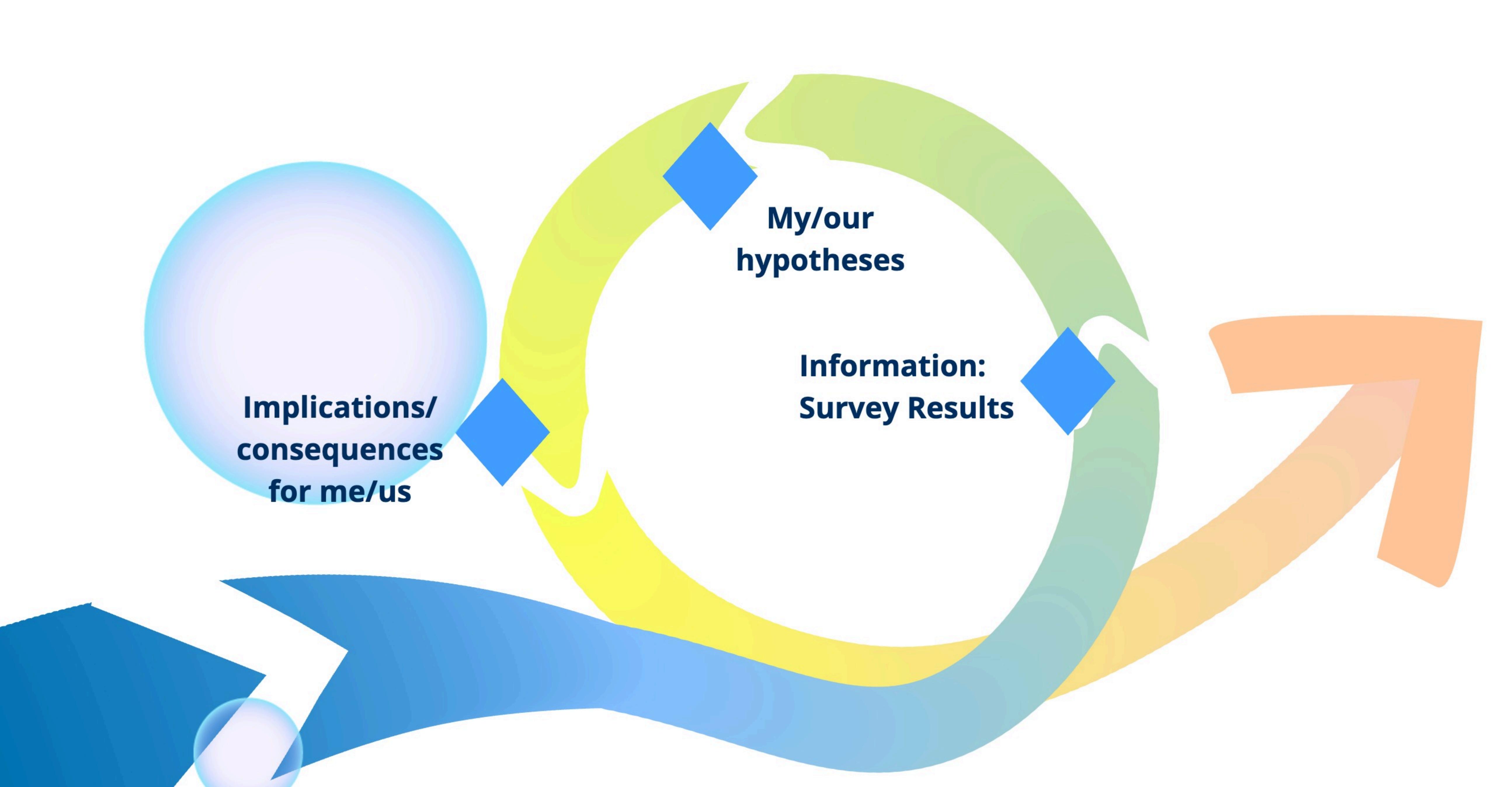


My 2025 Journey

doujak.eu
corporate development



**My/our
hypotheses**

**Information:
Survey Results**

**Implications/
consequences
for me/us**

**My/our
hypotheses**

DJK GLOBAL SURVEY: My 2025 Journey



Check-In



Information: Survey Results

Global Survey 2022
• 11. Durchführung
• 11.000 Teilnehmer aus über 100 Ländern
• 70% männlich, 30% weiblich
• 40% berufstätige Männer / Manager/Mitarbeiter
• 30% berufstätige Frauen / 10% AFAC
• 15% Schüler / 15% Berater



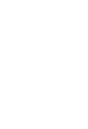
Deep Dive Gruppen: Wie
interpretieren wir die
Ergebnisse und Ableitungen



Kurze Vorstellung:
Rolle & mit welchem
Gefühl ins Jahr
gestartet



Vorstellung
der Ergebnisse zur
jeweiligen Frage



Diskussion von
Hypothesen und
Konsequenzen

Growth or Efficiency.
Wachstumsmanagement oder Effizienzsteigerung.



What is the first thought/thing that comes to your mind when you think about the new year?
Was ist der erste Gedanke, der Ihnen in den Sinn kommt, wenn Sie an das neue Jahr denken?

- Threats, risks, drama, foggy circumstances, uncertainty
- Global challenges, climate crisis, ecological concerns, Alarming world
- Challenges, challenging times, difficult economic and political situations
- Economic downturn, EU recession, cost increases, economic instability
- War, geopolitical instability, geo-political madness, geopolitical concerns
- Political instability, political uncertainty, government disaster, privatism
- Market challenges, business environment changes, market challenges, digital transformation, digitization, innovation needs

CHALLENGES AND STRUGGLES

- Challenges, challenging but exciting year, diverse and eventful year, wild year
- A threatening environment globally, chaotic circumstances, unpredictable impacts

YEAR DESCRIPTIONS

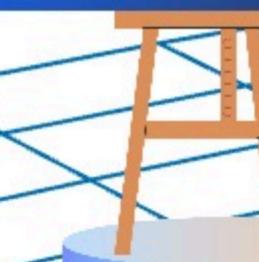
- Challenging but exciting year, diverse and eventful year, wild year
- A threatening environment globally, chaotic circumstances, unpredictable impacts

PROFESSIONAL FOCUS

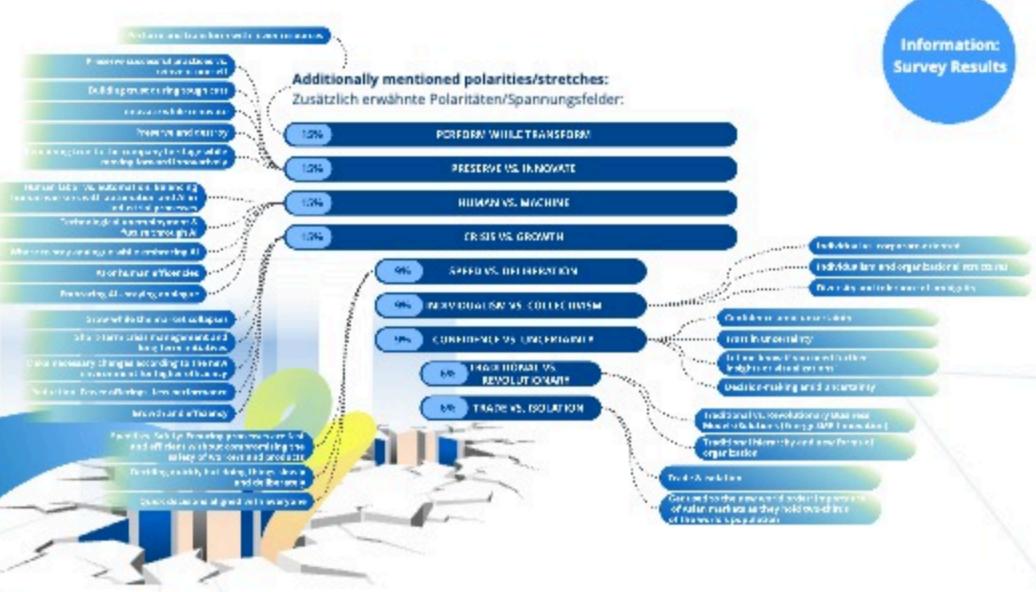
- Team building, cross-departmental collaboration, strengthening teams
- Strategic thinking, improving efficiency, fostering creativity
- Looking for new clients, starting consulting, professional development

PERSONAL GROWTH AND EFFORT

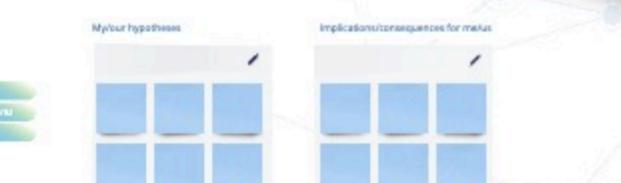
- Effort, endurance, resilience, adaptability, pushing boundaries
- Stepping out of our comfort zone, taking challenges, exploring new horizons, personal development
- Self-representation, inner drive, exploring new things, excitement



Information:
Survey Results



Information:
Survey Results



Main causes or drivers for transformation in organizations in 2025.
Die Haupttreiber für Transformationen in Organisationen im Jahr 2025.



Change need and capabilities.
Veränderungsbedarf und -möglichkeit.



In today's world, our greatest assets are our strengths, our attitude, and our mindset.
Thinking about your personal journey, what is your greatest strength that you would like to take with you into 2025?

