SAKIZLI MODEL

The Sakizli Model was conceived as an interdisciplinary consulting approach that integrates the use of artificial intelligence (AI) into socially relevant and business contexts in a practical way. It combines theoretical foundations, practical applications and ethical guidelines into a holistic concept that focuses in particular on fostering self-employment, entrepreneurial decision-making and innovative approaches to solutions.

1. Goal Optimization in the Sakizli Model

1.1. Core Objective

Optimized wording:

"Participants analyze and evaluate socially relevant developments in the use of AI in the media environment. In doing so, they use modern, AI-supported methods for research, reflection and decision-making in order to gain a well-founded understanding of the influence of AI on language, culture, marketing, governance and ethical standards. On this basis, they derive concrete strategic recommendations for action that support, in particular, the promotion of self-employment, entrepreneurial decision-making and an innovation-oriented market economy."

Recommended additions and recommendations:

- **Results and application:**
  - By the end, participants should present an action plan or a concept that can be applied in real consulting scenarios (for example in management consulting or self-employment).
  - It is important to achieve practice-oriented results that are not only discussed in theory but can also be put into practice.
- **Integration of AI-supported methods:**
  - The use of digital tools (e.g. automated speech-to-text systems for recording conversations and AI-based analysis platforms) is recommended in order to optimize the entire process of gathering information and following up.

1.2. Weighting of Practice and Theory

- **Practical share (70%):**
  - **Application-oriented formats:** Workshops, case studies, simulations and project-based learning modules should form the core of the training.
  - **Practical tasks:** Participants independently develop and present strategic recommendations for action that can be applied directly in their day-to-day work.
- **Theoretical share (30%):**
  - **Fundamental principles:** Lectures, discussions and reflection rounds convey an in-depth understanding of the mechanisms of AI and its impact on society.
  - **Academic background:** Ethical, cultural and legal questions in particular are examined theoretically in order to strengthen the link to practice.

Recommendation:

- A structured mix of theory and practice is recommended, supported by regular transfer phases (e.g. reflection sessions after practical exercises), so that theoretical knowledge is translated directly into practical recommendations for action.

1.3. Competencies to Be Developed

The Sakizli Model aims to develop the following areas of competence in a targeted way:

- **Critical thinking:**
  - Fostering the ability to critically question information from diverse sources and to process it in a broader context.
  - Recommendations: Use of case studies and debates to shed light on different perspectives and to weigh the advantages and disadvantages of AI applications.
- **Ethical judgment:**
  - Reflection on ethical dilemmas and the integration of different ethical approaches (including Western, Eastern, Arab and other traditions).
  - Recommendations: Development of an intercultural code of ethics that presents alternative ways of thinking and is analyzed comparatively.
- **Entrepreneurial judgment:**
  - Assessment of opportunities and risks in an economic context, specifically with regard to the use of AI in companies.
  - Recommendations: Analysis of real case examples from management consulting in order to train practice-relevant decision-making processes.
- **Strategic innovation capability and systems thinking:**
  - Development of innovative approaches that go beyond traditional thought patterns, and the understanding that AI should be viewed as part of a complex system.
  - Recommendations: Use of interdisciplinary workshops that link technological, ethical and economic aspects.

Additional recommendation:

- **Evaluation methods for measuring competencies:**
  - In addition to peer reviews and reflection reports, practice-oriented assessments (e.g. presentations of a completed action plan) should be used to continuously measure progress in the competence areas mentioned.

1.4. Food for Thought and Guiding Questions for Further Refinement

To make this section even more precise, the following guiding questions should feed into the development process:

1. **Strategic recommendations for action:**
   - What concrete results (e.g. detailed action plans, prototypes of consulting approaches) should be available at the end?
   - For which real-world application scenarios (management consulting, self-employment, internal media consulting) is developing these strategies particularly important?
2. **Integration into practice:**
   - How can the high practical share (70%) be structured optimally to ensure a smooth transfer of theory into practice?
   - Which specific projects or simulations can support this transfer?
3. **Competence development and evaluation:**
   - Which specific measurement instruments (e.g. standardized feedback forms, learning analytics) should be implemented to capture the growth in competence in the areas of critical thinking, ethical judgment, entrepreneurial judgment and innovation

capability?
    - How can it be ensured that the insights and competencies gained are applied sustainably in everyday professional life?

1.5. Summary of the Goal Optimization Section

Short version:

The **"Goal Optimization"** section of the Sakizli Model defines that participants:

- **Analyze and evaluate socially relevant developments** in the use of AI in the media environment,
- **Use modern, AI-supported methods** for research, reflection and decision-making,
- **Derive concrete strategic recommendations for action** that pave the way to greater self-employment, entrepreneurial decision-making and innovation-oriented thinking,
- In doing so, receive a **practical share of 70%** compared with **30% theoretical reflection**,
- And that competencies such as **critical thinking, ethical judgment, entrepreneurial judgment and strategic innovation capability** are fostered in a targeted way.

Recommended evaluation methods:

- Use of a **mixed-methods approach** to measure success, combining quantitative pre-/post-tests and standardized feedback forms with qualitative methods such as moderated reflection rounds and peer reviews.

II. Thematic Focus Areas in the Sakizli Model

2.1. Core Areas and Fundamental Topics

The Sakizli Model addresses the central aspects of the use of AI in the media environment. These include in particular:

1. **Changes in the sense of language through AI tools:**
    - **Content:**
        - Understanding prompts and their influence on how language is perceived.
        - Analysis of how tools such as ChatGPT change everyday language behavior and communication patterns.
    - **Goal:**
        - Recognizing how AI-based tools influence the sense of language and intercultural communication.
2. **Socio-cultural perspectives:**
    - **Content:**
        - Examination of the effects of AI on cultural dynamics and social norms.
        - Reflection on the influence of AI on identity, values and social interactions.
    - **Goal:**
        - Developing an understanding of how AI influences social structures and cultural developments.
3. **AI influencers and their role in marketing:**
    - **Content:**

        - Analysis of the use of AI in influencer marketing.
        - Assessment of how AI-generated content and virtual influencers change authentic customer engagement and brand communication.
    - **Goal:**
        - Developing strategies for the optimal integration of AI in marketing while preserving authenticity and trust.
4. **Using governance teams to manage ethical AI:**
    - **Content:**
        - Establishing governance structures that monitor the ethical use of AI.
        - Defining standards and guidelines that ensure the responsible handling of AI.
    - **Goal:**
        - Building a transparent and participatory system for the continuous oversight and further development of ethical AI applications.
5. **Incentives for stakeholders in line with corporate values and ethical norms:**
    - **Content:**
        - Developing measures that motivate stakeholders to act ethically and sustainably.
        - Linking economic objectives with ethical principles.
    - **Goal:**
        - Creating an incentive system that promotes both economic efficiency and ethical responsibility.
6. **Explainability and transparency:**
    - **Content:**
        - Methods for reducing the complexity and ambiguity of AI models (e.g. through explainable AI, XAI).
        - Ensuring that decisions and processes remain traceable.
    - **Goal:**
        - Fostering trust in AI systems by making them understandable to everyone involved.
7. **Building trust in AI systems:**
    - **Content:**
        - Trust-building measures, for example through clear communication, continuous evaluation and transparent processes.
        - Analysis of success factors and risks in the use of AI.
    - **Goal:**
        - Building a stable foundation of trust that supports the sustainable use of AI in consulting and corporate management.
8. **Further areas of application:**
    - **Content:**
        - Topics such as the technological singularity, the effects of AI on jobs, data protection, bias and discrimination.
    - **Goal:**
        - A holistic view of how AI has a lasting influence on various areas of working life and social structures.

