

**Knowledge  
Work Is  
Changing**

“In 2023, researchers introduced new benchmarks—MMMU, GPQA, and SWE-bench—to test the limits of advanced AI systems. Just a year later, performance sharply increased: scores rose by 18.8, 48.9, and 67.3 percentage points”

Stanford HAI, AI Index 2025

“Yet the current AI-related capex boom ... already accounts for more than one-third of Q2-2025 U.S. economic growth.”

Carlyle Compass Report, July 2025

“We predict that the impact of superhuman AI over the next decade will be enormous, exceeding that of the Industrial Revolution.”

AI 2027 Report

“We will need fewer people doing some of the jobs that are being done today, and more people doing other types of jobs.”

Andy Jassy, Amazon CEO, June 2025

A man with short brown hair, seen from the back, is sitting at a desk in a dimly lit office. He is wearing a light-colored button-down shirt. In front of him is a computer monitor displaying a bright screen. To his left is a desk lamp with a black shade. To his right is a white mug on the desk, and a small container holding several colored pens or pencils. The background is dark, with some faint shapes of office equipment visible.

But what about **MY** job?

# Today — Day View

Reply to emails

9:15–10:00

Review customer feedback

10:30–11:15

Lead RFP Response Review

1:00–2:00

Write strategy proposal

3:00–4:30

“Work on knowledge-worker productivity therefore begins with asking the knowledge workers themselves: What is your task? What should it be? What should you be expected to contribute? and What hampers you in doing your task and should be eliminated?”

