





customization of the products and machines may be counterproductive.

## **2) Crisis and new opportunities**

What will the people who are supposed to be displaced to a greater or lesser extent by the machines do? Surely there is a period of labour crisis, but the most optimistic believe that new job opportunities will arise and we will even have time to do other types of activities, develop our creativity and innovate.

According to Mary Cummings, direc-

tor of the Human and Autonomy Laboratory (HAL) at Duke University, and Co-Chair of the World Future Council on Artificial Intelligence and Robotics, global change will be seen mostly in low-paid and low-skilled jobs, at least at the beginning. "In 2030 we will have a much broader debate about what we will do with people who need new training. In accordance with that, we will see companies tied hand and foot for not finding robots or PhDs in Artificial Intelligence that can attend, maintain and fix their systems," says Cummings.

## **3) What WILL the robots be used for?**

Although they do their part very well and will replace part of the human work, AI and the robots have no feelings or opinions about what they do and that is their great limitation.

They will take care of the jobs that have to do with routine, mechanical processes that are related to activities that can be done in scale or with topics that do not add real value.

They may help relieve the tedious and even physically strenuous tasks that require a lot of time, without employees losing their jobs. In fact, the most likely scenario is that humans and robots (there are some specially designed to collaborate, also known as co-bots) work together.

As a consequence of the above, they will allow people to be more productive.

#### 4) Developing new skills

It will be necessary to help people to acquire the required knowledge to be successful in the cognitive economy. In the current digital age, change comes quickly and from unexpected places. Therefore, it is imperative to know the implications that automation will have in our work. Although we might regret it, it is not a matter of generations but we will all have to acquire new skills, even those who have been in the same job for twenty years and assume that they can decide not to

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take that wave. Because change, this is a fact, will come to knock on the door of young and old, employees, entrepreneurs and business owners.

Facing the arrival of AI, it is essential to educate society in the management of skills that adapt to new forms of work, which will come hand in hand with more flexible and changing jobs. Workers, therefore, should present a more creative and dynamic profile, and of course, a broad mastery of new technologies. These are practices that fall less on a technical feat and much

more on what differentiates men from computers. They are those capabilities that no matter how intelligent machines are, they cannot reproduce them: the desire to create, to discover, to distinguish right from wrong and to find meaning in uncertainty. Thus, skills related to critical thinking and problem solving become more important.

#### 5) Data ownership and handling

Even if we do not know exactly how it will be done, the impact on data management will exist. For example, if AI allows Google to install sensors and other equipment to gather data on a street or in a community to deliver valuable information about the city and discover new knowledge about the infrastructure, who does that information belong to?

Does the data belong to Google, the city or both? Does the city have the resources or capabilities to deal with that information and take advantage of it in an ethical way? These are all

important questions that companies should ask themselves as they commit to trust the data, especially because AI will increasingly blend with our lives.

#### 3) Remember the things we are good at

Finally, according to the creativity expert Ken Robinson, the imminence of changes driven by drones, AI and robots should help us to remind humans in what things we are unique and talented so that we can focus on that. For Robinson,

some of the focuses will be topics such as: creativity, innovation, the ability to be adaptable and flexible, to pay attention to new ideas. Also, the soft skills to socialize (such as empathy and the emotional capacity to connect and understand), and the cultural sensitivity that businesses need to develop new products and services.

#### The new work scenario

We are certain that we must prepare ourselves for a reconfiguration of the labour market in which AI and human beings should work together doing what each of them knows how to do best. As companies adopt AI tools and processes, robots, machine learning and deep learning, they will need a clear strategy to take advantage of technology without creating fear around job displacement or crossing ethical lines. If we understand these effects better and if we work to reinvent our business processes, we will be able to take advantage of these technologies to create and drive a positive impact and benefits for corporations and society. ▶

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