




The Future of Work with AI

**Information is at
the heart of work**



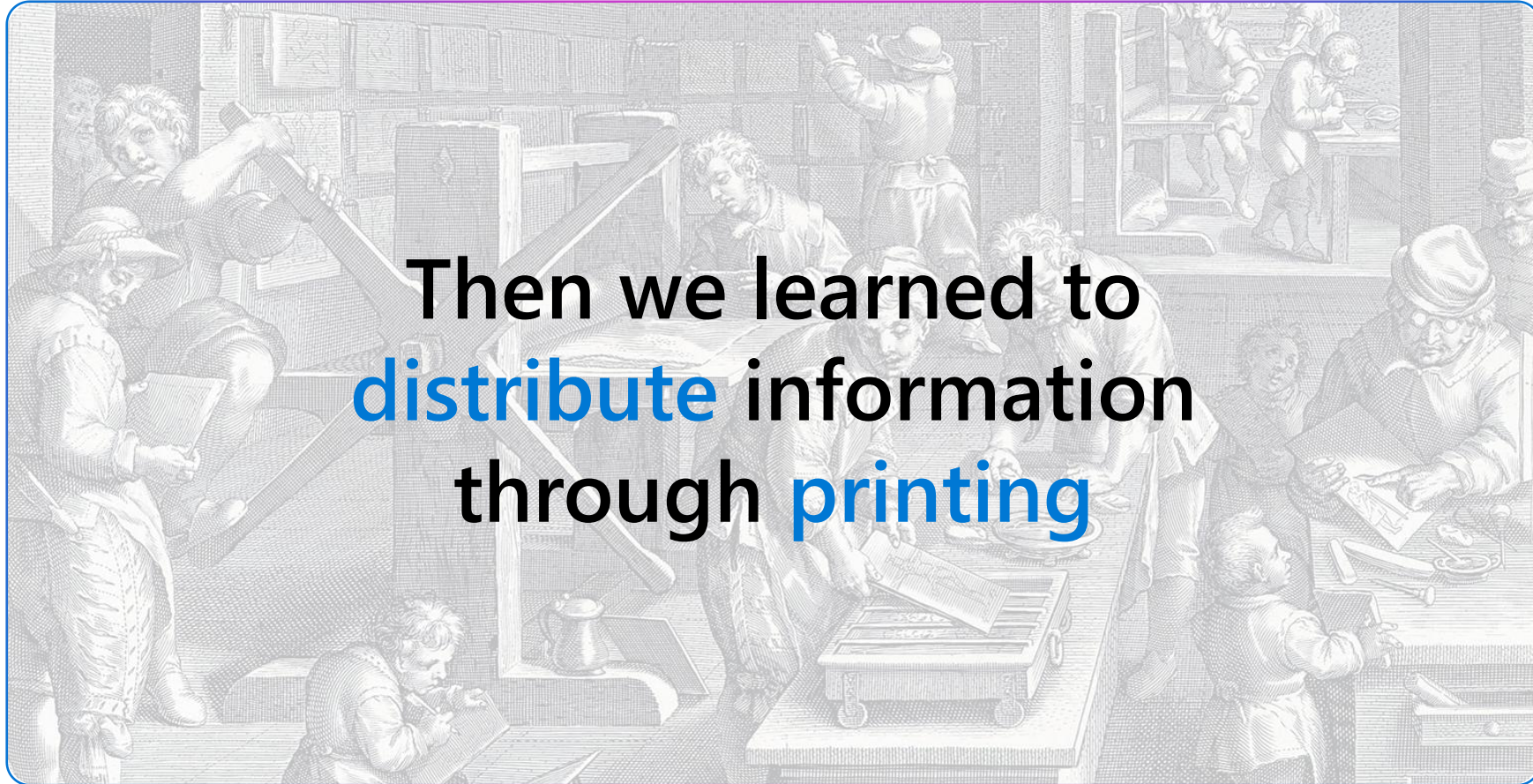
A grayscale image of a hand holding a quill pen, writing on a scroll. The scroll is unrolled and lies on a wooden surface. A quill pen is positioned over the scroll, and a hand is visible holding it. The background is slightly blurred, showing more of the scroll and the wooden surface. The text is overlaid on the center of the image.

