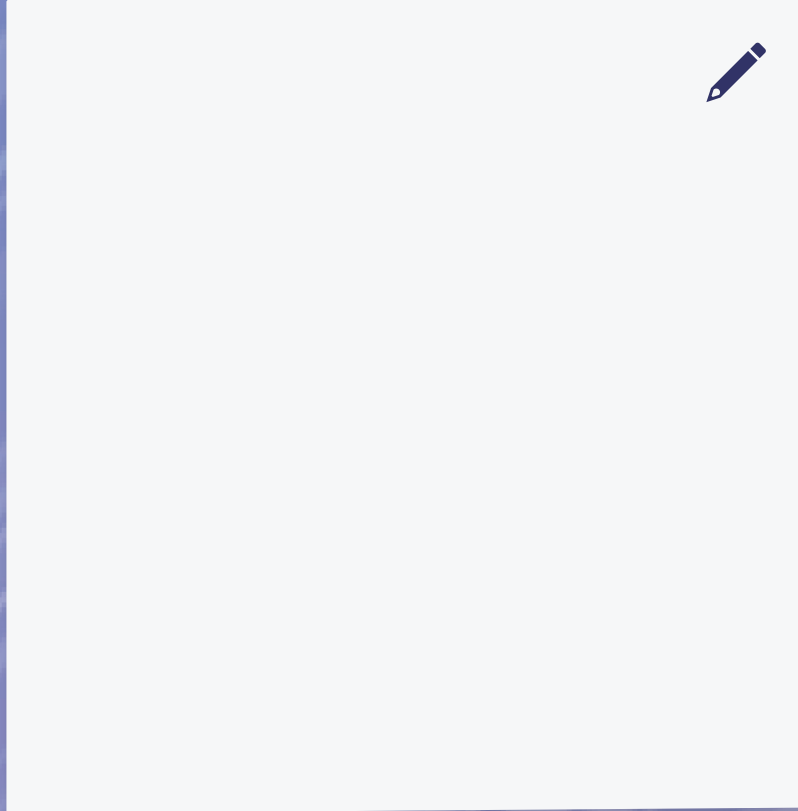

## Team Compass:

**Biggest lever to strengthen the overall team performance in my organization according to the six dimensions of Team Compass:**

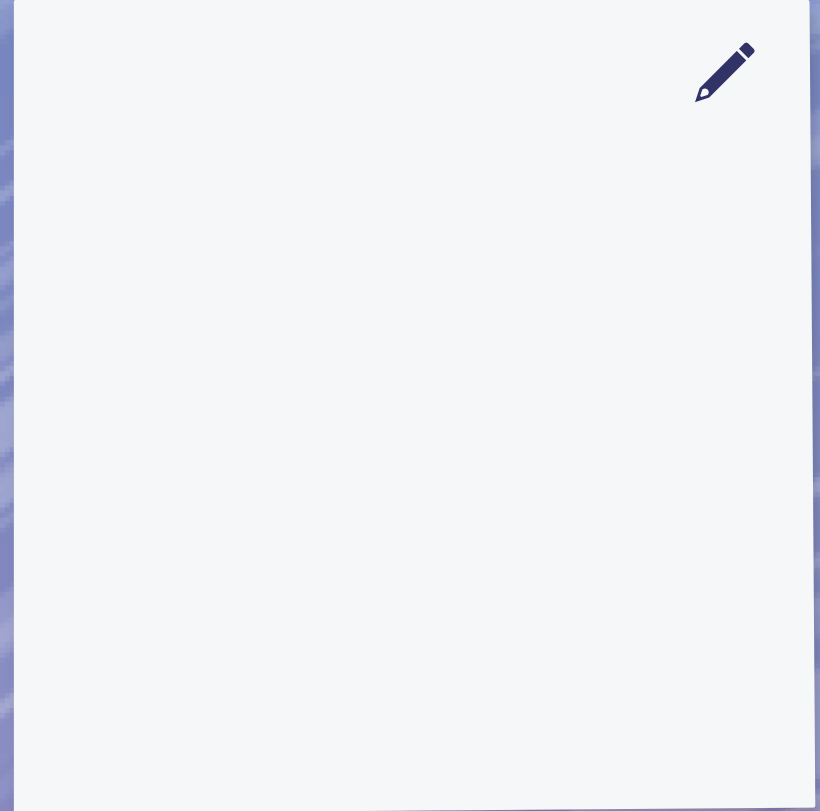

Der größte Hebel zur Stärkung der Gesamtteamleistung in meiner Organisation bezogen auf die sechs Dimensionen des Team Kompasses:



My/our hypotheses



Implications/consequences for me/us





## AI

Already in 2019, we had integrated the topic of Artificial Intelligence (AI) into our survey.

