Essential Human Skill in today's workplace

- ## Teamwork & Collaboration (with human & AI)
  The ability to work effectively with others, both within and across teams, both human and AI, is essential for success in today's collaborative work environment. This includes building trust, resolving conflicts constructively, and sharing credit for success.

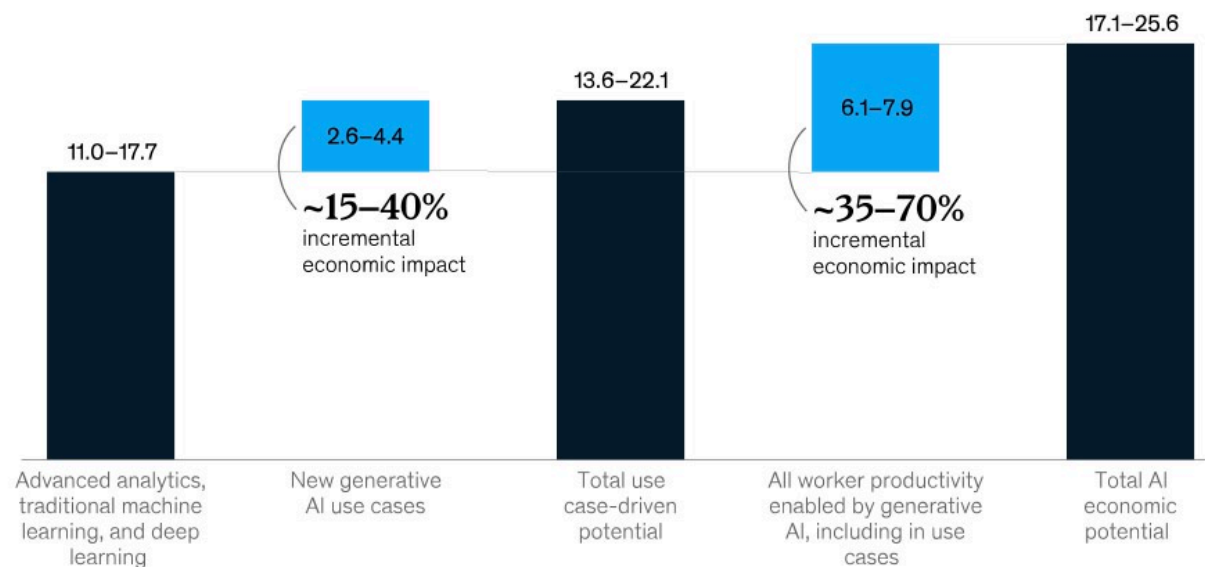- ## Adaptability and lifelong learning
  The pace of change is accelerating, and the ability to adapt to new technologies, processes, and situations will be crucial. This includes being open to new ideas, being willing to learn new skills, and being comfortable working in an ever-changing environment.

- ## Ethical Judgement
  The ability to apply ethical considerations to decision-making processes is crucial, especially in scenarios where AI proposals might overlook human values or social implications. This involves understanding the ethical implications of actions and decisions, not just in terms of business outcomes but also considering the broader impact on society and individuals.

## Generative AI could create additional value potential above what could be unlocked by other AI and analytics.

AI's potential impact on the global economy, $ trillion

11.0–17.7	2.6–4.4	13.6–22.1	6.1–7.9	17.1–25.6
	~15–40% incremental economic impact		~35–70% incremental economic impact	
Advanced analytics, traditional machine learning, and deep learning	New generative AI use cases	Total use case-driven potential	All worker productivity enabled by generative AI, including in use cases	Total AI economic potential

