Artificial Intelligence

Shaping future roles at work.

WORKPLACE FUTURES

What we do...

Hybrid working

Workplace strategy

Change management
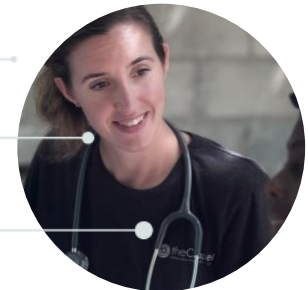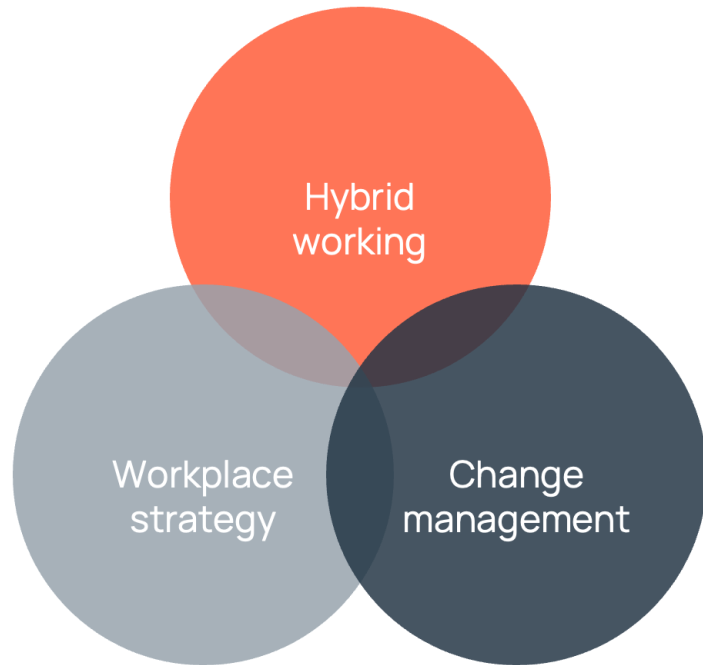
We are the leading global independent consultancy transforming the world of work.
We use science, research and our depth of experience to deliver exceptional results for exceptional companies.

We have professionals on the ground across the globe. Some of the finest workplace talent in the world. They cover all the bases: space, technology, design, business strategy, culture and behaviour and change management

We are...

AWA | DNA of work

HUMAN CENTRED
Everything we do comes back again and again to "does it work for people?"

BUSINESS FOCUSED
We set you up for success by understanding and aligning with your business DNA.

RESULTS DRIVEN
We have the skills and innovative tools to implement a dynamic roadmap for change. .

SCIENCE GUIDED
Our work is rigorously supported by science – including neuroscience, cognition, performance

CLIMATE FORWARD
We approach work, workplace and change in ways that help the entire planet.

FIERCELY INDEPENDENT
We are independent pioneering thinkers with no other influences.

AI is moving quickly, and it's going to have huge implications for work, organisations and the workplace.

AI – it's not just ChatGPT!

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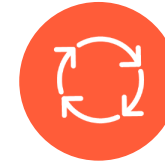| Image recognition | Speech recognition | Language translation | Content creation | Pattern recognition |
Anomaly detection	Recommendation systems	Impersonation	Creative works	Game playing
Autonomous driving	Industrial automation	Personalisation	Predictive modelling	Customer service
Process automation	Malware detection	Personal assistance	Infrastructure monitoring	Information retrieval

5 Key AI Technologies
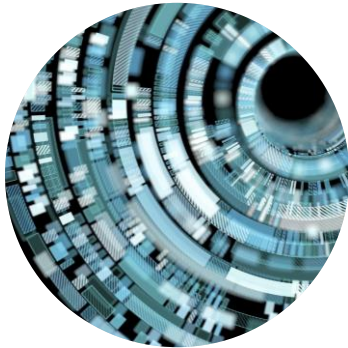
Machine Learning

Algorithms that can learn and improve from data without explicit programming. Underlies many AI applications by finding patterns in data.
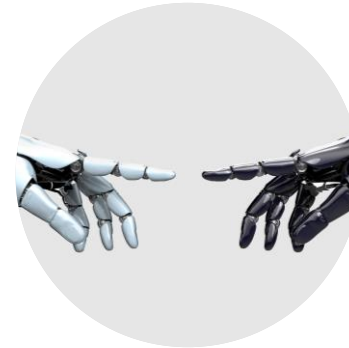
Natural Language Processing

Processing and generating human language, enabling applications like chatbots and voice assistants.

