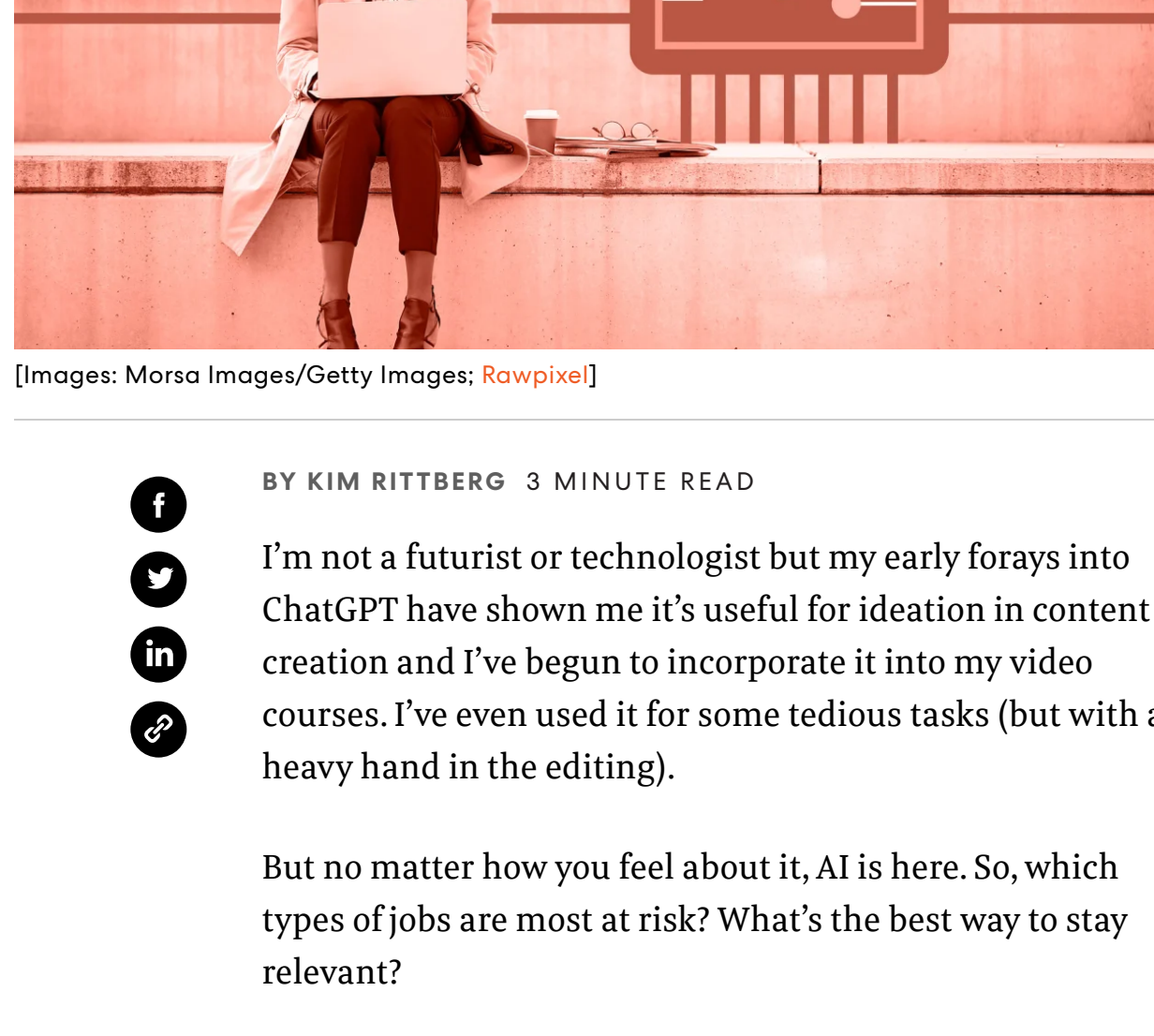


06-18-23 | WORKPLACE EVOLUTION

# This is how to stay relevant at work in the age of AI

There are some things that robots just can't do.



[Images: Morsa Images/Getty Images; Rawpixel]



BY KIM RITTEBERG 3 MINUTE READ

I'm not a futurist or technologist but my early forays into ChatGPT have shown me it's useful for ideation in content creation and I've begun to incorporate it into my video courses. I've even used it for some tedious tasks (but with a heavy hand in the editing).

But no matter how you feel about it, AI is here. So, which types of jobs are most at risk? What's the best way to stay relevant?