2.2. Complementary Topic Areas

To round out the content of the model and strengthen its interdisciplinary approach, the following complementary topic areas are also included:

9. **Psychological aspects of human-AI interaction:**
    - Examination of how psychological mechanisms (e.g. the uncanny valley or the loss of autonomy) influence acceptance of and behavior toward AI.
10. **Emotional intelligence and empathy in AI:**
    - Analysis of the extent to which AI is able to capture emotional nuances and simulate empathetic communication, and how this compares with human interaction.
11. **Responsible decision-making and error management:**
    - Development of strategies for detecting and correcting errors and biases in AI systems.
    - Approaches to designing decision-making processes in practice so that they are transparent and responsible.
12. **AI in education and knowledge transfer:**
    - Consideration of the potential of AI as a tool for learning and teaching.
    - Analysis of how AI can help foster media literacy and critical thinking in educational institutions.
13. **Regulatory and legal frameworks:**
    - Overview of national and international guidelines that concern the use of AI.
    - Discussion of the rights and obligations of companies in the context of AI use.
14. **Sustainability and environmental impact:**
    - Assessment of the environmental impact of AI technologies, e.g. through the energy consumption of data centers.
    - Development of concepts for using AI more sustainably.
15. **Promoting social inclusion:**
    - Examination of how AI can contribute to improving diversity, accessibility and participation in society.
    - Approaches to ensuring that AI applications take all population groups into account.

2.3. Particular Added Value of the Sakizli Model

The Sakizli Model is intended to offer particular added value compared with existing approaches, especially in the following areas:

- **Self-employment and management consulting:**
    - Practice-oriented formats and strategic recommendations for action enable participants to develop innovative solutions independently and apply them in real consulting scenarios.
- **Integration of AI into the work environment:**
    - The model provides a guide to how AI can be embedded in work processes as a supporting tool, from automated data preparation to decision support in corporate management.
- **Interdisciplinary perspective:**
    - In addition to technical and economic aspects, psychological, ethical and regulatory topics are also integrated, leading to a holistic understanding of the challenges and

opportunities.

2.4. Food for Thought and Guiding Questions for Further Refinement

To make the thematic focus areas even more precise and better tailored to the needs of the target group, the following questions should be considered:

1. **Relevance and prioritization:**
   - Which of the topic areas mentioned are most important for the target group (e.g. management consultants, media managers, self-employed professionals)?
   - Where are the biggest knowledge gaps at present that the model can close?
2. **Integration and linkage:**
   - How can the individual topics be meaningfully linked to create a common thread?
   - Which overlaps and interactions between the topics (e.g. between ethical questions and regulatory frameworks) should be particularly emphasized?
3. **Practical relevance and application orientation:**
   - How can theoretical insights be translated into concrete, practical recommendations for action?
   - Which case studies or practical projects are suitable for illustrating the relevance of the topics in the real work environment?
4. **Digitally supported analysis:**
   - Which digital tools and AI-supported platforms can be used to support the analysis and implementation of the topics?
   - How, for example, can the use of a speech-to-text system in combination with analysis platforms optimize the follow-up of workshops or case studies?

2.5. Summary of the Thematic Focus Areas

Key points:

- The model covers a broad spectrum of topics, ranging from the transformation of the sense of language through social, cultural and economic aspects to regulatory and environmental questions.
- In addition, psychological, emotional and education-related aspects are included to enable a comprehensive understanding.
- Particular added value lies in the practical promotion of self-employment and management consulting and in the targeted integration of AI into everyday professional life.

Goal:

- Participants should be enabled to recognize the many facets of the use of AI in the media environment, to reflect on them critically and to translate them into concrete, strategically oriented recommendations for action, always with an interdisciplinary and practice-oriented approach.

III. Methodological Structure and Practical Orientation in the Sakizli Model

3.1. Modular Structure and Flexibility

- **Modular units:**

    - The model is divided into clearly delineated modules that build on one another thematically and can be flexibly adapted to different target groups (e.g. management consultants, media managers, self-employed professionals).
    - Each module focuses on a specific content area (e.g. language change through AI, ethical questions, AI in marketing) and concludes with a concrete practical project or a case study.
- **Flexibility:**
    - The modules can be offered independently of one another or used in combination as a complete program.
    - Adaptability to different learning contexts (in-person events, hybrid formats, online seminars) is ensured through digital tools and interactive methods.

3.2. Phase-Based or Cyclical Approach

The model is based on a multi-phase or cyclical learning process that ensures continuous reflection and integration into practice:

1. **Exploration:**
    - **Goal:** Capturing current developments and challenges in the field of AI in the media environment.
    - **Methods:** Research, digital data collection (e.g. through AI-supported analysis platforms), discussion rounds and brainstorming sessions.
2. **Reflection and analysis:**
    - **Goal:** Critical examination of the theoretical foundations, ethical questions and cultural impacts.
    - **Methods:** Moderated reflection rounds, case study analyses, peer reviews and interactive discussion forums.
    - **Transfer:** The results of this phase serve as the basis for developing concrete recommendations for action.
3. **Decision-making and development of recommendations for action:**
    - **Goal:** Deriving concrete strategic measures and recommendations for action that can be implemented in everyday professional life.
    - **Methods:** Workshops, business games, simulations and project-based learning modules in which participants develop solutions independently.
4. **Feedback and evaluation:**
    - **Goal:** Continuous review and improvement of one's own learning process and of the strategies developed.
    - **Methods:** Regular feedback rounds, structured reflection reports, peer reviews and digital learning analytics (e.g. through automated evaluation of speech-to-text data).

3.3. Integration of Digital Tools and AI Support

- **Digital tools:**
    - **Speech-to-text technology:** Automatic recording and transcription of consulting sessions in order to extract important content and key points and to support the subsequent reflection process.
    - **Analysis platforms:** AI-supported tools for data analysis and visualization that help identify patterns and trends in the data collected.

    - **Interactive learning platforms:** Digital tools that allow learning content to be worked through interactively, for example through virtual whiteboards, online surveys or collaborative documents.
- **AI integration:**
    - AI can serve as a supporting partner in data evaluation and in summarizing content, thereby optimizing the practical learning process.
    - Automated feedback mechanisms (e.g. AI-supported analysis of learning progress) are used to continuously monitor and adjust individual learning progress.