In der heutigen Welt sind unsere größten Vermögenswerte unsere Stärken, unsere Einstellung und unsere Denkweise.
Wenn Sie an Ihre persönliche Reise denken, was ist Ihre größte Stärke, die Sie mit ins Jahr 2025 nehmen möchten?

Implementation strength
Structuring
Goal orientation
Calm and consistency
Focus
Keeping focus
Decisiveness
Strong execution skills

Connecting and working with people
Communication
Teamwork
Networking

Empathy
Communication
Teamwork
Networking

Focus and Execution

Teamwork and Collaboration

Optimism and Confidence

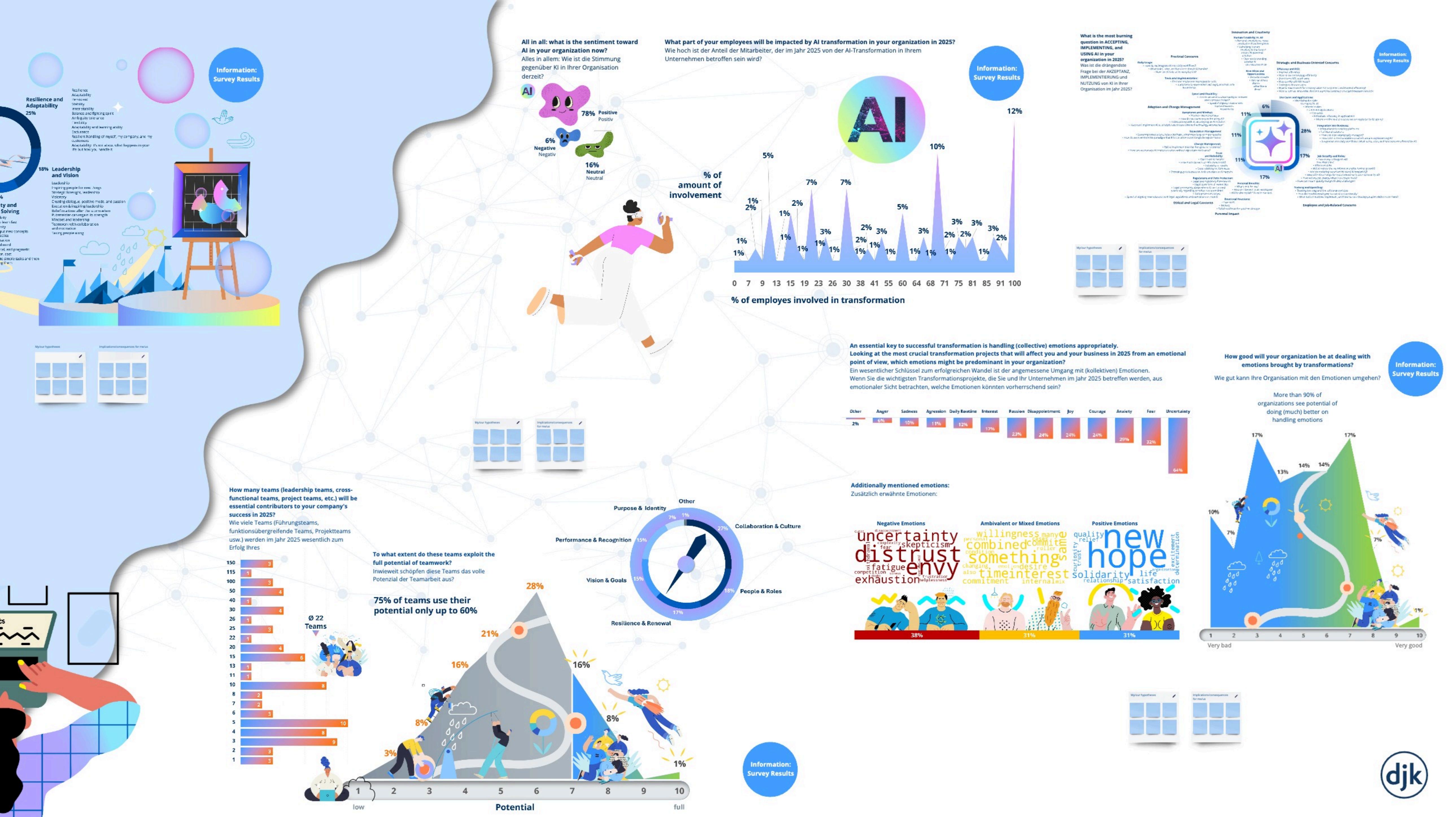
Creativity
Problem Solving
The ability to generate ideas
Creative
Curiosity, ability to think
Improvement
Innovation
Action-oriented, inspiring
Turning complex issues into simple



Information:
Survey Results



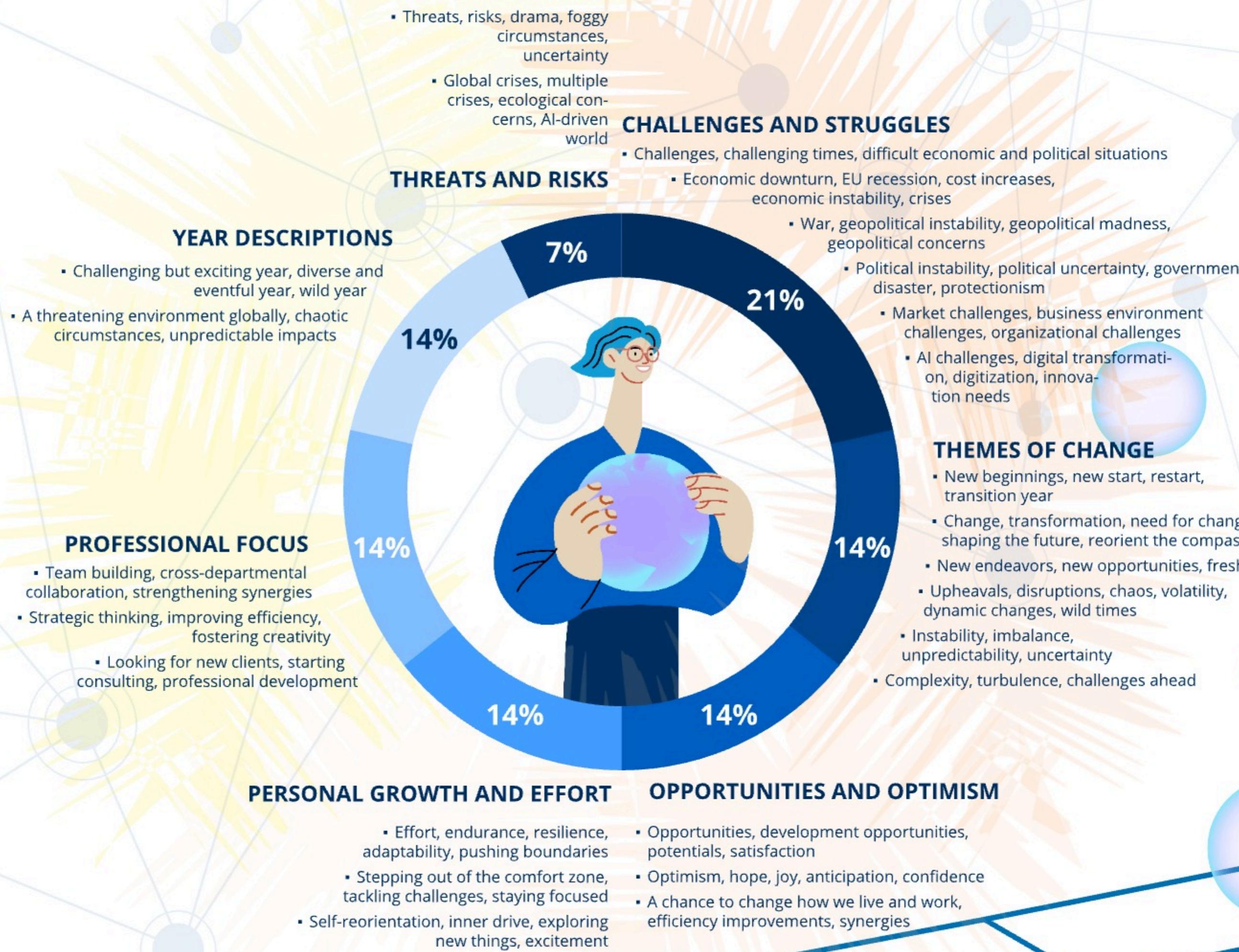
djk



What is the first thought/thing that comes to your mind when you think about the new year?

Was ist der erste Gedanke, der Ihnen in den Sinn kommt, wenn Sie an das neue Jahr denken?