Currently, there are hundreds of studies being conducted referring to the technical implications of AI.

**We would like to focus on emotional, organizational, and transformational aspects.**

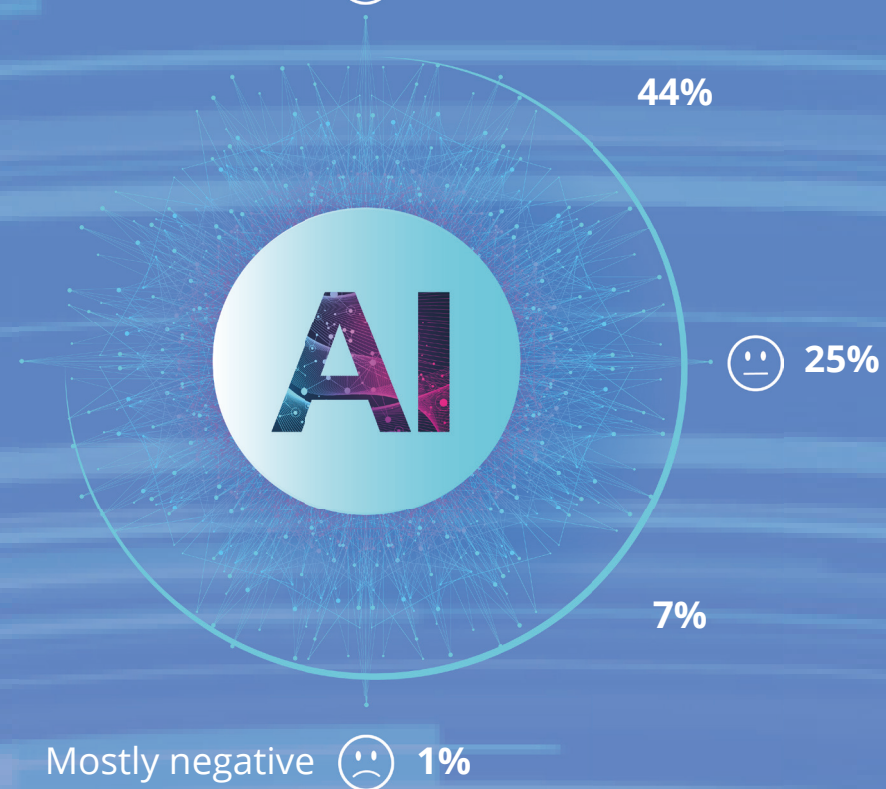
Bereits im Jahr 2019 hatten wir das Thema Künstliche Intelligenz in unsere Umfrage integriert.

Derzeit werden Hunderte von Studien durchgeführt, die sich mit den technischen Auswirkungen von AI befassen.

**Wir möchten uns auf die emotionalen, organisatorischen und transformatorischen Aspekte konzentrieren.**

## Sentiment toward AI in our organization

Mostly positive 😊 23%



# Strongest POSITIVE/NEGATIVE emotions your employees connect to AI

AI IS **NOT DEVELOPED ENOUGH** TO BE RELIABLE. IT CAN BE COSTLY. ALSO, AI IS NOT ADVANCED OR DEVELOPED ENOUGH TO MITIGATE **BIAS AND DISCRIMINATION**. THE FACT THAT THE INDUSTRY IS INHERENTLY RIDDLED WITH BIASES AND DISCRIMINATION **DUE TO THE LACK OF REPRESENTATION AND STRONG DEI PRACTICES** THAT CAN BE TRANSFERRED TO AI AS WELL.