Computer Vision

Algorithms that can process and understand visual inputs like images and videos, enabling facial recognition, self-driving cars etc.

Robotics

Robots that can perform tasks automatically using AI capabilities like computer vision and natural language processing.

Deep Learning

An advanced subfield of machine learning based on artificial neural networks modelled after the human brain, driving breakthroughs in areas like computer vision and speech recognition.

Sector applications

Agriculture

Healthcare
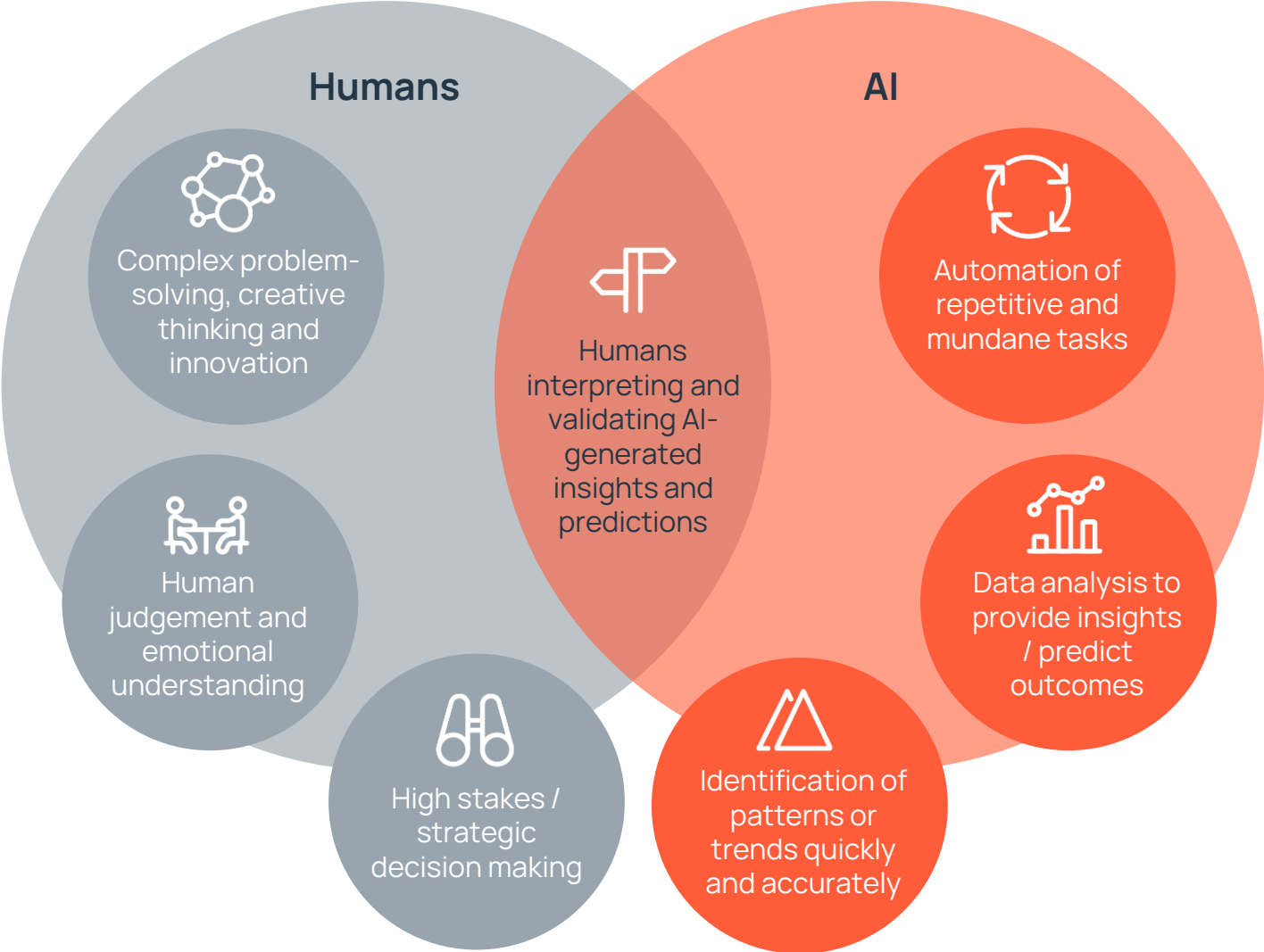
Energy

Finance

Industrials

Engineering

Media

and more...

Humans and AI working together

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How we work together

By understanding the complementary strengths of AI and humans, organisations can optimise collaboration and allocate tasks effectively to achieve their goals.

