



change the future of work. **today.**

A photograph of three people in a workshop or office setting. On the left, a woman with dark curly hair, wearing a brown turtleneck and a headset, is smiling and looking towards the right. In the center, a woman with blonde hair and glasses, also wearing a headset, is smiling and looking towards the right. On the right, a man with a beard, wearing a dark blue polo shirt, is smiling and looking towards the right. The background is dark with some blurred lights and shelves.

AI and the impact on the Future Workplace

The future of work is human led and tech powered

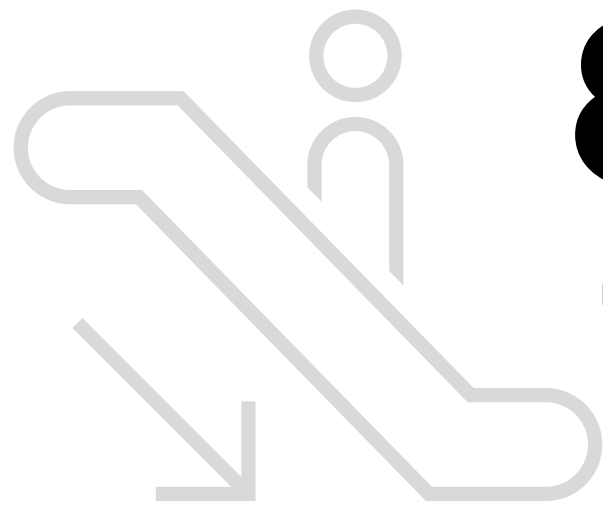
START

High tech, high touch

The future of work is human led
and tech powered

[NEXT](#)

AI changes the workforce

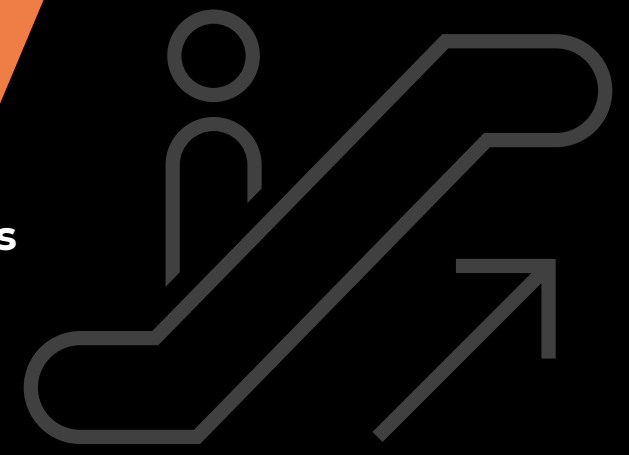


85

million jobs

97

million jobs



NEXT

Our intention

Why did we start this?



WE ARE FTF

We inspire leadership, employees, teams and organizations in how to create value for the future of work. We shake things up and enjoy collaborating with clients to come up with the smartest solutions for the future. We believe in a world where we don't focus on working harder, we believe in working smarter! So that is exactly why collaboration with AI is crucial towards the future!

In this research we will showcase **2 opportunities** concerning AI

1. COLLABORATION | UPSKILL

We see that the fast-paced world needs collaboration with AI so that humans could **upskill** in their **creative and innovative potential**. And they have the space to unlock potential in their authenticity, understanding and empathetic soft skills.

2. EMERGING JOBS, DISAPPEARING JOBS | RESKILL

We foresee that jobs will emerge (97 million) and jobs will disappear in (85 million). The good news is that there will be appearing more jobs than disappearing! To make that change together we must **reskill** as human beings. And when we use AI to **take over some jobs we do today** we create space to design **new jobs with added value for future**.

