



The AI Transformation Journey From First Wins to Real Change

Understand the shift. Drive the movement.

Hi I'm Rocky

- Principal @ diconium strategy
- Prompting for more then 1000 days
- Spending 4-8 hours per day on AI
- Co-Leading AI@diconium Initiative
- Project Lead for two large GenAI Integration Projects

Let's connect



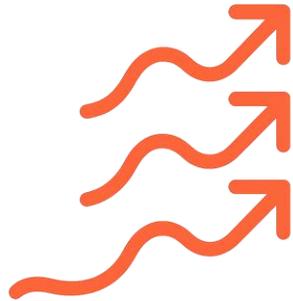
Let's start the Journey

You're here at
The Session because
you've **already**
experienced and
experimented with AI.

You share a hunger to
learn, to collaborate, to
shape your own and
your company's future.

You recognize the
stakes: AI will redefine
markets, roles, and
business models.

What 3 things will await you



Understand the shift

How AI adoption will mature and what's causing it



Anticipate what's coming

Hard to predict doesn't mean you can't prepare.



Turn Insights into Action

Learn about early wins and real change

STEP 1: Let's map out the transformative journey

Understand the Shift



AI adoption will follow three waves

Mindshift change through exploration and inspiration

Efficiency through streamlined operations and processes

Improved quality and output through AI as integral part of business processes and operations

Transformed company through doing things differently



Each wave will engage with the problems differently

IMAGINATION

Considering AI for Customer insight analysis

EFFICIENCY

Using AI to **analyze customer insights faster**

QUALITY

Using AI to **get better customer insights** for product innovation

TRANSFORMATION

An **autonomous product engine** that continuously tests and deploys, skipping insights all together



Being successful in wave 1 is not a predictor of being successful in wave 3.



Investing in wave 3 does not mean you can ignore waves 1 and 2.

0

1

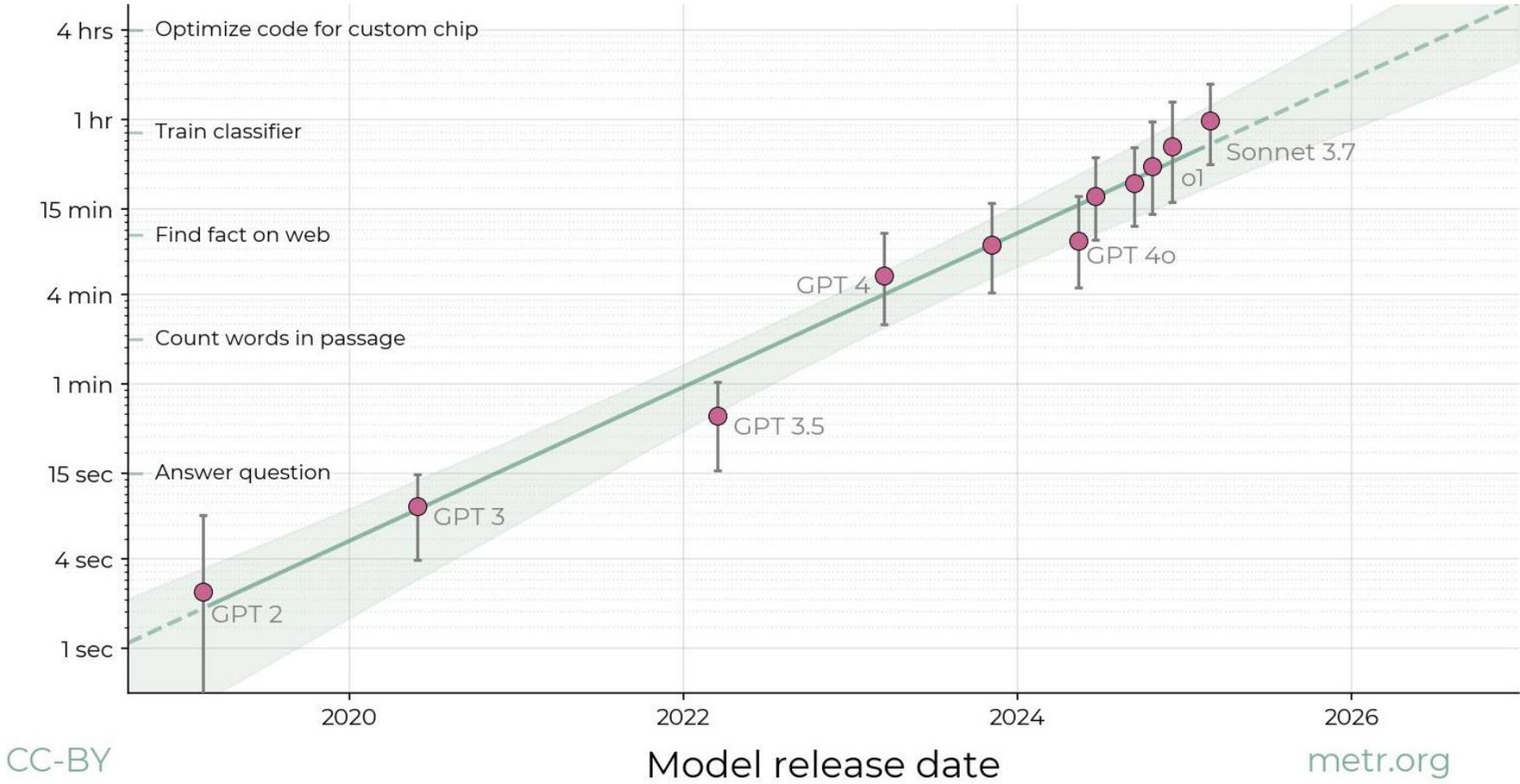
2

3

Businesses must plan their **AI strategy with a vision for all three waves**



AI as an efficiency booster – The length of tasks AIs can do is doubling every 7 months

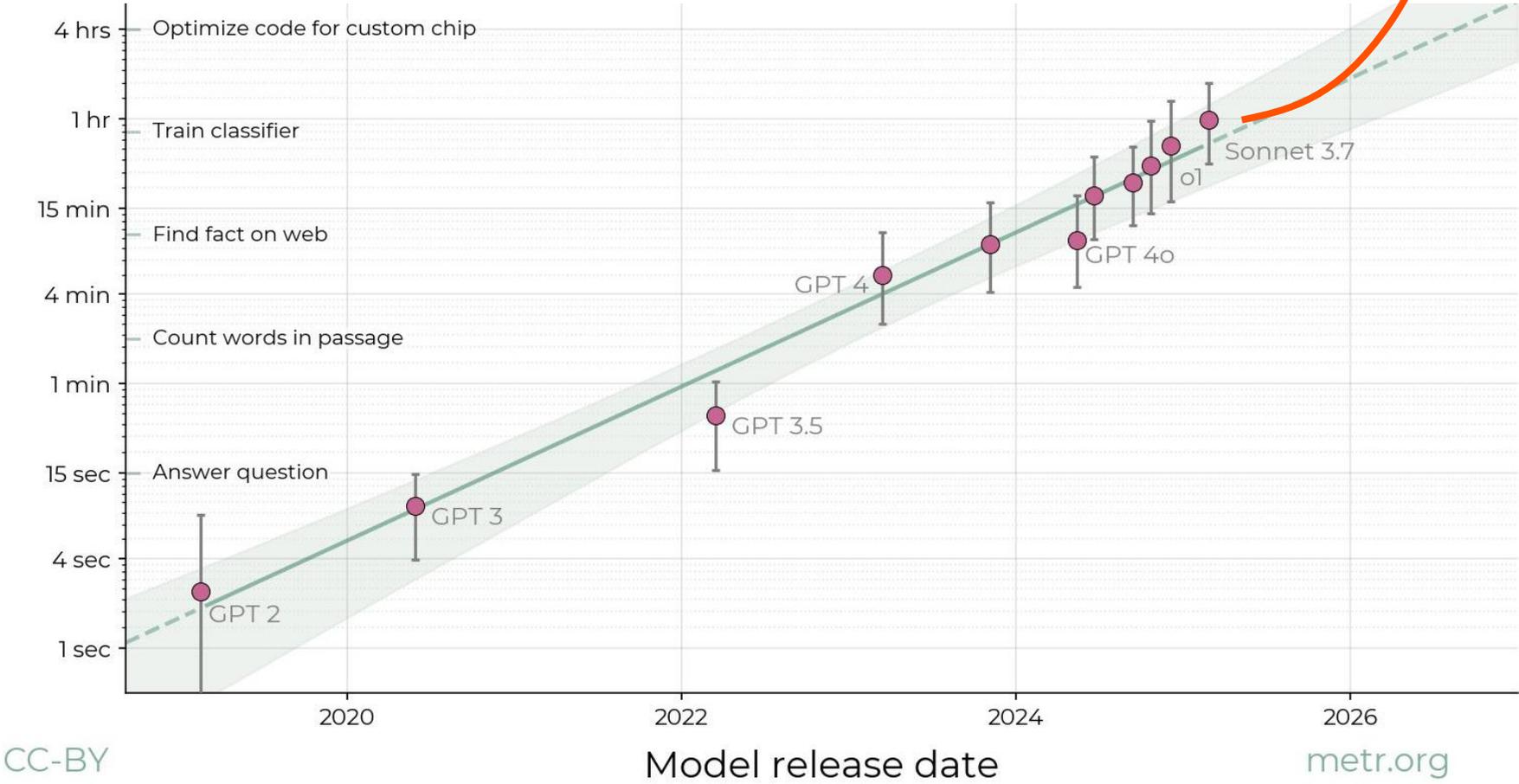


CC-BY

Model release date

metr.org

AI as an efficiency booster – The length of tasks AIs can do is doubling every ~~7 months~~ 4 months

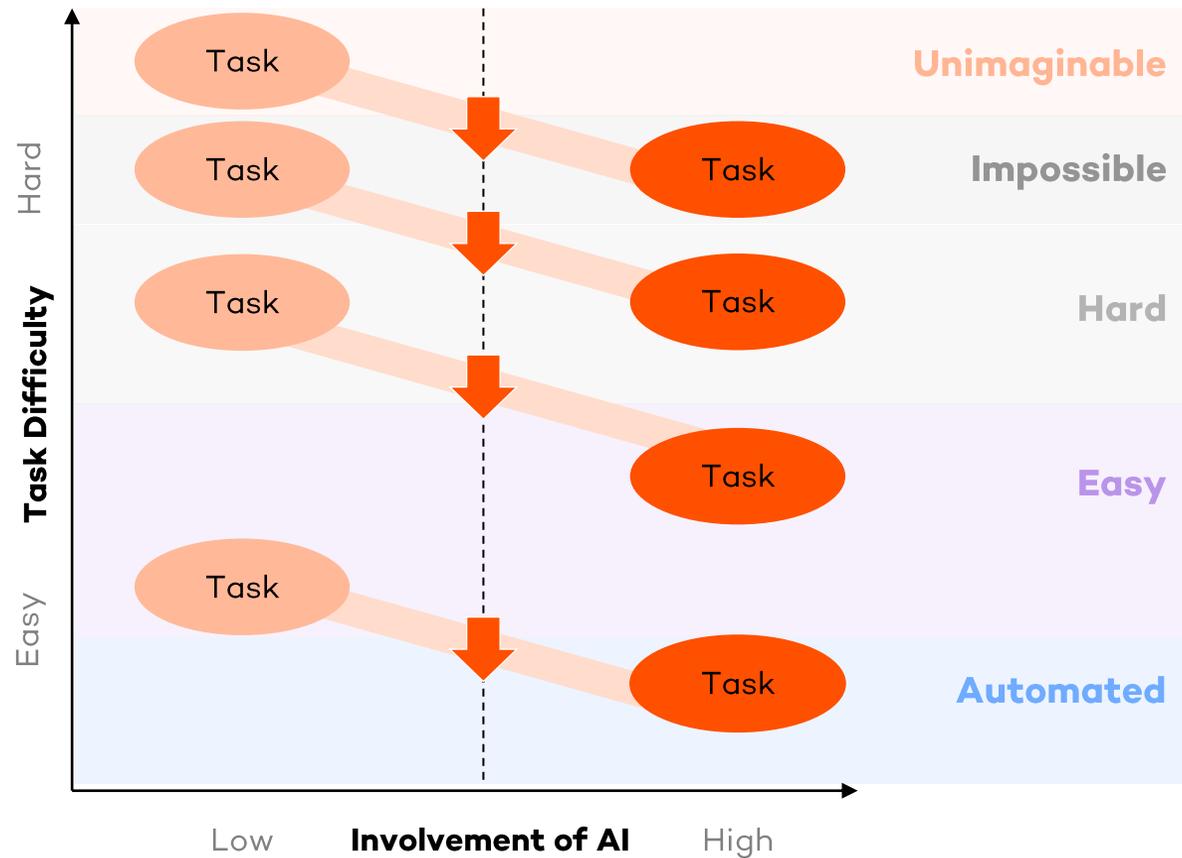


CC-BY

Model release date

metr.org

Implemented correctly, AI is like a cheat code



AI **makes every task** just that **one level easier**.