**EXPENSIVE** ACQUISITION, **INCREASED UNEMPLOYMENT** REQUIRING RETRAINING, LEADS TO HIGHER COSTS, **SOCIAL AND CREATIVE COMPETENCIES** ARE (NOT YET) CONSIDERED, AND **EMOTIONS ARE NOT RECOGNIZED** - DANGER OF MAKING MISTAKES

CONFUSION  
HELPLESSNESS  
NERVOUSNESS  
**ANXIETY**  
WORRY  
LOSS OF **CONTROL** **FEAR**  
JOBS BEING REPLACED BY AI  
NOT TOO MUCH, JUST A TINY BIT

WHAT WILL HAPPEN TO MY **TASKS**, HOW WILL MY **WORKPLACE CHANGE**

THREAT  
**MISINFORMATION**  
OPACITY  
LOSS OF TRACEABILITY  
LEGAL RESTRICTIONS  
VIRTUAL REALITY

NONE AT THIS POINT



OPENNESS  
IT CAN ENHANCE  
AMAZEMENT  
**SUPPORT**  
ENERGY  
CREATING MORE VALUE  
**CURIOSITY**  
FACILITATION  
PLAYFULNESS  
A SPIRIT OF DEPARTURE  
EXCITEMENT  
FUN  
NEW

NO MORE/FEWER NIGHT SHIFTS!

AUTOMATE FOUNDATIONAL WORK AND GAIN TIME FOR OTHER ESSENTIAL MATTERS, FASTER DECISION-MAKING

REDUCTION OF HUMAN ERRORS

SALES BENEFITS THROUGH BETTER MARKET ASSESSMENT

# Your Questions regarding AI in 2024

HOW TO **LEVERAGE IT BEST** WHILE **KEEPING IT UNDER CONTROL** (NOT AN IMMEDIATE URGENCY BUT CRITICAL LONG-TERM)?

BEYOND THE HYPE CYCLE (AND BEYOND CHATGPT): WHAT **ADDED VALUE** CAN WE REALLY DERIVE FROM AI?  
USE CASES SHOWING THE **LEVERAGE POTENTIAL** OF AI WITHIN A BROAD RANGE OF BUSINESS FIELDS.

HOW DO WE FIND THE **RIGHT USE CASES FOR EACH INDIVIDUAL SCENARIO**?

HOW WILL WE REGULATE AND CONTROL AI TO PREVENT IT FROM BECOMING RISKY FOR HUMANITY?  
**DISCRIMINATION, BIAS, AND PREJUDICE IN AI.**

HOW CAN AI BE DEPLOYED AS WIDELY AS POSSIBLE IN THE **DIGITAL WORKPLACE** WHILE SIMULTANEOUSLY  
**ADHERING TO DATA PRIVACY, SECURITY, AND WORKERS' COUNCIL REQUIREMENTS**?

HOW WILL **ETHICAL AND MORAL CONTROL** BE EXERCISED?

HOW CAN AI **ENHANCE HUMAN ENDEAVORS** WITHOUT REPLACING THEM?

HOW CAN WE ENSURE TO CHOOSE THE MOST **SUITABLE** AI FOR OUR COMPANIES?

HOW CAN WE MAKE THE MOST **MEANINGFUL USE** OF IT?

HOW DO EMPLOYEES LEARN TO **APPLY AI BROADLY AND EFFECTIVELY**?

HOW DO I **USE IT PROPERLY** IN MY ORGANIZATION?

HOW TO **TRAIN/PREPARE PEOPLE** USING AI SO THAT AI IS A TOOL AND  
NOT AN INHIBITOR OF HUMAN CAPACITY/INTELLIGENCE.

HOW QUICKLY WILL IT START TO CHANGE WHAT PEOPLE AND TEAMS DO TODAY?

HOW CAN WE **BEST SUPPORT OUR PEOPLE THROUGH THE TRANSFORMATION** TO AVOID BEING LEFT BEHIND?

IN WHICH AREAS OR FOR WHICH TASKS ARE **AI SOLUTIONS MEANINGFUL** AND PROVIDE TANGIBLE BENEFITS?