Humans

Complex problem-solving, creative thinking and innovation

Human judgement and emotional understanding

High stakes / strategic decision making

Humans interpreting and validating AI-generated insights and predictions

AI

Automation of repetitive and mundane tasks

Data analysis to provide insights / predict outcomes

Identification of patterns or trends quickly and accurately

**Our study**

Artificial Intelligence

AWA has been a pioneer in researching new approaches to work for over 30 years, supporting organisations in adopting new work concepts.

We are keen to understand the **implications of AI on roles, skills and organisations** and consequently determine the most effective transformational strategies for organisations wishing to apply AI to enhance their fortunes.

Questions our work is seeking to answer

1. What will be the **impact** of applying AI to different sorts of roles in terms of outcomes, capacity, effectiveness, efficiency, and innovation?

2. What **implications** are there for the functional units within which these jobs exist?

3. Will we need **as many people** in these functional units?

4. Can the people in those roles **develop the skills** needed to carry out these roles?

5. Might the application of AI lead to the **consolidation of roles or functions**?

6. What **new skills** might our people need to acquire in order to prepare for the future?

7. What is the **profile of the leaders** we'll need in order to manage in this new world?

8. Do we need to evolve our **work cultures** to adapt to this new world?

9. What should we do now to **prepare for the future**?
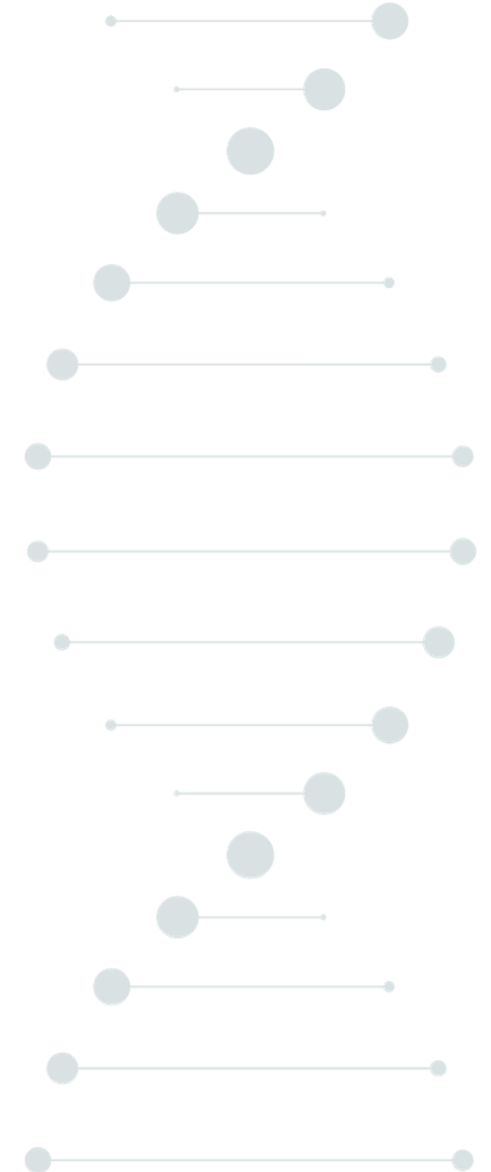
Our AI readiness assessment tool