3.4. Practice-Oriented Learning Formats

- **Workshops and case studies:**
    - Practice-oriented workshops in which real case examples from management consulting, the media or other relevant fields are analyzed.
    - Case studies that support the transfer of theoretical knowledge into concrete recommendations for action and foster interdisciplinary understanding.
- **Simulations and business games:**
    - Simulations in which participants take on different roles (consultant, AI supporter, ethics mediator) in simulated consulting scenarios and make decisions together.
    - Business games that replicate real challenges and thus strengthen the interactive and practice-oriented aspect of learning.
- **Project-based learning modules:**
    - Projects in which participants independently develop a concept or an action plan describing the use of AI in a specific corporate or consulting context.
    - These projects are presented at the end and assessed through peer reviews and by external mentors.

3.5. Evaluation Methods and Measuring Success

Recommended approach: A **mixed-methods approach** that combines quantitative and qualitative elements:

- **Quantitative evaluation:**
    - **Pre- and post-tests:** Capturing the growth in knowledge and competence at the beginning and end of the module.
    - **Standardized feedback forms:** Regular surveys of participants after each module to measure satisfaction and learning effect.
    - **Learning analytics:** Digital evaluation of interaction data (e.g. usage statistics of the digital tools) for the objective measurement of learning progress.
- **Qualitative evaluation:**
    - **Moderated feedback rounds:** Regular discussion rounds in which participants contribute their experiences and suggestions for improvement.
    - **Reflection reports and learning journals:** Written reports in which participants document their individual learning processes and reflections.
    - **Peer reviews and mentoring:** Feedback from peers and experienced mentors for the continuous improvement of the recommendations for action developed.

3.6. Summary of the Section

Key points:

- The Sakizli Model relies on a **modular, flexible structure** that can be adapted to different learning contexts.
- A **phase-based or cyclical approach** makes it possible to closely link theoretical insights and practical applications.
- **Digital tools and AI-supported platforms** are integrated to support the learning process, analyze content and generate feedback.
- **Practice-oriented formats** such as workshops, case studies, simulations and project-based modules are at the center, ensuring a high practical share (70%).
- A **mixed-methods approach** ensures continuous evaluation of learning progress and of the model's effectiveness.

IV. Ethics and Governance in the Sakizli Model

4.1. Ethical Guidelines and Core Principles

- **Intercultural code of ethics:**
  - **Foundation:** The model is based on guidelines of the highest ethical good, derived from the great traditions: Western, Eastern, Arab and other traditions of ethical thought.
  - **Multiple perspectives:** Different ethical approaches are placed side by side as equals, with alternative ways of thinking presented as complementary perspectives.
  - **Application:** These guidelines serve as a guiding principle for all decisions and actions within the model and ensure that ethical aspects always take priority.
- **Core principles:**
  - **Transparency:** All decision-making processes and consulting approaches must be traceable and communicated openly.
  - **Responsibility:** Ethical responsibility takes precedence over economic interests. Economic goals must not come at the expense of human dignity and fundamental ethical values.
  - **Accountability:** Everyone involved, from the consultants and AI-supported processes to the stakeholders, must give a transparent account of their decisions and actions.

4.2. Governance Structures and Mechanisms

- **Establishing governance teams:**
  - **Composition:** Interdisciplinary teams of experts in ethics, technology, law and corporate management who regularly monitor compliance with ethical standards.
  - **Tasks:**
    - Developing and updating guidelines for the responsible use of AI.
    - Monitoring the implementation of and compliance with the ethical guidelines in the consulting process.
    - Supporting participants in critically reflecting on ethical questions.
- **Transparent audit systems:**
  - **Regular audits:** Internal and external reviews of AI-supported decision-making processes and consulting workflows.
  - **Documentation:** Complete recording of decision-making, ideally supported by XAI (explainable AI) methods, in order to produce traceable records.

    - **Feedback loops:** The audit results feed into regular feedback rounds to enable continuous improvement.
- **Peer review and mentoring:**
    - **Internal reviews:** Regular exchange among participants and with experienced mentors in order to reflect critically on ethical dilemmas and decision-making processes.
    - **External advice:** Involvement of external ethics committees or advisors who independently review the compliance with and effectiveness of the ethical measures.

4.3. Handling Conflicts Between Economic Interests and Ethical Standards

- **Dialogue-oriented approach:**
    - Conflicts should not be suppressed but used as a starting point for constructive dialogue.
    - **Moderated discussion forums:** Setting up platforms on which conflicts of interest can be addressed openly and integrated into joint problem-solving.
- **Balance between economic and ethical goals:**
    - **Prioritization:** Fundamental ethical values and human dignity have higher priority.
    - **Synergy solutions:** The aim is to unite economic efficiency and ethical responsibility within a common framework.
    - **Innovative approaches:** Developing new strategies that reconcile both sides, economic interests and ethical standards, without neglecting fundamental values.

4.4. Mechanisms for Ensuring Accountability

- **Documentation and record-keeping:**
    - All decisions, especially those involving AI-supported processes, are comprehensively documented and archived.
    - Use of XAI technologies to make decision-making processes transparent and traceable.
- **Independent ethics committees:**
    - External experts regularly evaluate the ethical integrity of the processes.
    - These committees issue recommendations and can intervene to correct deviations.
- **Transparent communication channels:**
    - Regular publication of evaluation reports and audit results.
    - Disclosure of accountability processes to all stakeholders in order to strengthen trust in the system.
- **Peer review procedures:**
    - Regular reviews of consulting results and AI-supported analyses by colleagues and mentors to ensure that ethical standards are upheld.

4.5. Food for Thought and Guiding Questions for Further Refinement

1. **Integration of the ethical guidelines:**
    - How can the various ethical traditions be integrated into the consulting process in practice without contradictions leading to significant conflicts?
    - Which practical examples can serve as model cases to demonstrate the application of these guidelines?

2. **Implementation of the governance structures:**
   - How often should internal and external audits be carried out to ensure continuous monitoring?
   - Which criteria and indicators should be used to assess compliance with the ethical standards?
3. **Conflict resolution:**
   - Which concrete moderation and mediation strategies are best suited to fostering dialogue between economic and ethical interests?
   - How can the balance between economic goals and ethical responsibility be illustrated in concrete case studies?
4. **Accountability:**
   - Which technological tools can support the documentation process to ensure complete traceability?
   - How can the peer review process be structured to promote continuous learning and improvement?

4.6. Summary of the Section

Key points:

- **Ethical guidelines:** The Sakizli Model is based on an intercultural code of ethics that ensures transparency, responsibility and accountability.
- **Governance structures:** Interdisciplinary governance teams, transparent audits and independent ethics committees form the backbone of ethical oversight.
- **Conflict management:** Instead of avoiding conflicts, they are seen as opportunities for innovative solutions in which fundamental ethical values and economic interests are brought into balance.
- **Accountability:** Comprehensive documentation and peer review processes ensure that all decisions are traceable and transparent.