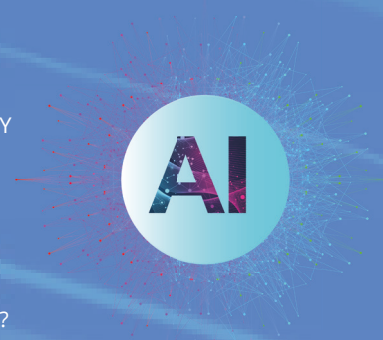
NARROWING DOWN TO **ROBUST AND MEANINGFUL SCENARIOS.**

**HOW TO USE IT?**

WHAT HAPPENS ONCE THE EXCITEMENT (ABOUT CHATGPT) SUBSIDES?

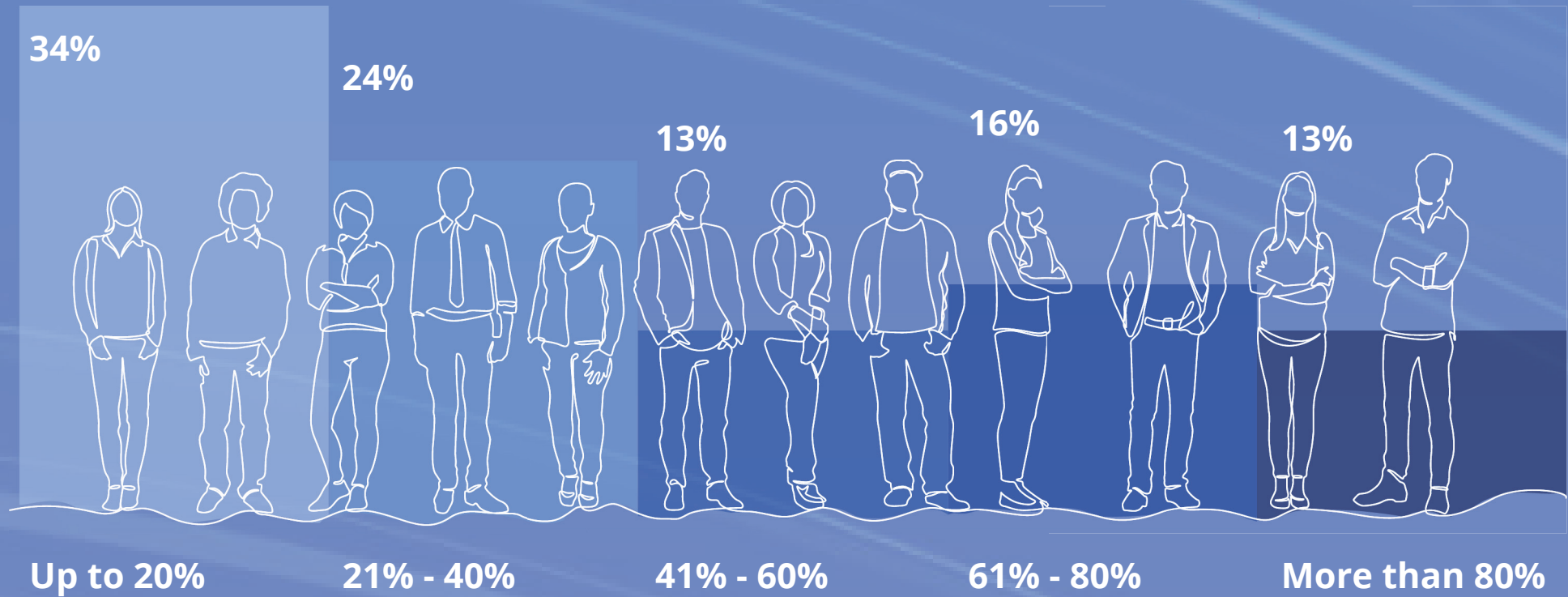
CHANCES/PERSPECTIVE?