Things will change faster in some areas than others — and we need to handle that



AI

in seconds /
minutes



People

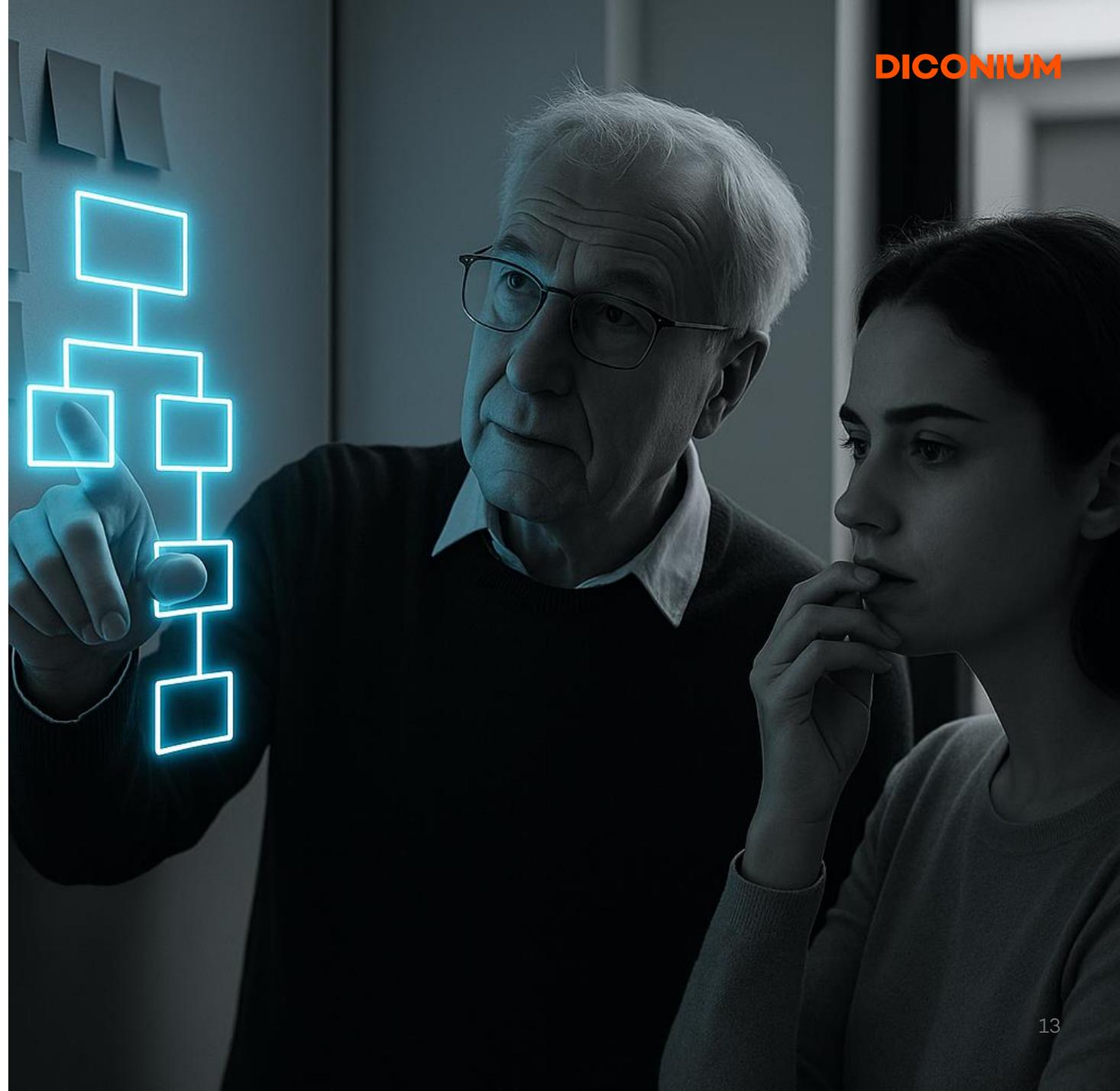
in hours / days



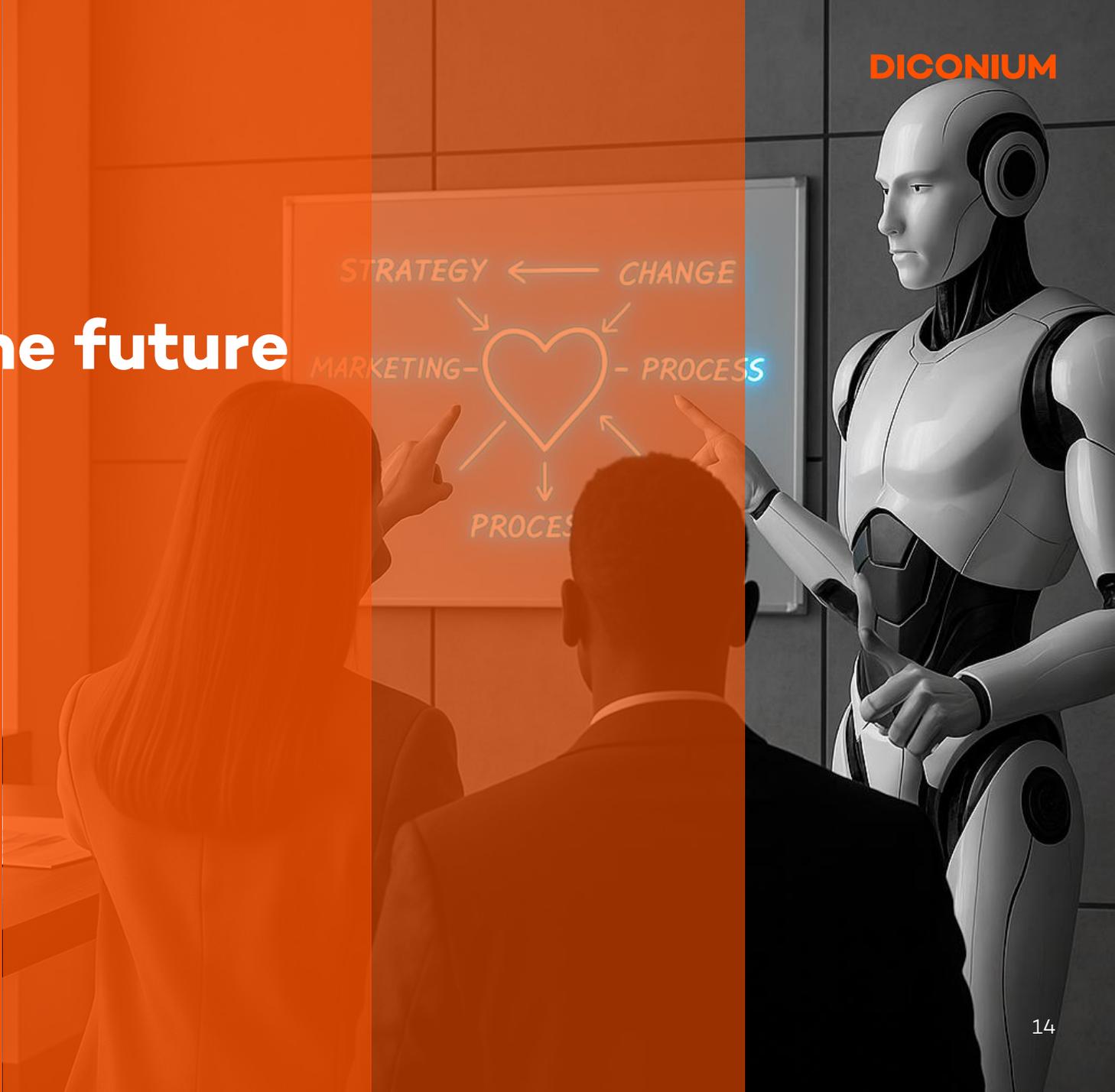
Org. Structures

in weeks / months

Tech won't be
the hard part,
but **people and
organizational
change** will be.



STEP 2: What could the future look like?



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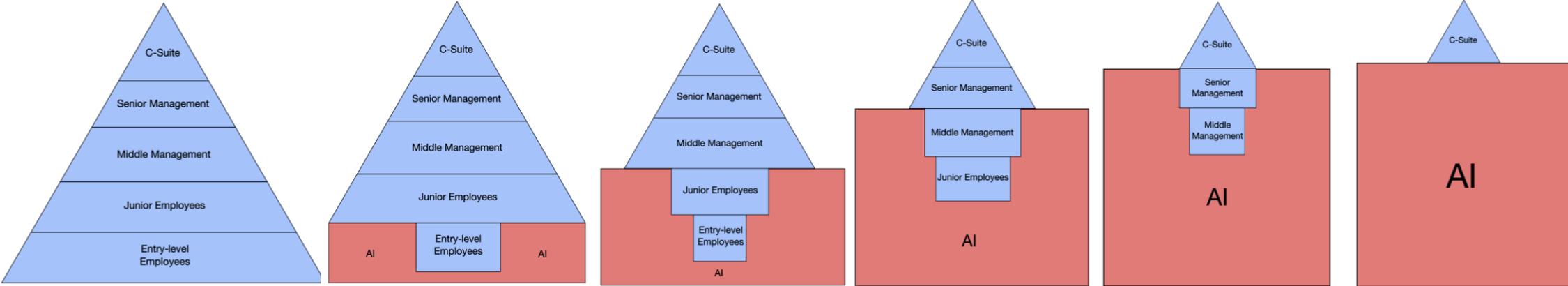
**For Silicon Valley,
AI isn't just about
replacing some
jobs. It's about
replacing all of
them.**