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Everybody upskill

Needs to **upskill** by 2030 in **soft skills**



1 billion reskills

People need to **reskill by 2030**
2 billion by 2035

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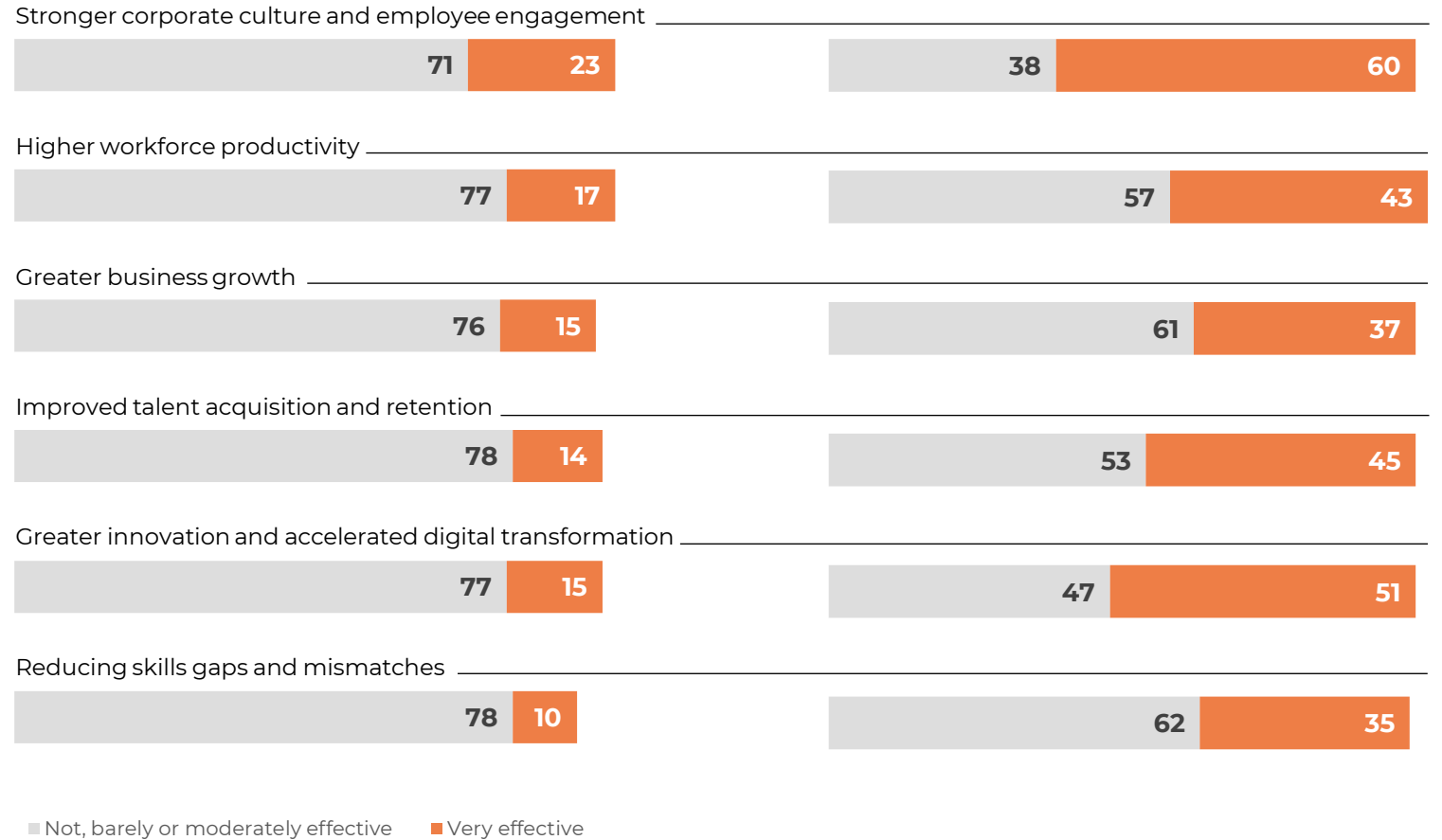
Our intention

Why did we start this?

CEOs with **advanced upskilling programs** cite **improved engagement, innovation** and ability to **attract and retain talent**.