V. Evaluation and Measuring Success in the Sakizli Model

5.1. Objectives of the Evaluation

- **Learning success and growth in competence:** Capturing the extent to which participants expand their knowledge in the areas of critical thinking, ethical judgment, entrepreneurial judgment and strategic innovation capability.
- **Integration into practice:** Reviewing how successfully theoretical content is transferred into practice-oriented recommendations for action and projects.
- **Satisfaction and applicability:** Assessing participant satisfaction and the relevance of the content taught for real consulting scenarios (management consulting, self-employment, integration of AI into the work environment).
- **Compliance with ethics and governance:** Ensuring that all ethical guidelines and governance measures are continuously complied with and further developed.

5.2. Evaluation Methods (Mixed-Methods Approach)

Quantitative methods

- **Pre- and post-tests:**
   - Capturing the level of knowledge and competencies at the beginning and end of individual modules.

    - Comparative evaluation to measure learning progress.
- **Standardized feedback forms:**
    - Regular surveys after each module to evaluate aspects such as satisfaction, comprehensibility of the content and practical relevance.
    - Measuring the acceptance and usefulness of the digital tools used.
- **Learning analytics:**
    - Analysis of interaction data and usage statistics of the digital tools (e.g. frequency of use, engagement on online platforms).
    - Automated evaluation of transcriptions and summaries (e.g. using speech-to-text systems) in order to identify central themes and key insights.

Qualitative methods

- **Moderated feedback rounds:**
    - Regular discussion rounds in which participants share their experiences, challenges and suggestions for improvement in an open setting.
- **Reflection reports and learning journals:**
    - Written documentation of individual learning processes in which participants record their progress, insights and open questions.
- **Peer reviews and mentoring:**
    - Systematic feedback from colleagues and external mentors who assess both progress in content and practical progress.
    - Critical reflection on the projects and action plans developed.
- **Focus groups:**
    - In-depth conversations in smaller groups to discuss specific topic areas (e.g. ethical questions or the use of digital tools) in detail.
- **External evaluation:**
    - Involvement of independent experts and ethics committees who evaluate the entire model in terms of relevance, transparency and ethical integrity.

5.3. Evaluation Period and Cycles

- **Ongoing evaluation:**
    - After each module, a short feedback round is held (e.g. using standardized feedback forms) to obtain immediate feedback.
- **Interim assessments:**
    - Holding moderated feedback rounds and peer reviews after important learning stages in order to document progress and derive improvements.
- **Final assessment:**
    - Carrying out a comprehensive pre-/post-test comparison and a final evaluation at the end of the overall program in order to measure learning success and the applicability of the recommendations for action developed.

5.4. Success Criteria and Indicators

- **Growth in competence:**
    - Significant increase in test results from pre- to post-tests, particularly in the areas of critical thinking, ethical judgment, entrepreneurial judgment and innovation capability.

- **Practical relevance:**
  - Number and quality of the strategic recommendations for action and practical projects developed that can be applied in real consulting scenarios.
- **Participant satisfaction:**
  - High satisfaction scores in feedback forms and positive responses in moderated feedback rounds.
- **Compliance with ethical standards:**
  - Demonstrably transparent and traceable decision-making processes, documented through audit reports and external evaluations.
- **Use of digital tools:**
  - Acceptance and effective use of technologies such as speech-to-text systems and AI-supported analysis platforms, measured through learning analytics.

5.5. Recommendations for Continuous Optimization

- **Regular feedback loops:**
  - Adapting learning content and methods based on the feedback from the quantitative and qualitative evaluation instruments.
- **Interdisciplinary reviews:**
  - Regular exchange between internal lecturers, external mentors and ethics experts to critically review the model's content and identify potential for optimization.
- **Pilot projects and test runs:**
  - Conducting pilot phases in order to trial new modules and digital tools before broad implementation and to validate their effectiveness.
- **Transparent reporting:**
  - Publication of evaluation results and ongoing improvement measures in order to strengthen stakeholder trust and make the development process traceable.

5.6. Summary of the Evaluation Section

The Sakizli Model uses a **mixed-methods approach** that combines quantitative and qualitative evaluation methods in order to continuously monitor and optimize learning success, integration into practice and compliance with ethical standards. Regular pre-/post-tests, standardized feedback forms and learning analytics, together with moderated feedback rounds, reflection reports and peer reviews, ensure that the model always remains aligned with participants' needs and up to date in its content.

VI. Concrete Application Examples and Implementation Scenarios

6.1. Application in Management Consulting

- **Scenario:** A medium-sized company plans to optimize its internal processes through AI-supported analyses and to develop innovative marketing strategies.
- **Procedure:**
  - **Exploration:** The company's consultants use AI tools to collect market data, customer feedback and internal performance indicators.
  - **Reflection & analysis:** In interdisciplinary workshops, they work out how the data collected affects business processes and corporate values.

    - **Decision-making:** Based on the analysis, the consultants develop concrete strategic recommendations for action, for example on optimizing customer service or realigning marketing campaigns.
    - **Implementation & evaluation:** The measures developed are tested in a pilot project. Digital tools (e.g. automated transcription and learning analytics) support tracking of the implementation and the comparison of pre- and post-implementation values.
- **Added value:** The model fosters the consultants' independence by systematically integrating the use of modern AI methods, and creates a transparent framework in which economic and ethical aspects are brought into balance.

6.2. Application in the Media Environment

- **Scenario:** A media agency wants to analyze the influence of AI on language change and intercultural communication in order to tailor its content more closely to its target groups.
- **Procedure:**
    - **Exploration:** AI-supported tools are used to analyze communication patterns in social media feeds, customer feedback and internal communication channels.
    - **Reflection & analysis:** The effects on the sense of language and on cultural norms are discussed in workshops and discussion rounds.
    - **Decision-making:** Based on the insights gained, the agency develops recommendations for action, for example on adapting its content strategy or integrating new AI-supported content generation methods.
    - **Implementation & evaluation:** The new strategies are implemented in a test phase and continuously adjusted with the help of feedback loops and learning analytics.
- **Added value:** The interdisciplinary perspective makes it possible to combine technical, cultural and ethical aspects. This allows media strategies to be developed that are both innovative and socially responsible.

6.3. Application in Self-Employment and Start-up Consulting

- **Scenario:** A start-up in the technology sector wants to use AI to optimize its business model while upholding ethical standards.
- **Procedure:**
    - **Exploration:** The founders carry out an AI-supported market and competitor analysis to identify relevant trends and customer needs.
    - **Reflection & analysis:** Ethical questions, regulatory frameworks and entrepreneurial risks are discussed in an interactive workshop.
    - **Decision-making:** Based on the results, a comprehensive action plan is drawn up that sets out concrete steps for integrating AI into the business model while also taking into account the establishment of an internal governance system.
    - **Implementation & evaluation:** The start-up carries out pilot projects and uses digital tools (e.g. speech-to-text for documenting meetings, learning analytics) to monitor and evaluate the implementation.
- **Added value:** The model supports founders in making decisions that are both strategically innovative and ethically sound. It creates a practical framework that makes it easier to transfer theory into concrete business practice.