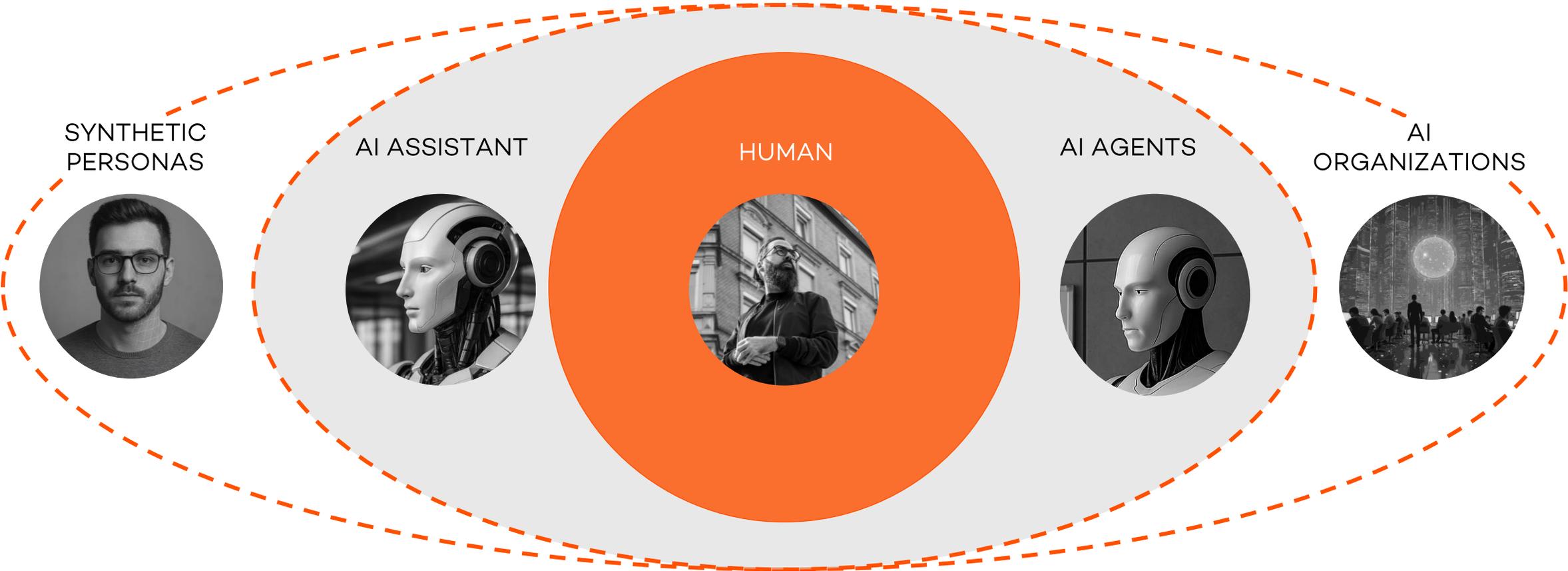
Ed Newton-Rex

“

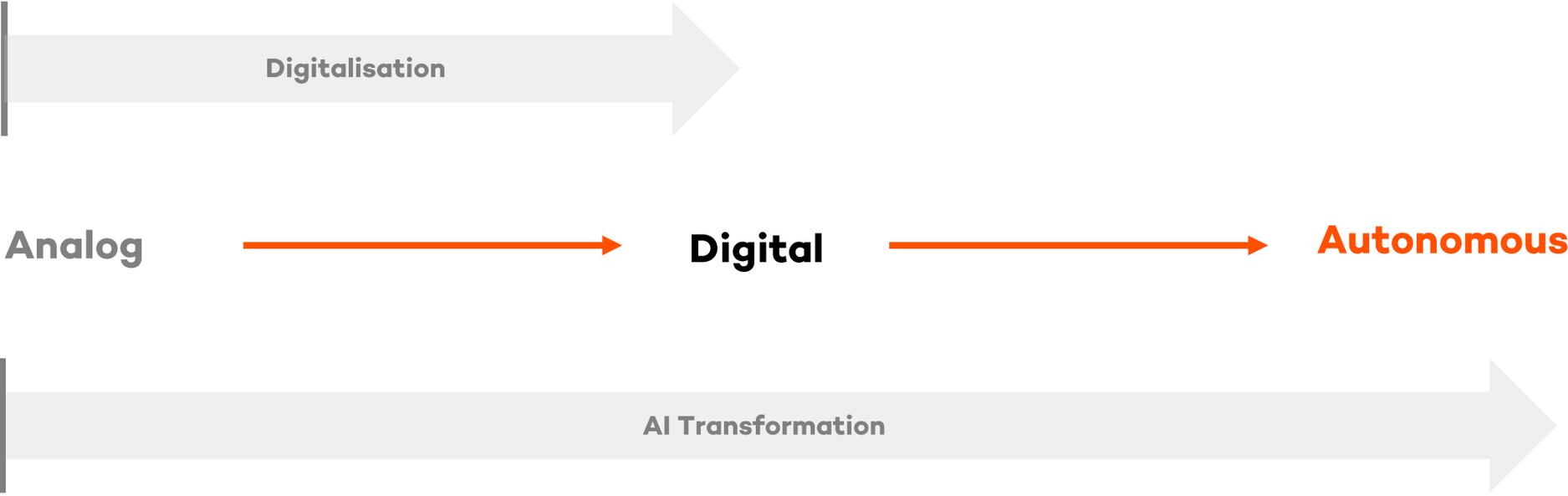
Is AI going to eat the org chart?



Let's assume humans remain at the center...



... but prepare for our world to become more autonomous



Anticipating the Future will be key to build it your way



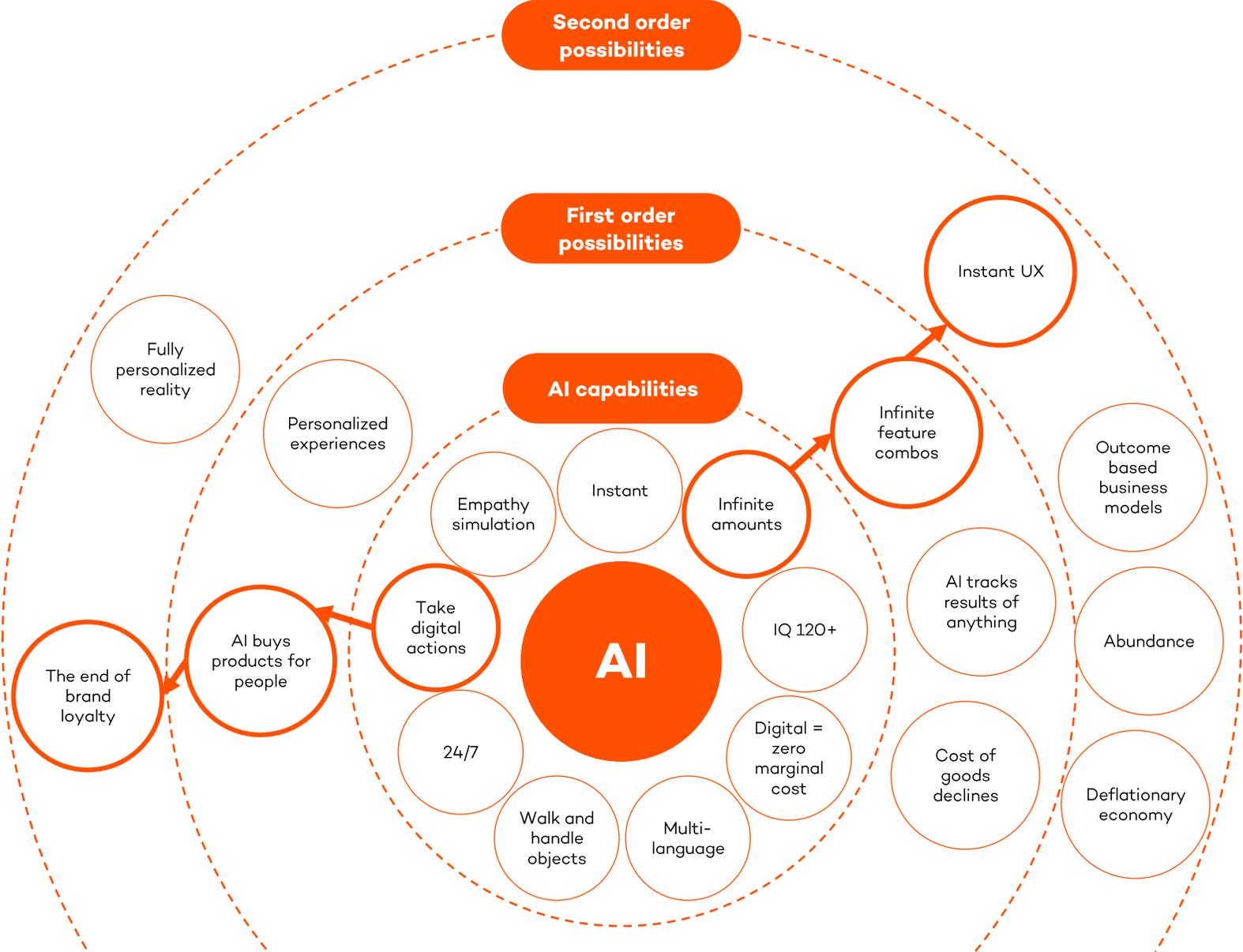
Ask yourself:

What will AI change – and what will **stay the same**?

What could the **world look like in 3–5 years with AI** – and how do we get there?

How can your **AI ambition support your business strategy** – instead of existing in a silo?

Map Capabilities to anticipate Possibilities



Let's talk about these previously Impossible Futures

EVERY **PIXEL** WILL BE
GENERATED

EVERY **CODE** WILL BE
GENERATED

EVERY **WORKFLOW** WILL BE
GENERATED

**EVERY PIXEL WILL BE
GENERATED**

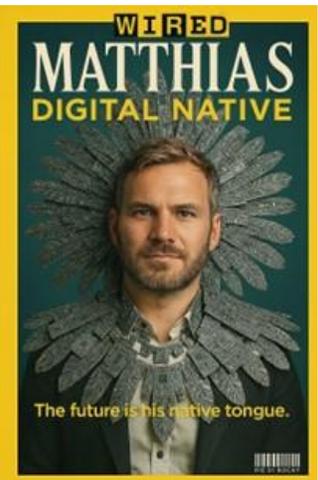
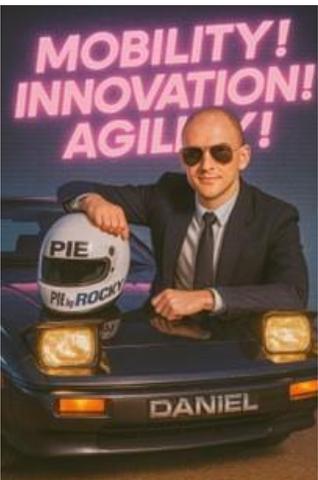
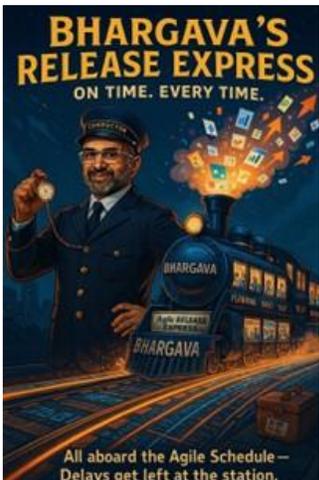
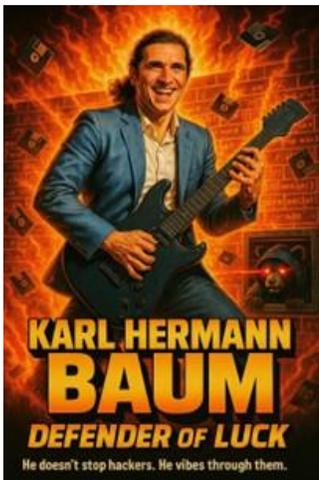
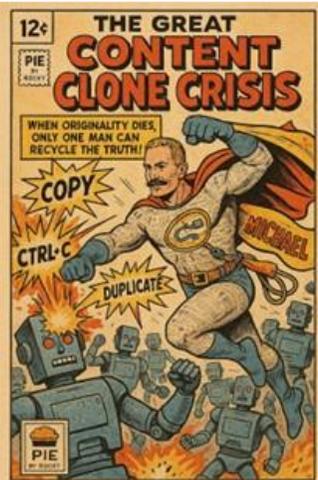
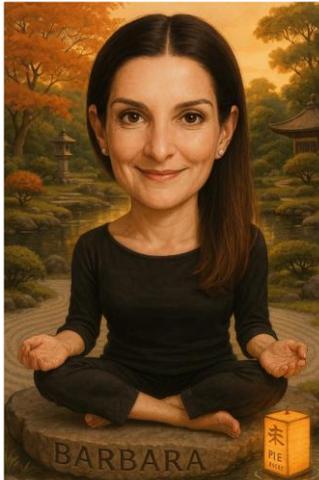
MIDJOURNEY 2024

PERSONALIZATION	01
HOLOGRAPHIC	02
WORLDS	03
EXPLORING WITH DTS	04
STYLES COLLECTION	05
THE MOST POPULAR	06
MACRO	07
MYTH	08
SPACE	09
IDEAS	10
PEOPLE	11
3D	12
ESCAPE FROM THE MUSEUM	13
CHARACTERS	14
PERPLEXITY	15

It's not just marketing and sales



Hyperpersonalization is just one Prompt away









Once you can create anything you need to ask yourself...

