

Interview Guideline

General questions about the role and experience:

- How long have you been working as a trainer/coach?
- What generative AI tools are you currently using in your work?

Change of role:

- How have generative AI tools changed your role as a trainer or coach?
- How have your tasks shifted through the use of generative AI tools?
- Which conceptual tasks have you handed over to AI tools for the most part or completely?
- What tasks do you continue to perform independently?

Benefits and challenges:

- How does the use of generative AI tools affect your workflows?
- What advantages have you noticed through the use of AI tools in the design of your teaching/learning content or coaching content?
- What challenges did you encounter?
- How do the concepts you created with AI support differ from concepts you developed without generative AI?

Practical examples:

- Could you give an example where the use of AI tools has been particularly successful?
- Were there any situations where the tools didn't work as expected?

Anthropomorphization of AI:

- How would you describe your personal experience of interacting and communicating with generative AI tools?
- What role do human-like interactions play in your use of the tools?

- How would you formulate a prompt with which you want to create an image of a flipchart with the inscription "Work-Life Balance"?

Future prospects and necessary skills:

- What additional skills or knowledge did you need to acquire to work effectively with AI tools?
- How did you acquire these skills?