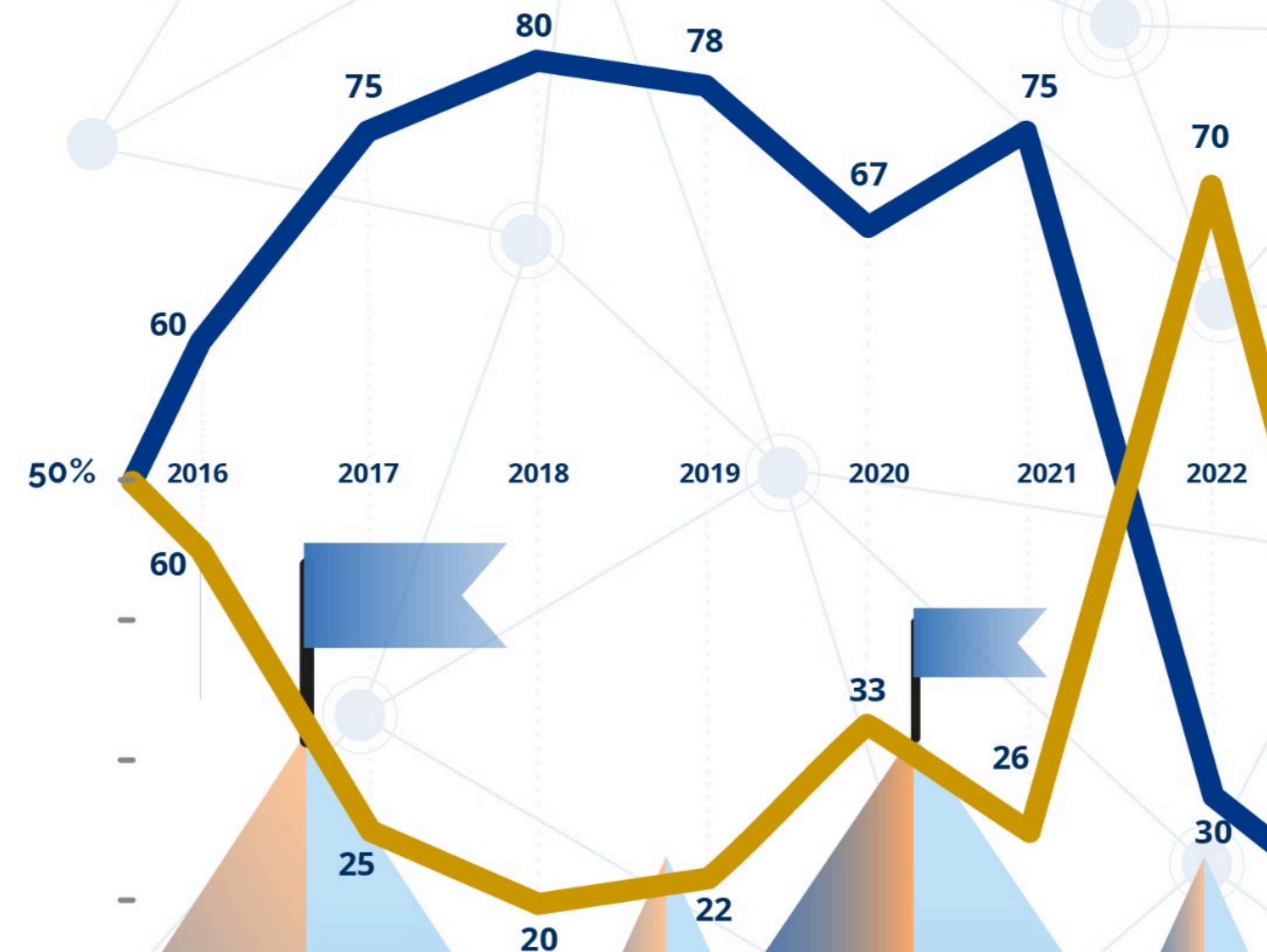
Information:
Survey Results



Implications/
consequences
for me/us

Growth or Efficiency.

Wachstumsmanagement oder Effizienzsteigerung.

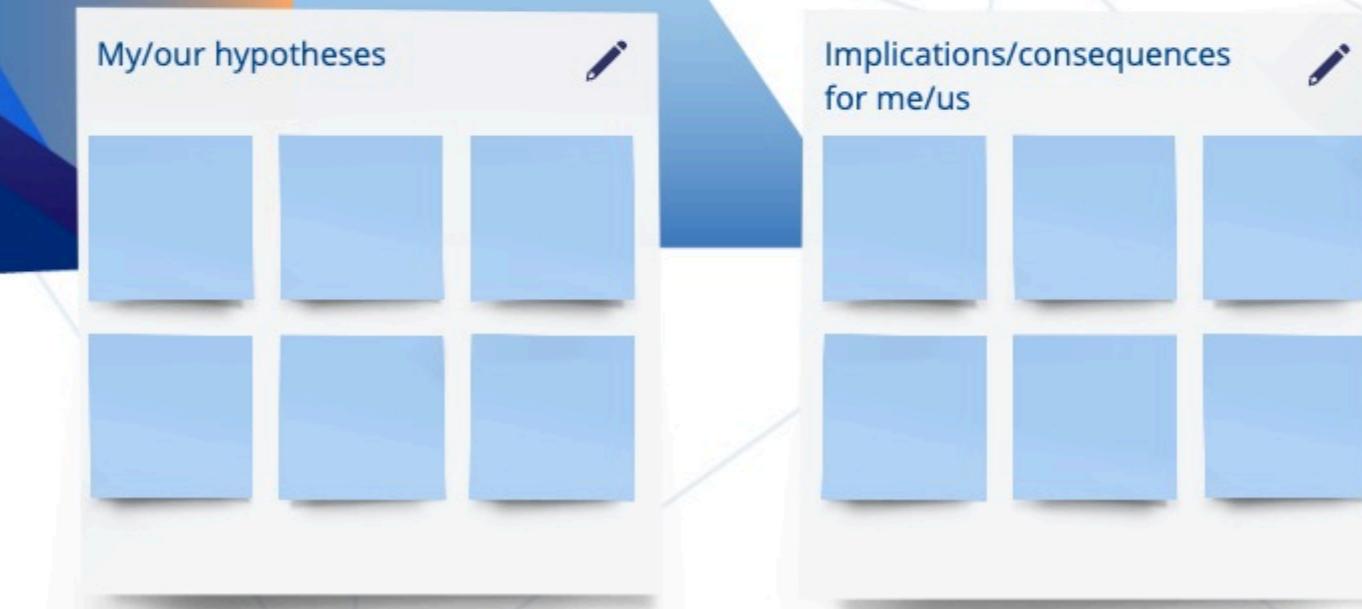


Information:
Survey Results

Manage **cost reduction** and/or **increase efficiency** (optimize the system)

Manage **growth** and/or **disruptive innovation** (change the system/business modell)

Manage **both**

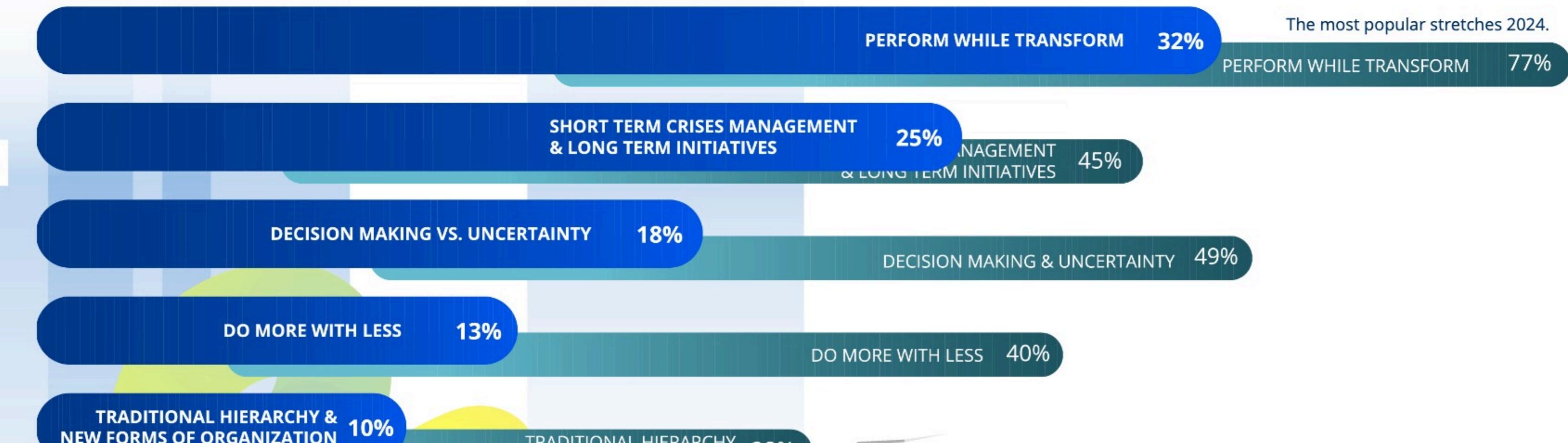


BANI means: Exploring and leading with polarities is essential.

We have listed the most essential polarities/stretches mentioned in the last years and asked participants to reconfirm.

BANI bedeutet: Das Erkunden und Führen mit Polaritäten ist essenziell.

Wir haben die wichtigsten in den letzten Jahren erwähnten Polaritäten/Spannungsfelder aufgelistet und die Teilnehmenden gebeten, diese erneut zu bestätigen.



Information: Survey Results

Perform and transform with fewer resources

Preserve successful practices vs.
reinvent oneself

Building trust during tough cuts

Innovate while renovate

Preserve and destroy

Remaining true to the company heritage while
moving forward innovatively

Human labor vs. automation: Balancing
human workers with automation and AI in
industrial processes

Technological unemployment &
future through AI

Where to stay analogue while embracing AI

AI or human efficencies

Embracing AI - staying analogue

Grow while the market collapses

Short-term crisis management and
long-term initiatives

Make necessary changes according to the new
environment for higher efficiency

Reduction: Fewer offerings, less performance

Growth and efficiency

Speed vs. Safety: Ensuring processes are fast
and efficient without compromising the
safety of workers and products

Deciding quickly but doing things slowly
and deliberately

Quick decisions aligned with everyone

Additionally mentioned polarities/stretches:

Zusätzlich erwähnte Polaritäten/Spannungsfelder:

PERFORM WHILE TRANSFORM

15%

PRESERVE VS. INNOVATE

15%

HUMAN VS. MACHINE

15%

CRISIS VS. GROWTH

15%

SPEED VS. DELIBERATION

9%

INDIVIDUALISM VS. COLLECTIVISM

9%

CONFIDENCE VS. UNCERTAINTY

9%

TRADITIONAL VS. REVOLUTIONARY

6%

TRADE VS. ISOLATION

6%

Individual vs. corporate-oriented

Individualism and organizational structures

Diversity and tolerance of ambiguity

Confidence amid uncertainty

Trust in uncertainty

Let me know if you need further
insights or visualizations!