### WHICH JOBS ARE MOST AT RISK?

According to a Goldman Sachs study, 300 million full-time jobs around the world will be impacted by automation. They say "most jobs and industries are only partially exposed to automation and are thus more likely to be complemented rather than substituted by AI." So, which are the most endangered?

Joe Apfelbaum, who teaches entrepreneurs how to use AI through his course, says most at risk are jobs that use a process that can be done faster and cheaper with AI like assembling products or filing tax returns.

Paul Canetti, a professor at Columbia Business School and founder/CEO of Skej, a new AI scheduling assistant company says, "if you're a plumber, or own/manage a plumbing business, you're good. AI doesn't have arms and hands." Canetti says that decision-makers and people managers are also safe because AI can't motivate or relate to humans or build political capital—"not any time soon anyway."

Shannan Monson, a founder and educator, says it's not all doom and gloom. "We didn't stop washing our dishes just because the dishwasher was invented. We simply get to do it faster, easier, and with less effort."

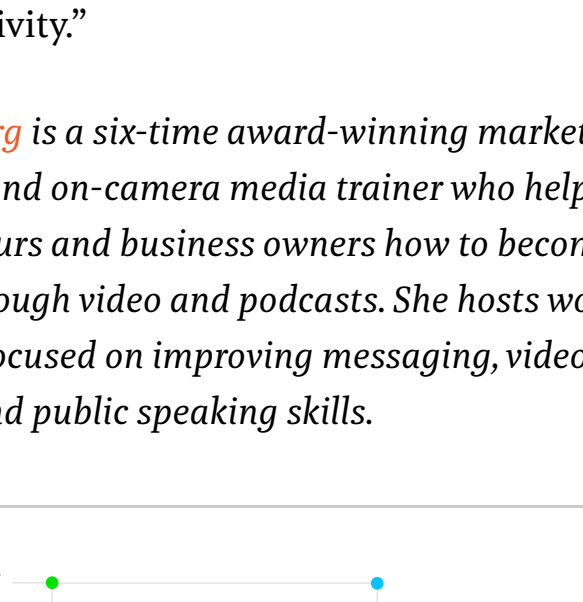
### THE TRANSITION IS BOTH SLOWER AND FASTER THAN WE THINK

As AI evolves, its adoption might not be as fast as we think. But those who absorb and master it quickly are at more of an advantage.

Canetti says there is going to be "a long period of transition, where you can perform incredibly well at your job by taking advantage of these new tools before the average person does. You're using a calculator and everyone else is still working by hand—who do you think is going to get promoted?"

Envision the alternate version of yourself, who has mastered AI, do they seem more or less effective at the job? Canetti says "long before AI takes your job, someone using AI is going to take it!" Monson says: "Try everything. And don't just learn it, teach the rest of the team how to use it, too."

I wasn't necessarily the first person to hop on ChatGPT but since exploring it, I've become excited at using it for the more banal and laborious processes related to my work. I began my career in writing for television news and then shifted into digital marketing and video strategy. I am a creative at heart, but like everyone else, my day-to-day includes some repetitive and tedious work that doesn't utilize my most valuable skills. Instead of writing a simple blog post explaining what "media training is" or summarizing a podcast episode, I can focus on deeper level strategy, and relating to other humans (aka clients).



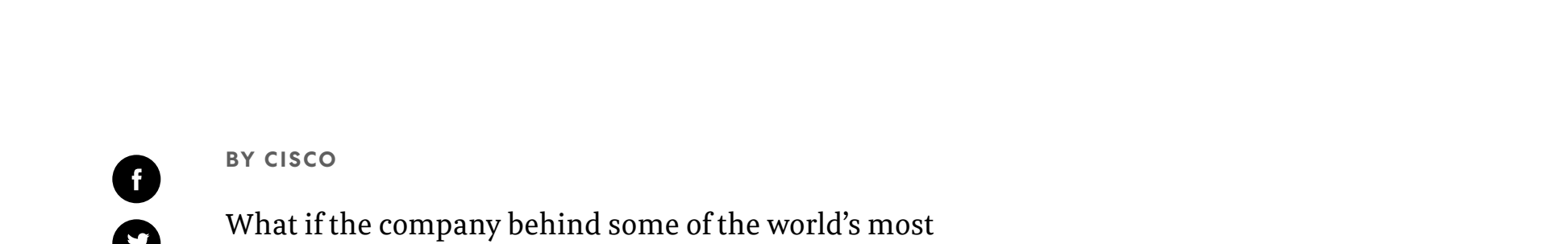
AI DOESN'T HAVE 'PASSION' Experts agree that distinctly human skills will remain the most valuable. But Canetti says it's hard to predict the impact of AI on things like business strategy because GPT-4 is even good at that. However, the AI can't get the team to execute, "so humans are uniquely qualified there. Human-to-human work is going to be hardest to replace."