6.4. Application in Internal Organizational Development

- **Scenario:** A large organization wants to use AI to optimize internal communication and decision-making while creating a transparent, ethically sound working environment.
- **Procedure:**
  - **Exploration:** AI-supported analysis tools are used to capture and assess internal communication flows and decision-making processes.
  - **Reflection & analysis:** In interdisciplinary working groups, the data collected is analyzed and ethical, cultural and regulatory aspects are discussed.
  - **Decision-making:** The results feed into the development of a new, integrative governance model that also includes digital tools for continuously monitoring internal processes.
  - **Implementation & evaluation:** The new measures are implemented in a phased rollout. Evaluation methods (mixed-methods approach) are used to measure the success and adaptability of the new model.
- **Added value:** The organization benefits from a transparent and ethically sound decision-making process that strengthens both efficiency and employee engagement and enables the sustainable integration of AI into internal processes.

6.5. Summary of the Application Examples

The scenarios presented show how the Sakizli Model:

- **Connects theory and practice:** Its structured, modular approach translates theoretical insights into practice-relevant strategies for action.
- **Fosters interdisciplinarity:** Technical, economic, cultural and ethical aspects are considered holistically in order to develop robust and sustainable solutions.
- **Integrates digital tools:** The use of modern technologies supports the learning and implementation process and ensures transparent documentation and continuous evaluation.
- **Safeguards ethical standards:** The integration of governance teams, audits and peer review processes ensures that ethical guidelines are always upheld.

VII. Summary and Concluding Reflections

7.1. Overview of the Sakizli Model

The Sakizli Model was conceived as an interdisciplinary consulting approach that integrates the use of artificial intelligence (AI) into socially relevant and business contexts in a practical way. It combines theoretical foundations, practical applications and ethical guidelines into a holistic concept that focuses in particular on fostering self-employment, entrepreneurial decision-making and innovative approaches to solutions.

7.2. Core Elements of the Model

1. **Goal optimization:**
   - **Objective:** Participants should analyze and evaluate socially relevant developments in the use of AI in the media environment and derive concrete strategic recommendations for action from them.
   - **Competencies:** Critical thinking, ethical judgment, entrepreneurial judgment and strategic innovation capability are fostered in a targeted way.

- **Practice vs. theory:** A deliberate mix of 70% practice-oriented content (workshops, case studies, simulations) and 30% theoretical reflection forms the basis.

2. **Thematic focus areas:**
   - The content ranges from the transformation of the sense of language through AI, through social and cultural perspectives, to topics such as AI in marketing, ethical governance, data protection, sustainability and social inclusion.
   - Complementary areas, such as psychological and emotional aspects, legal frameworks and education, round out the interdisciplinary profile.
3. **Methodological structure and practical orientation:**
   - **Modular structure:** Flexible, adaptable modules that can be tailored thematically and methodologically to different target groups and learning contexts.
   - **Phase-based or cyclical approach:** From exploration through reflection and analysis to decision-making and evaluation, a continuous learning and transfer process is established.
   - **Integration of digital tools:** Modern technologies (e.g. speech-to-text, AI-supported analysis platforms) support the learning process and ensure transparent documentation and continuous feedback.
4. **Ethics and governance:**
   - **Intercultural code of ethics:** An ethical framework that integrates diverse traditions (Western, Eastern, Arab, etc.) and places alternative ways of thinking side by side.
   - **Governance structures:** Interdisciplinary teams, transparent audit systems, peer review mechanisms and independent ethics committees safeguard ethical integrity and accountability throughout the model.
   - **Conflict management:** Conflicts between economic interests and ethical standards are used as opportunities for innovative solutions.
5. **Evaluation and measuring success:**
   - **Mixed-methods approach:** A combination of quantitative instruments (pre-/post-tests, feedback forms, learning analytics) and qualitative methods (feedback rounds, reflection reports, peer reviews) enables continuous review and optimization of the model.
   - **Success criteria:** Measurable growth in competence, practice-relevant strategies for action, high participant satisfaction, transparency of decision-making processes and effective use of digital tools.
6. **Concrete application examples:**
   - The model is applied in a variety of fields, for example in management consulting, in the media environment, in self-employment and start-up consulting, and in internal organizational development.
   - These scenarios demonstrate how theoretical knowledge can be translated into concrete, practical recommendations for action and how ethical and economic aspects can be brought into balance.

7.3. Concluding Reflections and Outlook

- **Interdisciplinarity as a success factor:** The Sakizli Model thrives on connecting different disciplines, from technology and business to ethics and culture. This interdisciplinary orientation ensures that complex questions are examined from different perspectives and that innovative, sustainable solutions emerge.

- **Practical relevance and flexibility:** Thanks to its modular and phase-based structure, the content can be flexibly adapted to different target groups and current challenges. This ensures that the model remains applicable both in established companies and in dynamic start-up environments.
- **Technology-supported transparency:** The use of digital tools and AI-supported analyses not only supports the learning process but also ensures continuous, transparent evaluation. This is particularly important for upholding ethical and practical standards in a constantly changing technological environment.
- **Sustainable innovation and learning process:** Continuous evaluation and feedback make it possible to keep optimizing the model. As a result, the Sakizli Model always stays up to date and can respond flexibly to new developments and challenges in the field of AI.
- **Future perspectives:** The Sakizli Model should be understood not as a static concept but as a dynamic process that continues to evolve. Future adaptations could integrate further topic areas, additional digital tools or expanded ethical frameworks in order to meet the changing demands of the consulting and business world.

Detailed Application in the Media Environment

Scenario: Realigning the Content Strategy of a Media Agency

Initial situation:

The media agency **MediaFuture** faces the challenge that AI-supported communication and analysis tools are fundamentally changing language use, tone and cultural dynamics in social media channels and digital content. The agency wants to adapt its content strategy in order to communicate authentically and in a way that suits its target groups, and to recognize and exploit trends early on.

Step 1: Exploration and Data Collection

- **Objective:** The agency collects comprehensive data to understand how language use and forms of cultural expression are changing through the use of AI tools.
- **Methods and tools:**
  - **AI-supported text analysis:** Use of natural language processing (NLP) tools to analyze social media posts, blog articles and internal communication data.
    - **Example:** Analysis of hashtags, keywords and sentiment in tweets, Facebook posts or Instagram comments.
  - **Speech-to-text technology:** Automatic transcription of interviews, speeches or internal meetings so that spoken communication can also be captured and analyzed.
  - **Data visualization:** Use of analysis platforms (e.g. Tableau or Power BI) to visualize trends and patterns in the data collected.
- **Practical task for participants:** Participants select a specific data set (e.g. social media posts from a particular campaign) and carry out an initial analysis. In doing so, they document key topics, changes in language style and fluctuations in sentiment.