BEGINNING UPSKILLING ORGANIZATIONS

ADVANCED UPSKILLING ORGANIZATIONS



Numbers represent percentages

NEXT

Our intention

Why did we start this?

OUR PERSPECTIVE ON **AI AND THE IMPACT** ON THE WORK FORCE

“We believe in a
tech-powered and
human-led work
society!”

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Our intention

Why did we start this?

OUR PERSPECTIVE ON AI AND THE IMPACT ON THE WORK FORCE

“Research has shown that co-creating with AI is 33% more efficient”

We believe in a **tech-powered** and **human-led** work society!

1. DEFINITION & EXAMPLES OF AI & COLLABORATION

Artificial intelligence refers to the simulation of human intelligence processed by machines, especially computers. These processes include a fast pace of learning, reasoning, problem-solving, understanding natural language and even perceiving the environment.

Example (ChatGPT); we see if you act curious towards this new co-worker (ChatGPT) you will become more (1) efficient, (2) more creative, (3) speed up your pace in discission making and so much more.

Business examples:

- Writing professional emails/ invites. When you give the right input ('prompts*')
- Making the best summaries ever
- Recommendation in what to read or watch concerning learning more about certain topics
- Give input in how to make that killer CV and motivation
- Making good preps for an interview/ meetings/ templates
- Create content in a language that isn't your native

Personal examples:

- Get fashion advice
- Get relationship advice 😊

**Prompting is the act of eliciting certain behavior through additional cues, auxiliary signals or hints (prompt) in order to then positively reinforce it.*

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Our intention

Why did we start this?

OUR PERSPECTIVE ON AI AND THE IMPACT ON THE WORK FORCE

“Research has shown that AI could automate 25% of the entire labor market; can automate 46% of tasks in administrative jobs, 44% of legal jobs, and 37% of architecture and engineering professions”

We believe in a **tech-powered** and **human-led** work society!

2. DEFINITION & EXAMPLES OF AI & EMERGIN JOBS

Artificial intelligence will take over jobs for sure. And this is the #1 reason why people act scared or cautious towards it. We would like to change this perception. We need to embrace AI otherwise we don't have the space to create new jobs. So let AI take over jobs that we do today and create new jobs in which we can be the best version of ourselves in the future.

Jobs that will emerge

- Data scientist
- Community manager
- Information security Analyst
- Software architect
- AI/ ML specialist
- Project manager
- Digital marketing specialist

Jobs impacted by AI

High exposure

- Assistants
- Budget analysts
- Data entry keyers
- Tax preparers
- Technical writers
- Web developers

Medium Exposure

- Chief Executives
- Veterinarians
- Interior designers
- Fundraisers
- Sales managers
- Teachers

Low Exposure

- Barbers
- Childcare workers
- Dishwashers
- Firefighters
- Pipelayers
- Interior

NEXT

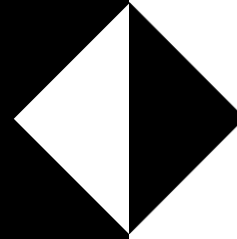


Human

(touch)