We first learned to
capture information
through **writing**

Writing wasn't popular with everyone

"...those who think that writing can yield results that are clear or certain, must be quite naive and truly ignorant..."

- Plato

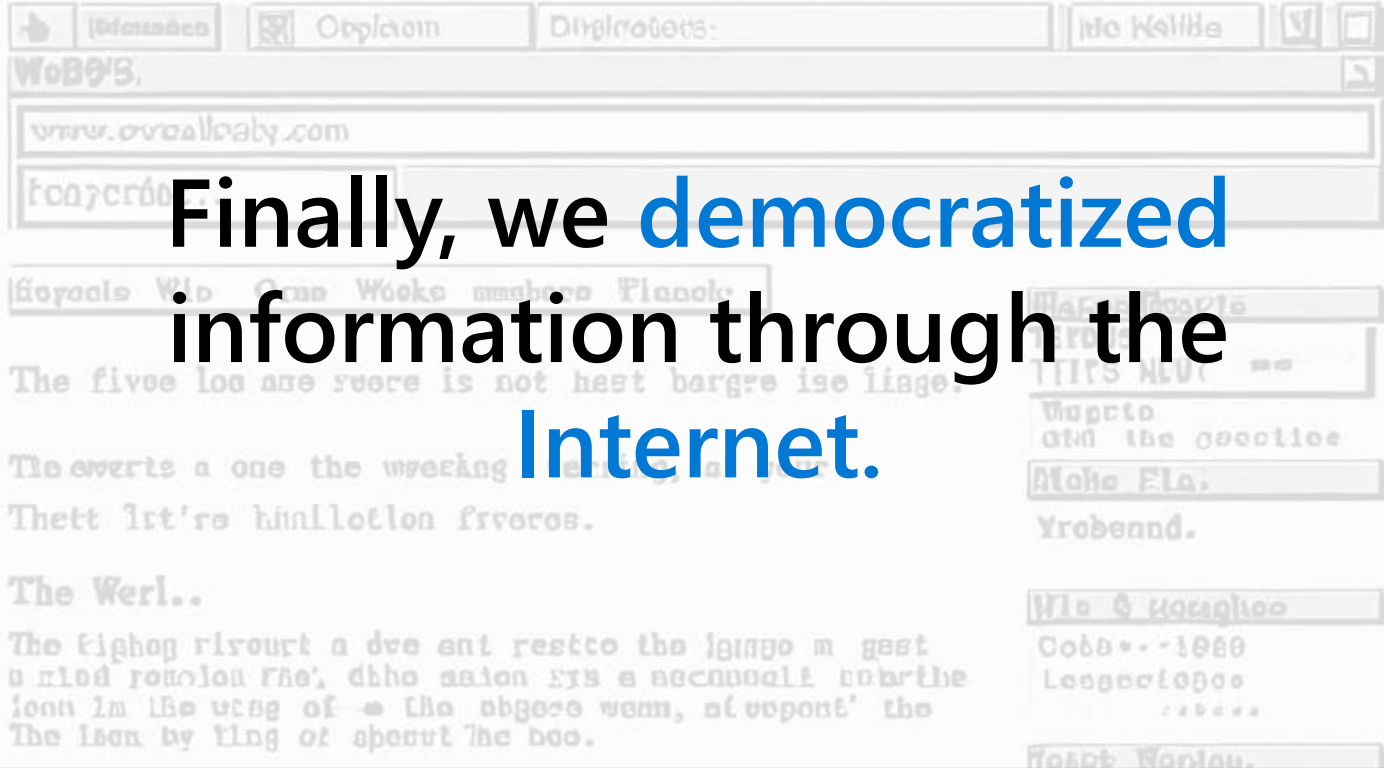


Then we learned to
distribute information
through **printing**



Image created with Copilot using the following prompt: *Please create a dual image: on the left, a sepia-tinted photograph from the 1950s showing a photographer capturing the Empire State Building, and on the right, a modern photorealistic depiction in full color of a teenager using an iPhone to photograph the iconic skyscraper.*





Finally, we democratized
information through the
Internet.

