The Future of Work is WOW…
if we do it right.

In a joint study, **VDMA Software and Digitalization Association** and **Strategy&** showed that the targeted use of GenAI (generative AI) could increase the profit margin in machinery and plant engineering by up to 10.7%. In terms of numbers, this means an increase in turnover by 28 billion euros for the industry in Germany. And far beyond a significant increase in turnover, the use of GenAI would contribute to both cost optimization and efficiency enhancement. Alas, in most cases, the great potential of GenAI is shown in experimental projects – why is it so?

GenAI belongs to the essential cornerstones of the so-called New Work movement – this brave new working world, born in the 70ies, which had its unstoppable momentum with COVID-19. "*What exactly New Work means is rather difficult to define,*" says **Dr. Stefan Reif, Fraunhofer IAO**. "*Above all, it expresses the desire for change. However, all its dimensions pursue one goal: providing the conditions for good work.*"

Home office, workation and experience spaces; smart, hybrid and gig working; AI, robotics and metaverse… New Work is multidimensional – and the answer to a rapidly changing working world shaped by skills shortage, demographics and digitalization. New Work is about new ways of work and employment models focusing on autonomy, flexibility and productivity. Self-directed work, results instead of timesheets, efficiency instead of mere presence and the perfect interplay of man and machine – carefully implemented, these elements stay abreast of the current developments.
"*Flexible structures, hybrid work environments and a more people-centered approach will mark the future*", states **Zukunftsinstitut** in its latest

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report, and **Kai Helfritz, Head of Member Management and Cooperations at the German Association for Human Resource Management (DGFP)**, confirms that "*technology-driven skills and interdisciplinary competencies are equally crucial for the future, and the balanced interplay of both disciplines will be increasingly important.*"

In our White Paper, you will discover how to master the challenges of this brave new working world - and to what extent they already get handled. Gain insights into best practices and recommended actions that improve the implementation and efficiency of processes while reducing the employees' workload, providing new leeway and improving mental and physical health – for the benefit of all.

New Work is taking shape – see yourself, how holistic work concepts seamlessly combine human performance and technological productivity potentials at their best and how man and machine cooperate for peak performance – for a brave new working world.

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Bei einer Veröffentlichung würden wir uns über ein Belegexemplar freuen!