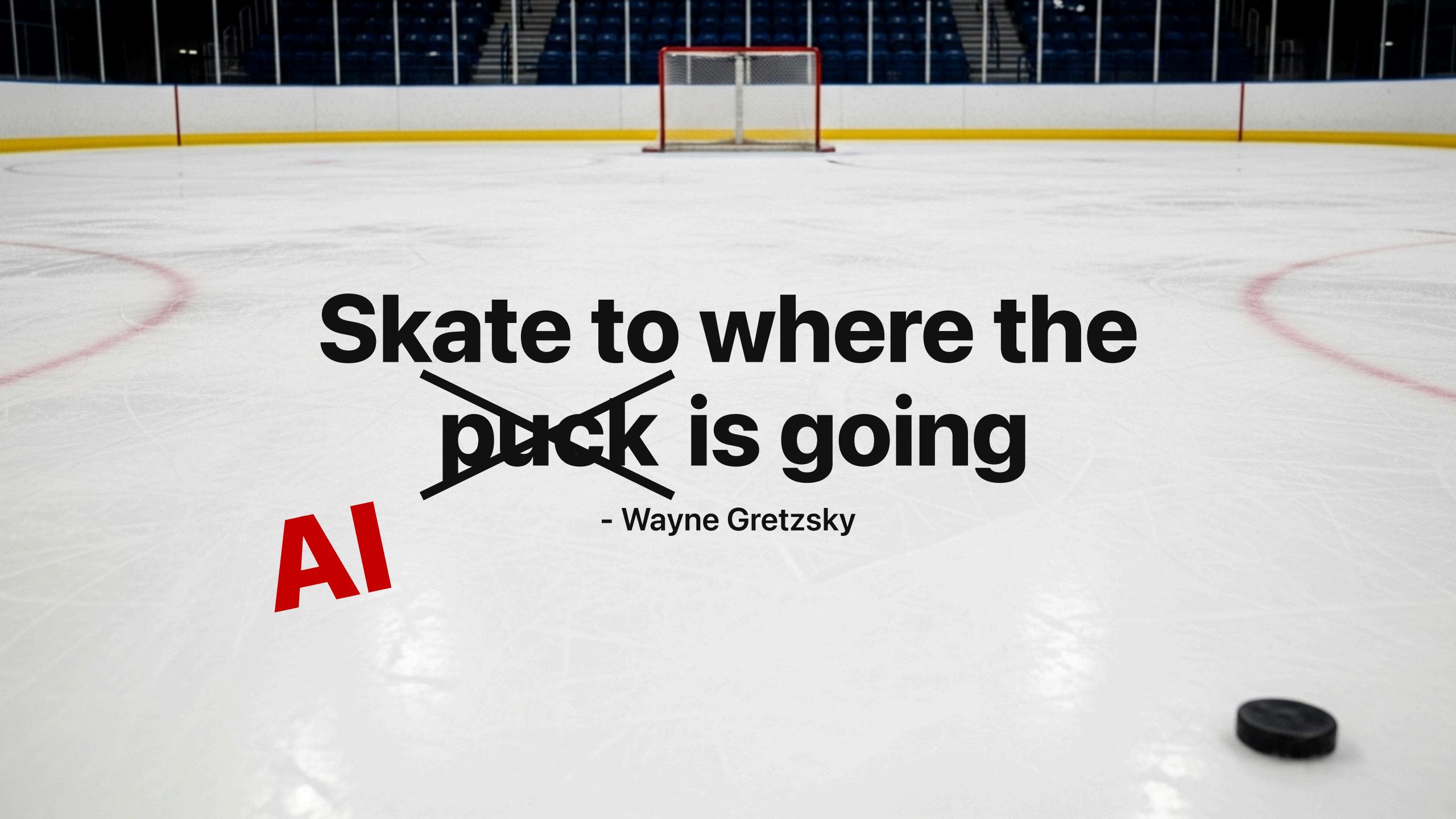
—Peter Drucker, *The Daily Drucker*

“For, once beyond the apprentice stage, knowledge workers must know more about their job than their boss does—or else they are no good at all. In fact, that they know more about their job than anybody else in the organization is part of the definition of knowledge workers.”

—Peter Drucker, *The Essential Drucker*

“Knowledge workers own the means of production. It is the knowledge between their ears. And it is a totally portable and enormous capital asset.”

—Peter Drucker, *Management Challenges for the 21st Century*



A large, bold red letter 'A' is positioned in the lower-left foreground, angled upwards towards the center of the quote.

AI

Skate to where the  
~~puck~~ is going

- Wayne Gretzsky



**Next token**

The capital of Canada is ...



**Instruction tuning**

Respond to questions with answers  
"You" means the AI



**RLHF**

This is an okay essay, but that is a better essay.