McKinsey & Company

The real impact could be even greater if the technology was integrated into software such as word processing programs or chatbots, which would free up working time for other tasks. The development of generative AI opens a new era of technological innovation – it will be a tool for increasing productivity and accelerating global economic growth
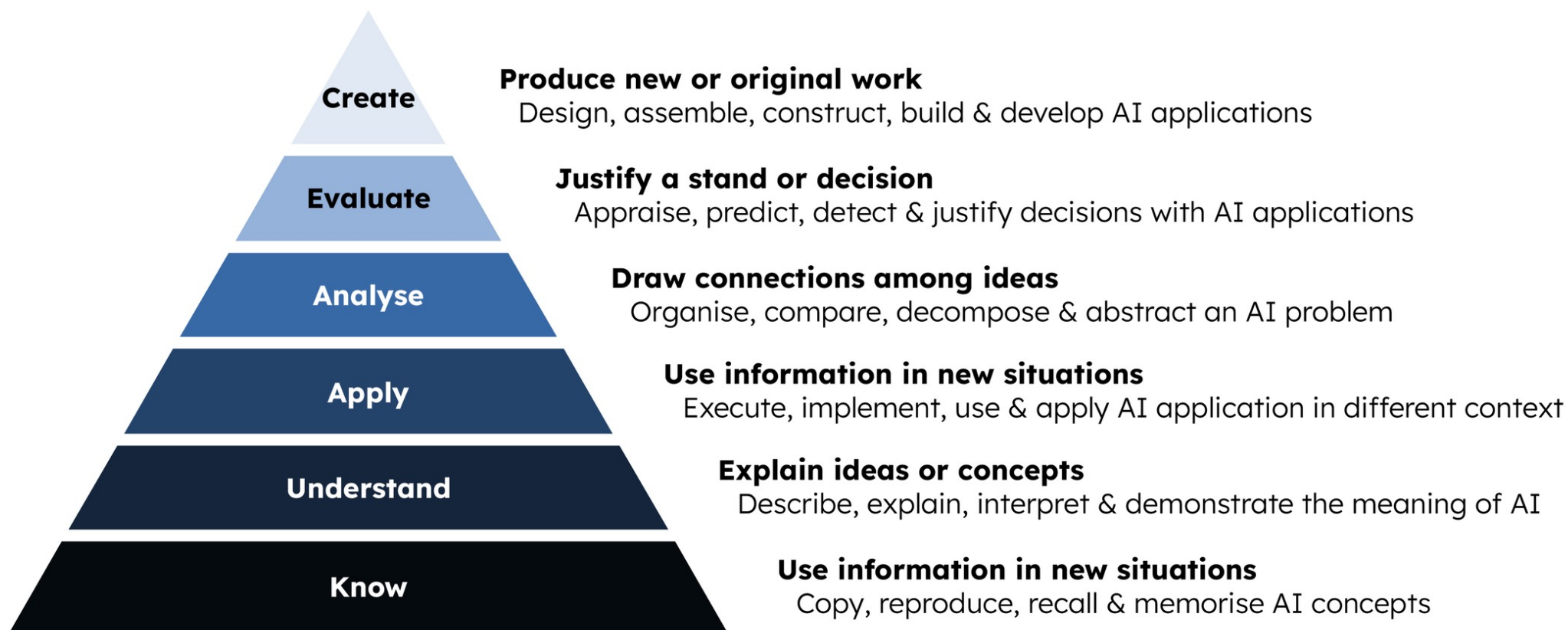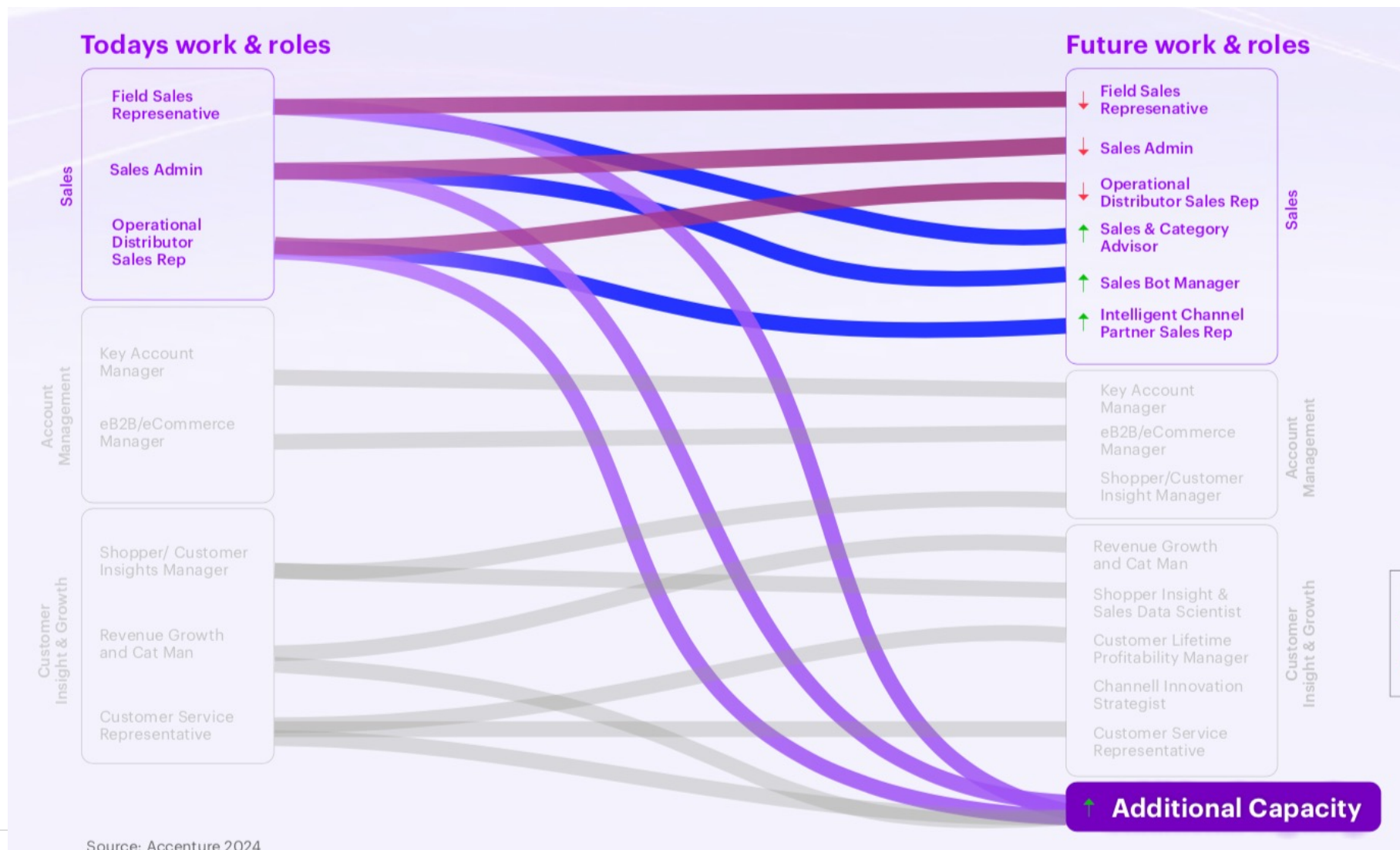
Essential Human Skill in today's workplace