Step 2: Reflection and Analysis

- **Objective:** The data obtained is critically reflected on in interactive workshops and placed in its cultural and communicative context.
- **Workshops and discussion rounds:**

    - **Analysis workshops:** Moderated sessions in which the results of the text and language analysis are presented and discussed.
        - **Discussion questions:**
        - How does AI-generated content influence our sense of language?
        - Which cultural trends can be identified in digital communication?
        - To what extent does the agency's current content fit the newly identified trends?
    - **Peer reviews:** Participants present their analyses in small groups and receive feedback on the patterns identified and possible interpretations.
- **Result:** A shared understanding of how AI influences language change and intercultural communication patterns. Initial hypotheses are formulated that are to feed into further strategic planning.

Step 3: Decision-Making and Development of Strategic Recommendations for Action

- **Objective:** Concrete strategic measures for realigning the content strategy are derived from the analyzed data and the critical reflection.
- **Working methods:**
    - **Strategy workshops:** Recommendations for action are developed in interdisciplinary teams (made up of communication specialists, data analysts, ethics experts and executives).
        - **Example topics:**
        - Adapting the tone of social media campaigns
        - Integrating AI-supported content generation tools (e.g. to support copywriting)
        - Training programs for employees on dealing with new communication styles.
    - **Simulation and business games:** The teams work through simulated decision-making processes in which they try out different strategies and evaluate their potential impact on reach, engagement and brand image.
- **Result:** A detailed action plan that defines concrete steps (e.g. redesigning content formats, using AI tools in editorial work) and responsibilities. This plan also takes ethical considerations into account, such as how authentically and transparently AI-generated content is labeled.

Step 4: Implementation and Pilot Phase

- **Objective:** The measures developed are tested in a controlled environment in order to validate their effectiveness.
- **Procedure:**
    - **Pilot project:** Launch of a test campaign in which the new content strategies are implemented on a limited scale.
        - **Example:** A social media campaign that integrates both AI-supported content and conventional editorial posts.
    - **Monitoring and evaluation:** Continuous monitoring of the campaign with the help of digital tools:
        - **Learning analytics:** Measuring engagement, reach, user feedback and changes in the target group's sentiment.
        - **Feedback rounds:** Regular evaluation meetings in which initial results are discussed and adjustments are made.

- **Result:** Initial empirical data that demonstrates the success of the new strategy or reveals potential for optimization. This data feeds into a final adjustment of the action plan.

Step 5: Final Assessment and Continuous Optimization

- **Objective:** The entire process is evaluated in order to ensure sustainable improvements and adjustments.
- **Evaluation methods:**
  - **Quantitative evaluation:** Comparison of pre- and post-test data (e.g. changes in engagement, reach and user feedback).
    - **Tools:** Use of learning analytics for the objective measurement of success.
  - **Qualitative evaluation:** Moderated feedback rounds and reflection reports in which employees and participants describe their experiences.
    - **Focus:** Assessing the authenticity and effectiveness of the new content strategy.
  - **Peer reviews and external evaluation:** Involvement of external experts to review the ethical and strategic aspects of the measures implemented.
- **Result:** A comprehensive evaluation report that not only documents the success of the pilot campaign but also provides recommendations for the permanent implementation and further development of the strategy.

Added Value and Results in the Media Environment

- **Innovative communication strategies:** By closely linking AI-supported analyses with interdisciplinary workshops, a content strategy is developed that is both authentic and tailored to the target group.
- **Transparency and ethics:** The integration of ethical guidelines and governance structures ensures that AI-supported content is communicated transparently and that alternative, culturally differentiated perspectives are taken into account.
- **Practical orientation and sustainability:** The high practical share (70% of the training time) in the form of workshops, case studies and pilot projects ensures that the measures developed can be applied directly in the real work environment and optimized sustainably.

Application in Self-Employment and Start-up Consulting

Scenario: Developing an Innovative Business Model for an AI-Supported Start-up

Initial situation:

The fictional start-up **InnoTech Solutions** plans to use AI technologies to optimize business processes and develop new products. The founding team faces the challenge of analyzing market opportunities, competitive environments and ethical questions in order to develop a viable business model that is sound not only economically but also ethically.

Step 1: Exploration and Data Collection

- **Objective:** The founding team gathers comprehensive information about the target market, the needs of potential customers and existing competitors. Technological as well as social and ethical aspects are to be taken into account.
- **Methods and tools:**

    - **AI-supported market analyses:** Use of natural language processing (NLP) tools to evaluate market reports, customer reviews and social media data.
        - **Example:** Analysis of trends in customer feedback on online platforms in order to identify market needs and gaps.
    - **Competitor analysis:** Use of data visualization tools (e.g. Tableau, Power BI) to map the competitive landscape and identify unique selling points.
    - **Collection of primary data:** Conducting surveys or interviews using digital tools, supported by automated transcription (speech-to-text), in order to capture direct customer feedback.
- **Practical task for participants:** The founders select a specific market segment and collect relevant data in order to formulate initial hypotheses about market potential, customer needs and the competitive situation.

Step 2: Reflection and Analysis

- **Objective:** The data collected is critically reflected on in interactive workshops in order to identify opportunities, risks and ethical questions in the business model.
- **Working methods:**
    - **Interdisciplinary workshops:** Moderated sessions in which data analyses are presented and discussed.
        - **Discussion questions:**
        - Which market segments show the greatest potential?
        - Where are there significant customer needs that can be addressed by AI solutions?
        - Which ethical challenges (e.g. data protection, transparency) must be considered when using AI?
    - **Peer reviews:** Presentation of the first analysis results within the team and feedback rounds in order to bring in different perspectives and suggestions for improvement.
- **Result:** A shared understanding of the market conditions and an initial prioritization of opportunities and risks. Initial hypotheses feed into the subsequent strategy development.

Step 3: Decision-Making and Development of Strategic Recommendations for Action

- **Objective:** Based on the analyzed data and the critical reflection, the founding team develops concrete strategic measures for integrating AI into the business model.
- **Working methods:**
    - **Strategy workshops:** A detailed action plan is drawn up in interdisciplinary teams (made up of founders, business experts, and technology and ethics advisors).
        - **Example topics:**
        - Developing a Business Model Canvas with particular attention to AI components and ethical guidelines.
        - Defining pilot projects that test the integration of AI into individual business processes (e.g. automated customer service solutions or intelligent data analyses).

    - **Simulation and business games:** By playing through various scenarios (e.g. changes in the market, ethical challenges), alternative strategies are assessed and their potential impact is simulated.
    - **Ethics integration:** Discussion and documentation of the ethical guidelines that are to apply within the business model, e.g. transparency in the use of AI, data protection measures and fair algorithms.
- **Result:** A comprehensive action plan that defines concrete steps, responsibilities and timeframes for implementing the AI-supported business model. The plan also includes a mechanism for continuous evaluation and adjustment.