Attention
Understanding
Empathy

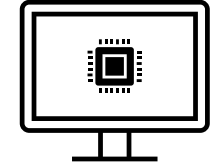
Creativity
Innovation



SKILLS

POTENTIAL

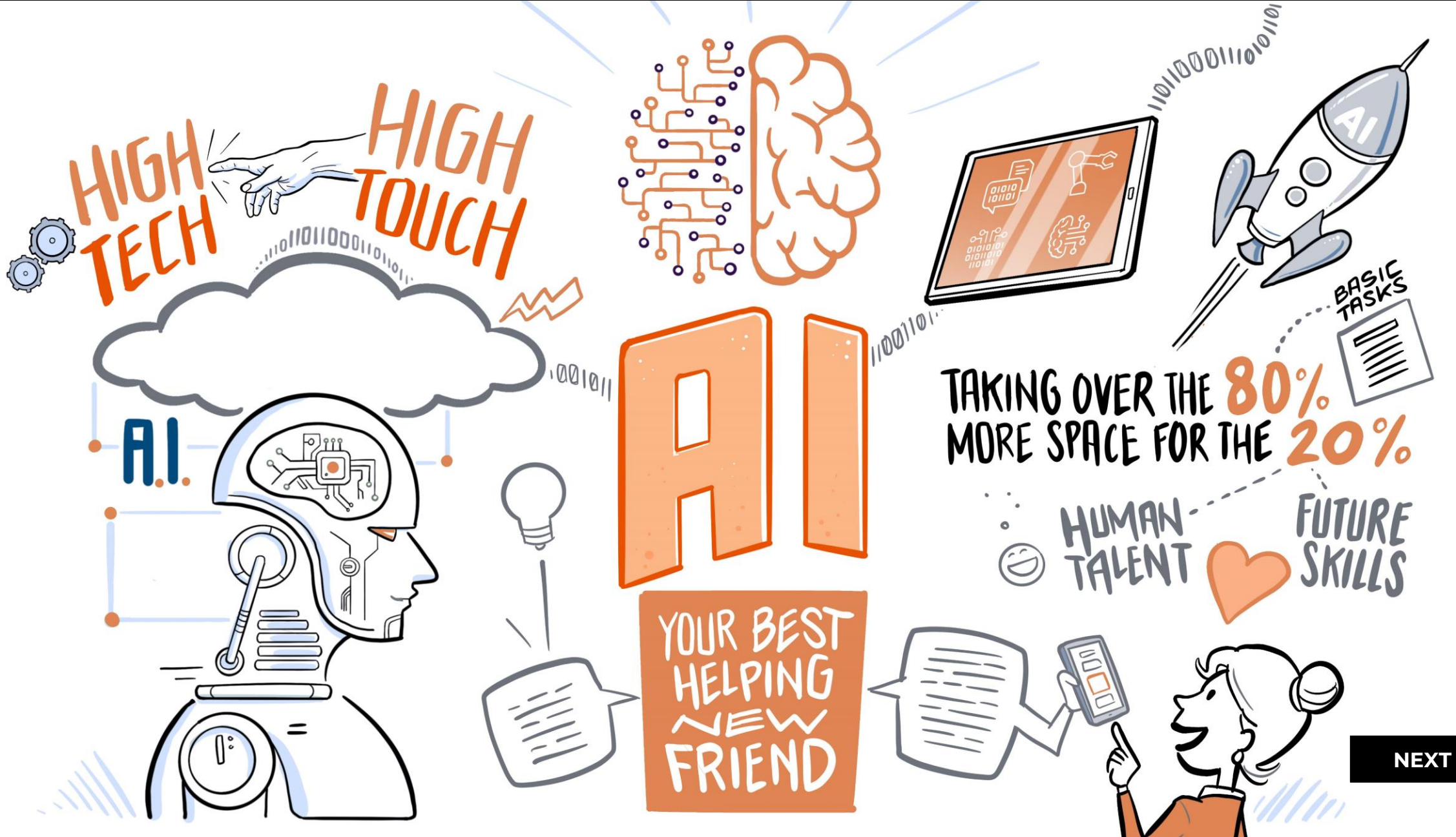
AI



Rapid
Supporting
Accelerating
Agile
Decision-making

Data & analytics

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Future impact

AI CHALLENGES

Curiosities

IMPACT IN THE FUTURE

Urgency

OPPORTUNITIES

Growth direction

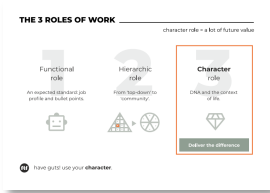
SIMPLE TOOLS

Activation

6 HIGH IMPACT RESULTS

Delivery

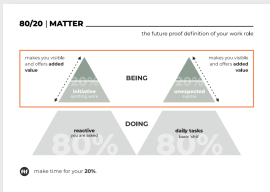
Fast paced



Human could not be fast enough to make discissions and keep up with the fast-paced society.