... Who are you creating this for and why?

... Where and how will your content make an impact?

... Are you truly capturing your audience's attention?



EVERY CODE WILL BE GENERATED

```
// Boot the AI code engine
init(AICore);
for (let i = 0; i < infiniteIdeas.length
    let code = AICore.generate
        (infiniteIdeas(i));
    deploy(code);

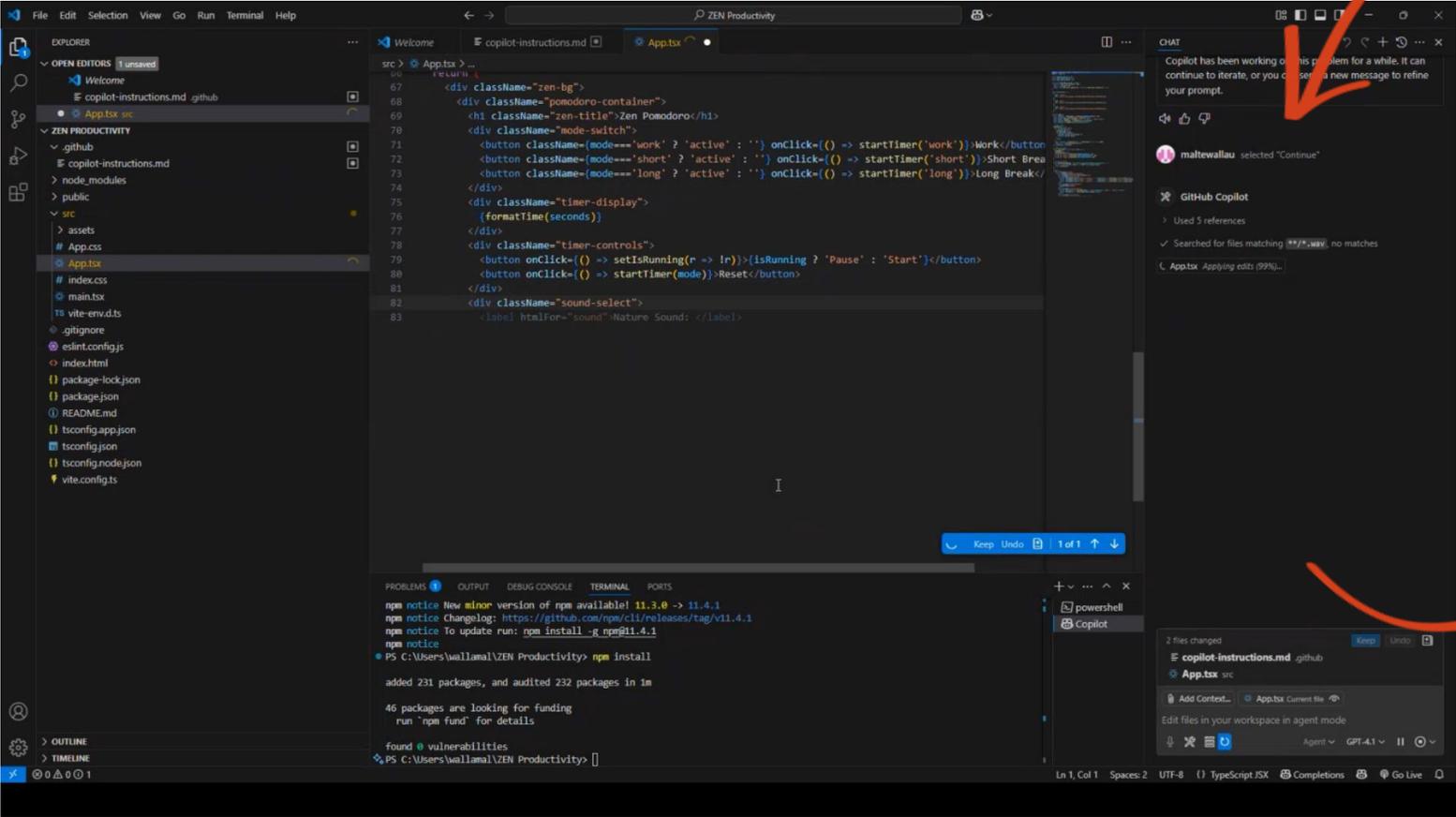
// Because: EVERY_CODE_WILL_BE_GENERATED
Because: EVERY_CODE
```

It started with Code Assist

```
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59 }
```

And continues with Agent Mode and Vibe Coding

Build a minimalist pomodoro timer with calming nature sounds, soft gradients, and gentle animations. Focus on creating a peaceful, distraction-free environment that promotes deep work and mindfulness.



5 Minutes later...



It's not just about the "vibe" when it comes to production ready software



of real world software issues can be resolved autonomously by the best SWE Agents*



r/ClaudeAI
u/ShelZuuz · 1d

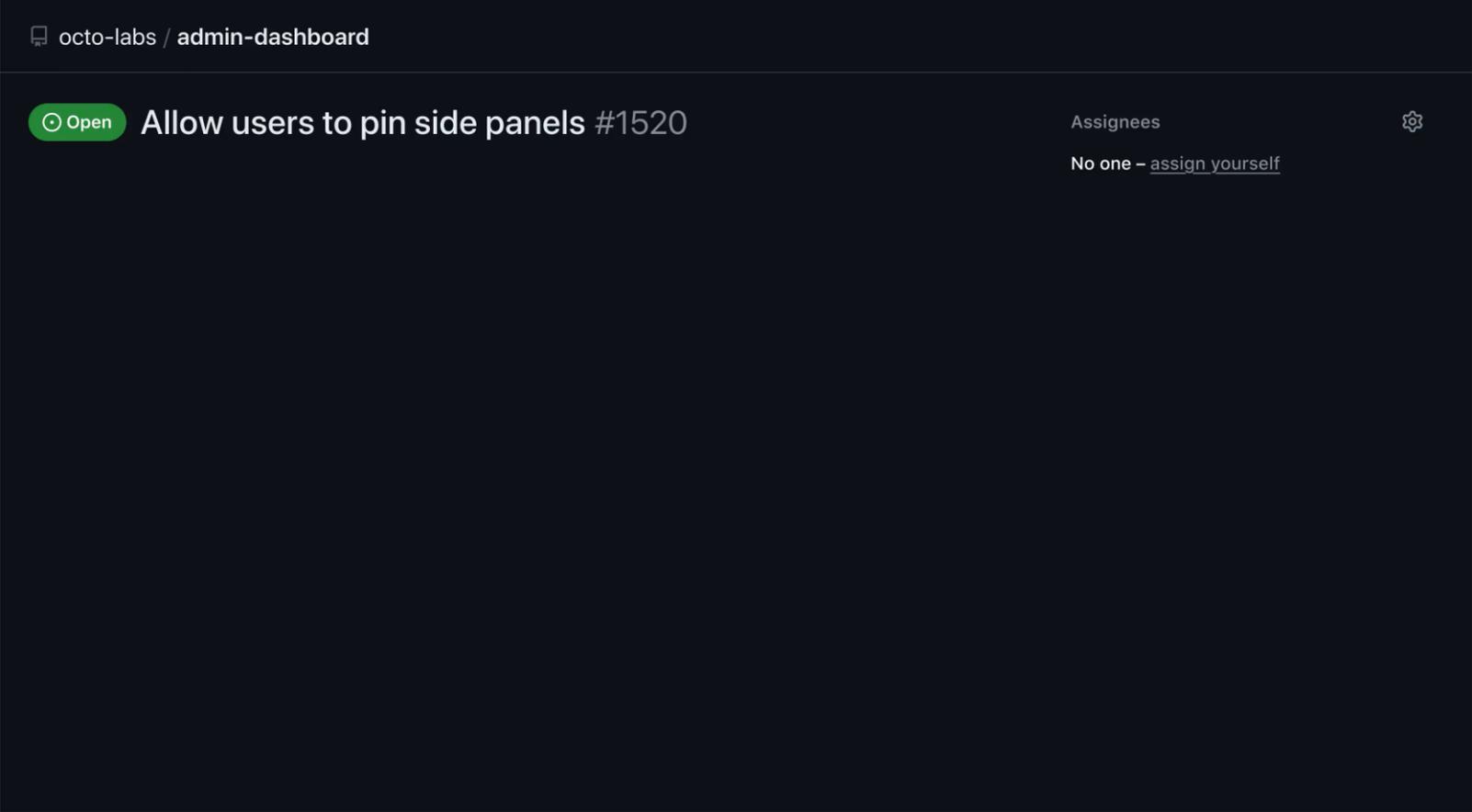
Claude Opus solved my white whale bug today that I couldn't find in 4 years

AI will help us to improve Software quality...

How I used o3 to find CVE-2025-37899, a remote zeroday vulnerability in the Linux kernel's SMB implementation