Step 4: Implementation and Pilot Phase

- **Objective:** The strategic measures developed are tested in a controlled pilot phase in order to validate their practical suitability.
- **Procedure:**
    - **Pilot project:** Implementation of a limited sub-project in which a specific AI use case (e.g. automated analysis of customer feedback) is tested in a real but controlled environment.
    - **Monitoring and evaluation:** Use of digital tools to continuously monitor the pilot phase:
        - **Learning analytics:** Measuring key performance indicators such as customer engagement, conversion rates and user satisfaction.
        - **Feedback mechanisms:** Regular feedback rounds in which both internal and external stakeholders assess the effectiveness of the pilot project.
    - **Documentation:** Complete recording of results and experiences using digital logs and automated evaluation systems (e.g. speech-to-text for meetings).
- **Result:** Initial empirical data that demonstrates the success of the measures and reveals potential for optimization. These insights serve as the basis for possible scaling and permanent implementation in the business model.

Step 5: Final Assessment and Continuous Optimization

- **Objective:** The entire implementation process is evaluated in order to ensure the long-term success and sustainability of the business model.
- **Evaluation methods:**
    - **Quantitative evaluation:** Comparison of pre- and post-implementation indicators (e.g. revenue, customer feedback, market share) and use of learning analytics for the objective measurement of success.
    - **Qualitative evaluation:** Moderated feedback rounds, reflection reports and peer reviews in which the founding team and external mentors analyze the process and formulate suggestions for improvement.
    - **External evaluation:** Involvement of independent experts to critically review the ethical and economic aspects of the business model.
- **Result:** A comprehensive evaluation report that documents learning success, identifies potential for optimization and provides concrete recommendations for the further development of the business model. This results in continuous optimization of the model so that it can respond flexibly to market changes and technological developments.

Added Value and Results in Self-Employment and Start-up Consulting

- **Promoting innovation:** The Sakizli Model enables founders to develop innovative, AI-supported business models that are market- and customer-oriented.
- **Integration of ethics and entrepreneurship:** By taking ethical guidelines and entrepreneurial opportunities into account at the same time, a sustainable business model is created that builds trust among customers and investors.
- **Practical feasibility:** The high practical share (workshops, case studies, pilot projects) ensures that strategies developed in theory can be tested and adapted directly in day-to-day business.
- **Flexibility and continuous improvement:** Regular evaluation cycles and feedback loops enable the business model to be adapted dynamically to changing market conditions and technological developments.

Application in Management Consulting

Scenario: Transforming Strategic Management Consulting Through AI Integration

Initial situation:

The consulting firm **ConsultPro** faces the challenge of modernizing its traditional consulting approaches. The aim is to integrate AI-supported data analyses and decision support into the consulting process in order to offer clients innovative, data-driven and at the same time ethically sound strategies.

Step 1: Exploration and Data Collection

- **Objective:** The aim of this phase is to collect comprehensive data on internal processes, market trends and customer feedback in order to gain a well-founded overview of the current situation.
- **Methods and tools:**
  - **AI-supported market and company analyses:** Use of natural language processing (NLP) tools and data mining techniques to analyze company reports, market data, social media activity and customer feedback.
  - **Internal data aggregation:** Consolidation of performance indicators, employee feedback and customer satisfaction data, supported by automated data visualization tools (e.g. Power BI, Tableau).
  - **Speech-to-text technologies:** Recording and transcription of internal meetings and client conversations in order to document important discussions and insights.
- **Practical task for the consultants:** Participants select a client case or an internal project and carry out comprehensive data collection. The aim is to identify trends and challenges that affect both the efficiency and the strategic direction of the company.

Step 2: Reflection and Analysis

- **Objective:** The data collected is to be critically reflected on and analyzed in interactive workshops and discussion rounds in order to identify both opportunities and challenges.
- **Working methods:**
  - **Interdisciplinary analysis workshops:** Moderated sessions in which the data analyses are presented and discussed. Discussion questions may include:
    - Which internal processes show potential for improvement?

        - How can external market trends and customer feedback be incorporated into strategic consulting?
        - Which ethical questions arise from the data analysis, e.g. with regard to data protection and transparency?
    - **Peer reviews:** Exchange in small groups in which the consultants present their analysis results and give each other feedback, so that different perspectives and suggestions for improvement are taken into account.
- **Result:** A shared understanding of the data situation in which the challenges and opportunities identified are clearly defined. Initial hypotheses are formulated that are to feed into strategic planning.

Step 3: Decision-Making and Development of Strategic Recommendations for Action

- **Objective:** Based on the analyzed data and the critical reflection, concrete strategic measures are developed that help clients optimize their business processes and make forward-looking decisions.
- **Working methods:**
    - **Strategy workshops:** Formation of interdisciplinary teams made up of management consultants, data analysts, technology experts and ethics mediators in order to draw up a comprehensive action plan.
        - **Example topics:**
        - Optimizing internal process workflows with the help of AI-supported analyses.
        - Developing data-driven decision models that make strategic risks and opportunities transparent.
        - Integrating ethical guidelines into the consulting process, for example through clear policies for handling sensitive client data.
    - **Simulation and business games:** By playing through scenarios (e.g. crisis situations or market changes), alternative strategies are assessed and their potential impact is simulated.
    - **Development of an action plan:** Creation of a detailed action plan that defines concrete steps, timeframes and responsibilities, taking into account the use of AI tools and compliance with ethical standards.
- **Result:** A strategic action plan that provides the client with concrete recommendations and roadmaps for transforming internal processes, fostering data-driven decisions and implementing ethically sound standards.

Step 4: Implementation and Pilot Phase

- **Objective:** The strategic measures developed are tested in a pilot project in order to validate their practical suitability and effectiveness.
- **Procedure:**
    - **Pilot project:** Selection of a client project in which the new measures are implemented on a limited, controlled scale.
        - **Example:** Introduction of an AI-supported dashboard that delivers real-time data on operational processes and supports strategic decision-making.
    - **Monitoring and evaluation:** Continuous monitoring of the implementation with the help of learning analytics and digital feedback tools.

        - **Quantitative measurement:** Comparison of indicators (e.g. efficiency, revenue growth, customer satisfaction) before and after implementation.
        - **Qualitative evaluation:** Regular feedback rounds in which employees and clients assess the effects of the measures.
    - **Documentation:** Complete recording of the implementation processes and results, supported by automated logging (e.g. through speech-to-text technologies).
- **Result:** Initial empirical data that demonstrates the success of the new strategies and reveals potential for optimization. This data serves as the basis for possible scaling of the measures and their permanent implementation in further client projects.