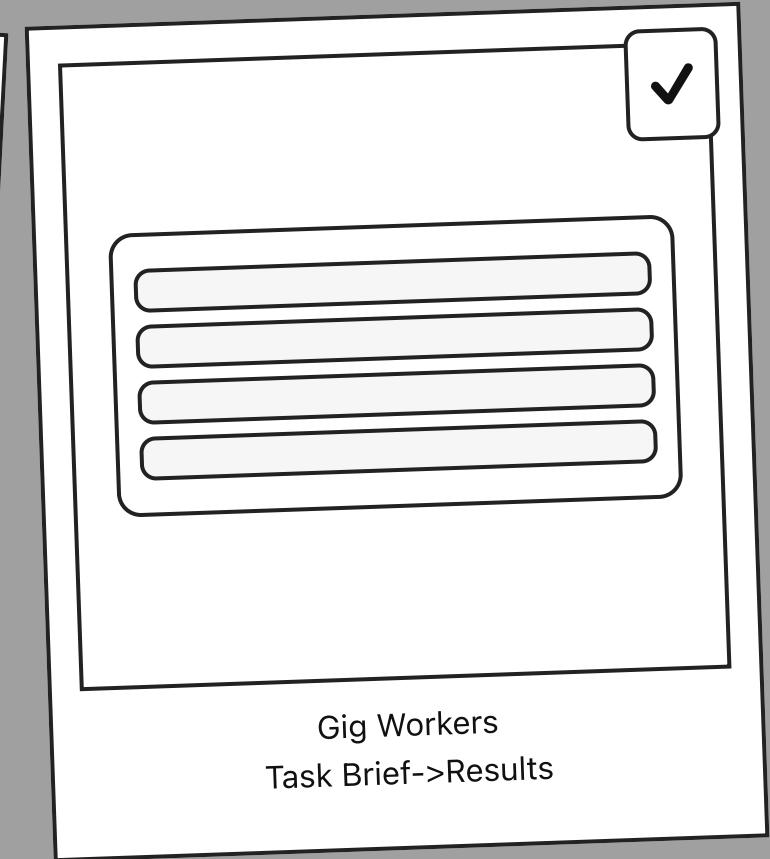
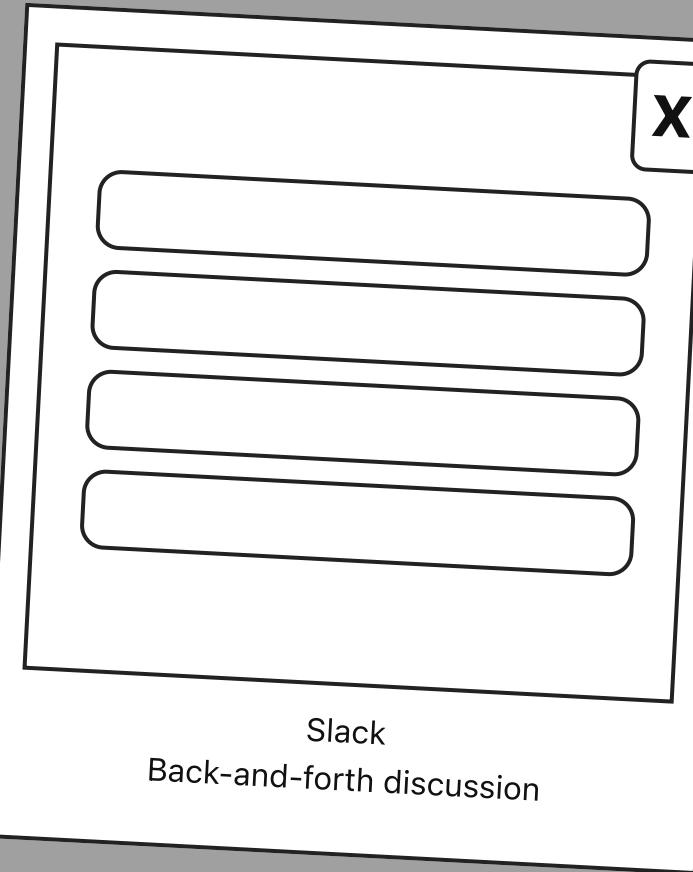
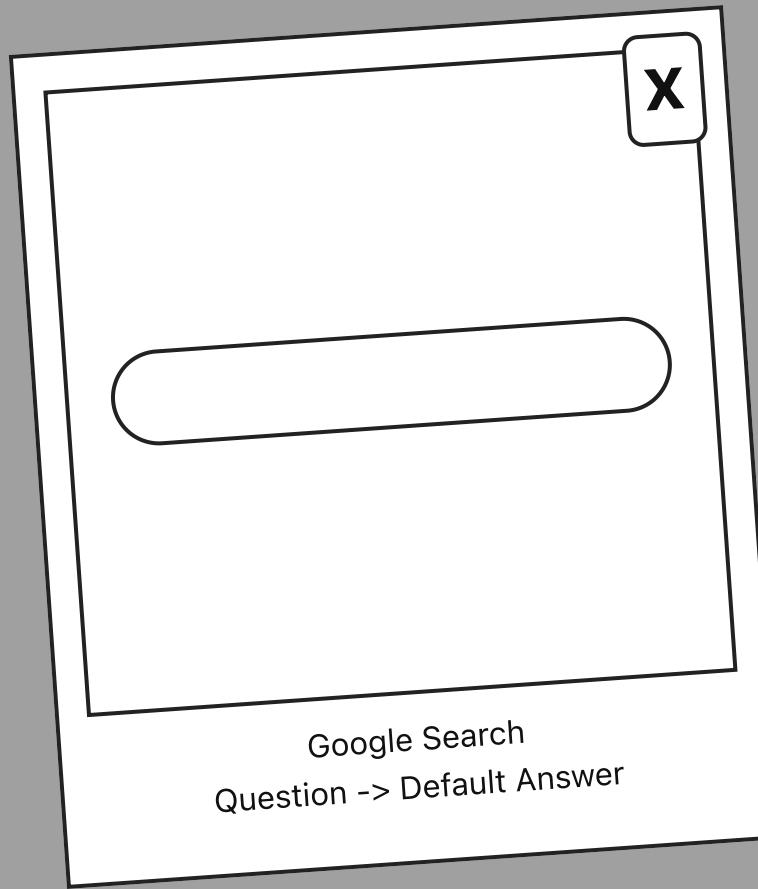
**Reasoning + RLVR**

Complete math quizzes  
Think out loud but only return your final answer



Jensen Huang, NVIDIA CEO

“These AI data centers, if you will, are improperly described. They are, in fact, AI factories. You apply energy to it, and it produces something incredibly valuable, and these things are called tokens.”



# How To Work With AI

# Human Manager - 360 Performance Review



AI Gig Worker #37

"My manager provides me clear direction."



"My manager finds me important work to do."



"My manager gives useful feedback quickly."



**If you're not pasting in context,  
you're probably doing it wrong.**

## Task Brief

### Task

Edit for clarity, tighten to 700–750 words, keep author's voice.  
Return tracked changes + clean copy.