... and expose unmitigated risks

Humans and Agents will work together because two brains are better than one



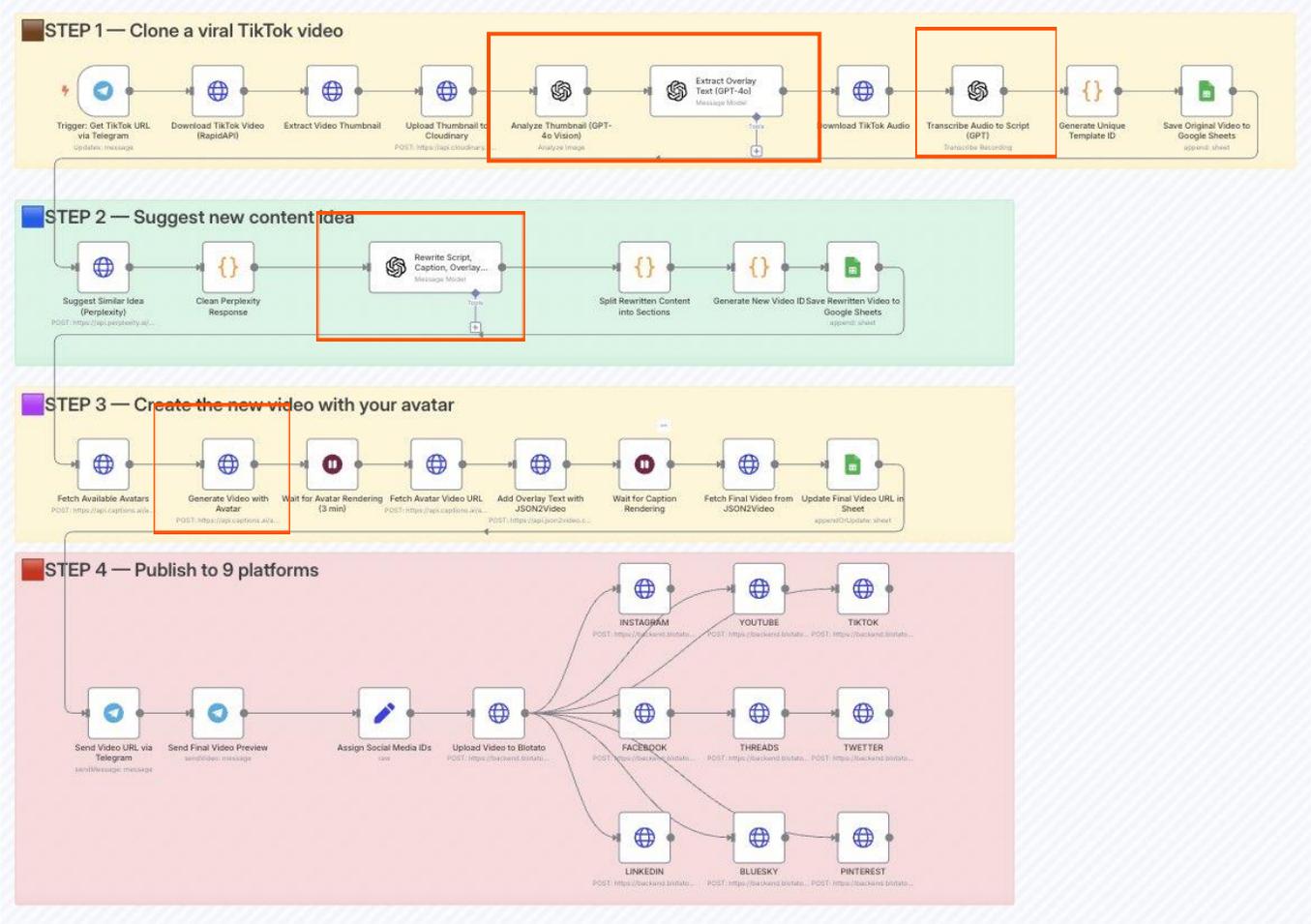
**EVERY WORKFLOW WILL BE
GENERATED**

DICONIUM

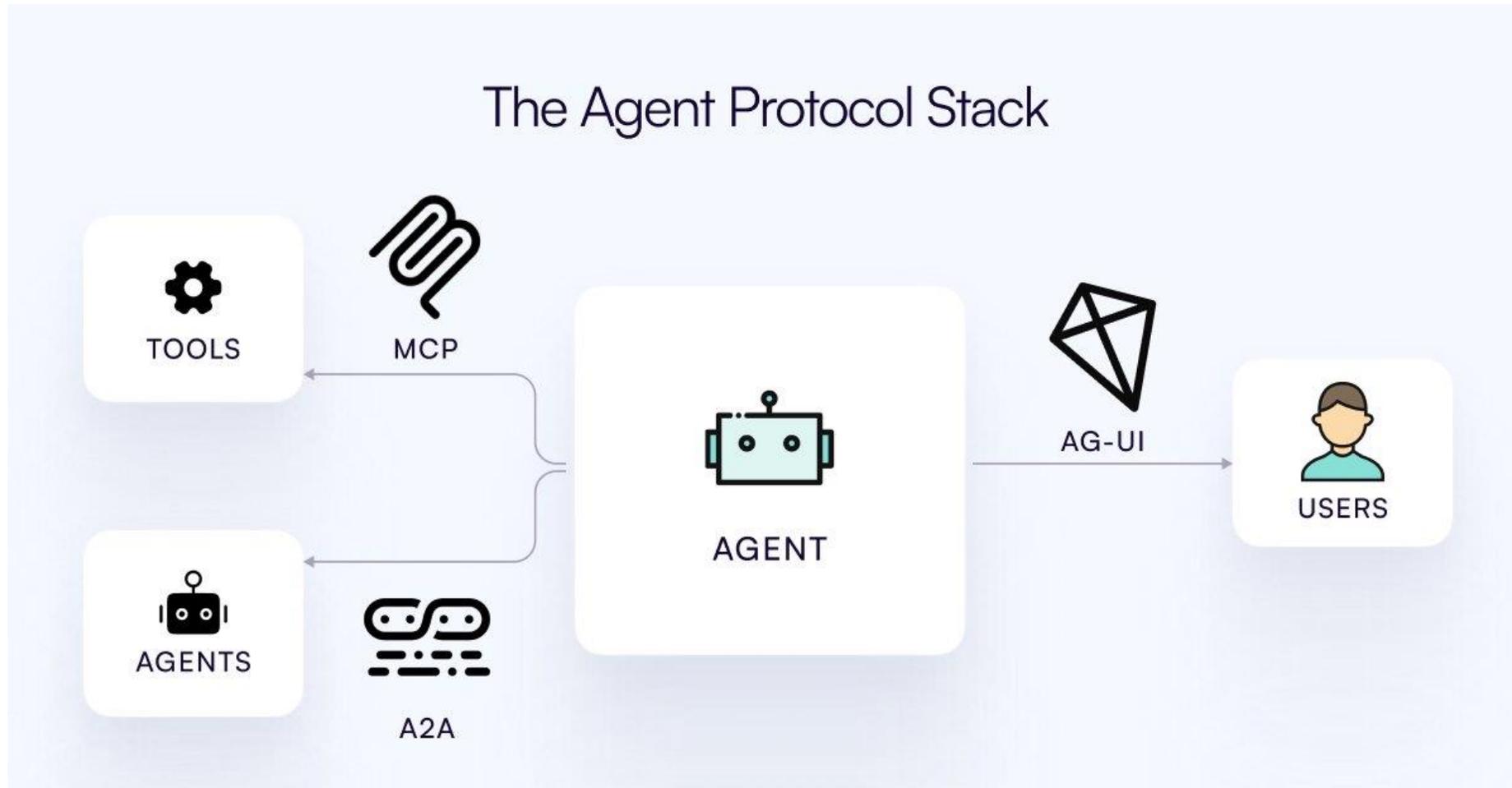


By now Generative AI is a vital part of automation workflows

LLM or GenAI Components



The Agents get Ready for Prime time



And to unfold an Internet of Agents

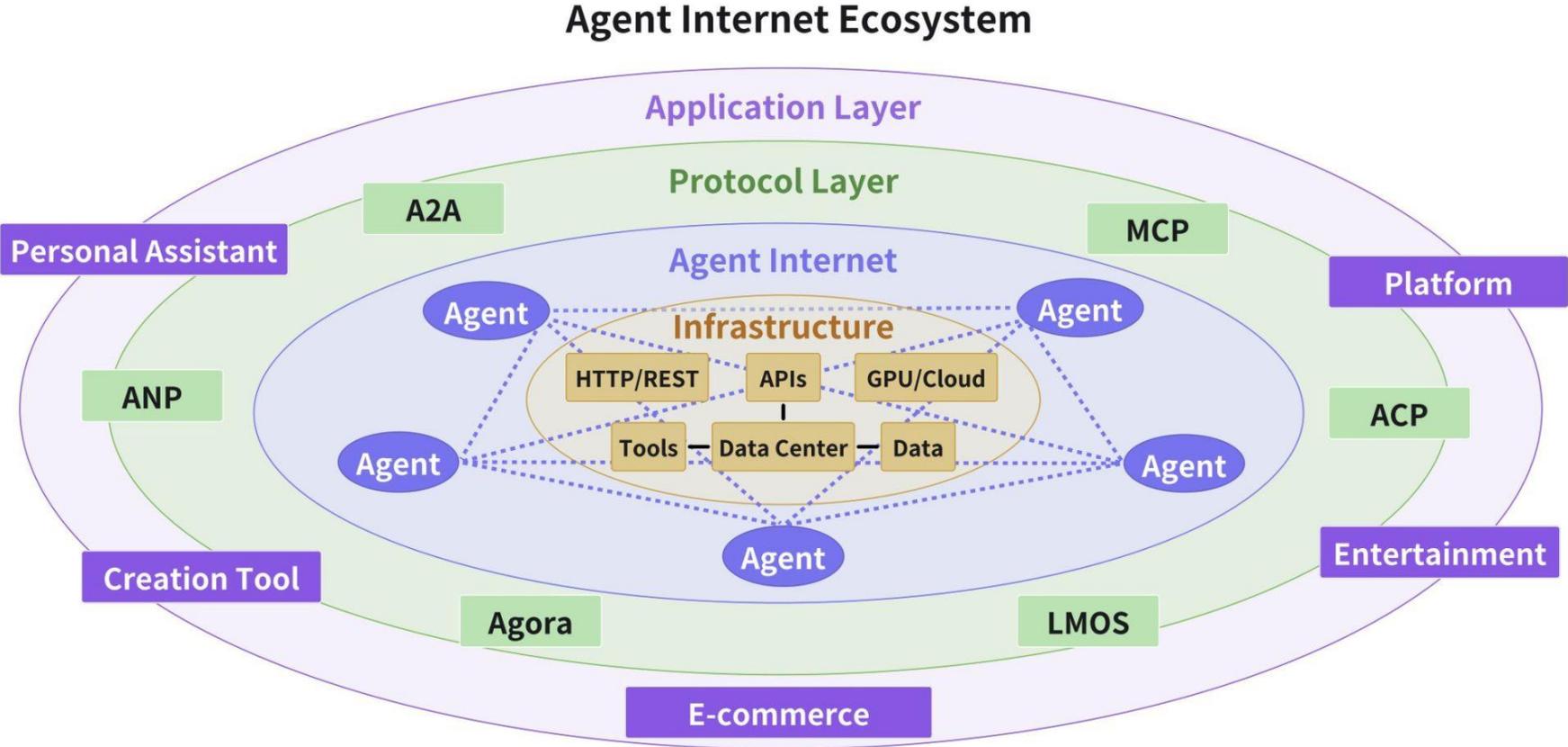
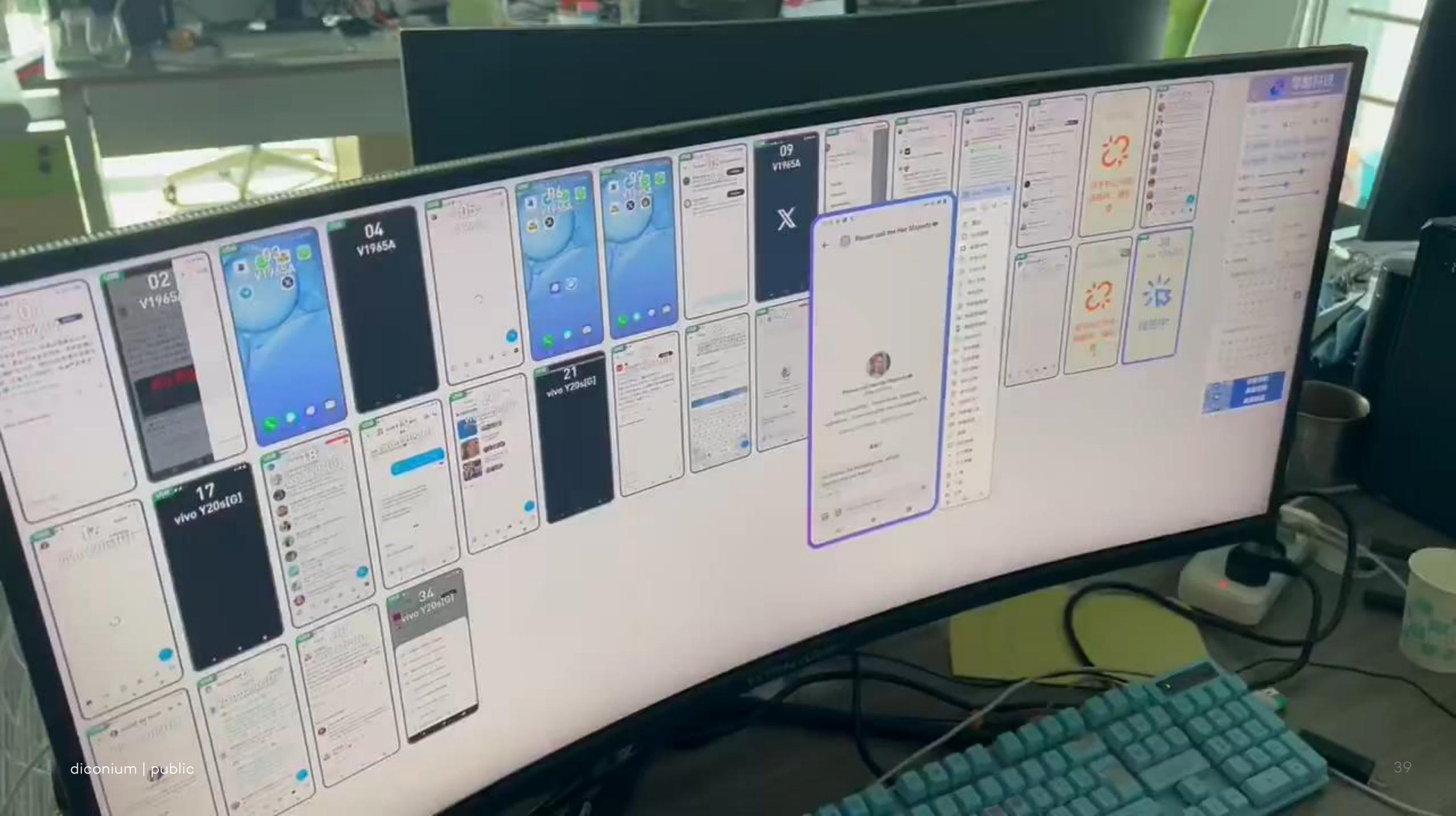