"Focus on developing executive functioning and leadership skills," Monson says, "skills that will always have value regardless of the technology available. Focus on building your skills as a team player and a team leader."

Apfelbaum argues that it's not just about reskilling, but rather people should "really understand who they are, what their strengths are and what gets them excited. AI does not have passion, real human creativity, and intuitive thinking. People need to get over their fears and get complete with who they are so they can show up with all their creativity."

Kim Rittberg is a six-time award-winning marketing strategist and on-camera media trainer who helps entrepreneurs and business owners how to become thought leaders through video and podcasts. She hosts workshops and seminars focused on improving messaging, video marketing strategy, and public speaking skills.

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06-06-23 | CISCO

# Simplifying the network for unified experiences

By converging its platforms over time, Cisco will offer customers a unified management platform experience for both on premises and in the cloud



BY CISCO

What if the company behind some of the world's most complex networks—think government agencies, financial behemoths, and probably the service provider connecting you to this article—decided to simplify the network infrastructure?

That's the commitment Cisco made to customers with the announcement of Cisco Networking Cloud, a vision for one integrated platform from which all Cisco networking products, (e.g., routers, switches, Wi-Fi) will be managed. The company describes Cisco Networking Cloud as a way to simplify its networking portfolio and (more importantly) the work of IT.

"Customers are tired of complexity. They don't want to hear about products or technologies in isolation," explains Jonathan Davidson, executive vice president and general manager, Cisco Networking. "They are telling us to focus on solutions and outcomes and experiences."

Experiences, specifically unified experiences, are a recurring theme for Cisco. A unified experience might be a mobile ticket that tells an app to deliver drinks to a concertgoer's seat after their favorite song. It could be working remotely without security risks or connectivity disruptions. Unified experiences mean that simplifying IT allows IT to make the end-user experience secure, simple, and predictable.

Cisco plans to create these experiences by converging its platforms over time, ultimately arriving at a unified management platform experience that works both on premises and in the cloud.

On this last point, Davidson acknowledges some on-premises customers might have concerns about the cloud management strategy. While he believes that a cloud strategy can benefit almost every network, he is resolute in his commitment to on-premises customers. "There are networks on boats; there are networks at government agencies; there are regulatory considerations," he said. "Cisco will always build the best on-prem automation management platform in the industry."

### SIMPLIFYING THE EXPERIENCE

Cisco aims to give customers a clearer and more accessible experience, with single sign-on for all cloud platforms. Customers will be able to navigate directly between Meraki, ThousandEyes, and other platforms from one menu. A user interface redesign will bring a more consistent look and feel across these platforms. Finally, Cisco is combining hardware, software, and extended support for Catalyst switching into one subscription.

### ENHANCING MERAKI FOR CATALYST

Meraki will support new capabilities for Catalyst switches, including a CLI view, image management, and advanced troubleshooting. Cisco is making these capabilities available to all Catalyst Center (formerly DNA Center) customers.

### ASSURING THE EXPERIENCE

With new ThousandEyes integrations into Meraki, Webex, and AWS, network assurance is a key pillar for Cisco. "If you don't have an end-to-end view of a user's experience across the internet, you cannot assure that experience is going to be great," said Davidson.

Cisco announced ThousandEyes innovations that will expand visibility into internet and cloud networks with vantage points from Meraki MX and Webex RoomOS devices. The company also will help customers accelerate operations with automated event detection and deeper insight into their AWS connections.

### POWERING AI SUSTAINABLY

Sustainability and AI are top of mind for almost every business leader. Cisco's announcements reflect the company's readiness to lead these conversations, particularly with customers that deploy power-hungry AI/ML applications.

Cisco introduced a blueprint that helps Cisco Nexus 9000s and NX-OS customers build AI data centers that optimize their existing infrastructures. It also announced that customers can use Nexus Dashboard to access real-time and historical insights into the power consumption and energy footprint of Cisco and third-party equipment in the data center.

Click [here](#) for more information on the Cisco Networking Cloud.

### Further Reading:

- NBC's weird Nightly News branding reveals the challenges of single-letter logos
Everything that's wrong with Human Resources and how to fix it
Tech layoffs keep coming. Here's how hiring managers should respond
Honda just recalled 1.2 million vehicles: Here's what to know if yours is one of them

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