The Internet wasn't popular with everyone

“Few see online activities as essential to them, and no single online feature, with the exception of E-Mail, is used with any regularity.”

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Only 32% of those who **go online** say they would miss it “a lot” if no longer available.

“Consumers have yet to begin purchasing goods and services online, and **there is little indication that online news features are changing traditional news consumption patterns.”**

What if
intelligence, not
just information,
were at the heart
of work...



Business demands outpace human capacity

Today's work is pushing the limits of humans alone, keeping employees from high-value tasks that drive growth and innovation.

275

Average number of times employees are interrupted by a meeting, email, or chat every day—once every **2 minutes** during core work hours

122%

Increase in the number of edits in PowerPoint in the **10 minutes** before a meeting compared to the 3 hours before

60%

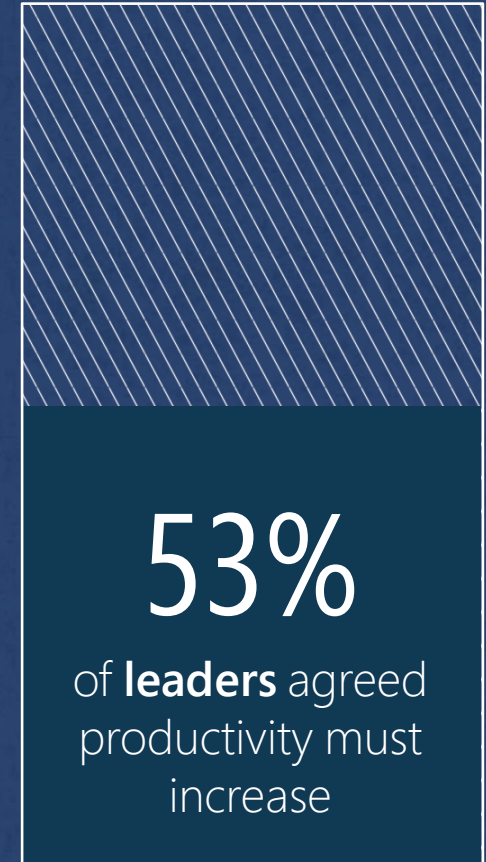
Portion of meetings that are ad hoc—called **in the moment**

58

Number of chats sent daily outside of the typical 9-to-5 workday—**a 15% increase** year over year

Human labor is reaching its limits

Capacity Gap



AI-empowered organizations will work in completely new ways



AI as the
personal assistant

AI helps you
do the things you do now,
but better and faster



AI as a new
team-member

AI gives you skills you wouldn't
have otherwise—allowing you to
do completely new things



AI as
the agent

AI operates on your behalf—
allowing you to **eliminate things**
from your plate altogether

PSYCHOLOGY AND RELATIONSHIPS

Bumble founder Whitney Wolfe Herd says the app could embrace AI: 'Your dating concierge could go and date for you'

Published Fri, May 10 2024 • 1:26 PM EDT • Updated Fri, May 10 2024 • 1:51 PM EDT



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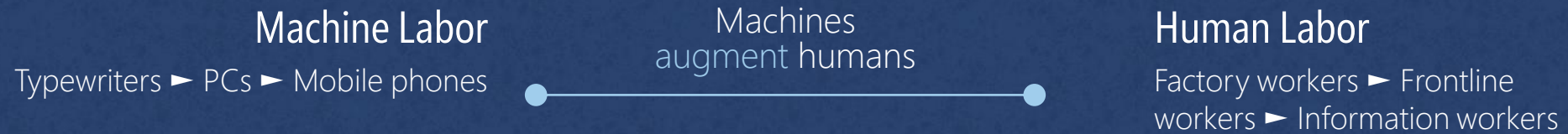
SHARE