Decision-making amid uncertainty

Traditional vs. Revolutionary Business
Models/Solutions (Energy SMR Innovation)

Traditional hierarchy and new forms of
organization

Trade & isolation

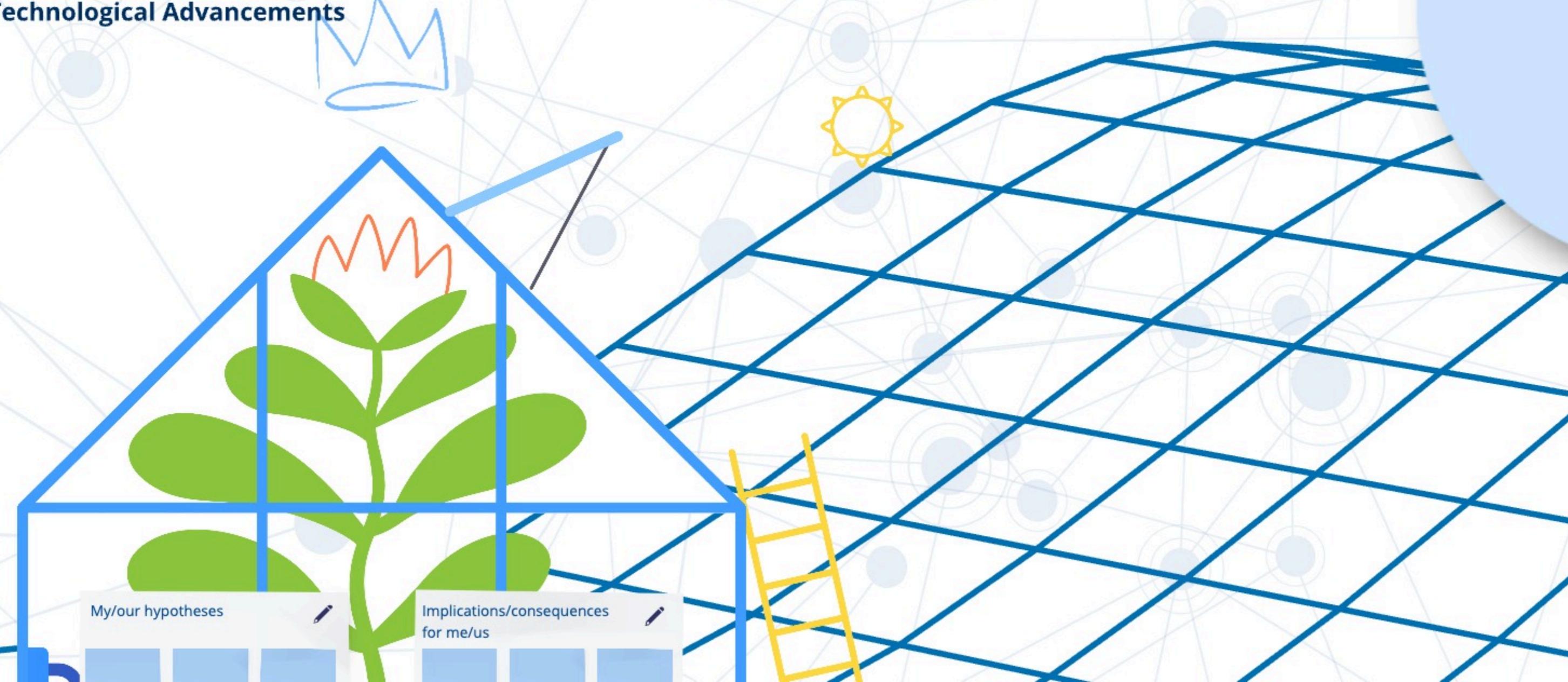
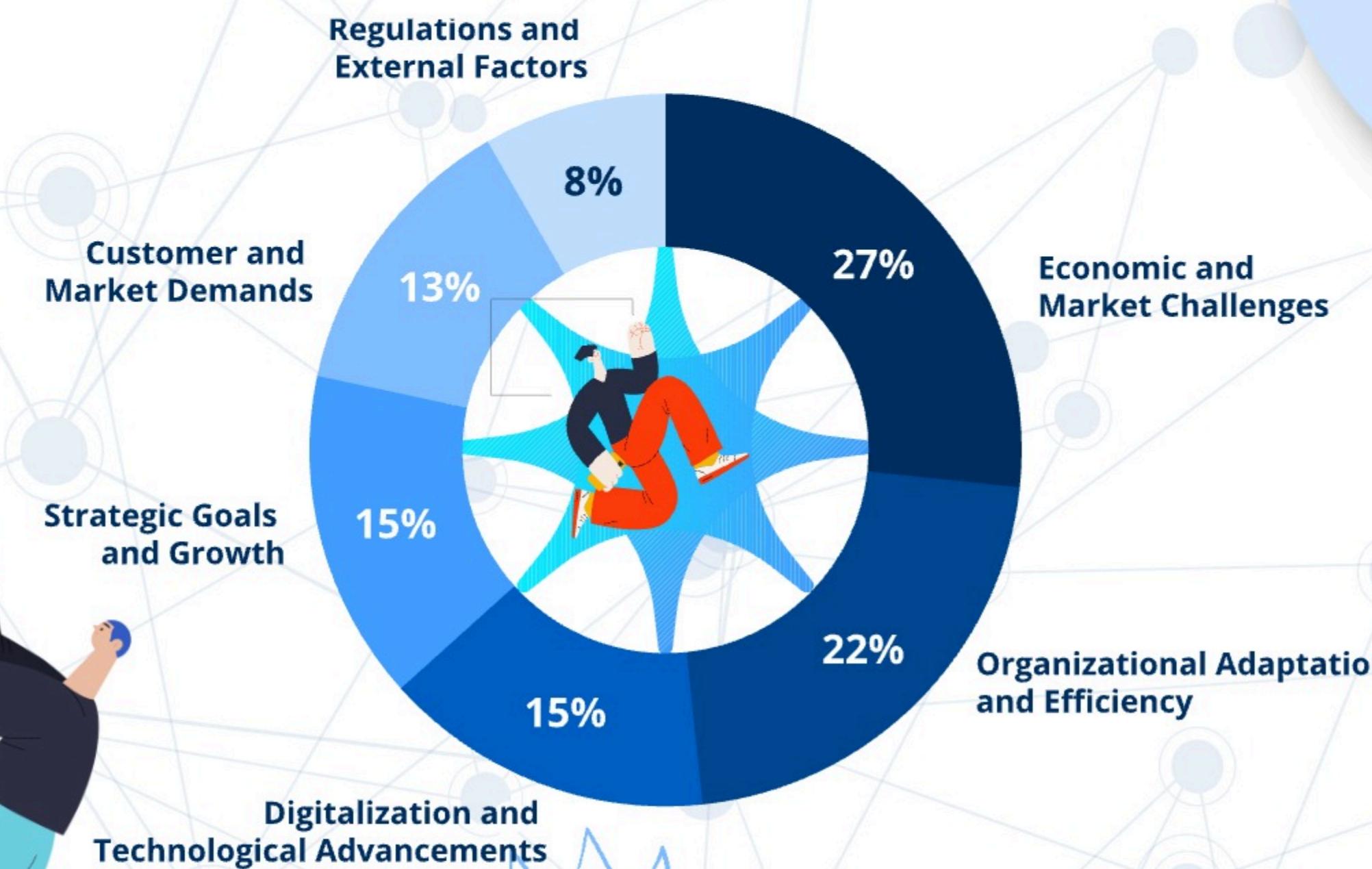
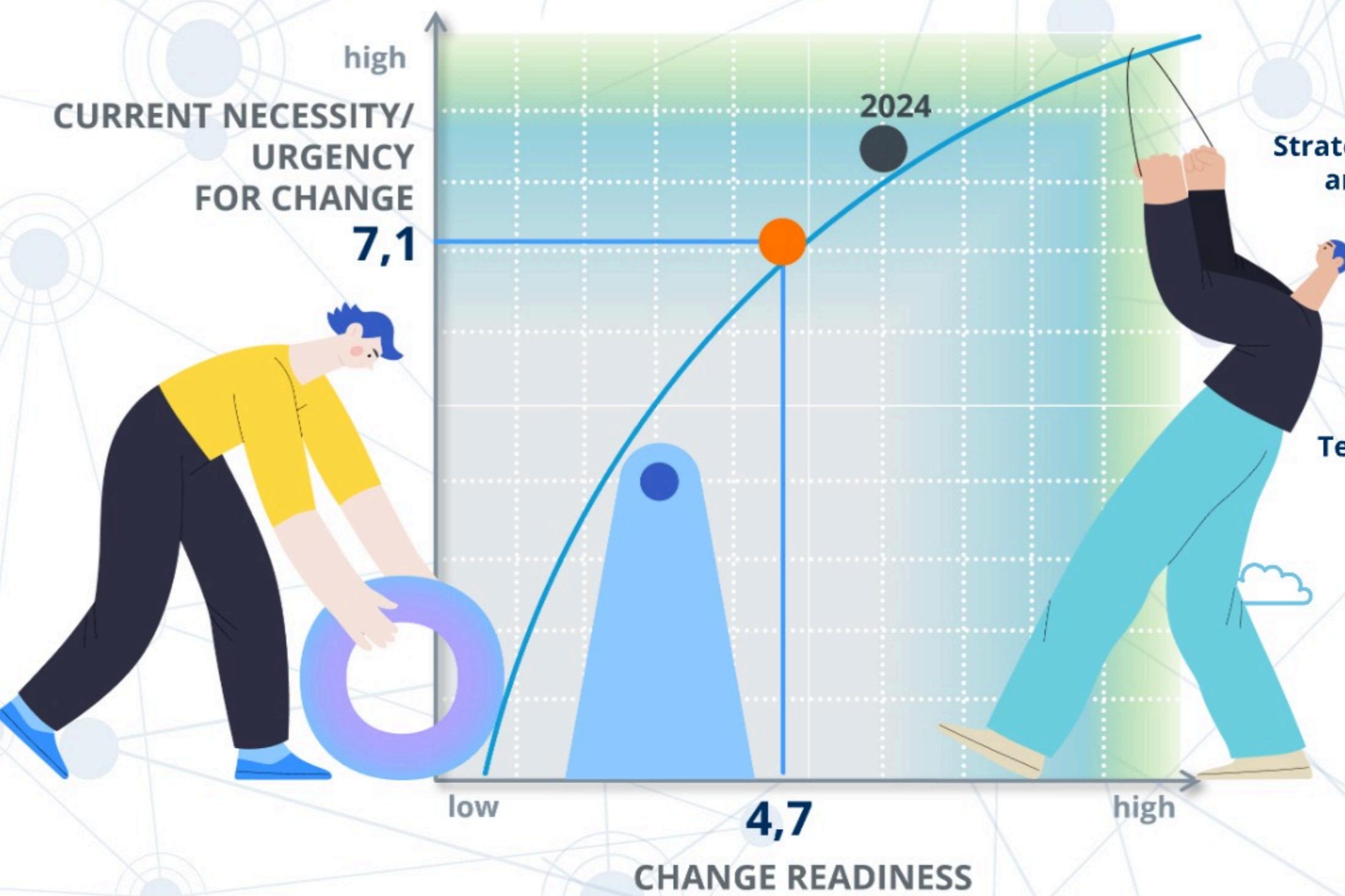
Get used to the new world order: Importance
of Asian markets as they hold two-thirds
of the world's population

