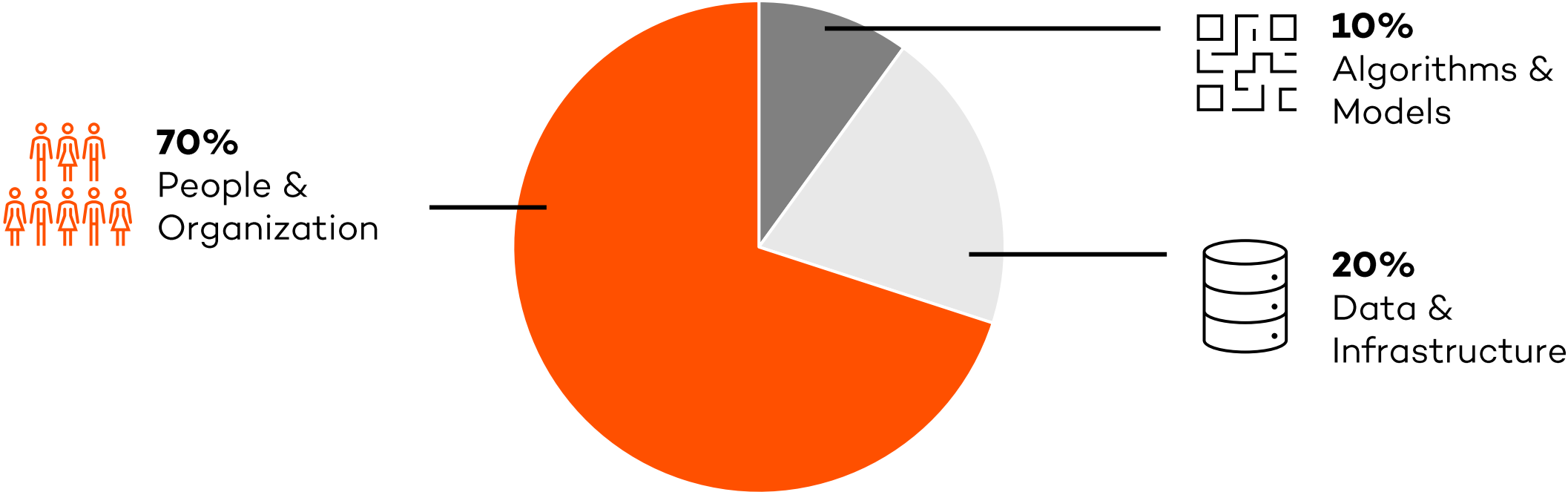




Breaking taboos:
How to Drive AI Adoption with Courage

AI is changing the operating system of collaboration.

Effort Distribution for successful AI Transformation



Source: 2024: Boston Consulting Group, 70-20-10 Principle

Fear is one the biggest hurdles of AI Adoption.



UNCERTAINTY

BEING OVERWHELMED

MISTRUST

THREAT

46%

of employees see their role and competence threatened by AI

Westover (2024). Survey: 46% of workers fear skill obsolescence within 5 years as AI reshapes the workplace. Innovative Human Capital

54%

of employees do not trust the quality of AI results

The University of Melbourne & KPMG (2025). Trust, attitudes and use of artificial intelligence: A global study 2025.

61%

of employees feel overwhelmed by new AI tools

Refers to a survey conducted in the UK. Henley Business School. (2025). The AI high: Feeling optimistic but overwhelmed (FOBO report). World of Work Institute.