Speed up your skills in research, data analyses, discission making, video editing, graphic design, scheduling, create emails...

Creativity & Innovation



AI will unlock our potential of creativity & innovation.

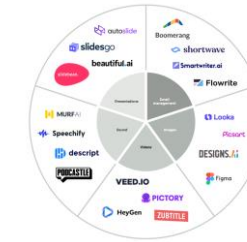
Creativity takes time. Our PowerBI survey has shown that we don't have the time to be creative. We are too busy with manual work. So, outsource the manual work to AI and use AI as you best helping friend in being creative.

Security

We act to cautious towards AI.

We hold back in using AI because we can't oversee the safety: consumer privacy, biased programming and unclear legal regulation.

Good news on this topic: it creates new jobs: Information security officer, Prompt engineer, AI Productmanager, Human machine interaction designer, AI auditor, AI ethicist...



- 1. Efficiency**
e.g. Streamline processes
- 2. Improved Decision making**
e.g. analyse vast amounts of data and provide actionable insights
- 3. Enhanced personalization**
e.g. Algorithms personalize user experiences
- 4. Increased Productivity**
e.g. automate time consuming tasks
- 5. Intelligent Assistance**
e.g. AI powered VA's, chatbots, customer service agents
- 6. Accelerated R&D**
e.g. analyse complexity

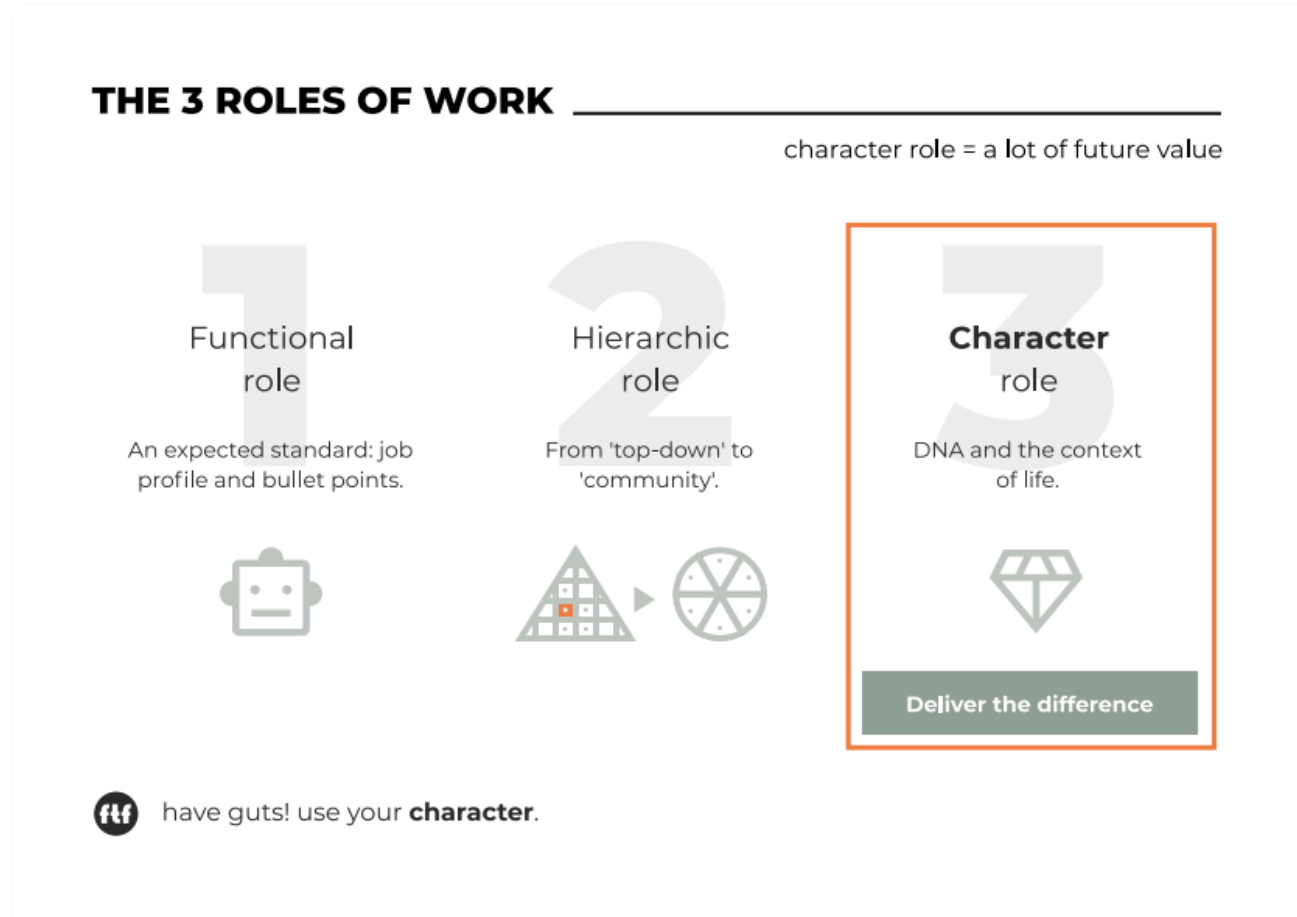
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Models & Opportunities