Main causes or drivers for transformation in organizations in 2025.
Die Haupttreiber für Transformationen in Organisationen im Jahr 2025.

Information:
Survey Results

Change need and capabilities.

Veränderungsbedarf und -möglichkeit.



An essential key to successful transformation is handling (collective) emotions appropriately.

Looking at the most crucial transformation projects that will affect you and your business in 2025 from an emotional point of view, which emotions might be predominant in your organization?

Ein wesentlicher Schlüssel zum erfolgreichen Wandel ist der angemessene Umgang mit (kollektiven) Emotionen.

Wenn Sie die wichtigsten Transformationsprojekte, die Sie und Ihr Unternehmen im Jahr 2025 betreffen werden, aus emotionaler Sicht betrachten, welche Emotionen könnten vorherrschend sein?



Additionally mentioned emotions:

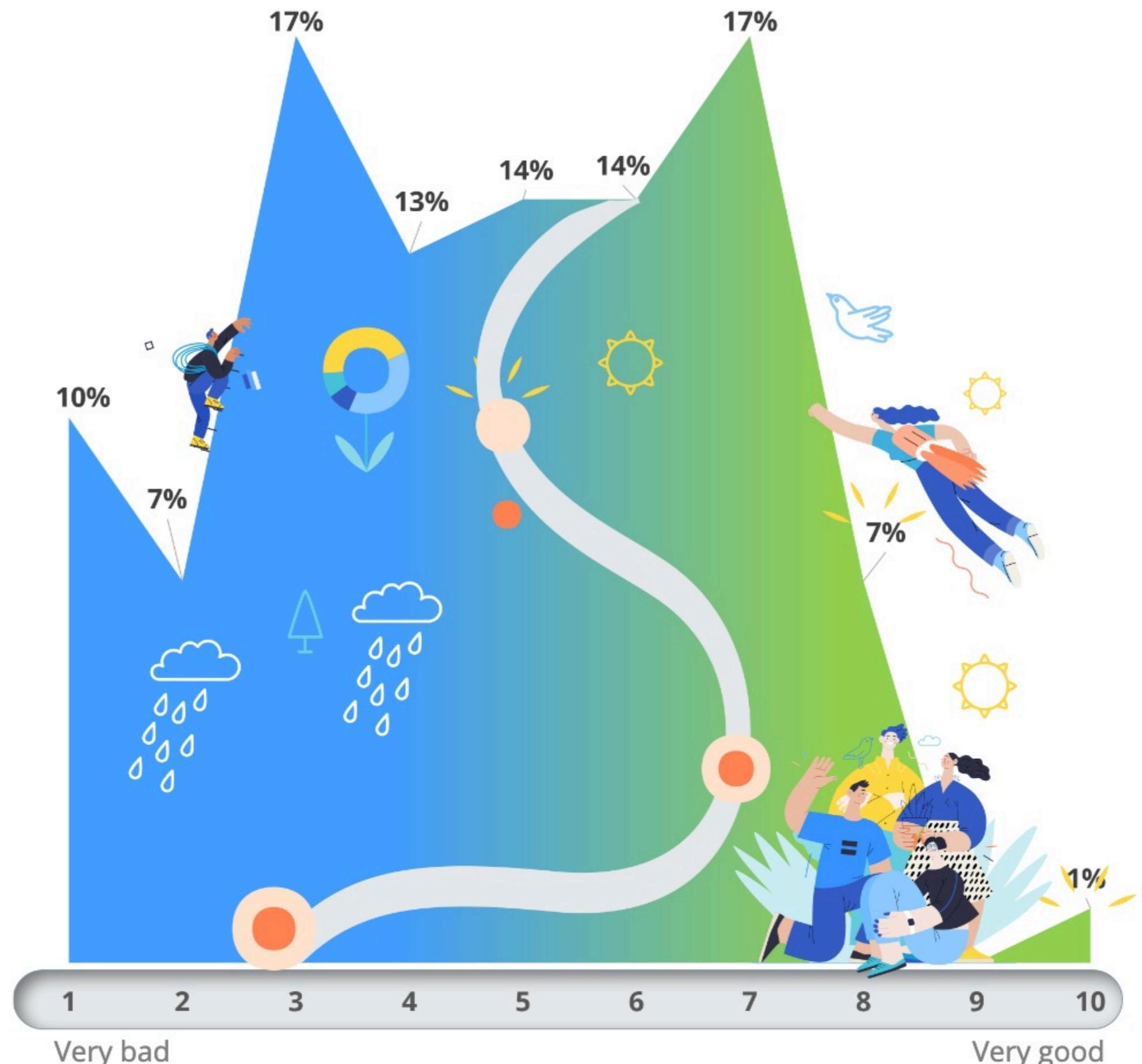
Zusätzlich erwähnte Emotionen:



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

Wie gut kann Ihre Organisation mit den Emotionen umgehen?