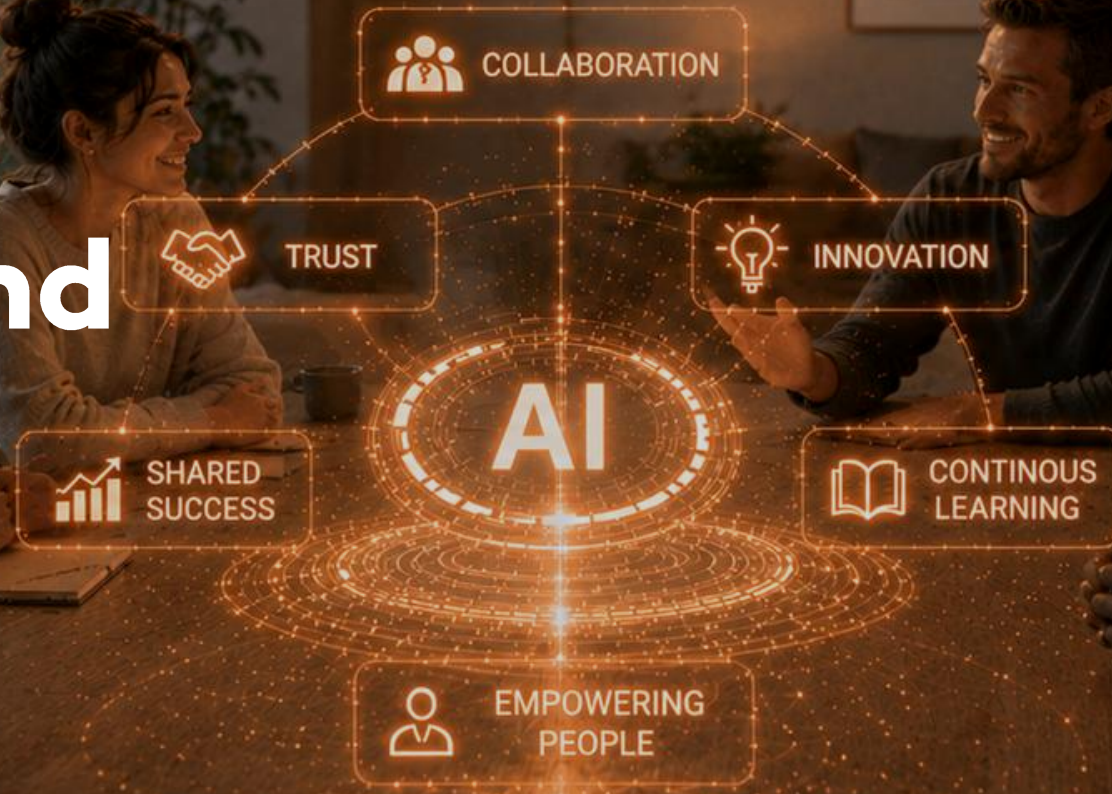
~40%

of employees fear job loss due to AI.

36% in Germany, 42% in the EU; EY (2025). EY European AI Barometer 2025.



Every leader is responsible to drive the change and push AI Adoption.



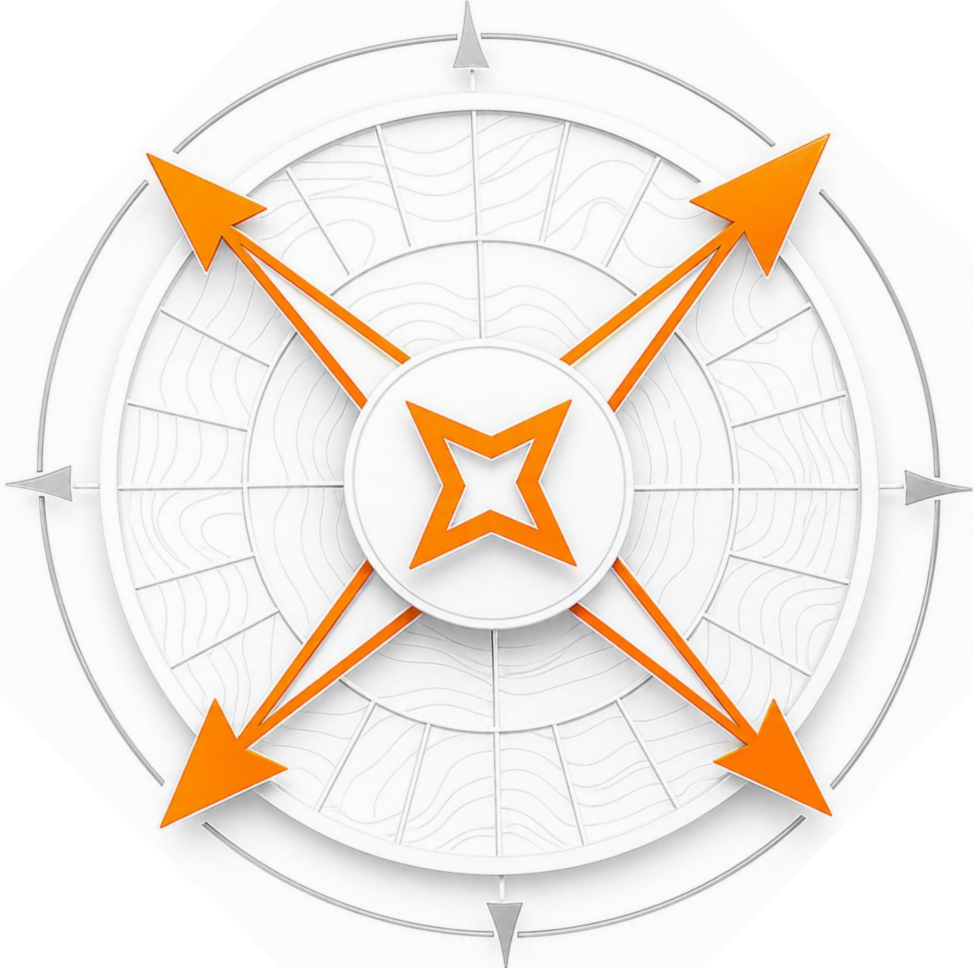
The role of leadership: Structurers, Enablers & Role Models