- ## Leverage Digital Technologies

  - **Interactive and user-friendly online platforms and mobile apps** offering free or low-cost AI education resources, catering to diverse learning styles and schedules.
  - **Microlearning**: Offer bite-sized learning modules that are easily digestible and can be completed in short bursts, making them accessible for busy individuals.

- ## Foster collaboration and partnerships with the privates and communities

  - **Public-private partnerships**: Encourage collaboration between governments, educational institutions, and tech companies, to develop and share resources, funding, and expertise.
  - **Community-driven learning**: Facilitate peer-to-peer learning opportunities through online forums, workshops, or local meetups, fostering knowledge exchange and support networks.

- ## Address Digital Divide, Diversities, and Diverse Needs

  - Affordable Devices, Offline content, Accessibilities, Tailored Learning Pathway

# how work and roles can be reallocated in a gen AI future, freeing additional capacity

Todays work & roles

Sales
- Field Sales Represenative
- Sales Admin
- Operational Distributor Sales Rep

Account Management
- Key Account Manager
- eB2B/eCommerce Manager

Customer Insight & Growth
- Shopper/ Customer Insights Manager
- Revenue Growth and Cat Man
- Customer Service Representative

Future work & roles

Sales
- ↓ Field Sales Represenative
- ↓ Sales Admin
- ↓ Operational Distributor Sales Rep
- ↑ Sales & Category Advisor
- ↑ Sales Bot Manager
- ↑ Intelligent Channel Partner Sales Rep

Account Management
- Key Account Manager
- eB2B/eCommerce Manager
- Shopper/Customer Insight Manager

Customer Insight & Growth
- Revenue Growth and Cat Man
- Shopper Insight & Sales Data Scientist
- Customer Lifetime Profitability Manager
- Channell Innovation Strategist
- Customer Service Representative