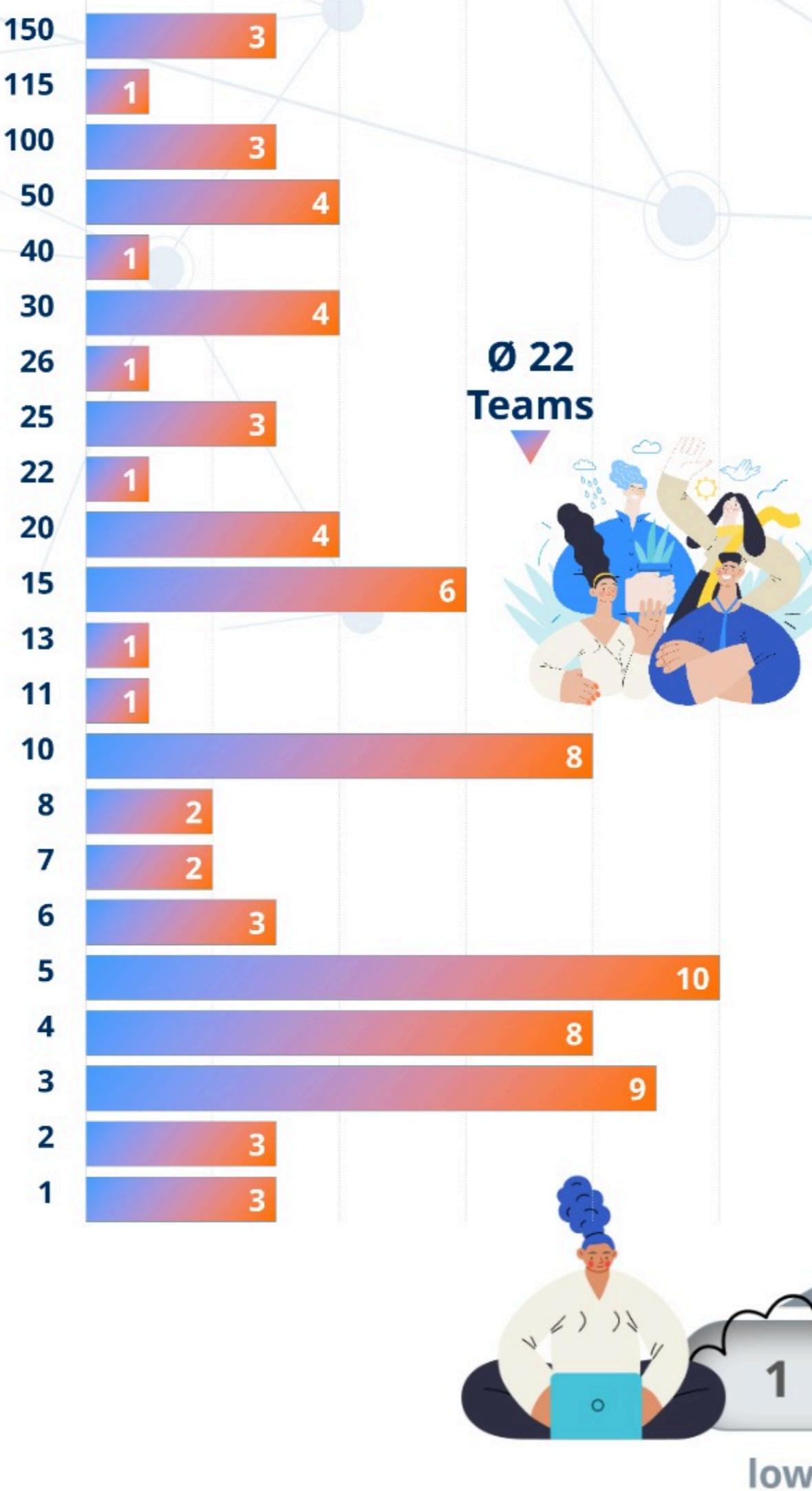
More than 90% of organizations see potential of doing (much) better on handling emotions



Information:
Survey Results

How many teams (leadership teams, cross-functional teams, project teams, etc.) will be essential contributors to your company's success in 2025?

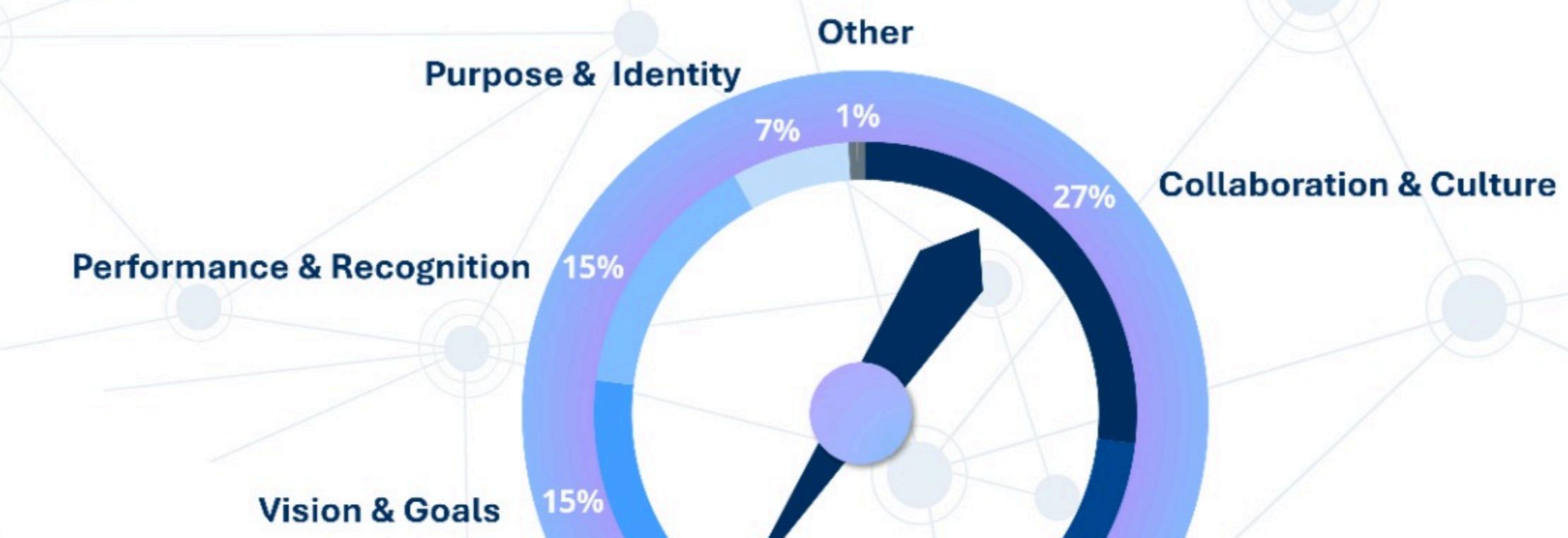
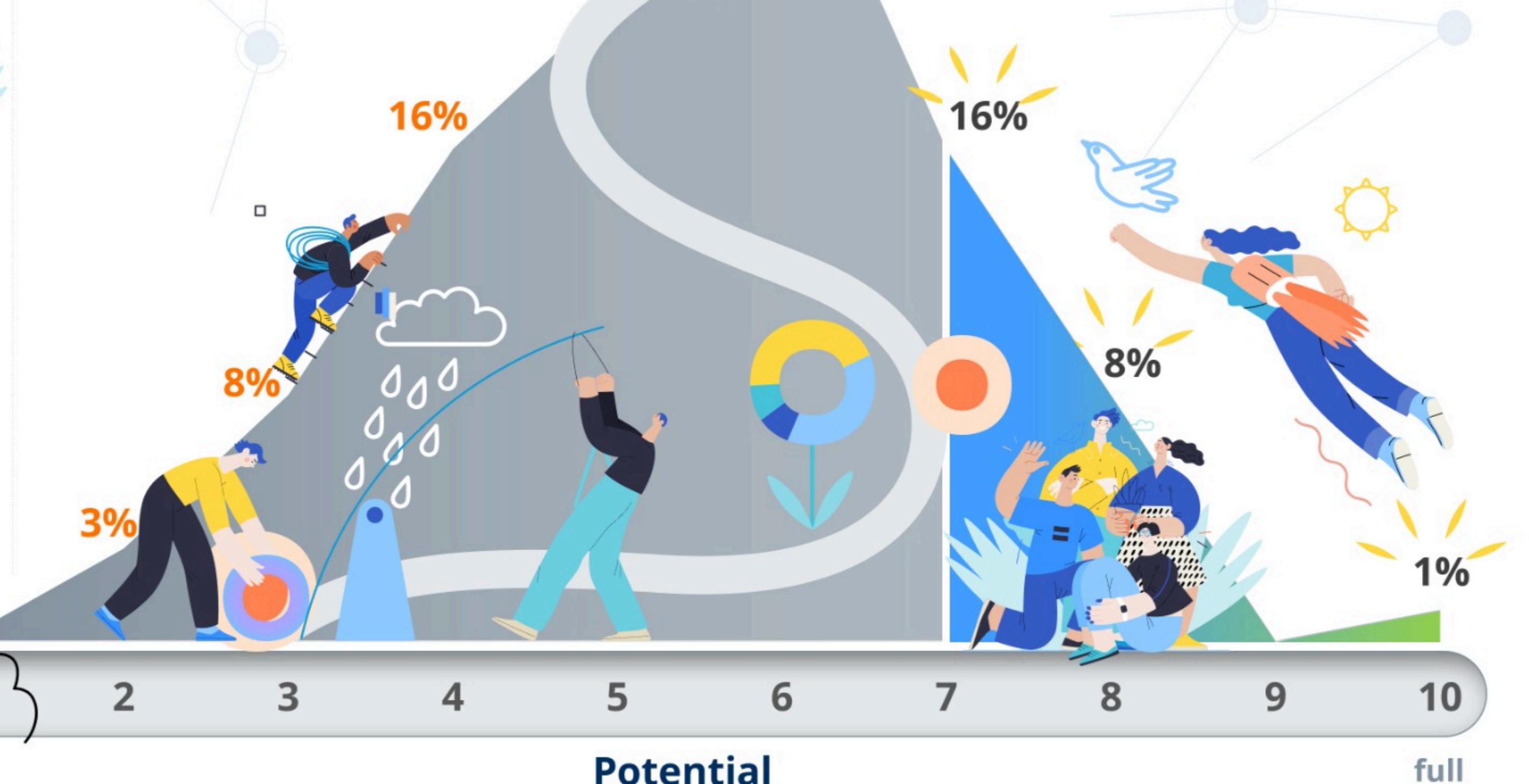
Wie viele Teams (Führungsteams, funktionsübergreifende Teams, Projektteams usw.) werden im Jahr 2025 wesentlich zum Erfolg Ihres



To what extent do these teams exploit the full potential of teamwork?

Inwieweit schöpfen diese Teams das volle Potenzial der Teamarbeit aus?