Change & Culture

Create psychological safety, understand resistance as an identity process.

Ethics & Responsibility

Ensure compliance, set boundaries (guardrails).



Vision & Strategy

Developing a narrative, translating an AI vision, deriving a roadmap.

Enablement & Empowerment

Empowering teams (skills), establishing "AI Champions", protecting experimental space.

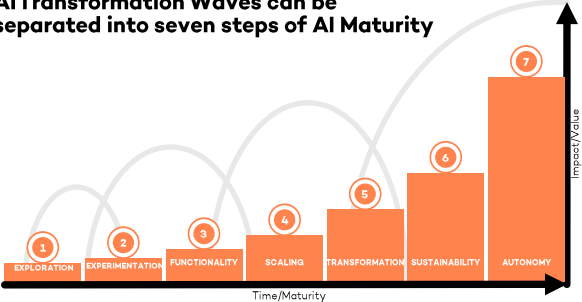
AI Transformation Waves & Wavebreakers: Navigate – Sail – Anchor



Step 1 NAVIGATE

Assess **transformation waves** first – without position, navigation fails

AI Transformation Waves can be separated into seven steps of AI Maturity

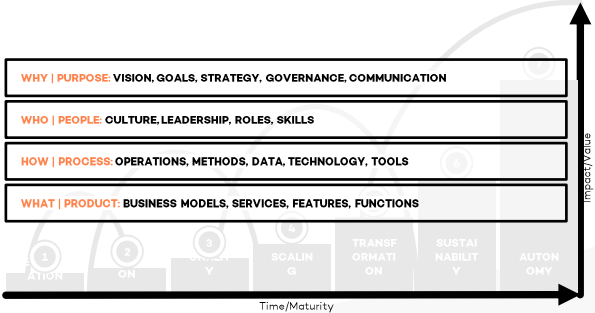


The **4 waves of AI transformation** describe the maturity path companies take to advance in their AI transformation journey.



Step 2 SAIL

Evaluate the **4 Ps** holistically – (**Purpose, People, Process, Product**)



The **4-P-approach** (Purpose, People, Process and Product) ensures to drive the AI Transformation holistically.



Step 3 ANCHOR

Address the **People pillar** early – acting without true commitment risks unrealistic expectations



Wavebreakers is a card game and was developed to present a **gamified solution for people pillar** challenges and to derive solution approaches.

- ✓ Breaking the taboo of fear
- ✓ Promoting exchange
- ✓ Playful solution to challenges
- ✓ Out-of-box thinking and acting



