

AI Transformation Workshop: Turning Barriers into Building Blocks for Change

Skills, structures & mindset for sustainable AI adoption

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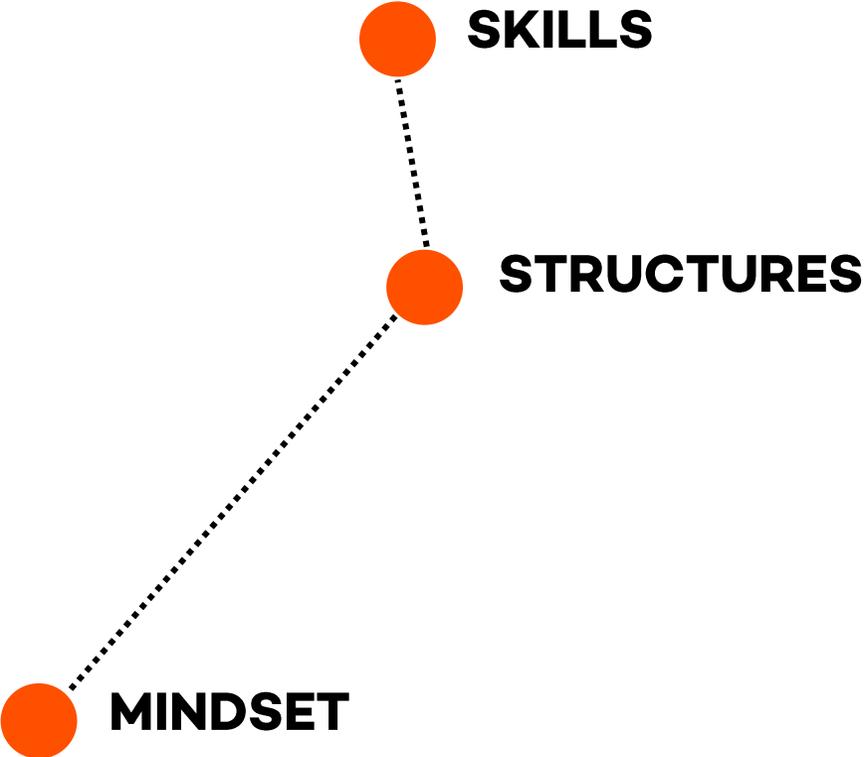
AI Transformation is About People – Not Just Tech

PURPOSE Defines the “why” behind AI transformation. A clear, shared vision and strategic goals ensure alignment across the organization, guide decision-making, and establish governance frameworks for responsible and focused AI use.

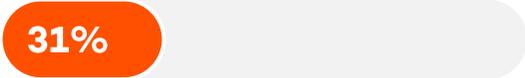
PEOPLE Empowers the organization through **leadership**, **capability** building, and **cultural** readiness. Success depends on clear **roles**, cross-functional **collaboration**, and continuous **skill** development to **drive adoption and engagement**.

PROCESS Transforms how work is done. By adapting workflows, data usage, and IT infrastructure, organizations can scale AI efficiently, ensure integration into operations, and establish measurable value delivery.

PRODUCT Drives innovation and customer value. AI enables product enhancement, personalization, and the creation of new business models—while ensuring ethical standards and data privacy.



Breaking Point: How AI Transformation Fractures Company Culture



Of all employees actively sabotage their company's AI strategy

Rising to 41% among Millennials & Gen Z



Of C-level executives already observe tensions and divisions

42% fear that AI is "tearing the company apart"

Main Motives for AI Resistance

-  Fear of job or status loss

-  Disappointment with low AI quality

-  Additional workload due to immature processes

Workshop: Develop a Targeted AI People Journey to Drive Successful AI Adoption

01

Choose Your Own Stakeholder Persona

AI Transformation Needs Stakeholder-specific Solutions

Frontline Adapters
High Impact & Low Influence

Persona: Maria – Customer Service Agent (CS)
- 8 years of experience in the support team
- Uses basic tools, limited exposure to AI
- Worried AI might replace her job
- Needs clear benefits + simple training to build trust