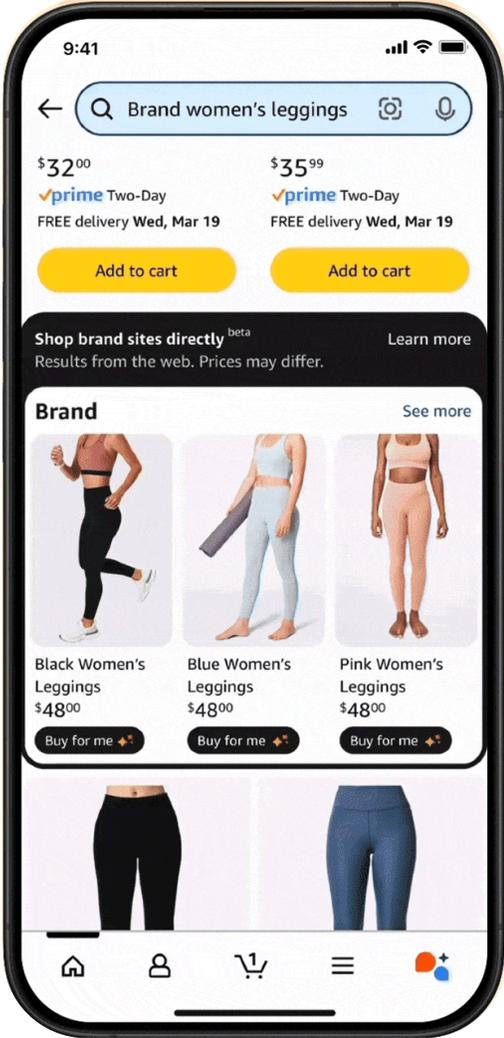
Figure 1: A layered architecture of the Agent Internet Ecosystem.



You'll deploy AI Agents on behalf of your customers

Amazon's Buy for Me lets AI purchase products on external sites.

Skipping traditional retail funnels.



manus Creating Shift Matrix for 5 Employees Rotation

Hi, I'd like to create a shift matrix to optimize the scheduling for 5 employees over a 3-week rotation.

Shift hours:

Morning: 06:00 – 14:00
 Afternoon: 14:00 – 22:00
 Night: 22:00 – 06:00

Key considerations:

Ideally, each employee should have two Erweitern week, preferably on weekends.
 Avoid excessive shift variability, especially unsustainable transitions (e.g., going from a night

manus

I'll help you create a shift matrix to optimize scheduling for 5 employees over a 3-week rotation. I understand your requirements about shift hours, two days off per week preferably on weekends, and avoiding problematic shift transitions. Let me work on this for you.

- ✔ Define shift requirements and constraints ^
 - Executing command mkdir -p shift_scheduling && cd shift_scheduling && echo "Setting up project d...
 - Defining shift requirements and constraints for the scheduling optimization.
 - Creating file shift_scheduling/todo.md
 - Executing command pip3 install pulp matplotlib -q && echo "Required libraries installed successf...
 - Editing file shift_scheduling/todo.md
 - Creating file shift_scheduling/shift_requirements.py
- ✔ Create shift matrix model for 5 employees ^
 - Manus spielt die Aufgabe erneut ab...

Zu den Ergebnissen springen
Probieren Sie es selbst aus

Manus's Computer

Manus verwendet gerade den Editor

Editing file shift_scheduling/revised_todo.md

revised_todo.md

Diff Original Modified

```

# Revised Shift Matrix Optimization Task

## Requirements
- [x] Set up project directory
- [x] Install required optimization libraries
- [x] Define original shift types and hours
- [x] Define revised shift requirements with bridge shifts
- [ ] Define employee consistency constraints

## Implementation
- [ ] Design consistent weekly shift patterns
- [ ] Create bridge shift options
- [ ] Implement revised scheduling model
- [ ] Generate optimized consistent schedule
- [ ] Validate schedule sustainability

## Validation and Output
- [ ] Validate schedule meets all requirements
- [ ] Format shift matrix for readability
- [ ] Create visual representation of schedule
- [ ] Present final schedule to user

```

Manus arbeitet: Design consistent weekly shift patterns for 5 employees
 0:00 Editing file shift_scheduling/weekly_pattern_design.py 2/7 ^

Contentlastige Landingpage zum Thema Solarenergie in China

1. Hero-Bereich (Above the Fold)
Ziel: Aufmerksamkeit wecken, Kernaussage transportieren

Titel: „Solarenergie in China: Von der Förderung zur Systemintegration“

Untertitel: „Eine Analyse der politischen, regulatorischen und technischen Transformation im größten Solarmarkt der Welt“

Call to Action (CTA): PDF-Report downloaden / Beratung anfragen

2. Einführung / Kontextualisierung
Ziel: Überblick schaffen, Neugier für Details wecken

Kurze Erläuterung der Bedeutung Chinas für den globalen Solarmarkt

Erste Kennzahlen (z.B. Zubau in GW, globaler Marktanteil)

Übergang in die fünf inhaltlichen Vertiefungsblöcke

3. Hauptabschnitte (Deep Dives in 5 Kapiteln)
Jeder Abschnitt enthält:

Ask Lovable...
+ Attach Edit Chat

Solar China 2024 Einführung Förderinstrumente Vergütungsmodelle PV-Zubau Netzintegration Ausblick Fazit PDF Download

Eine detaillierte Analyse der wichtigsten Trends, Herausforderungen und Entwicklungen im chinesischen Photovoltaik-Sektor

Förderinstrumente & Rechtsrahmen

Entwicklung von staatlichen Programmen zu marktbasierter Finanzierungsmodellen

Chinas Solarförderung hat sich von direkten staatlichen Subventionen zu einem komplexen System aus zentralen und regionalen Programmen entwickelt, das zunehmend private Finanzierungsmodelle integriert.

- Zentrale vs. regionale Förderprogramme: Der 14. Fünfjahresplan (2021-2025) definiert nationale Ziele, während Provinzen eigene Anreizstrukturen entwickeln
- Übergang zu marktbasierter Instrumenten: Green Bonds erreichten 2023 ein Volumen von 15,9 Mrd. USD für erneuerbare Energien
- Private Finanzierung: Power Purchase Agreements (PPAs) und Infrastructure Investment Funds gewinnen an Bedeutung

„Die Dezentralisierung der Solarförderung ermöglicht regional angepasste Lösungen, birgt aber Risiken für die nationale Koordination. - Dr. Li Wei, National Development and Reform Commission“

Schlüsseldaten

- 12,4 Mrd. USD**
Staatliche Förderung 2023
- 89,2 Mrd. USD**
Private Investitionen
- 31 Provinzen**
Regionale Programme

Mehr Details →

What is holding us back?



Common Challenges

AI

6 Lack of long-term motivation and AI adoption

7 Functional Silos and Lack of Collaboration

5 Cultural Barriers, Skepticism Toward AI and Lack of Innovation Mindset

4 Unclear Policies and lack of role specific skills

3 Poor Communication and Lack of Involvement

2 Lack of AI Skills and Knowledge

1 Resistance to Change and Fear of Job Displacement

Join the workshop after this talk!



LARA SCHARDEY
senior manager
AI Strategy & Transformation



CHRISTINE SIGNUS
strategy consultant
AI Strategy & Transformation

AI will lead you nowhere when you have ...

... all the tools without knowing how to use it

... all the budget without a goal

... all the know-how without execution

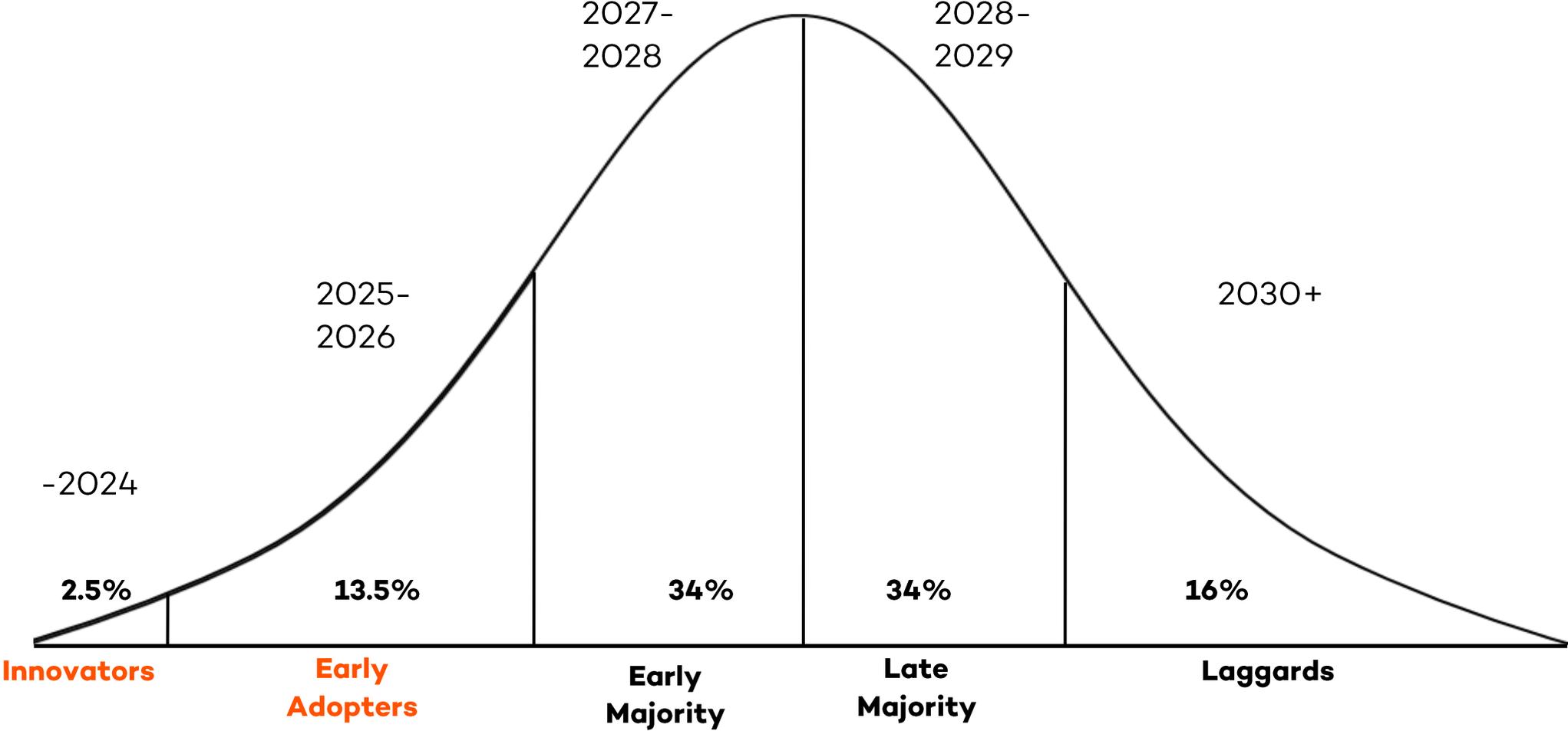


STEP 3: What are first wins and how must we evolve to enable real change?