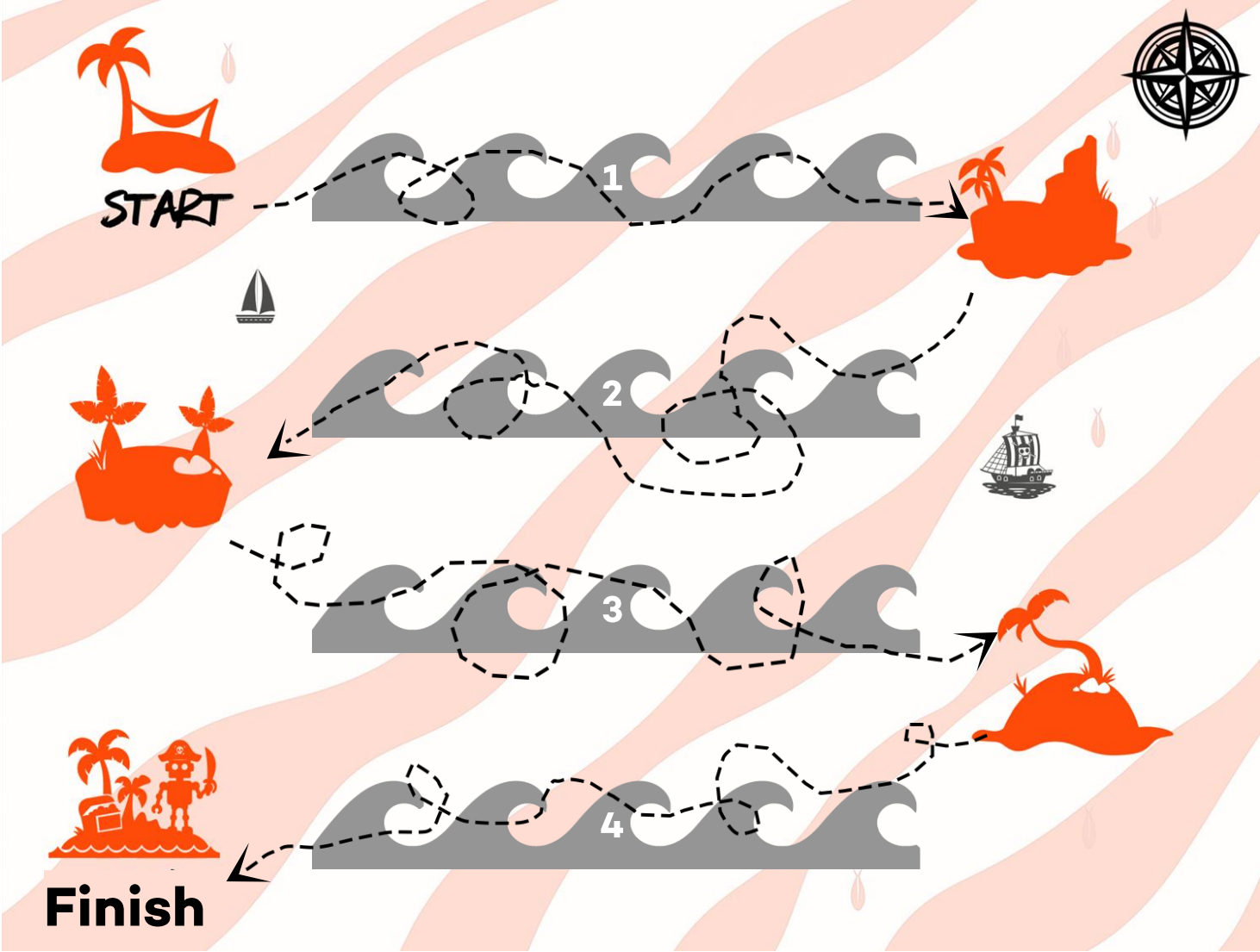
WAVE 1
INSPIRATION

WAVE 2
IMPLEMENTATION

WAVE 3
INTEGRATION

WAVE 4
INNOVATION

Increasing maturity
of organizational AI readiness and
AI usage

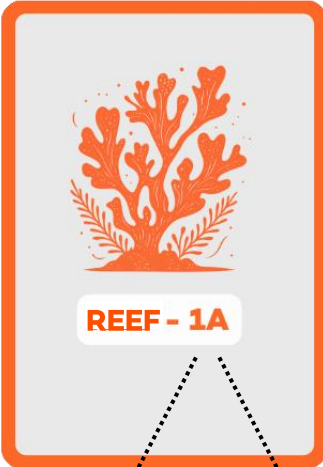


Card types

There are **three types of playing cards**, which differ in symbolism and content:

Reef Cards

(Minimum requirements)



Wave Topic

Tailwind Cards

(Structural solutions)



North Star Cards

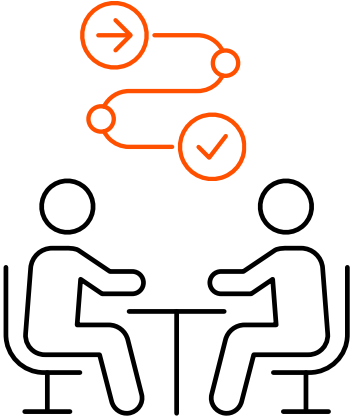
(Cultural solutions)



4 waves X 6 participants

Cards on the table!