Why use it and how?

CHALLENGE 1

So you can be more human and use your character role instead of focusing too much on the functional role. AI will give you more focus on your character and with this you will deliver the difference.



NEXT

Models & Opportunities

Why use it and how?

CHALLENGE 2

So you have more space for initiative and truly downsize on the 'basics'. With this you will upskill your added value for future.

80/20 | MATTER

the future proof definition of your work role

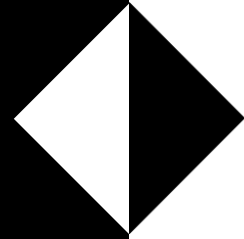


ftf make time for your **20%**.

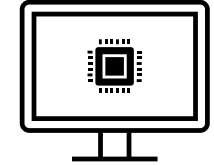
NEXT



Human
(touch)



AI



**START
BEING**

**STOP
DOING**

WATCH THIS IMPACTFUL MOVIE



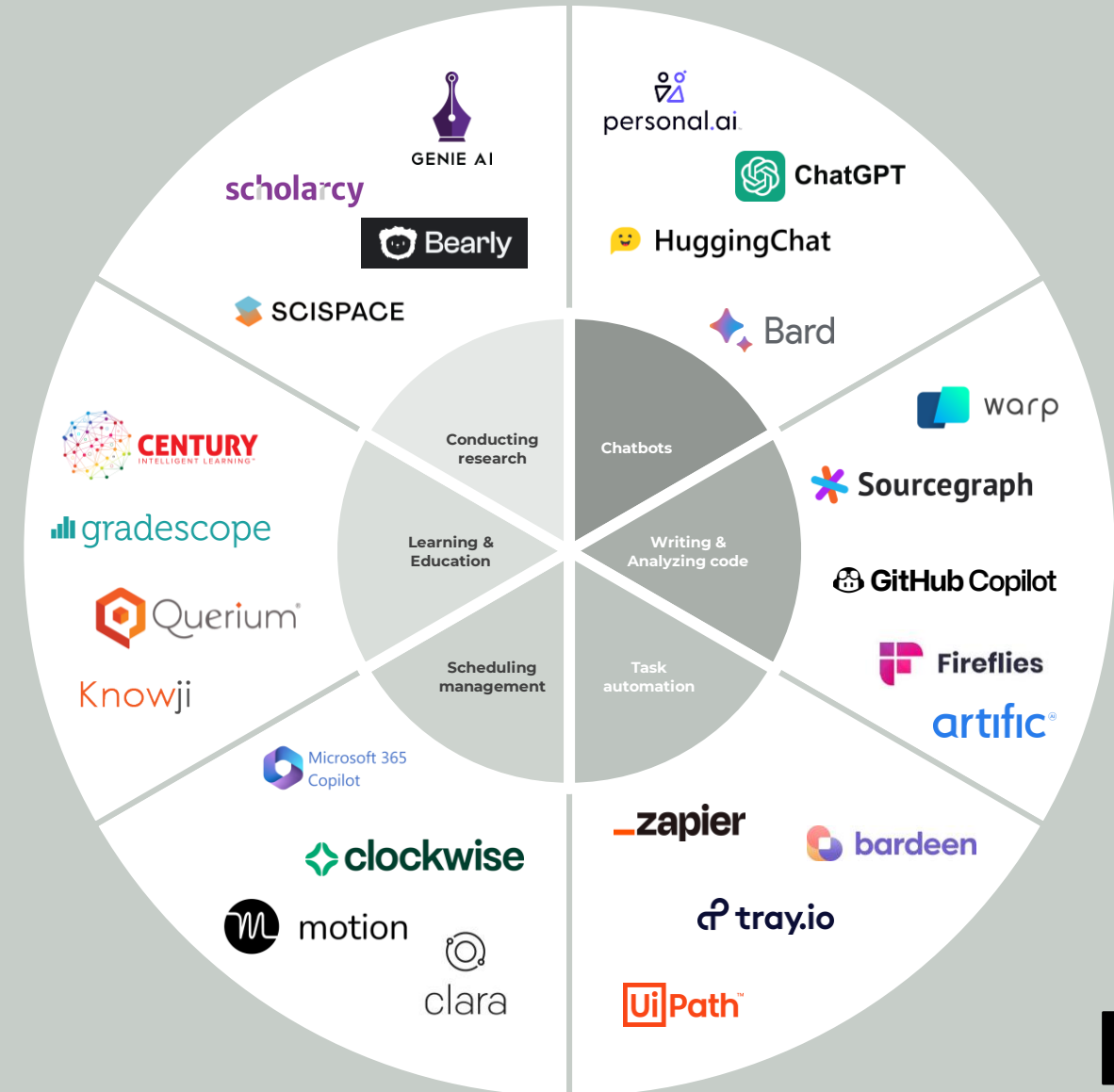
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The **balance** between
humanity and
technology **is key.**

