

The AI4Human consulting approach enables the development of workflows for technology, organization and people (photo: AI generated, MHP).

PRESS RELEASE

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**Holistic GenAI Consulting Approach From MHP**

# AI Solution Implemented – But Are Employees Ready?

- Adaptation to rapid technological advances in the field of generative AI demands a high level of flexibility from employees
- Managers can drive forward this change – including in corporate culture
- Huge need: In most cases and professional groups, only a fraction of the efficiency potential can be exploited, even though AI solutions have been implemented and are available
- MHP management and IT consultancy helps its customers further develop their corporate culture, with the focus on people as a central element in the transformation process through artificial intelligence

**Ludwigsburg** – As technological opportunities continue to evolve at an increasingly rapid pace, employees are often left behind when it comes to understanding them and using them in their everyday work. This is particularly true for artificial intelligence. The result is that the desired efficiency potential cannot be fully exploited – be it because the benefits of the implemented solution are not fully understood or because there is a lack of acceptance and knowledge of the technologies being used. There is also the fact that many employees are worried about their jobs being partially or completely replaced by AI.

To address this challenge, MHP management and IT consultancy has developed the holistic consulting approach “AI4Human”. The key feature is to develop an organizational culture shaped by an AI mindset. In MHP’s AI-first initiative, particular emphasis is placed on data-driven decision-making and the close linking of humans and AI, which, through cultural change, will harness the synergies between new technologies and employees, thus strengthening competitiveness in the long term.

## People as a key element of change

Particularly in administrative roles (white collar jobs), different skills will be required in the future than today. Instead of technical skills, what is required is the ability to deploy various

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applications and technologies effectively.

Stephan Baier, partner at MHP, says: "The successful introduction of generative AI (GenAI) requires specific measures for organizational change and for enhancing the skills of employees. In conjunction with the companies, return on investment is considered, relevant use cases and business cases are identified, and a tailored data strategy is developed to drive the necessary change."

By training employees on generative AI, potential fears and uncertainties are dispelled and the acceptance of new technologies increases. "It is crucial that all employees understand the transformation and actively help to shape it in order to ensure the new opportunities are used effectively," says Baier.

MHP's AI4Human consulting approach aims to integrate the human perspective into generative use cases. To achieve this, as the first step, tailored GenAI use cases are developed and tested by an interdisciplinary team with clearly defined roles and responsibilities. This is done by means of a systematic analysis and design of business models that drive the interaction between technology and human labor in an effective manner. Relevant use cases are identified through employee data, workshops and interviews, and direct feedback from employees can also be taken into account. This is followed by prototype development in which practical applicability and effectiveness are tested. The prototype is adjusted and improved accordingly through user feedback loops.

"Our consulting approach combines all the relevant perspectives that are critically important for the seamless integration and use of AI – technology, organization and people," says Florian Strauß, Partner and Cluster Lead People & Organization at MHP.

### **Key role of managers**

To enable employees to use AI safely, they must be trained appropriately and the benefits of the applications must be clearly communicated to them. However, the impetus for creating an AI mindset within an organization needs to come from above: "Responsibility for implementing this change clearly lies with managers. They embody the corporate culture, which lays the foundation for the behavior of employees in a company. They must motivate their employees to be actively involved," says Thomas Spantig, associated partner with responsibility for the AI4Human consulting approach.

In the future, qualities such as flexibility and adaptability will become even more important and will be among the essential prerequisites for continued competitiveness. MHP optimizes and transforms organizational structures so that an agile culture can be created, thereby laying the foundation for the successful implementation and application of innovative technologies.



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## About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 28 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why MHP, a Porsche AG company, provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, Mexico, the UK, Romania, and China. More than 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP – today and in the future.

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