The main factors

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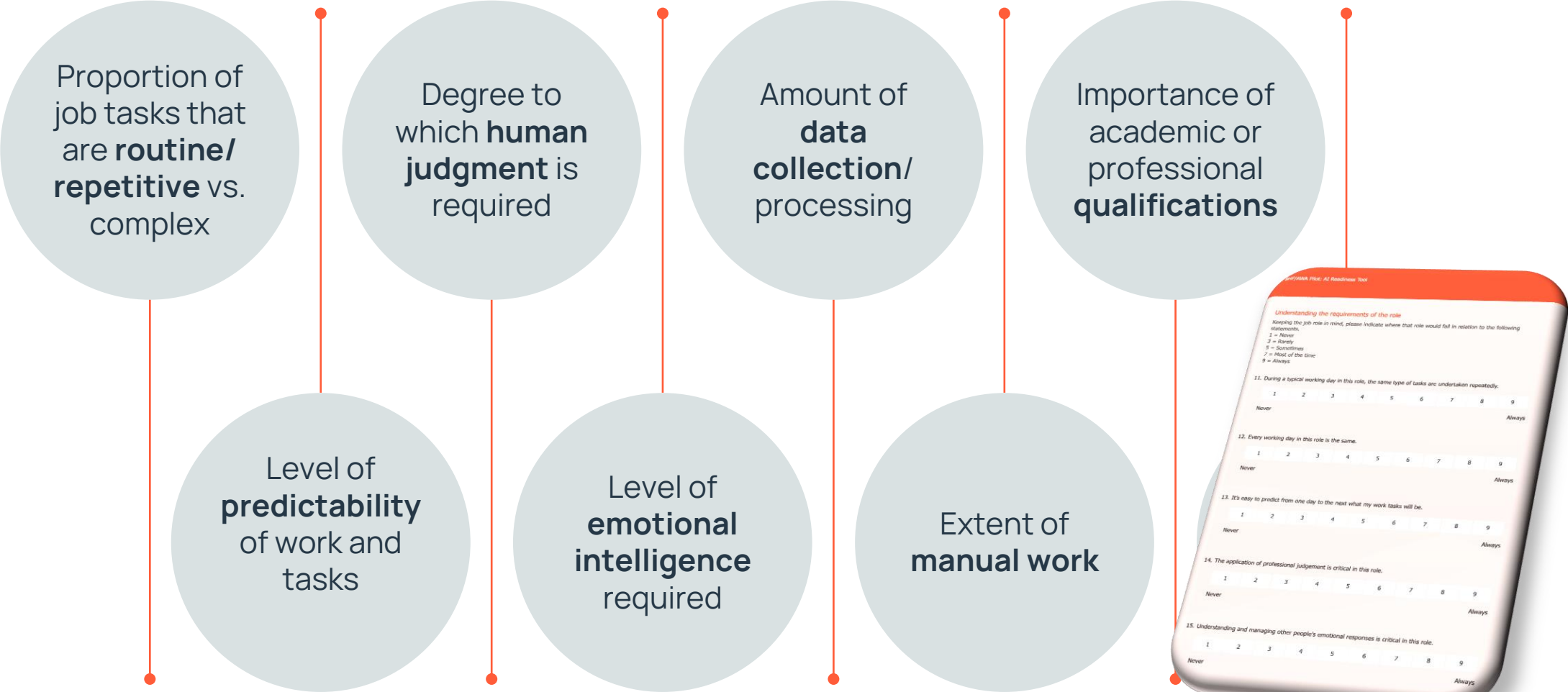
Proportion of job tasks that are **routine/ repetitive** vs. complex

Degree to which **human judgment** is required

Amount of **data collection/** processing

Importance of academic or professional **qualifications**

Level of **predictability** of work and tasks

Level of **emotional intelligence** required
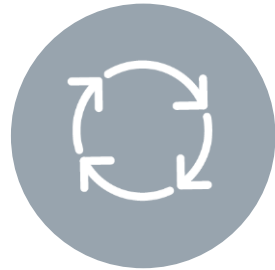
Extent of **manual work**

Our study

1 Recruit participants to take part

2 Manager briefing session

3 1:1 Role assessment sessions

4 Playback role and functional impacts

5 Preparation and change strategy workshop

How will AI impact job roles?

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No Change

AI does not sufficiently impact the nature of the job role.

Automation

AI is able to replace many of the tasks typically undertaken by the role holder.

Capacity Enhancement

The role holder to use AI's output as a springboard to deliver additional and/or enhanced levels of output.

Efficiency Leap

AI's ability to deliver output at an increased rate or volume results in the role holder delivering more results in less time.

Disruption

AI's contribution to the nature of the work results in the job role no longer being required or significantly changed.

Preparing for AI in your organisation

- Understand the nature of your job roles

- Engage in dialogue with people now – educate them

- Think about how the outcomes of work align with your organisational strategy

- Think holistically and consider horizontal alignments i.e., hybrid working and AI

- Think about how AI will impact:
  - The nature of your organisation
  - Your need for space
  - The type of people you are recruiting

Want to get involved?

Our study groups

Study groups bring together curious leaders, practitioners and experts to explore emerging topics through an action-orientated safe and confidential learning process.

Study groups consist of 8 to 12 member companies and usually run over a 4-6 month period unless otherwise agreed with members.

Only aggregate data from studies will be shared with the whole group unless otherwise agreed by all members.

Study groups typically involved the following stages:

Definition – Defining the topic and the process

Discovery – Action/research

Review – Sharing results and implications

Development – Determining the best, consequential ways forward

Want to get involved?

If you would like to take part in this study and contribute to our research:

Contact the AWA Institute to sign up to this study group.

Contact us directly:

btaylor@advanced-workplace.com

lalansari@advanced-workplace.com

Or visit our website:
www.advanced-workplace.com

A Comprehensive Report summarising the results of the study