### Inputs

/notes/\*.md • audience.md

### Rubric (Definition of Done)

- Turn notes into a blog post with clear narrative prose.
- Output should be in markdown format suitable for Substack
- Highlight potential audience questions in separate document

### Outputs

blog-post.md • questions.txt

## AI Prompt

Write an 800-word blog post.

```
<inputs>
  <file filename="notes/essay.md">
    ...
  </file>
  <file filename="audience.md">
    ...
  </file>
</inputs>
```

### Rubric:

- Use clear, informal narrative writing style
- Maximize appeal for target audience defined in audience.md
- Return blog text in code block suitable for copy/paste
- Include potential unresolved question for target audience. Place this in a separate code block

## **Hallucinations = Gig Worker Mistakes**

- Review all external work
- Structure outputs for easy checking (eg citations, URLs, etc)
- Use AI to check work - human and AI

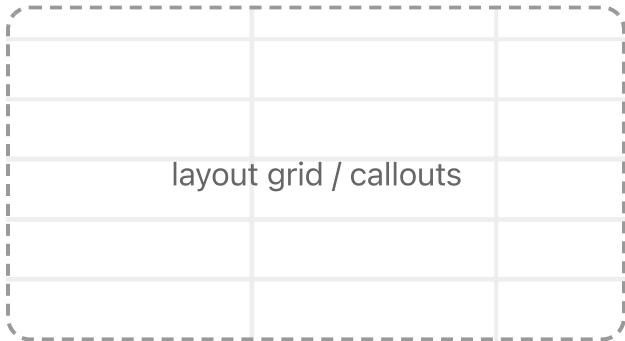
## **AI Training Data = Vendor Data Retention Policy**

- Apply policies in use for Google Drive, Slack, Sharepoint, etc
- Identify data not to use with external contractors or AI
- Review vendor data retention and opt in/out policies

**How  
Do I Get  
Started?**

## Sample Title

“A memorable, slide-ready quote lives here to illustrate the point succinctly.”



IMAGE

Script

Layout

Quote

Image

# Help Wanted

## Graphic Designer

Given attached Script, create 3 slide layouts that visually emphasize the key messages

## Research Assistant

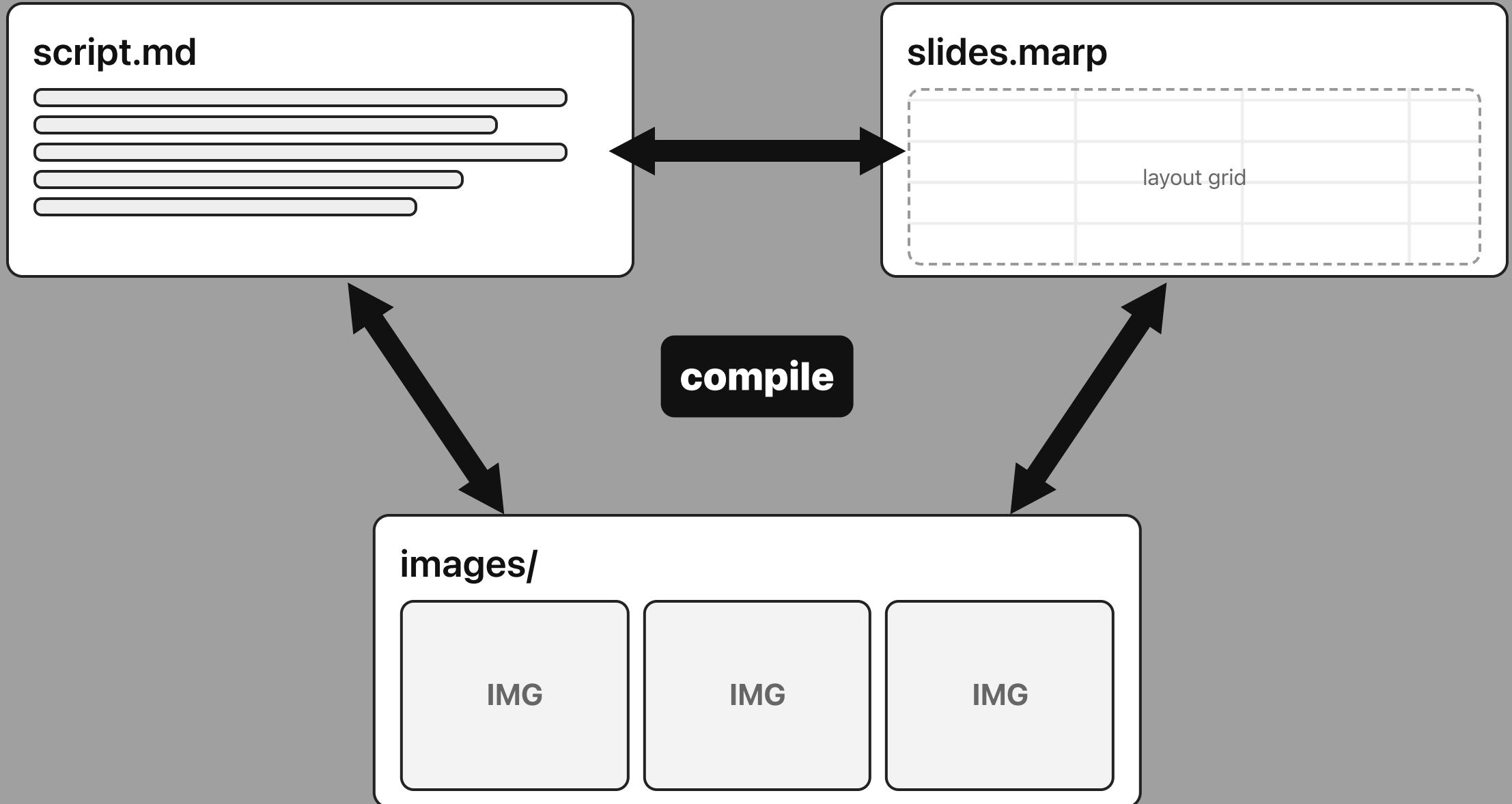
For each slide in Script that mentions a quotation or a publication year, either confirm the information or provide the corrected information, and include a URL of a credible source as reference.