↑ **Additional Capacity**

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Source: Accenture 2024

Change in sales professionals' reported productivity, confidence, impact and stress management as a result of integrating gen AI tools
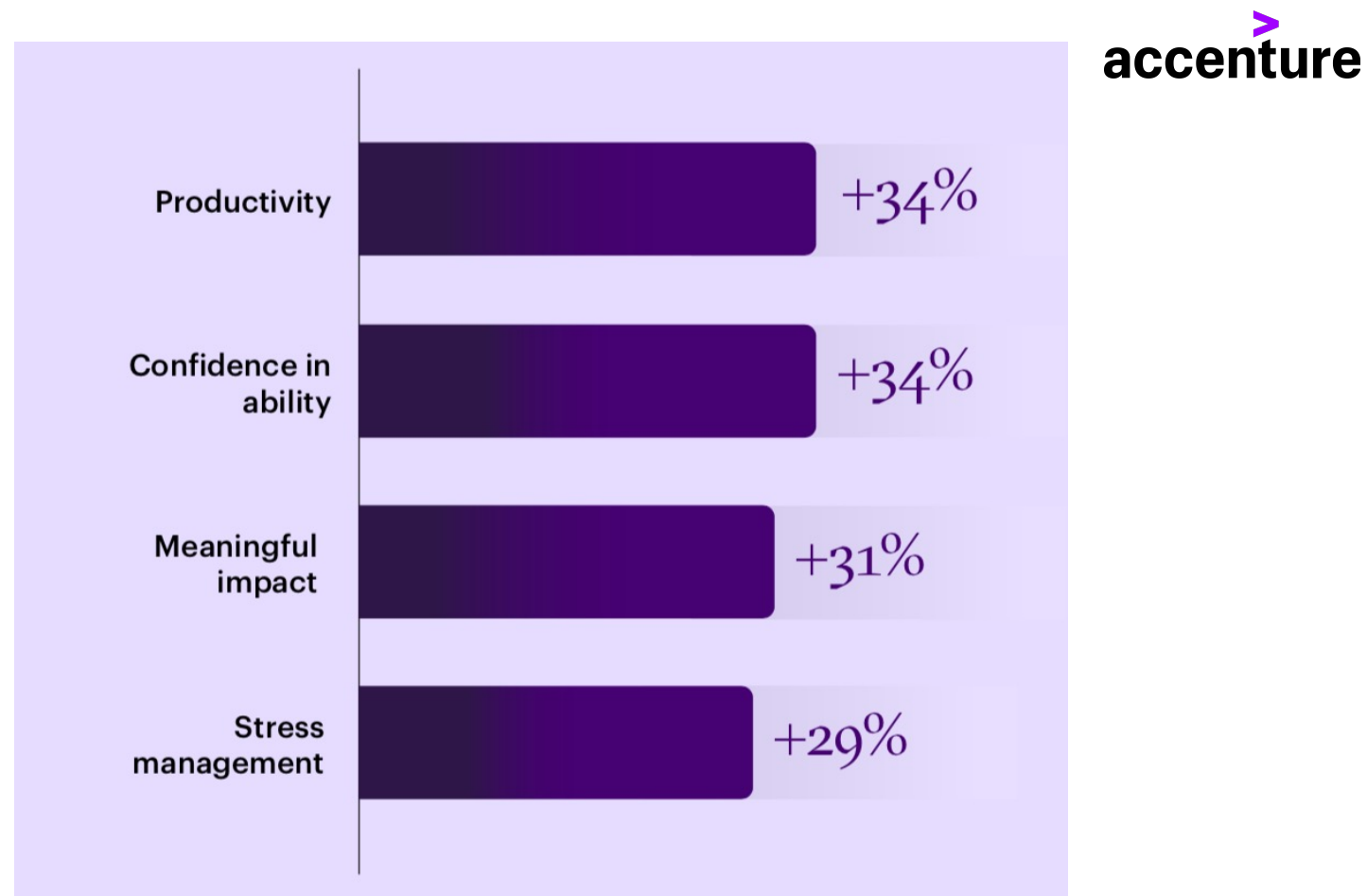
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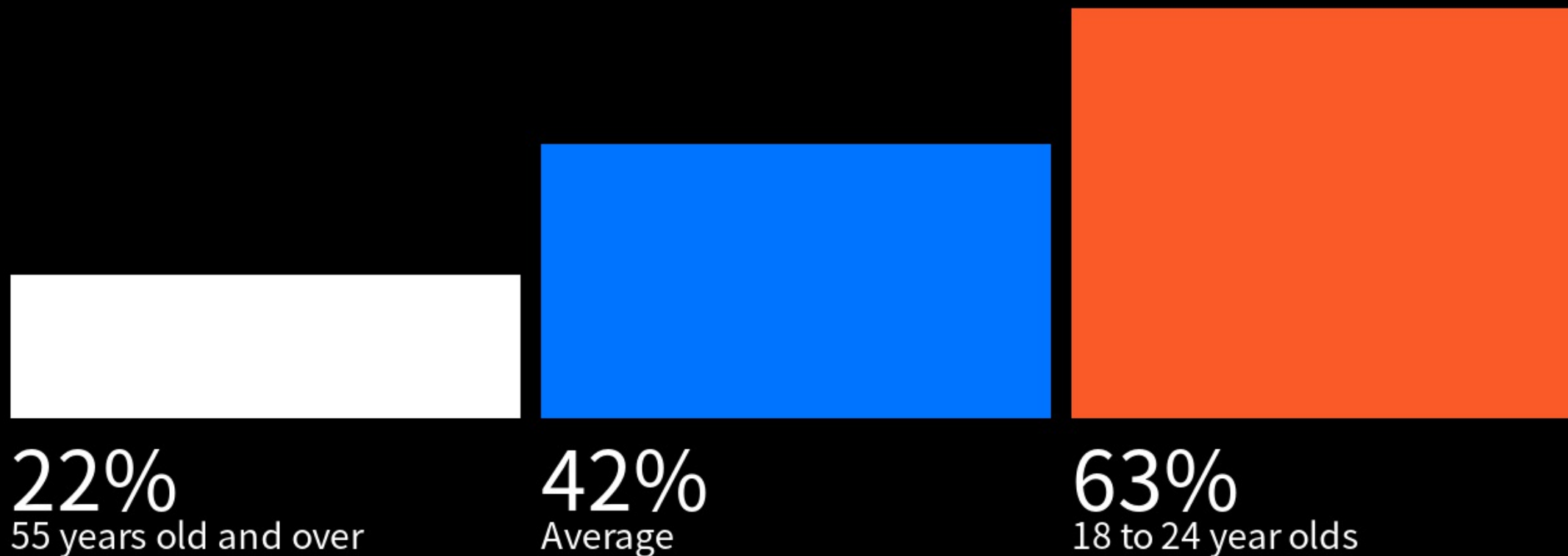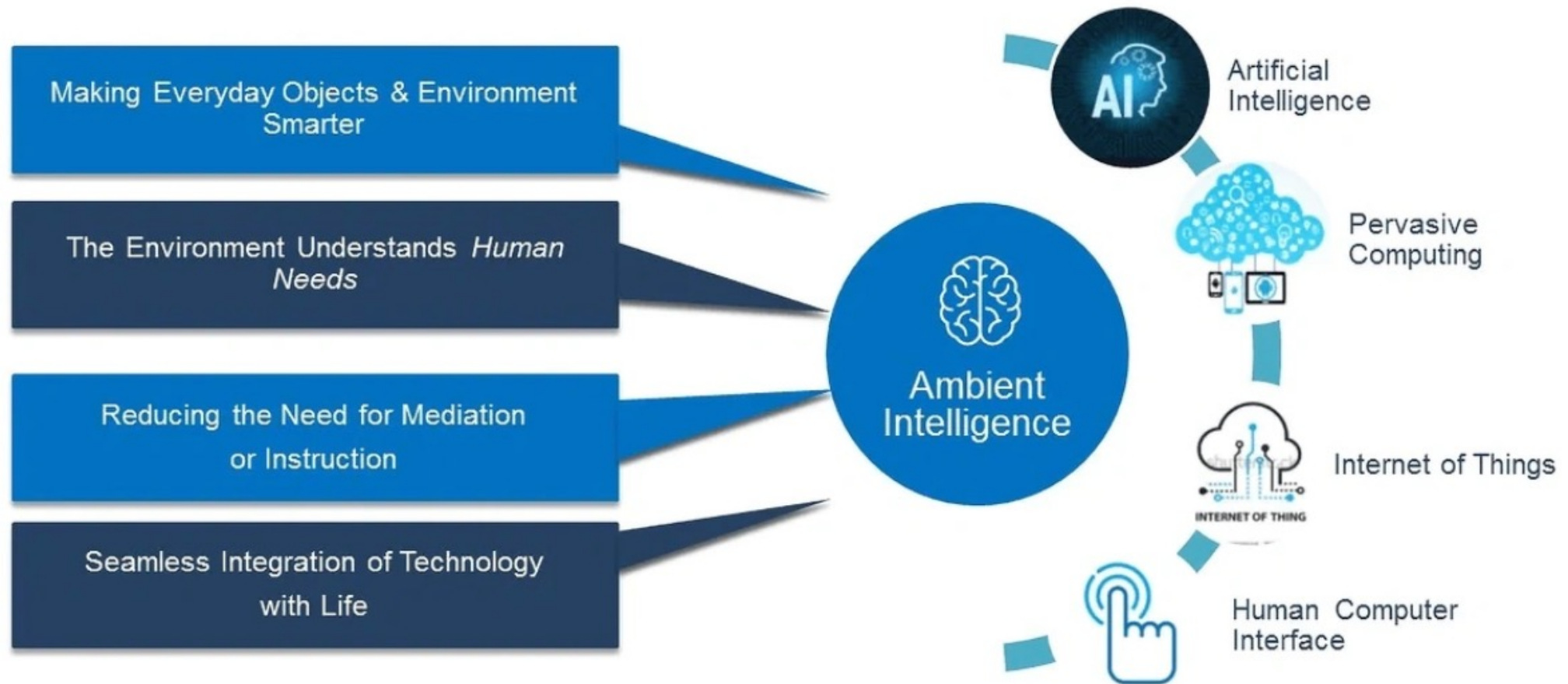
01 **Know the Fundamentals**
Digital Fluency (incl. Cloud, Data, Security) | **Generative AI fundamentals** (incl. LLMs, architectures, responsible AI principles) | **Ask the Right Questions**

02 **Gen AI in Your Enterprise**

Understand
- Status of your digital core and readiness for gen AI
- Modular approach to achieving value
- How to scale
- Industry and adjacent industry gen AI landscape
- Partner landscape

Be able to
- Create a multi-year plan
- Prioritize investments
- Leverage tech ecosystem
- Understand competitive impact
- Avoid missteps by implementing Responsible AI

03 **Reinvent Work, Reshape the Workforce**

Understand
- Opportunities for business process reinvention
- How to use gen AI tools in the flow of work

Be able to
- Reshape and reallocate your workforce
- Rewire your organization for true cross functional collaboration

04 **Unlock Worker Potential**

Understand
- How people learn
- Skills at the core of the talent lifecycle
- The company's employee value proposition
- The art and science of change management

Be able to
- Oversee effective reskilling programs and embrace work/learn fusion
- Build talent strategy informed by gen AI impact
- Develop effective change management competencies and tools
- Evaluate change impacts to ensure employees are Net Better Off

05 **Scale AI Responsibly**
Enterprise AI Governance | Regulatory, Ethical and Societal Implications | Risk Mitigation