NEXT

Simple tools

AI applications for better productivity



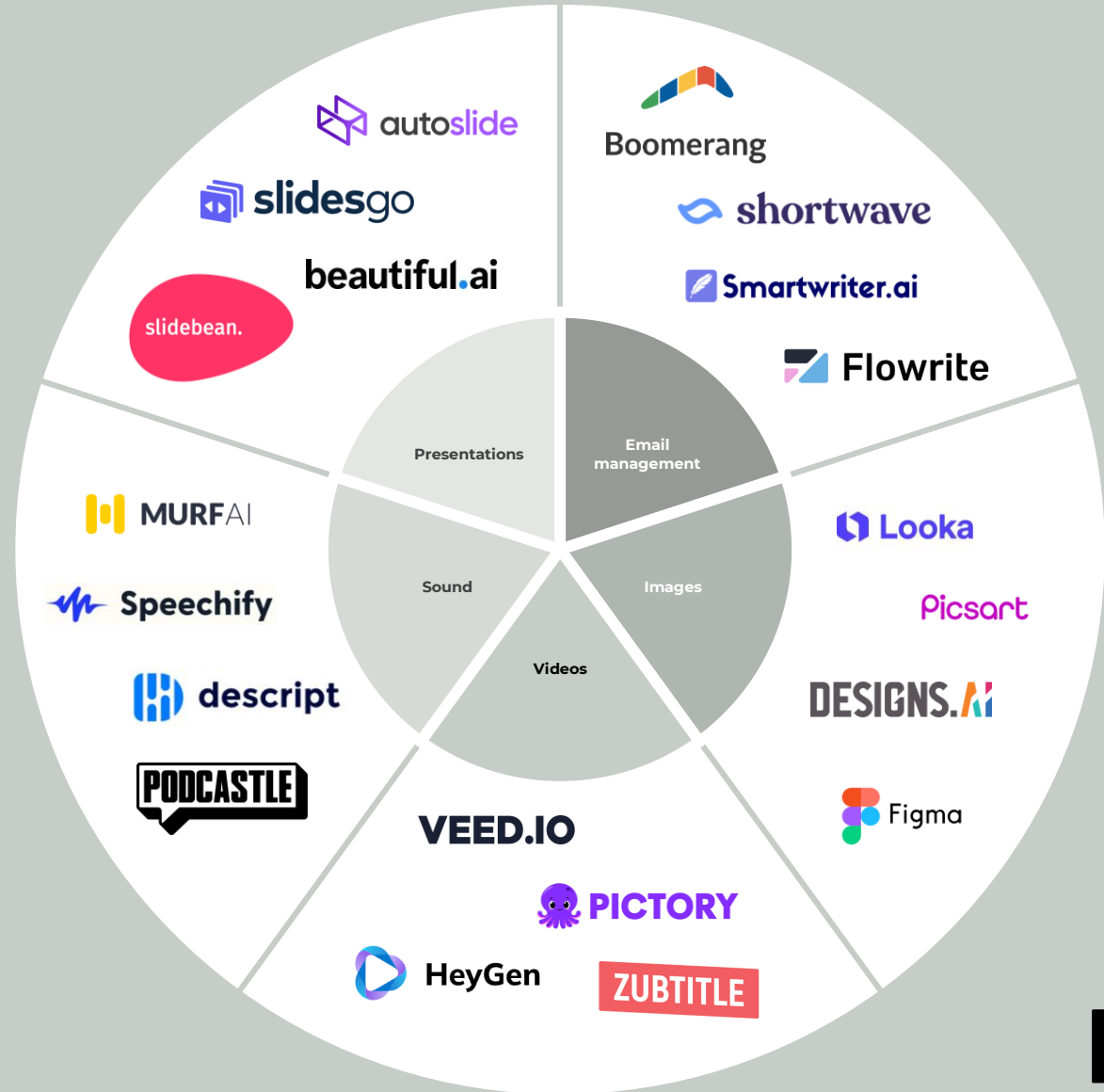
Use **AI as a co-worker** in discission making and/or data analysis.

NEXT

Simple tools

AI applications for better productivity

Use **AI as a co-worker** in discission making and/or data analysis.



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Concise conclusion

We believe in a future workforce that is **human led** and **tech powered**.

As we navigate the ever-evolving landscape of work and AI, it becomes evident that **our human skills and social soft skills will become increasingly valuable**.

While AI may automate certain tasks we currently perform, it also presents **vast opportunities for the creation of new jobs and industries**.

Embracing our unique ability to innovate, collaborate, and empathize, we can harness the potential of AI to **enhance our productivity** and shape a future where humans and technology coexist harmoniously.

By recognizing this symbiotic relationship and adapting accordingly, we can forge a path towards a thriving and inclusive workforce, where our **human qualities flourish alongside the incredible capabilities of AI**.

Suggestions for a call for action:

- Upskill in the soft human skills
- AI is your new best *helping* friend (colleague)
- Have an honest look towards your job; will it be future? If not...don't worry reskill! (there will be more jobs in the future than there are today)

EMPOWERING MUSIC ;)

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MY FUTURE DREAM

Thank you for reading this research on AI. I truly hope it will give us all a positive perspective to co create with AI. I strongly believe it will **unlock our creative and innovative potential** and this is what the future of work needs. Humans that lead and tech that empowers or enables!

Warm regards,

Sara



Sara van Broekhoven

Researcher/ Futurist
#futureofwork

Citation

[Nyenrode Futureofwork research](#)

[Future of work report World economic forum](#)

[Research Nationale Vacaturebank](#)

Research Tools

PowerBI

300 respondents/clients

ChatGPT/ Bearly/Genie AI

PwC

23rd Annual Global CEO Survey



END



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