**HOW FAR WILL THIS GO?**



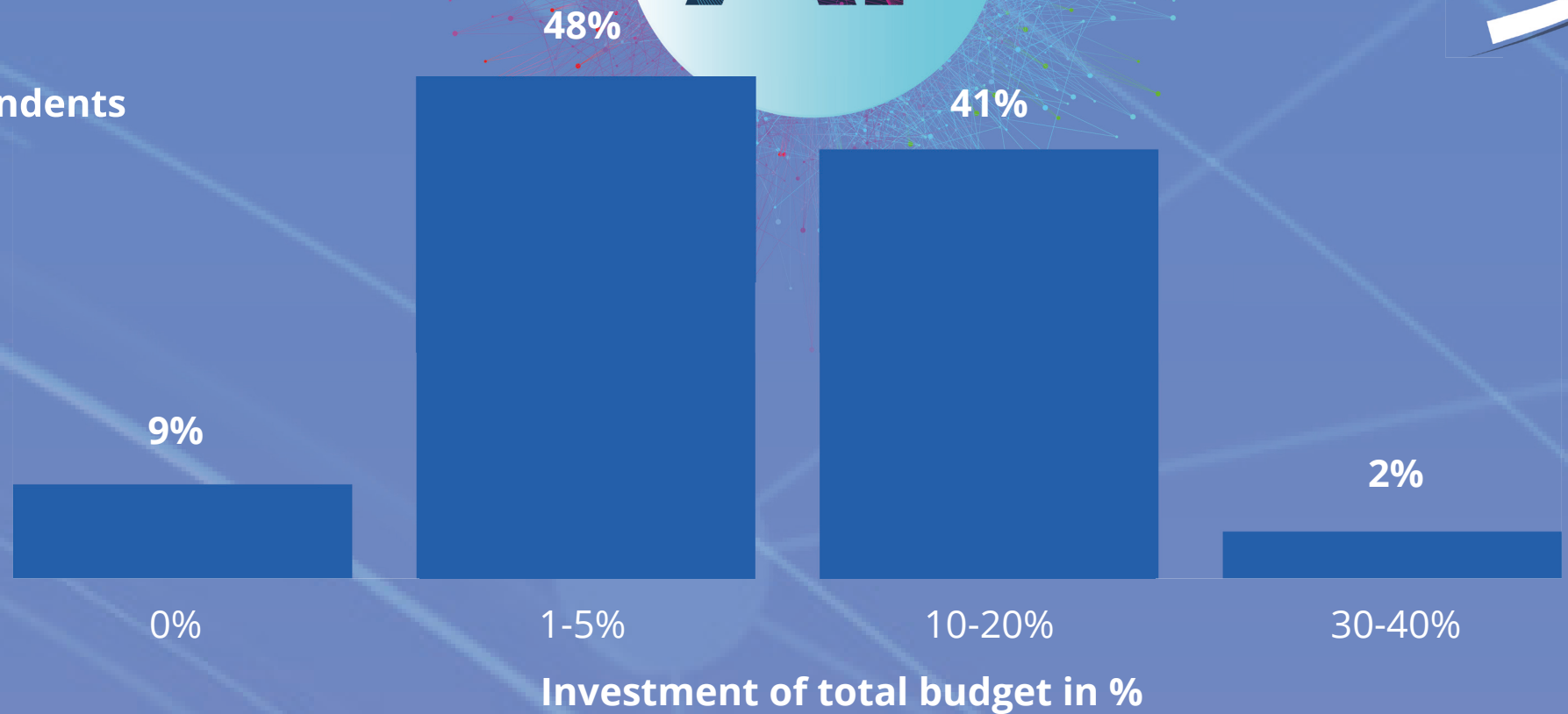


## Employees impacted by AI in %



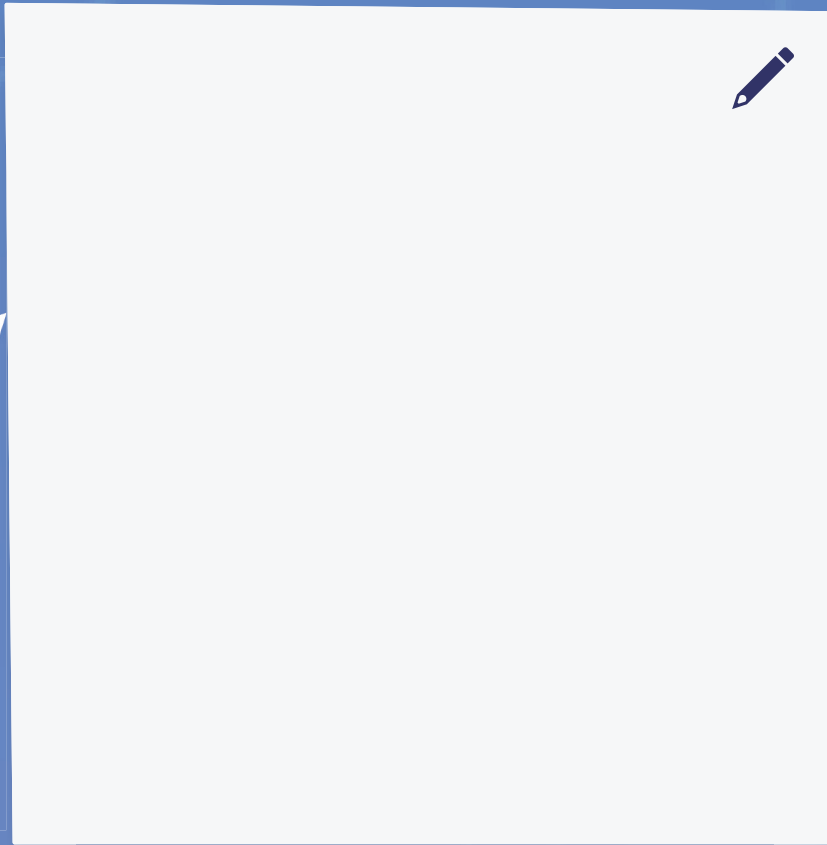
## Investment in AI

% of  
respondents