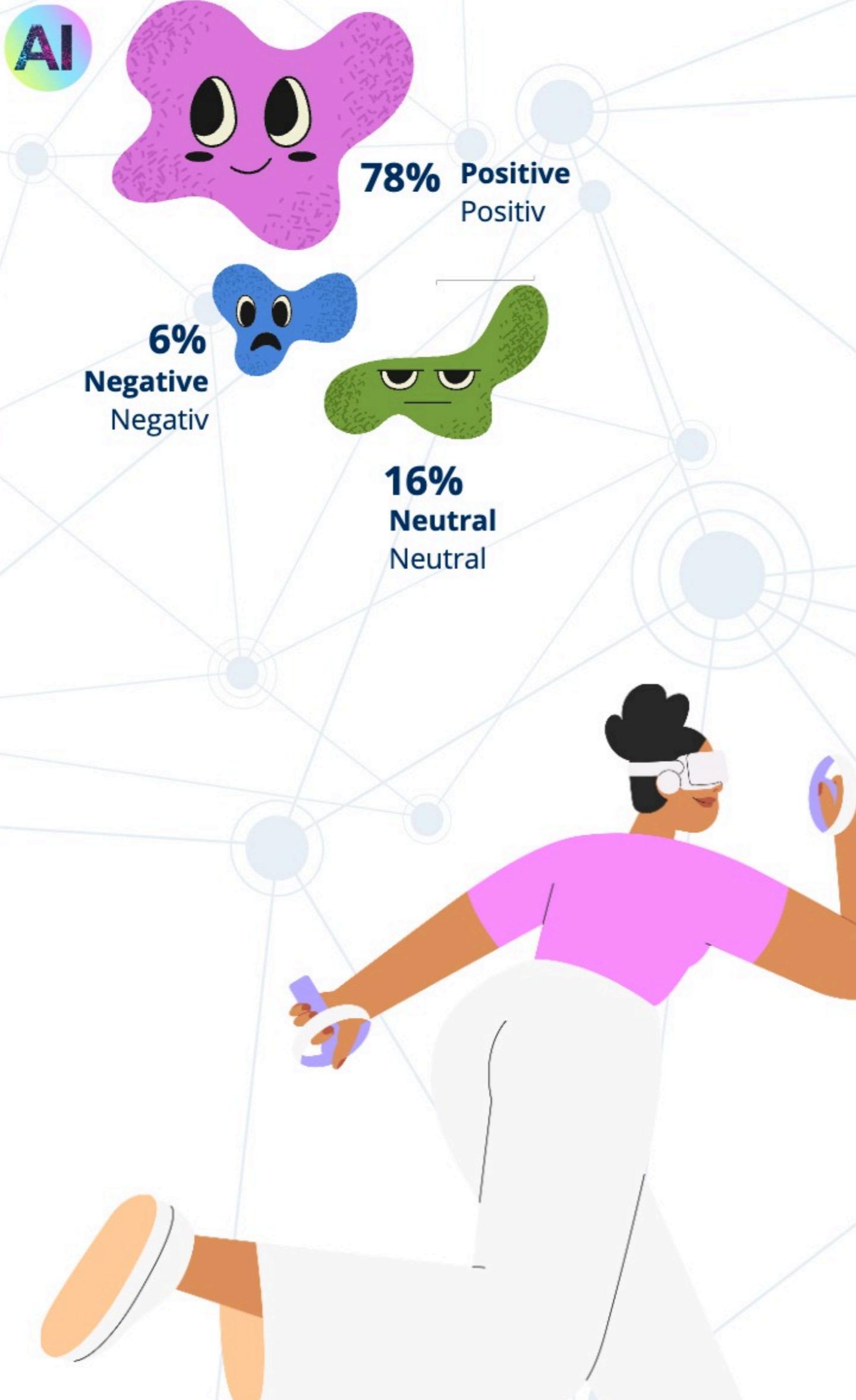
75% of teams use their potential only up to 60%



Information:
Survey Results

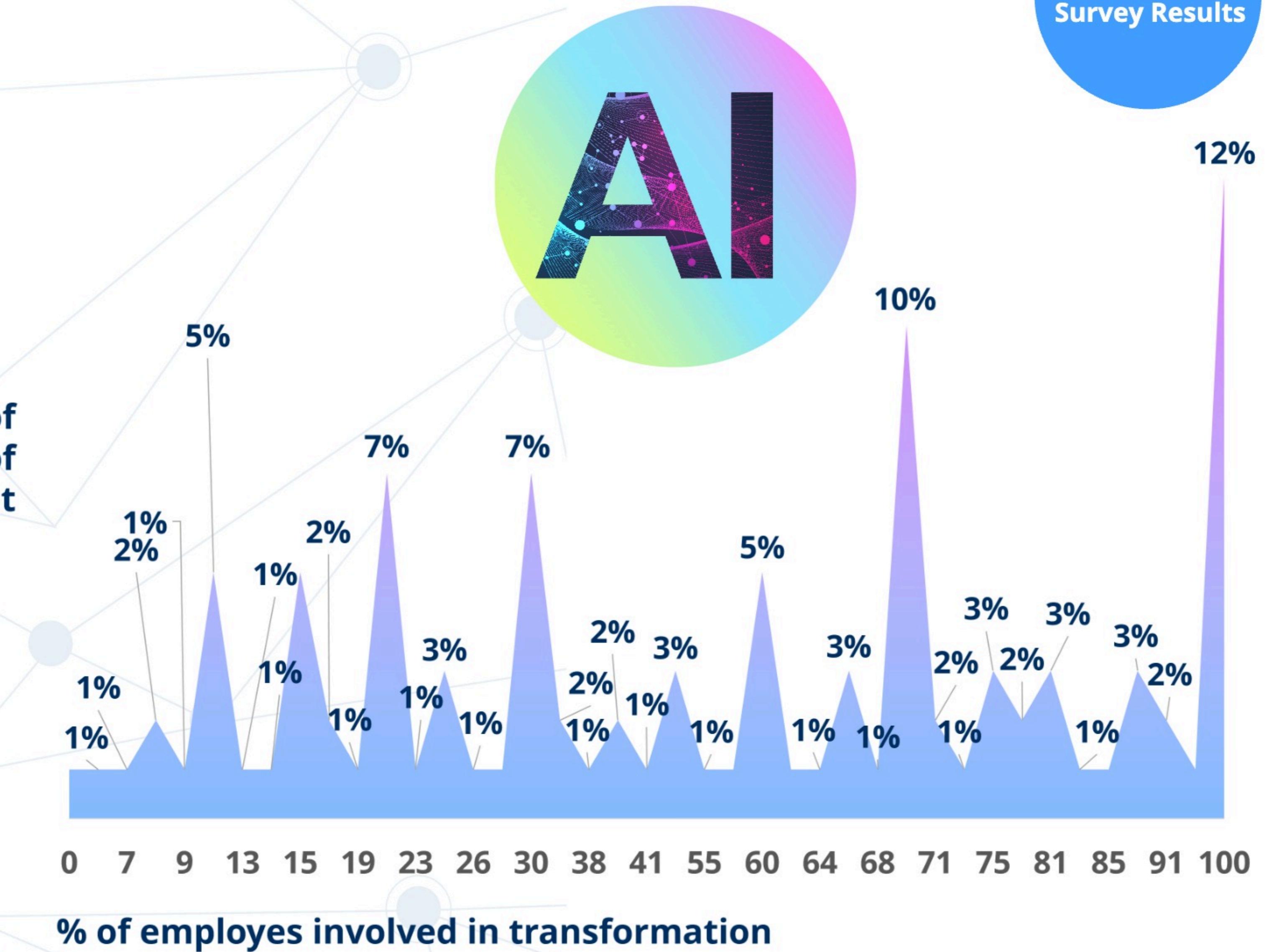
All in all: what is the sentiment toward AI in your organization now?

Alles in allem: Wie ist die Stimmung gegenüber KI in Ihrer Organisation derzeit?



What part of your employees will be impacted by AI transformation in your organization in 2025?

Wie hoch ist der Anteil der Mitarbeiter, der im Jahr 2025 von der AI-Transformation in Ihrem Unternehmen betroffen sein wird?



Information:
Survey Results

What is the most burning question in ACCEPTING, IMPLEMENTING, and USING AI in your organization in 2025?

Was ist die drängendste Frage bei der AKZEPTANZ, IMPLEMENTIERUNG und NUTZUNG von KI in Ihrer Organisation im Jahr 2025?

Daily Usage:

- How do we integrate AI into daily workflows?
- What tasks, roles, and functions should AI handle?
- How can AI help us in everyday life?

Tools and Implementation:

- Find and implement manageable tools
- A platform to experiment and apply AI within safe boundaries

Speed and Flexibility:

- How do we use AI to adapt quickly to customer service process changes?
- Speed of aligning solutions with legal and business requirements

Adoption and Change Management

Acceptance and Mindset:

- Practice and acceptance
- How do we create buy-in for using AI?
- Collaborating with AI, developing an AI mindset
- How can I implement AI as a helpful and future-oriented technology without fear?

Expectation Management:

- Lowering expectations, tolerating bugs, adopting a long-term perspective
- How do we overcome the paradigm that this can all be done alongside regular tasks?

Change Management:

- Will AI implementation be disruptive or seamless?
- How can we manage AI implementation without significant resistance?