Change Champions
High Impact & High Influence

Persona: Tobias – Head of Digital Transformation (DT)
- Leads the AI strategy implementation
- Sees great potential but struggles with internal resistance
- Needs executive backing and freedom to shape the transformation

Peripheral Observers
Low Impact & Low Influence

Persona: Lukas – Process-based Assistant (PA)
- Knows the problems and current work processes
- Has only a general idea of how AI could help solve the problem
- Needs clear communication

Enablers & Gatekeepers
Low Impact & High Influence

Persona: Anja – Legal & Compliance Officer (LC)
- Not directly affected by AI but must review and approve tools
- Defines ethical legal and ethical rules
- Should be involved early and provided with clear guidelines

Influence of Stakeholder on Transformation Success at Each Phase

02

Define Building Blocks for Change

Breaking Barriers: Skills, Structures & Mindsets for AI Success

Barriers

- Resistance to Change and Fear of Job Displacement
- Lack of AI Skills and Knowledge
- Poor Communication and Lack of Involvement
- Unclear Policies and lack of role specific skills
- Cultural Barriers, Skepticism Toward AI and Lack of Innovation Mindset
- Lack of long-term motivation and AI adoption
- Functional Silos and Lack of Collaboration

Building Blocks

- Communicate the "why"** behind AI adoption and demonstrate personal growth opportunities
- Provide targeted training** to address skill gaps & showcase real-world successes
- Include employees in implementation** through defined roles for ownership
- Define clear standards** for AI usage and provide role-specific training
- Create a penalty-free environment** for innovation and implement value-based communications
- Recognize and reward AI adoption** by embedding it into performance metrics
- Democratize AI access** across the organization to empower more employees

03

Draft Your AI People Journey

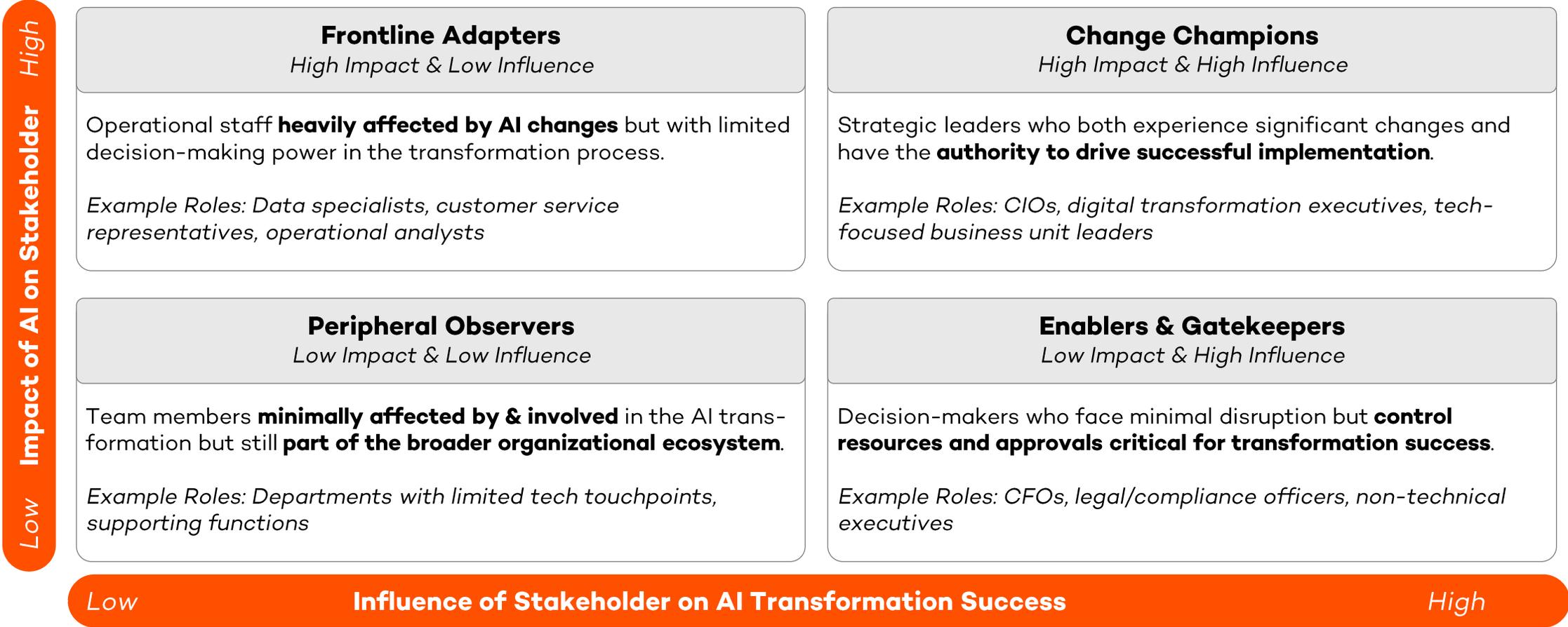
Current Phase	Change Champions High Impact & High Influence	Frontline Adapters High Impact & Low Influence	Enabler & Gatekeeper Low Impact & High Influence	Peripheral Observers Low Impact & Low Influence
Stakeholder in my Company				
01 Resistance to Change and Fear of Job Displacement				
02 Lack of AI Skills and Knowledge				
03 Poor Communication and Lack of Involvement				
04 Unclear Policies and lack of role specific skills				
05 Cultural Barriers, Skepticism Toward AI & Lack of Innovation Mindset				
06 Lack of long-term motivation and AI adoption				
07 Functional Silos and Lack of Collaboration				