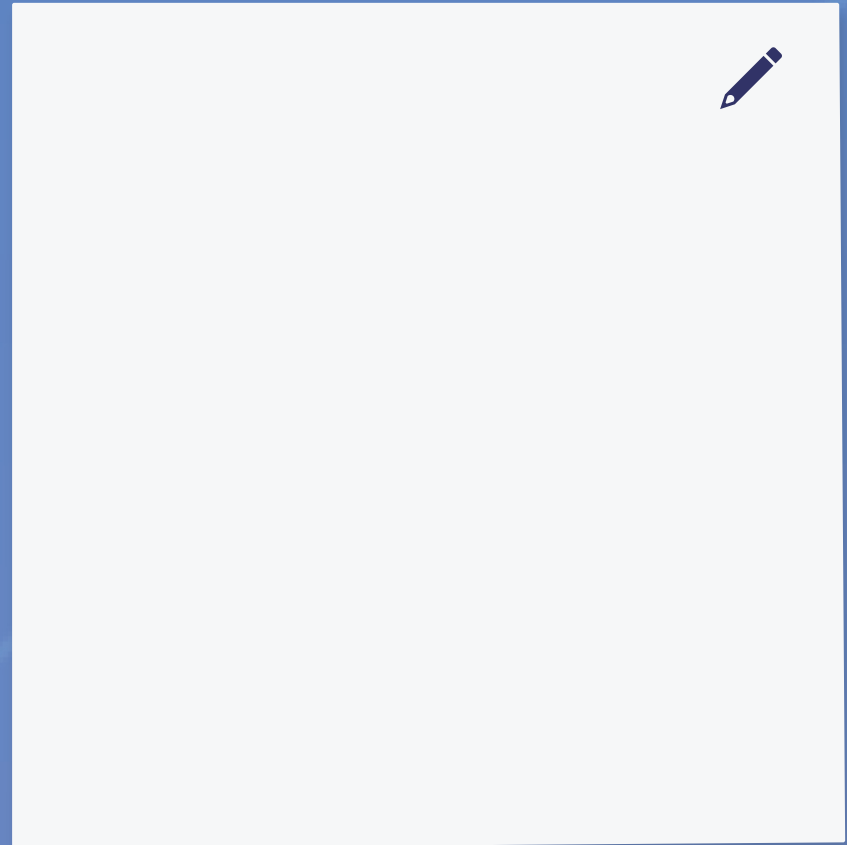




My/our hypotheses



Implications/consequences for me/us





















## IMPRESSUM

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