Drive the change

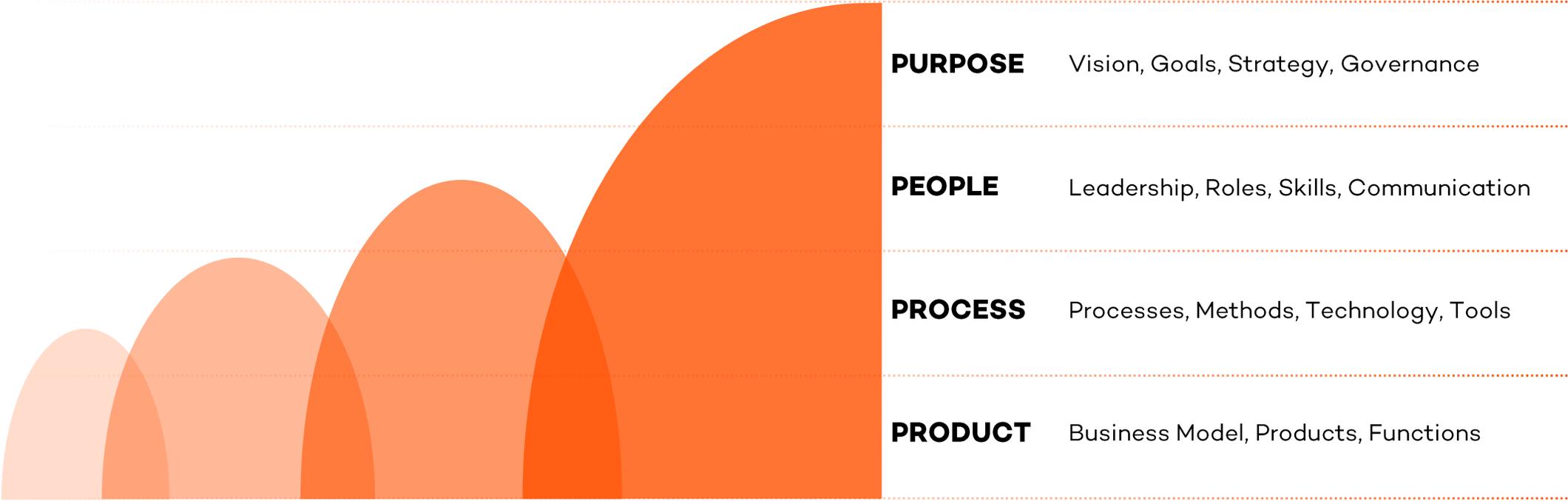


You are still early



The Transformation Journey

Four Levels of AI Adoption:



The Transformation Journey

Four Levels of AI Adoption:

PURPOSE Vision, Goals, Strategy, Governance

PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

Four Levels of AI Adoption: **PURPOSE**

PURPOSE Vision, Goals, Strategy, Governance

PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

AI Momentum

Success depends on leadership

GM appoints its first **Chief AI Officer**.

Signaling that AI is now core to product, process, and leadership transformation

Barak Turovsky, ex-Cisco and Google, will lead GM's AI strategy.



”

Duolingo is going to be AI-first. AI isn't just a productivity boost. It helps us to get closer to our mission.



Luis von Ahn – CEO Duolingo

“

”

**Reflexive AI usage
is now a baseline
expectation at
Shopify.**



Tobi Lutke – CEO Shopify

“

PURPOSE – First Win

AI Vision Sprint

PURPOSE Vision, Goals, Strategy, Governance

PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

GOAL Align the entire organisation around a vivid AI future.

ACTION 48-h leadership sprint
one-page North-Star Manifesto
+ 3 OKRs

OUTCOME clarity turns AI curiosity into
3× higher self-reported
productivity

Four Levels of AI Adoption:

PEOPLE

PURPOSE Vision, Goals, Strategy, Governance

PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

”

**For every dollar
you invest in tech,
invest two dollars
in people and
change**



**Philippe De Ridder –
CEO, BOI (Board of Innovation)**

“

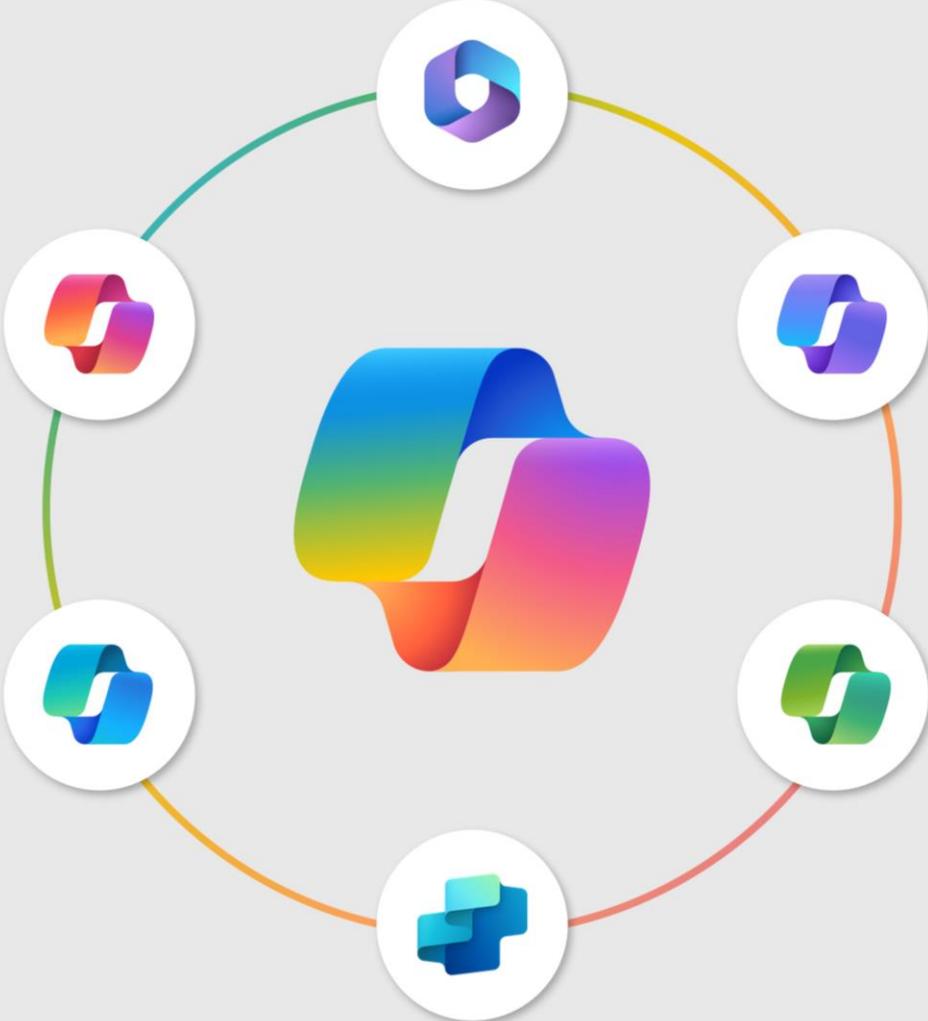
CoPilot Momentum From Trend to Standard

75 % of organizations used generative AI in 2024

70 % of Fortune 500 used Microsoft 365 Copilot

→ **Generative AI is no longer experimental...**

...it's becoming core infrastructure.



CoPilot Momentum

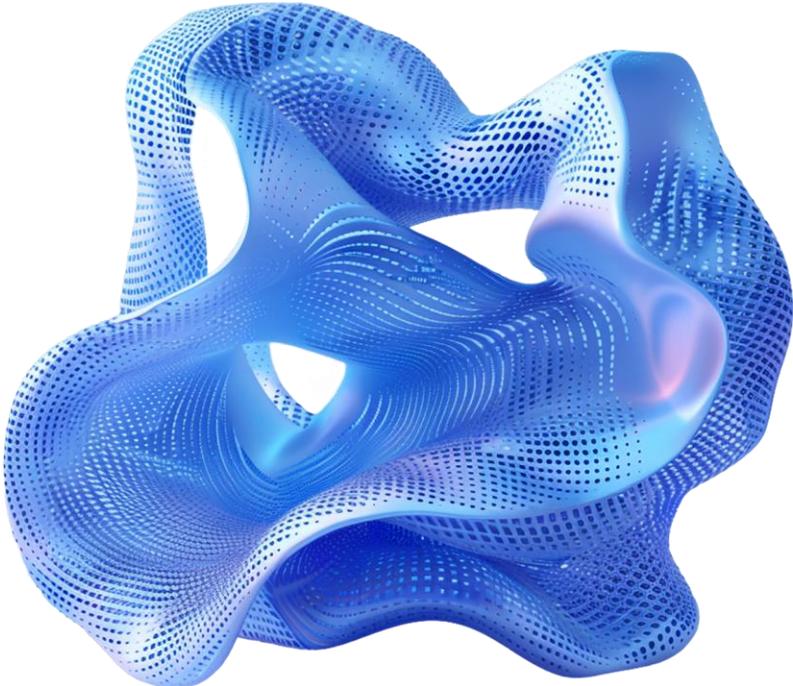
Success depends on skills and focus



\$3.70 ROI per \$1 invested (average)



8 months to deploy AI
13 months to realize business value



Top barrier: lack of technical and day-to-day AI skills

PEOPLE – Second Win

Smart Work with AI – Pilot Initiative

PURPOSE Vision, Goals, Strategy, Governance

PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

GOAL Surface informal AI use and cultivate a formal network of champions.

ACTION provide AI assistant accounts + 4-h hands-on lab + badge AI ambassadors

OUTCOME knowledge-worker tasks accelerate 40–55 % in coding, writing, analysis studies

Four Levels of AI Adoption: **PROCESS**

PURPOSE Vision, Goals, Strategy, Governance

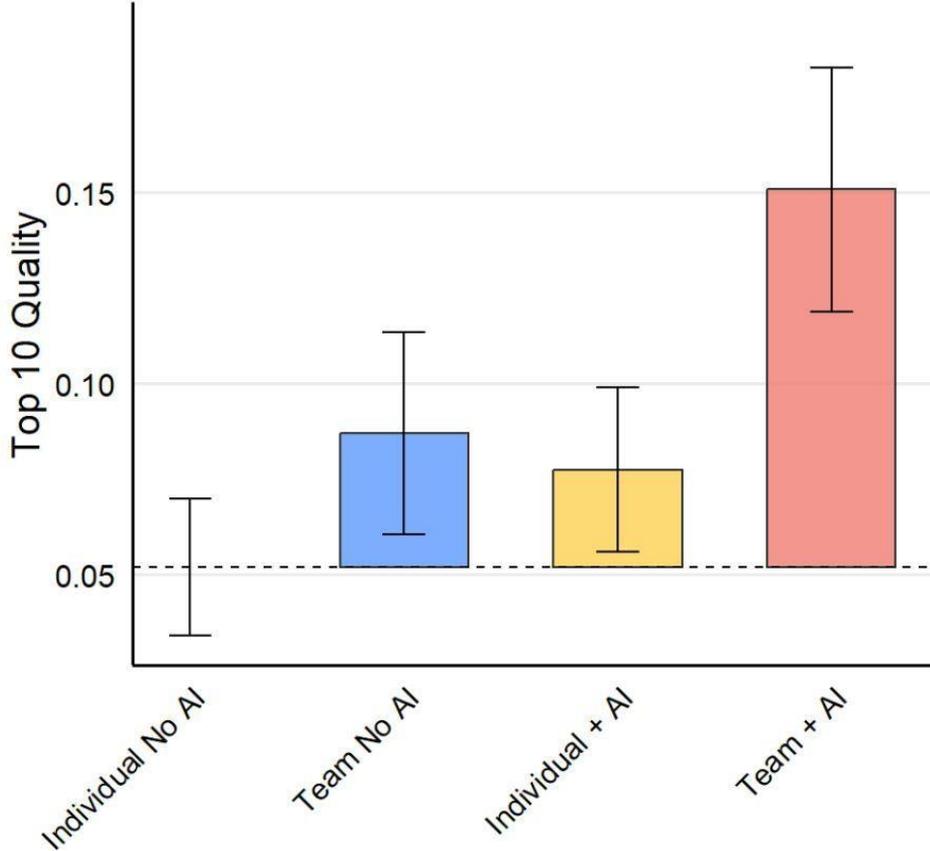
PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

Beyond Pilots

AI isn't just a tool anymore it's a teammate.



