




# The Hidden Tensions of AI

What digitalization really means for businesses and employees.








# AI means:

-  More efficiency.
-  More automation.
-  More connectivity.

But also...

-  More uncertainty.
-  More pressure.
-  More concerns about jobs, identity, and workplace culture.



01



# More Productivity.

## But What Happens to the “Saved” Time?

- ✅ AI and automation speed up work.
- 🔄 Tasks that took hours now take minutes.

But what happens next?

- ❌ Employees feel they are just given more work instead of more freedom.
- ❌ Workloads grow instead of shrinking.

*Should saved time be reinvested in creativity, strategy, or well-being—or just lead to higher expectations?*





02



# The Growing Skills Gap

Some employees embrace digital tools.  
Others feel left behind.

**SMEs struggle with divides inside their workforce:**

- ✓ Digital natives adapt quickly.
- ✗ Others feel overwhelmed by new technology.

*Without proper training, digitalization could leave parts of the workforce behind.*



03



# Fear of Job Loss

**vs. New Opportunities**

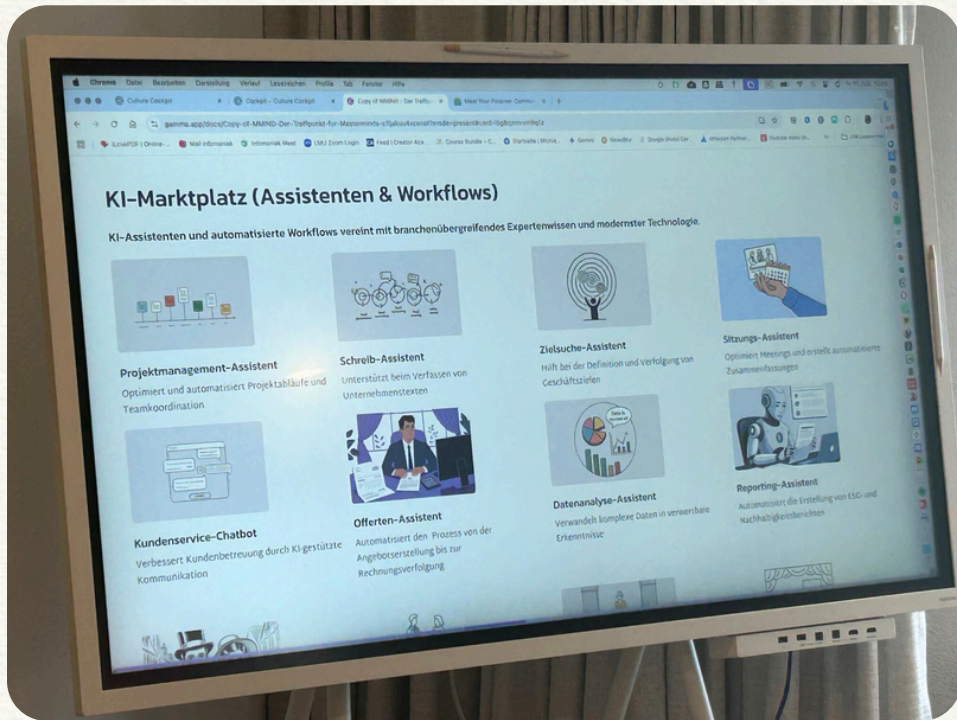
**31% of employees in Liechtenstein fear losing their job to AI.**

But digitalization also creates new opportunities.

- ✓ New roles in AI, automation, and data management.
- ✓ More flexibility in work.
- ✓ Increased efficiency in business operations.

***How do we balance job security with progress?***





04



# The Human Element

## Losing Individuality in a Digital World

More data-driven decisions.

More automated workflows.

More virtual meetings.

### **But what about the human factor?**

✗ Are we losing creativity and personal interaction?

✗ Will AI-generated content replace authentic conversations?

*How do we ensure technology enhances, rather than replaces, human judgment?*





05



# Regulation & Ethics

## Are We Moving Too Fast?

📄 Companies worry about AI ethics and compliance.

⚖️ SMEs struggle to keep up with new regulations.

💡 **The challenge:**

- ✓ How do we balance speed and responsibility?
- ✓ How can businesses stay compliant while staying competitive?

*Digitalization isn't just about technology—it's about trust.*





## Conclusion.

- 1** Technology isn't just a tool—it shapes workplace culture.
- 2** Digitalization must be inclusive, ethical, and people-centered.
- 3** We need better collaboration between business, government, and employees.



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**Hartmut Hübner**

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