Trust and Reliability:

- Can I trust AI results?
- How much do we trust AI's statements?
- Reliability of results
- Data reliability vs. fake news
- Detecting genuineness vs. hallucinations in AI outputs

Regulations and Data Protection:

- Legal and regulatory frameworks
- Legal questions of ownership
- Legal uncertainty about where AI can be used (especially regarding sensitive customer data)
- Data protection issues
- Speed of aligning new solutions with legal regulations and central works council

Ethical and Legal Concerns

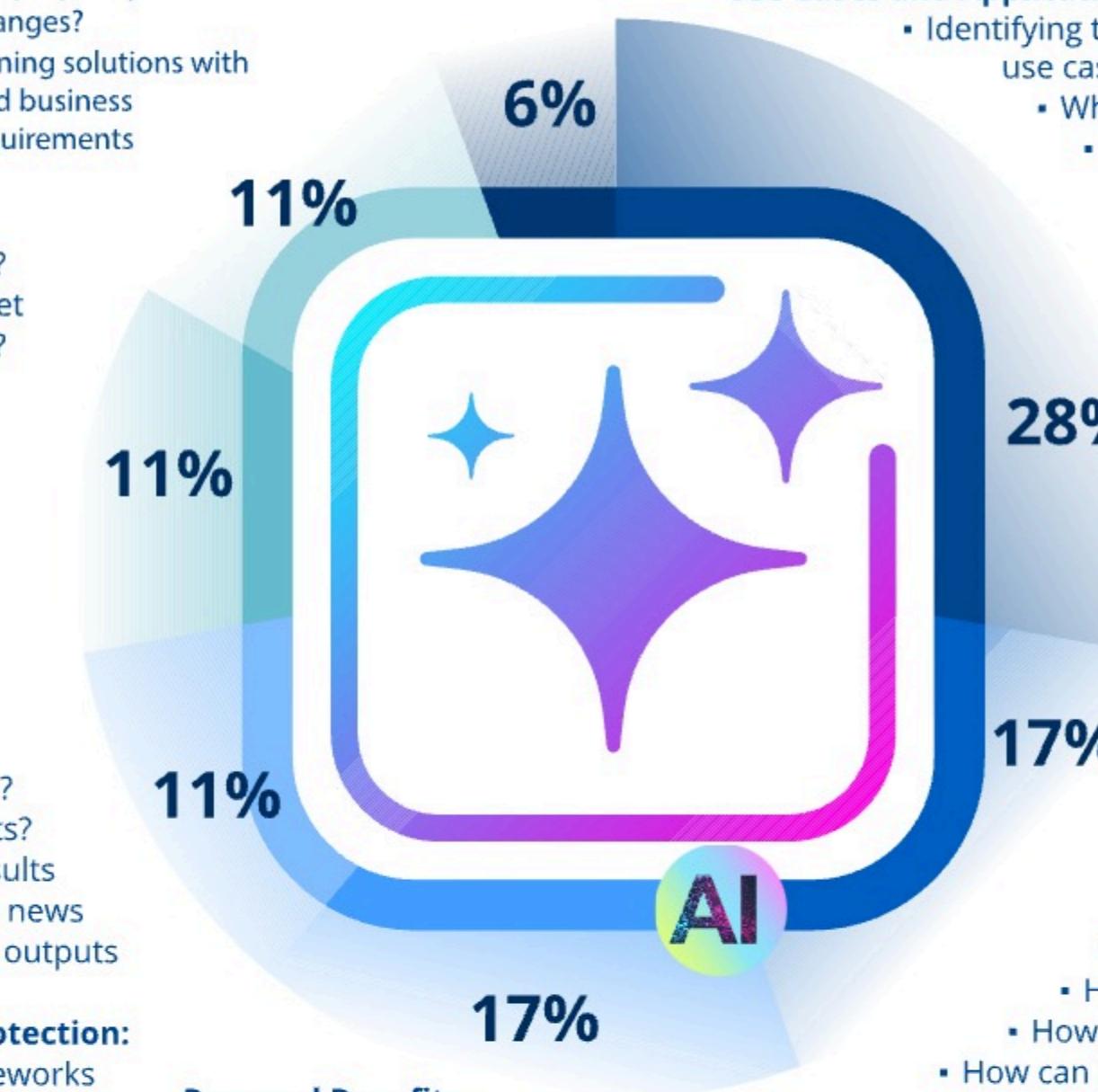
Innovation and Creativity

Human Creativity vs. AI:

- Personal creativity vs. mass production from templates
- Upholding human creativity in the face of instant AI-powered creation
- Clear understanding of what AI can and cannot do

New Ideas and Opportunities:

- Desire to innovate
- How can AI be a chance rather than a threat?



Personal Impact

Emotional Reactions:

- Fear of AI
- Secrecy
- Relief and hope for positive changes

Strategic and Business-Oriented Concerns

Efficiency and ROI:

- Improve efficiency
- How to use technology efficiently
- Short-term ROI, quick wins
- How quickly will ROI occur?
- Scaling at efficient costs
- How to maximize AI for creating value for customers and internal efficiency?
- How to turn an innovative idea into a positive business case (and measure results)?

Use Cases and Applications:

- Identifying the right use cases for AI
- Where to start
- Concrete applications
- Use cases
- Potentials, efficiency in applications
- Where are the real use cases we can apply (or build upon)?

Integration into Business:

- Integration into existing platforms
- Functional solutions
- How can it be strategically managed?
- How solid is the foundation on which we are implementing AI?
- Integration into daily workflows: What tasks, roles, and functions are affected by AI?

Job Security and Roles:

- How many colleagues will lose their jobs?
- Effects on jobs
- Will AI reduce the workforce or enable further growth?
- Are we replacing ourselves by using AI frequently?
- How will roles change for those whose tasks are replaced by AI?
- How will my job change when I use these tools?
- How can I learn quickly alongside daily challenges?

Training and Upskilling:

- Training/learning and fear of losing one's job
- How do I enable employees to use AI professionally?
- What tools should we implement, and how can we develop people's skills to use them?

Employee and Job-Related Concerns

Information: Survey Results

In today's world, our greatest assets are **our strengths, our attitude, and our mindset**.

Thinking about your personal journey, **what is your greatest strength that you would like to take with you into 2025?**

In der heutigen Welt sind unsere größten Vermögenswerte unsere Stärken, unsere Einstellung und unsere Denkweise.

Wenn Sie an Ihre persönliche Reise denken, was ist Ihre größte Stärke, die Sie mit ins Jahr 2025 nehmen möchten?



Information: Survey Results



My Development Path

Mein Entwicklungsweg



Accepting Akzeptieren

I can't change everything. Being wise with myself:
Is there something I simply need to make peace with or delay?
Ich kann nicht alles ändern. In „Weiser Einsicht“:
Gibt es etwas, mit dem ich einfach Frieden schließen muss
oder womit ich mich später beschäftigen sollte?



Letting go Loslassen

What am I going to eradicate or, at least, reduce?
Was werde ich loslassen oder zumindest reduzieren?

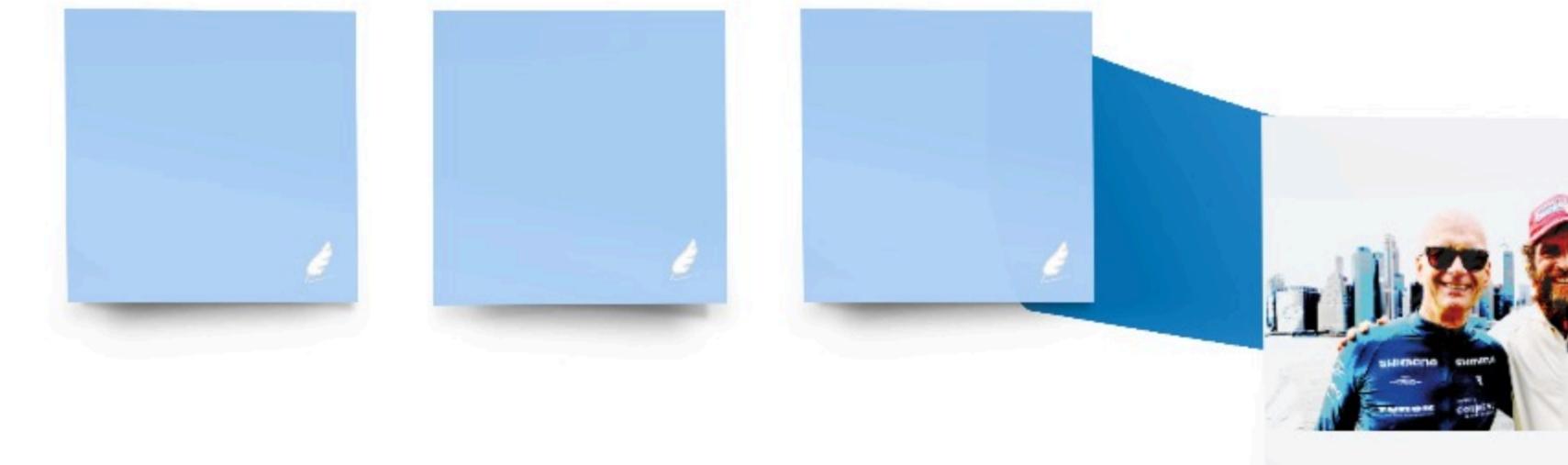
Preserving Bewahren

Which of my strengths do I want to maintain and improve?
Welche meiner Stärken möchte ich bewahren und verbessern?



Creating Entwickeln

Which new strengths do I need to develop or add?
Welche neuen Stärken benötige ich oder möchte
ich entwickeln?





doujak.eu
corporate development



My 2025 Journey

IMPRESSUM

Editor:

Alexander Doujak GmbH
Lainzer Straße 80, 1130 Vienna
Austria

office@doujak.eu
Telefon +43 (1) 306 33 66

Layout and digital imaging: Susanne Hun
Project lead: Anna Siniaeava