PROCESS – Third Win

Inhouse AI Capabilities

PURPOSE Vision, Goals, Strategy, Governance

PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

GOAL build repeatable capability to test and measure AI use cases

ACTION cross-functional team → create inhouse benchmarks & prototypes, results in 30 days

OUTCOME typical knowledge-work cycles run ≈ 10× faster while unit costs fall > 80 %

Four Levels of AI Adoption: **PRODUCT**

PURPOSE Vision, Goals, Strategy, Governance

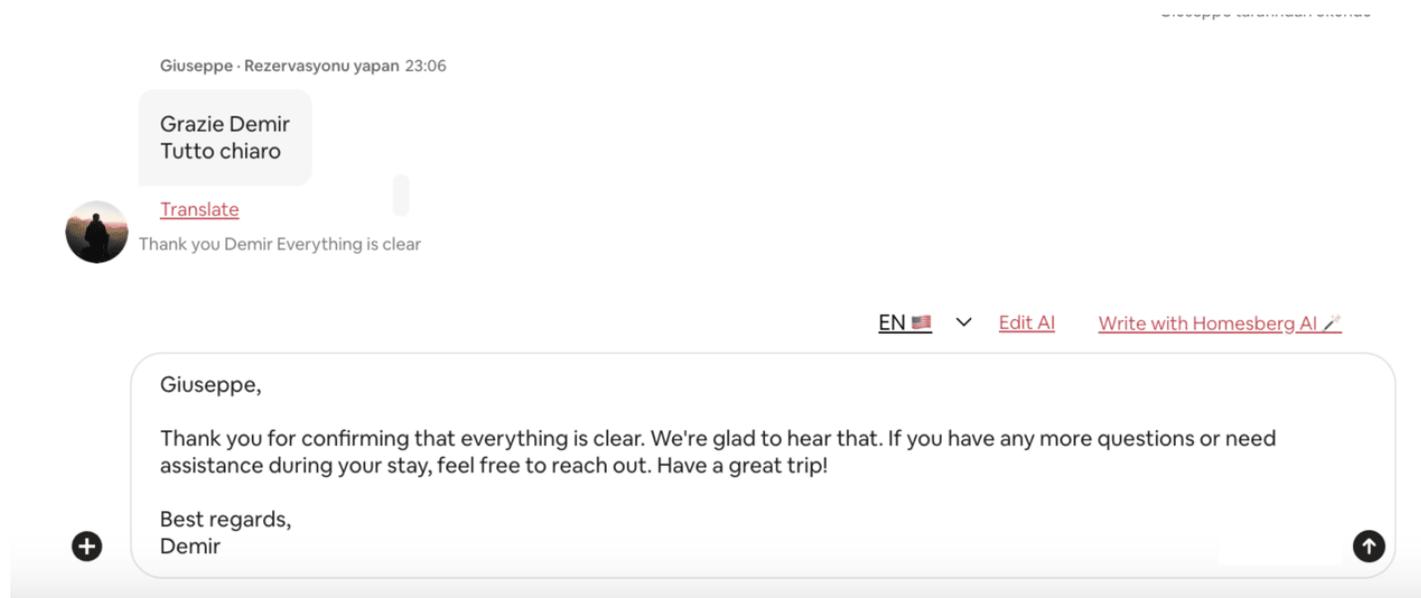
PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

Airbnb – Auto-Translate

Server-side engine upgrades 60 → 99 languages
No UI change for guests



Early impact:

Quality uplift in 99 % of listings,
boosts cross-border bookings.

Why it matters:

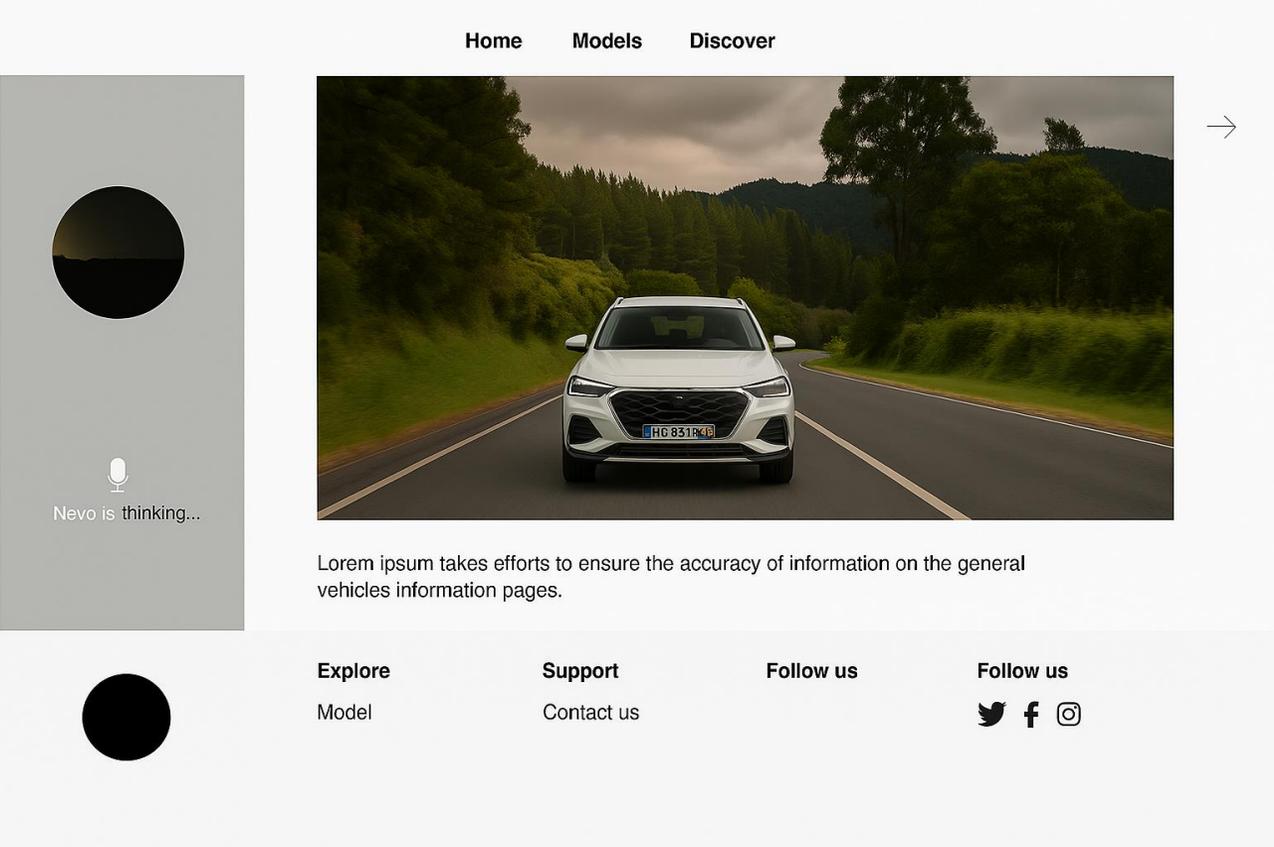
Backend AI feature scales
platform-wide, zero learning curve.

Use Low Entry Barriers for Image Based Product Innovation

„Turn these pictures into stickers, comic style, one sheet, no overlapping“



Nevo – Add Voice and Agentic capabilities to your User Experience



PRODUCT – Fourth Win

AI Micro-Feature Pilot

PURPOSE Vision, Goals, Strategy, Governance

PEOPLE Leadership, Roles, Skills, Communication

PROCESS Processes, Methods, Technology, Tools

PRODUCT Business Model, Products, Functions

GOAL Ship one user-facing AI feature in weeks to prove customer impact.

ACTION add a lightweight AI feature to an existing product and release it to a pilot audience

OUTCOME early pilots across industries report +10–20 % engagement and +5–15 % conversion uplift

What should leaders do to get things moving?



Familiarize yourself and inspire others

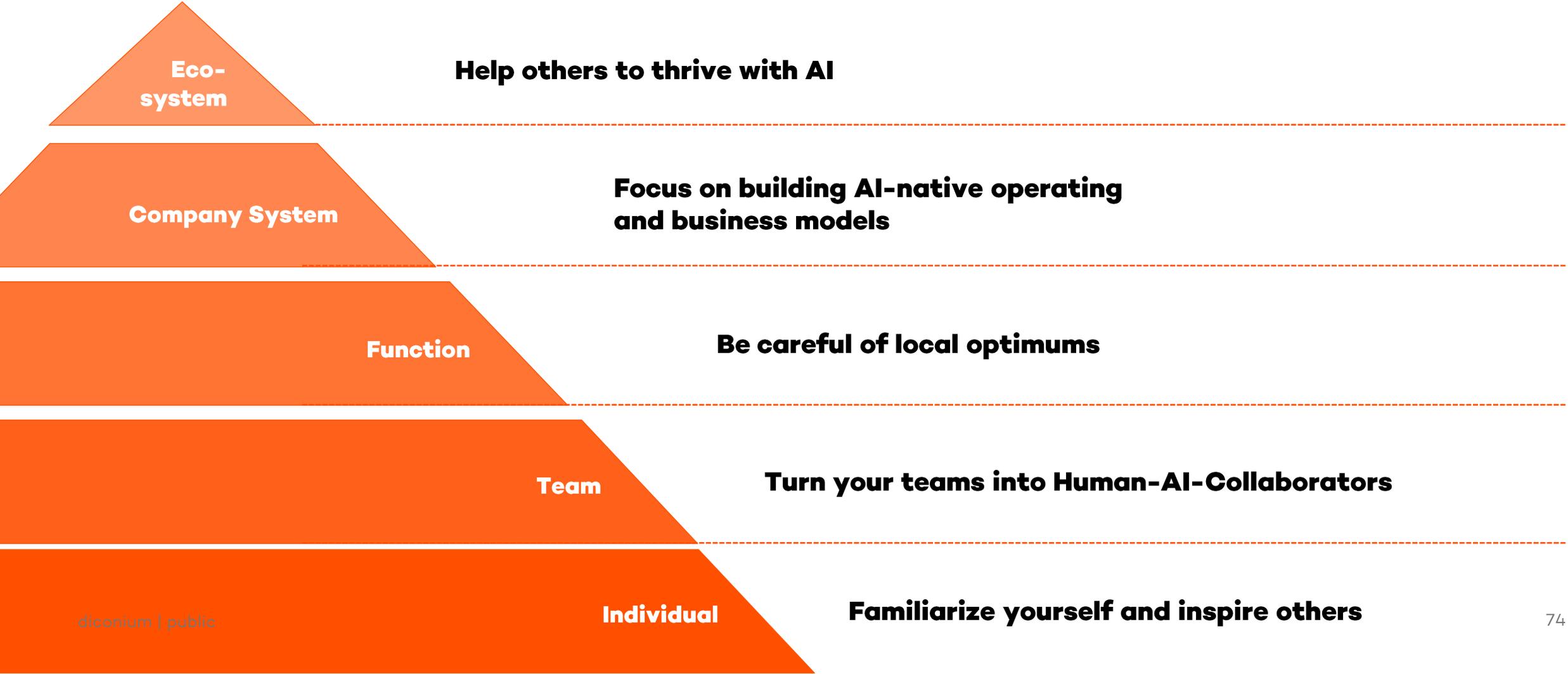


Rethink workflows



Explore business models

Build a roadmap to drive transformation beyond yourself



Real change requires more than incremental steps...



Anticipation

Understand where AI is heading and how it will and could reshape your (future) business.



Aspiration

Define bold use cases beyond efficiency - think of collaborations, creativity, and customer experience



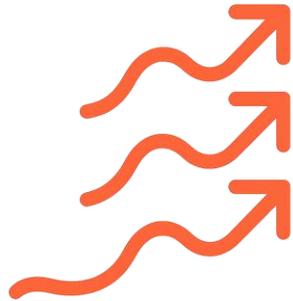
Action

Identify the right entry points, build internal knowlegde, and start building with purpose

WRAP UP

3 WAVES
FIRST WINS
REAL CHANGE
ANTICIPATION
ASPIRATION
ACTION
AGE OF AUTONOMY
INTERNET-OF-AGENTS

What 3 things did we talk about?



Understand the shift

How AI adoption will mature and what's causing it



Anticipate what's coming

Hard to predict doesn't mean you can't prepare.



Turn Insights into Action

Learn about early wins and real change

**Optimization is
pointless if you
optimize what
will be replaced**



**Selection, taste
and distribution
are for you to
hold onto**

Everything can
be generated



**You push the
pace and
determine the
direction of AI
integration**



THANK YOU

Ready to update
your business with us?

LET'S TALK