Step 5: Final Assessment and Continuous Optimization

- **Objective:** The entire process is evaluated at the end in order to ensure learning success, the effectiveness of the measures and the sustainable integration of AI into the consulting process.
- **Evaluation methods:**
    - **Quantitative evaluation:** Conducting pre- and post-tests, standardized feedback forms and learning analytics for the objective measurement of success.
    - **Qualitative evaluation:** Moderated feedback rounds, peer reviews and reflection reports in which the entire process and the results achieved are discussed.
    - **External evaluation:** Involvement of independent experts and external ethics committees to critically review the strategic measures and ethical guidelines.
- **Result:** A comprehensive evaluation report that documents the success of the pilot project, identifies potential for optimization and provides concrete recommendations for the further development and scaling of the new consulting strategies.

Added Value and Results in Management Consulting

- **Data-driven decision-making:** The systematic use of AI-supported analysis tools lays the foundation for well-founded, data-driven consulting strategies.
- **Interdisciplinary collaboration:** The close interlinking of management consulting, data analysis and ethical reflection makes it possible to develop holistic and sustainable solutions.
- **Practical implementation:** The high practical share and the use of pilot projects ensure that measures developed in theory can be transferred directly into real consulting projects.
- **Ethics and transparency:** The integration of governance structures and ethical guidelines ensures that AI is used not only efficiently but also responsibly.
- **Continuous optimization:** Regular evaluation cycles and feedback loops make it possible to keep adapting and improving the strategies so that they always reflect current market and technology trends.

Application in Internal Organizational Development

Scenario: Transforming Internal Processes in a Large Organization

Initial situation:

The large organization **IntraVision AG** is confronted with the challenge of making internal communication, decision-making and workflows more efficient and transparent. The increasing use of AI technologies creates opportunities to optimize processes on the basis of data while fostering an ethically sound working environment.

Step 1: Exploration and Data Collection

- **Objective:** The organization wants to comprehensively capture the current state of its internal communication and decision-making processes in order to identify starting points for improvement.
- **Methods and tools:**
  - **AI-supported data collection:** Use of natural language processing (NLP) tools to analyze emails, internal chats, meeting minutes and other communication channels.
    - **Example:** Analysis of mood and sentiment in employee feedback.
  - **Digital monitoring:** Use of learning analytics and data visualization tools (e.g. Tableau, Power BI) to capture and display process indicators (e.g. processing times, communication volume).
  - **Speech-to-text technology:** Automatic transcription of meetings and internal training sessions in order to document recurring topics, challenges and suggestions for improvement.
  - **Employee surveys:** In addition, standardized online surveys are used to gather the workforce's subjective impressions and suggestions for improvement.
- **Practical task for the internal teams:** The teams select specific departments or process areas and carry out data collection in order to identify weaknesses and potential for optimization.

Step 2: Reflection and Analysis

- **Objective:** The data collected is to be critically reflected on in interdisciplinary workshops and discussion rounds in order to find out which internal processes can be improved and where ethical or communication challenges exist.
- **Working methods:**
  - **Interdisciplinary analysis workshops:** Moderated sessions in which the results of the data evaluation are presented and discussed.
    - **Discussion questions:**
    - Which internal communication channels work well, and where is information being lost?
    - How transparent are the decision-making processes, and what potential for optimization exists?
    - To what extent do inefficient processes affect employee satisfaction and the working atmosphere?
  - **Peer reviews:** Exchange in smaller groups in which employees from different departments present their perspectives and suggestions for improvement.
  - **Ethical reflection:** Discussion of how data protection, transparency and the protection of personal rights can be taken into account in internal processes.
- **Result:** A shared understanding of the status quo and the challenges identified, combined with initial hypotheses about which measures can lead to a better internal organization.

Step 3: Decision-Making and Development of Strategic Recommendations for Action

- **Objective:** Based on the analysis results, concrete measures for optimizing internal processes are developed, with a particular focus on improving communication, efficiency and ethical transparency.

- **Working methods:**
  - **Strategy workshops:** Formation of interdisciplinary teams made up of representatives from IT, HR, internal communications and management.
    - **Example topics:**
    - Implementing an AI-supported dashboard for the real-time analysis of internal processes.
    - Optimizing communication structures through automated meeting summaries.
    - Establishing regular feedback rounds and transparent decision records.
  - **Simulation and business games:** Playing through scenarios (e.g. crisis situations, reorganizations) in order to test the effects of different measures and assess alternative solutions.
  - **Integration of ethical guidelines:** Development of guidelines that ensure all measures take into account data protection, transparency and employee co-determination.
- **Result:** A detailed action plan that sets out concrete steps, responsibilities and timeframes. The plan also includes mechanisms for the ongoing monitoring and adjustment of processes.

Step 4: Implementation and Pilot Phase

- **Objective:** The measures developed are tested in a defined pilot area in order to validate their effectiveness and practical suitability.
- **Procedure:**
  - **Pilot project:** Selection of one or more departments in which the new communication and decision-making processes are first implemented in a controlled setting.
    - **Example:** Introduction of an AI-supported dashboard that displays key process indicators in real time and produces regular meeting summaries.
  - **Monitoring and evaluation:** Use of learning analytics to measure the effects of the new measures (e.g. shorter processing times, higher employee satisfaction).
    - **Quantitative measurement:** Comparison of indicators before and after implementation.
    - **Qualitative evaluation:** Moderated feedback rounds with the teams concerned to assess the new processes.
  - **Documentation:** Complete recording of the implementation phase using automated logging and feedback systems.
- **Result:** Initial empirical data that demonstrates the success of the new measures, together with identified potential for optimization that feeds into the final action plan.

Step 5: Final Assessment and Continuous Optimization

- **Objective:** The entire implementation process is evaluated at the end to ensure that the new internal processes contribute sustainably to improving organizational performance.
- **Evaluation methods:**
  - **Quantitative evaluation:** Conducting pre- and post-tests, using standardized feedback forms and analyzing the learning analytics collected in order to make progress measurable.

    - **Qualitative evaluation:** Moderated feedback rounds, reflection reports from the teams involved and peer reviews in order to capture subjective experiences and suggestions for improvement.
    - **External evaluation:** Involvement of independent experts to critically review the new processes and ethical measures.
- **Result:** A comprehensive evaluation report that documents the success of the pilot phase, identifies potential for improvement and provides concrete recommendations for organization-wide implementation.

Added Value and Results in Internal Organizational Development

- **Optimized communication and transparency:** The implementation of AI-supported tools leads to better capture and analysis of internal communication processes, which contributes to more transparent and efficient internal collaboration.
- **Increased efficiency:** Data-driven decisions and optimized process workflows make better use of resources and speed up workflows.
- **Ethical integrity:** The integration of ethical guidelines and governance structures ensures that all measures are carried out transparently and in compliance with data protection requirements, which strengthens employees' trust.
- **Sustainable organizational development:** Regular evaluation cycles and continuous optimization ensure that the new processes can be flexibly adapted to future requirements and technological developments.