Group 1

WAVE 1
INSPIRATION

Group 2

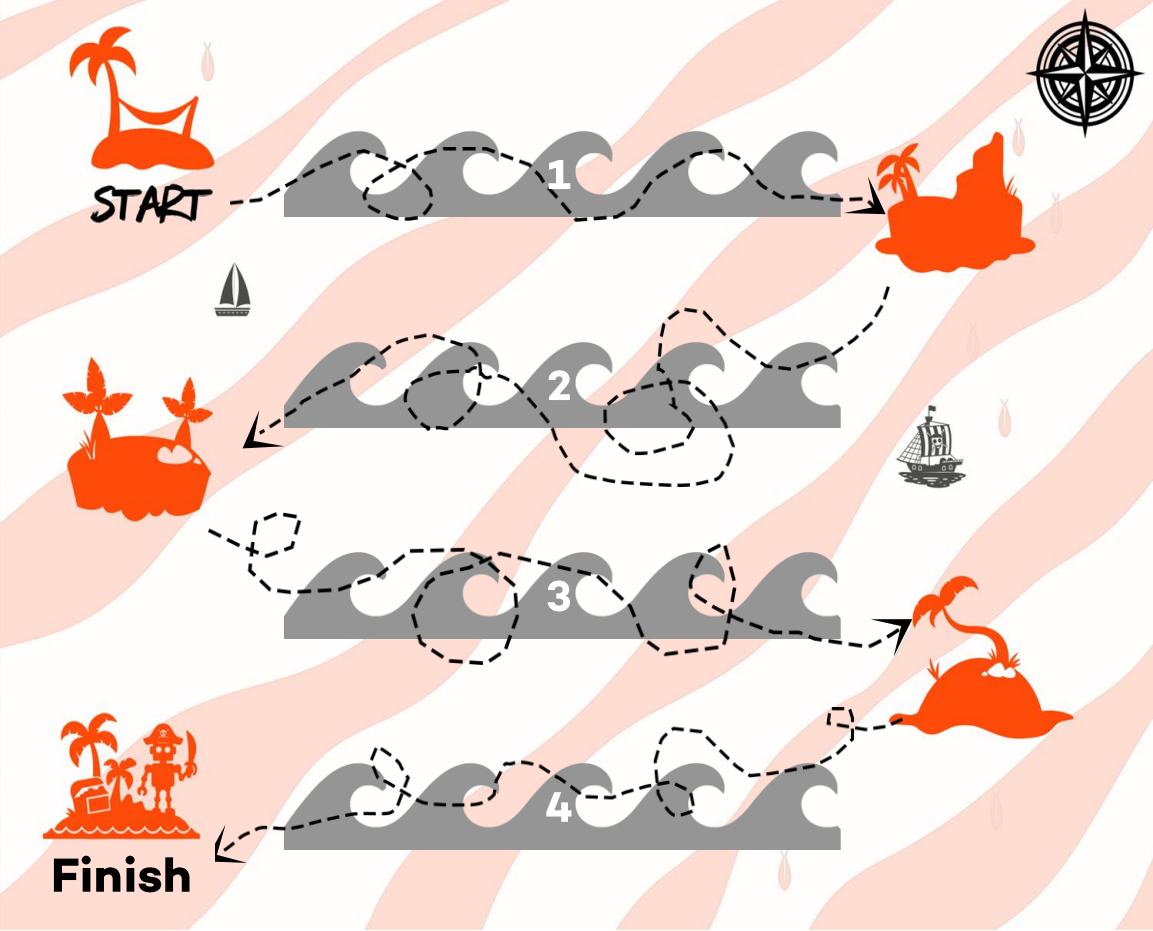
WAVE 2
IMPLEMENTATION

Group 3 (x2)

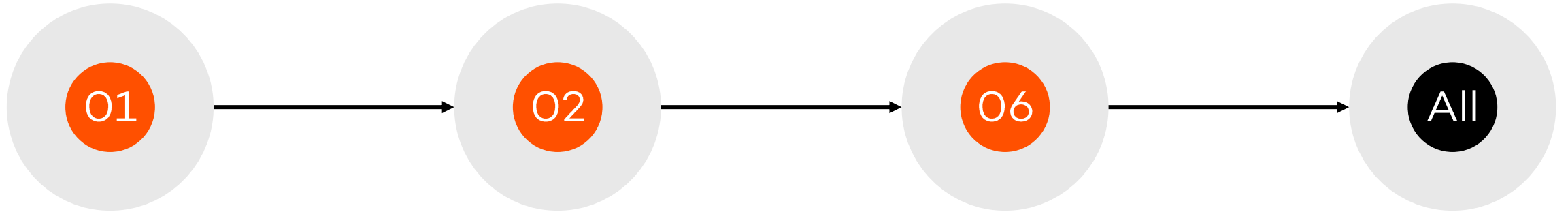
WAVE 3
INTEGRATION

Group 4

WAVE 4
INNOVATION



Procedure on how to discuss critical questions to drive AI Adoption forward



Individual reflection

5 min

Read your wave card and reflect. Answer the question and note your idea(s). (1 idea = 1 post it)

Pair discussion

10 min

Share, compare, and combine your results from your individual reflection.