READY TO USE APPROACH

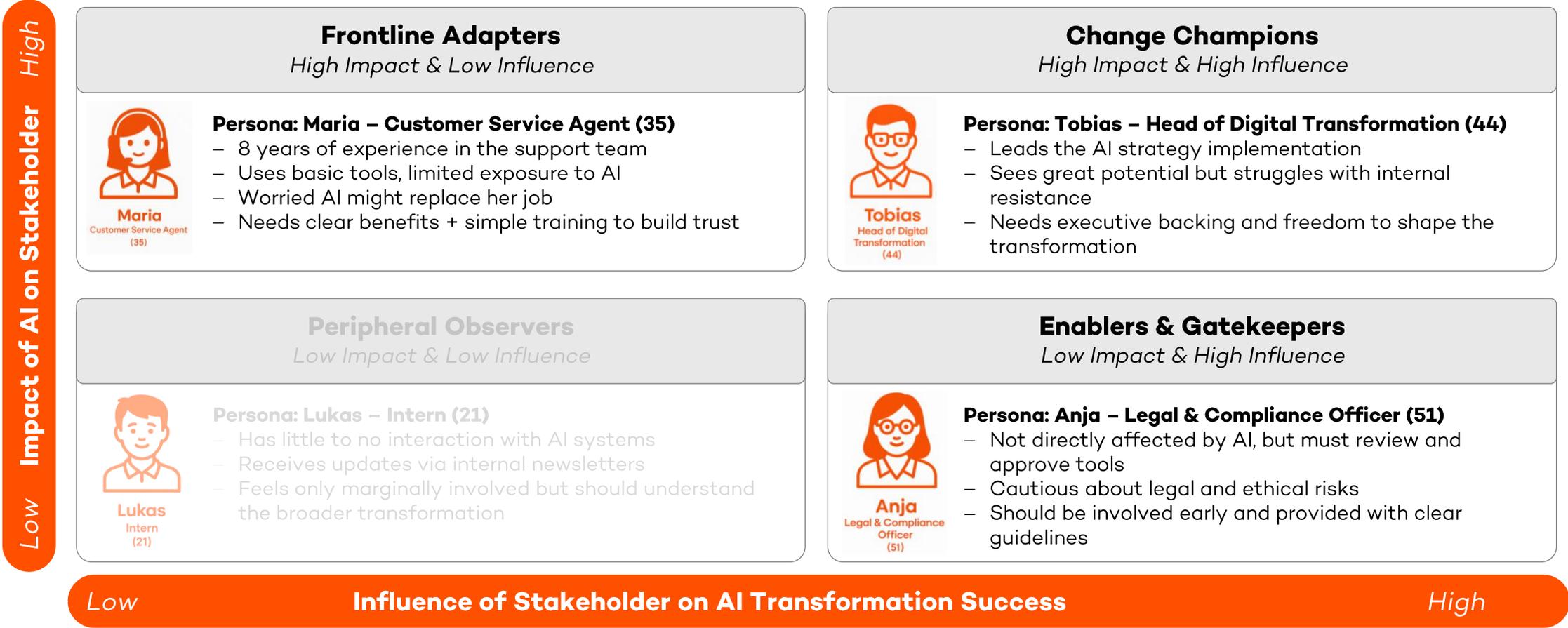
PEER EXCHANGE

Stakeholders can be Categorized into Four Groups



AI Transformation Needs Stakeholder-specific Solutions

EXAMPLE



Turning Barriers into building blocks for AI Success

Barriers

Building Blocks

- | | |
|---|---|
| <p>01 Resistance to Change and Fear of Job Displacement</p> | <p>Communicate the "why" behind AI adoption and demonstrate personal growth opportunities</p> |
| <p>02 Lack of AI Skills and Knowledge</p> | <p>Provide targeted training to address skill gaps & showcase real-world successes</p> |
| <p>03 Poor Communication and Lack of Involvement</p> | <p>Include employees in implementation through defined roles for ownership</p> |
| <p>04 Unclear Policies and lack of role specific skills</p> | <p>Define clear standards for AI usage and provide role-specific training</p> |
| <p>05 Cultural Barriers, Skepticism Toward AI and Lack of Innovation Mindset</p> | <p>Create a penalty-free environment for innovation and implement value-based communications</p> |
| <p>06 Lack of long-term motivation and AI adoption</p> | <p>Recognize and reward AI adoption by embedding it into performance metrics</p> |
| <p>07 Functional Silos and Lack of Collaboration</p> | <p>Democratize AI access across the organization to empower more employees</p> |

Workshop: Develop a Targeted AI People Journey to Drive AI Adoption

Task: Work in small groups of ca. 5 people (20 minutes)

1. Choose Your Own Stakeholder Persona – 5 Minutes

- **Collect** key stakeholders for each group affected by your AI Transformation. Place them in the 2x2 Stakeholder Matrix. **Select** one key stakeholder per group and note them in the journey template.

2. Define Building Blocks for Change – 10 Minutes

- **Prioritize Barriers:** Review the slide with common transformation barriers. As a group, select 3–4 barriers that are most relevant to your selected stakeholders of your organization.
- **Develop Targeted Actions:** For each selected barrier, discuss and define concrete actions you can take. Tailor actions to each stakeholder group to ensure relevance and impact.

3. Draft Your AI People Journey – 5 Minutes

- Note everything down on the large Stakeholder x Barrier Matrix

Sharing & Discussion of Results: Present the highlights of your AI People Journey for your target groups (2 minutes/group)

- Choose one person per group to present what was most surprising you while working on this task