## Graphic Artist

For each image described in Layouts, generate an image that conveys that information in a way consistent with the attached Style Guidelines

## Editor

Review text from the perspective of Target Audience. Identify the key questions they will still have after this presentation.



## BizDev Initial Contact

10:00–10:30 • Zoom

Provide me a one-page brief for COMPANY, website URL that will help me understand how their product might fit ours.

First, describe

- their product/offer
- key features
- main competitors and
- positioning with respect to each.

Then, suggest three possible areas of overlap with our company

```
<file filename="us.txt">  
...  
</file>
```

COMPANY = ...

URL = ...

## Contract Review

1:00–2:00 • Conf Rm B

Provide me a brief on the attached contract file to help identify possible areas of tension.

The brief should describe the overall intent of the contract in one paragraph. Then it should identify 5 terms likely to be disputed by one or both sides. For each term, describe the meaning in plain english and its likely implications, then describe potential alternatives that might resolve the conflicts.

```
<file filename="contract.txt">  
...  
</file>
```

## Product/Dev Status Call

3:30–4:15 • Zoom

Provide me a brief on the recent updates on product development to help me identify any areas that need scrutiny. My main goal is to ensure that the V2.0 launch is ready by Aug 1st, and that all features considered risky have been mitigated.

Attached is a dump of recent tickets from JIRA.

Look for tickets with unresolved back-and-forth discussion, items behind schedule, or uncompleted test generation tasks, and summarize them in nontechnical language.

```
<file filename="export.csv">  
...  
</file>
```

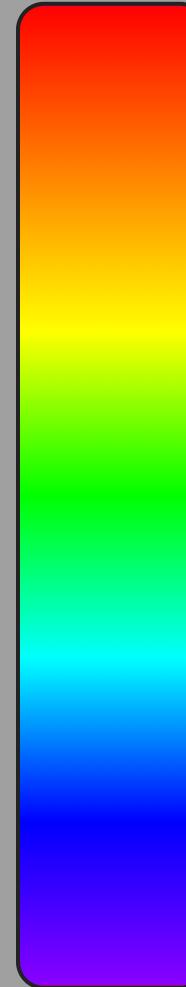
# **Closing Thoughts For The Long Haul**

**learn  
the  
right  
word  
for  
the  
right  
job**

**red**

**green**

**blue**



**vermillion**

**amber**

**chartreuse**

**lime**

**turquoise**

**cyan**

**indigo**

Doing

**Tasks + AI**

**= More Tasks**

Deciding

**Strategies + AI**

**= More Strategies**

**One Strategy, More Implementation**



AI succeeds by scaling  
Find roles where you can scale with it