Group discussion

20 min

In your group of six, combine and discuss your ideas. Then translate your ideas into action: Define a learning, a ritual, and a support request.

Choose one presenter within your group.

Share in plenum

5 min per group
(3 min presentation
2 min Q&A)

Present your actions to the other groups.
Listen carefully and note your key take aways (postcard).

Wave 1 – Inspiration – Uncertainty



Title: Transparent Communication
Impact: Clear language builds trust in change.
Example: Regular updates on AI strategy and application areas.
Question: How do you currently communicate about AI topics?

Wave 2 – Implementation – Being overwhelmed



Title: Breaking Silos
Minimum requirement: Departments share insights and models instead of working separately.
Without this: Resources are wasted and learnings are not used.
Question: Which interfaces between teams should be more open?

Wave 3 – Integration – Mistrust

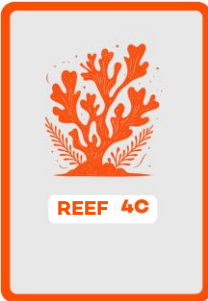


Title: Leading by Example Instead of Control
Mindset: Leadership means learning yourself—not evaluating others.
Example: Leaders openly share their own mistakes when working with AI.
Question: How can you, as leaders, set an example in experimenting?



Title: Rethinking Roles
Attitude: People shape with AI, not against AI.
Example: New roles such as "AI Facilitator" or "Prompt Designer" are emerging.
Question: What new roles does your team need because of AI?

Wave 4 – Innovation – Threat



Title: Lack of Scalability
Minimum Requirement: Successful AI pilot projects must be transitioned into regular operations.
Without this: AI remains a patchwork instead of becoming a widespread lever.
Question: Which of your previous AI initiatives are still running in isolation?

Take Aways | Navigating New Paths: Meaning, Structure and the Power of Play

01

Digitization
requires structure,
AI demands
meaning – which
is a leader's
responsibility

02

Our fears are not
the obstacle, but
the playing field
for AI Adoption &
Enablement

03

Playing is the
new strategy for
sustainable AI
Adoption → from
affectedness to
participation

Postcard | Reminder to start now, generate achievements in the next 30 days and join our Alumni follow-up

DICONIUM

Breaking taboos
How to drive AI adoption with courage

Your actions to take away

A learning

A ritual

A support request

DICONIUM

Breaking taboos
How to drive AI adoption with courage

Plan your next 4 weeks to make your progress visible

Week 1	Start & Quick Win	Kick-off + first visible result (small, concrete, immediately implementable)
Week 2	Stabilize	Establish rhythm and solve the first hurdle / blockage
Week 3	Scale	Engage more people, add more use cases, and share best practices
Week 4	Review & Decision	Review results and decide: Stop / Continue / Scale

Don't miss out! Join our **virtual Alumni get-together** for ongoing engaging conversations and meaningful connections.

Leave you message and registration here:

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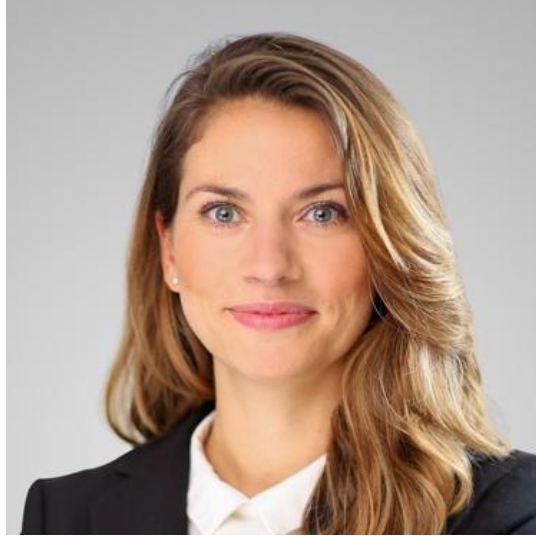
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THANK YOU

Ready to update
your business with us?

LET'S TALK





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