EXAMPLE

		Change Champions <i>High Impact & High Influence</i>	Frontline Adapters <i>High Impact & Low Influence</i>	Enabler & Gatekeeper <i>Low Impact & High Influence</i>	Peripheral Observers <i>Low Impact & Low Influence</i>
	Stakeholder in my Company	 Tobias Head of Digital Transformation (44)	 Maria Customer Service Agent (35)	 Anja Legal & Compliance Officer (51)	 Lukas Intern (21)
01	Resistance to Change and Fear of Job Displacement	Communicate clear vision, address internal resistance	Address job fears directly, offer 1:1 talks		
02	Lack of AI Skills and Knowledge		Provide short, hands-on trainings		
03	Poor Communication and Lack of Involvement	Host regular updates and feedback loops	Involve in pilots and collect feedback		Include in newsletter & recap mails
04	Unclear Policies and lack of role specific skills	Define clear responsibilities & ownership		Update legal guidance & clarify roles	
05	Cultural Barriers, Skepticism Twd. AI & Lack of Innovation Mindset	Empower internal advocates & share success stories	Explain benefits in simple, relatable way	Clarify ethical boundaries and risks	Simple explainer on overall change
06	Lack of long-term motivation and AI adoption	Set goals & celebrate progress	Recognize early efforts, make benefits visible		
07	Functional Silos and Lack of Collaboration	Drive cross-departmental co-creation		Connect to legal needs across departments	Overview of collaboration flow



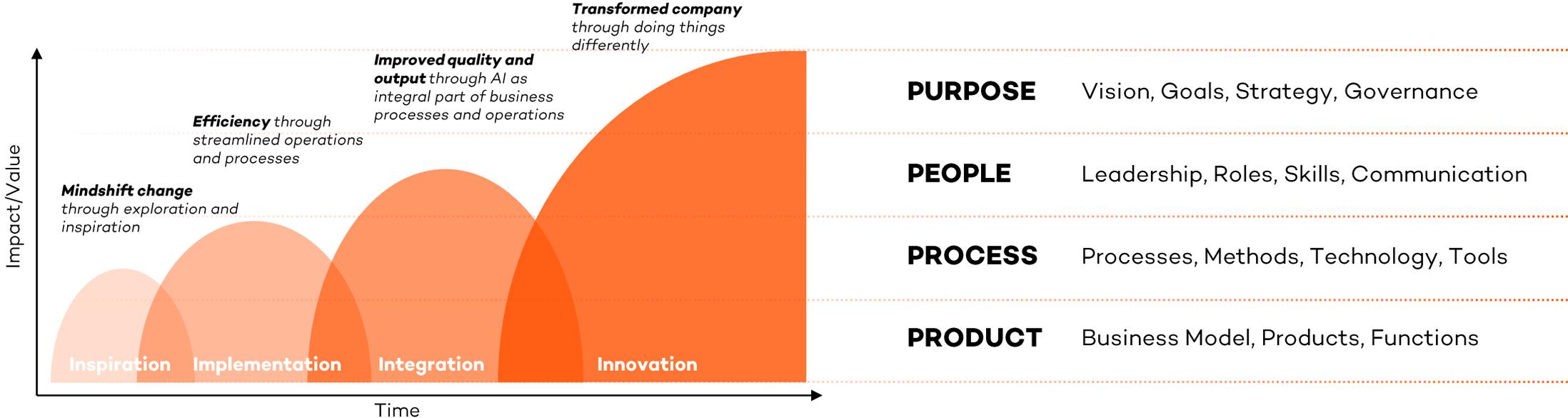
Holistic AI Transformation is a Long-Term Strategic Endeavor

AI Transformation Waves

AI People Journey development and implementation is a continuous process as it changes with the maturity of AI Adoption over time.

4 P Model

“People” is a critical but only one of four levers for AI Adoption that needs to be aligned with vision, operations, and offerings to drive effective and scalable AI Transformation.



You can start right away!

01

Transform Barriers into Building Blocks

Every AI adoption barrier can be addressed with specific, targeted measures - the key is identifying the relevant stakeholder groups and their pain points.

02

Start with Your Critical Stakeholders

Focus first on High Impact & High Influence groups - they are your transformation success drivers and require direct engagement and co-creation.

03

Tailor Your Approach to Each Group

Different stakeholder groups need different strategies: engage critics through transparency, leverage influencers as ambassadors, and keep everyone informed.



THANK YOU

Ready to update
your business with us?

LET'S TALK



Feedback