

# USE CASE

## AI as a Driver of Change – Putting People at the Center



### What is the topic?

Companies are turning to AI to unlock new potential and increase efficiency. The pressure to change arises where opportunities become visible: Those who use AI strategically are actively shaping the future and gaining an advantage. To ensure that AI doesn't just transform processes but also brings people along, the key question is how we can connect technological innovation with genuine collaboration.



### What is the main challenge?

- AI is an evolutionary and rapid step in technological development, opening up entirely new possibilities – but also carrying risks.
- This generates excitement on the one hand but also fuels fears and hesitation.
- When integrating AI, it is crucial to explore its use together with employees, reduce apprehension, and build competence.
- AI is transforming the world of work, but it does not make work itself obsolete. So we ask: how do we want to shape this new world together in a meaningful way?



### What does MES stand for in this change?

- We put people first by aligning AI integration with the needs of employees.
- We involve all employees equally – regardless of their level of knowledge, concerns, or affinity for technology.



### What does a process outline look like?

- Identify individuals who, in their role as “AI Ambassadors,” drive the topic forward with enthusiasm and the necessary autonomy, while taking on responsibility.
- Establish a connection to the company's strategy and vision by making the need for AI integration transparent and clearly communicating the overarching purpose and goals.
- Identify potential and collaborate with employees to determine in which areas AI can support the development of goal-oriented solutions.
- Establish regular formats and create space for experimentation by integrating hands-on offerings into everyday work and enabling a “help for self-help” approach.
- Assess technical feasibility and realistically evaluate the required resources and budget requirements.

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