5 Differentiation Principles For AI

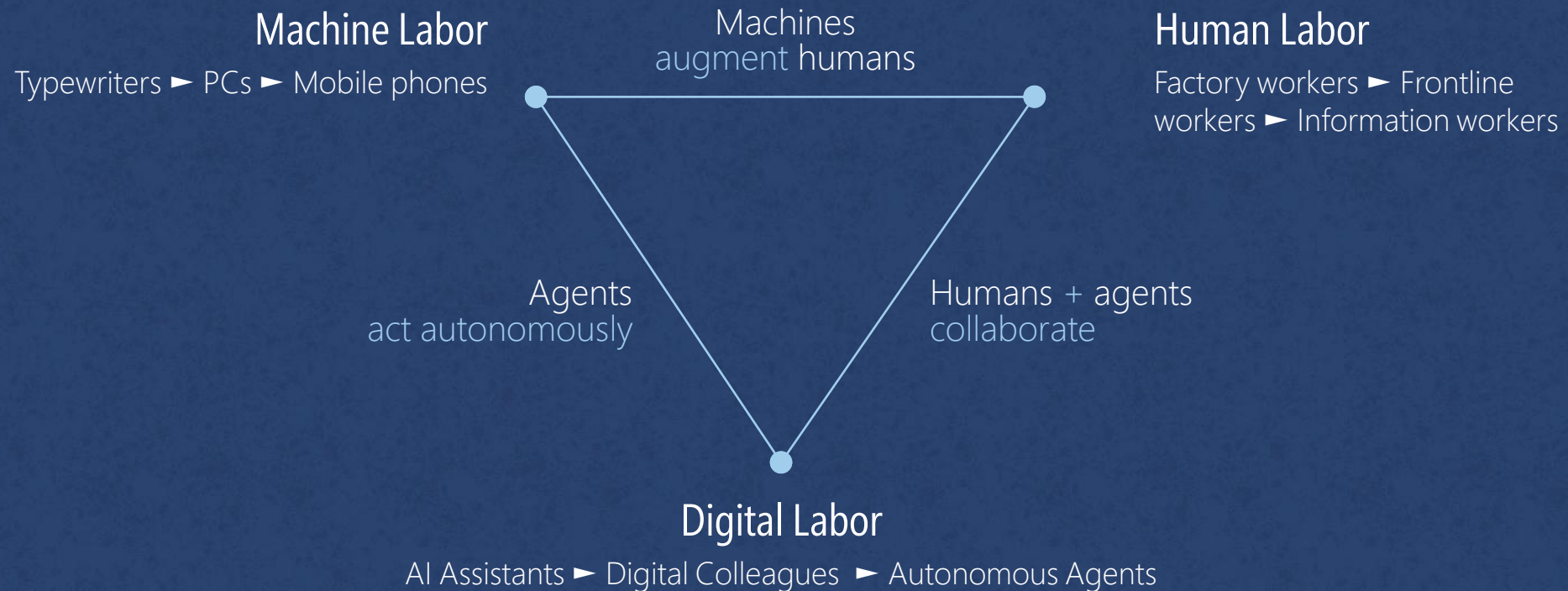
1. Intelligence scales
2. Ideas are instantaneous
3. Interactions are repeatable
4. Cognition is externalized
5. Outcome ownership differs

The theory of the firm is based on an economic reality...



Machines exist **primarily to augment the existing human workforce**, and organizations invest in both – **both are managed and measured accordingly** (one by IT and the other by HR).

...which is now evolving

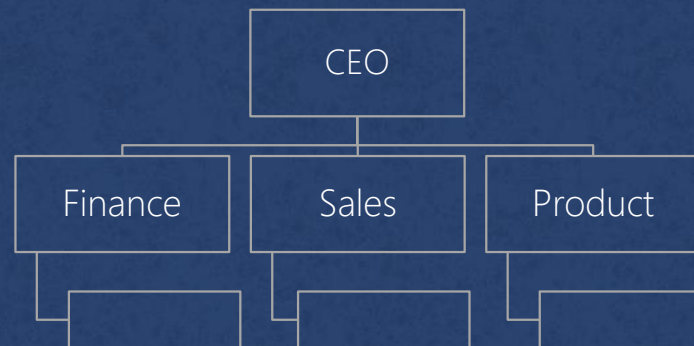


Organizations invest in **Machine Labor + Human Labor + Digital Labor**
– which all have separate and connecting relationships that need to be managed and measured accordingly.

How does on-tap intelligence change the org chart?

Org chart

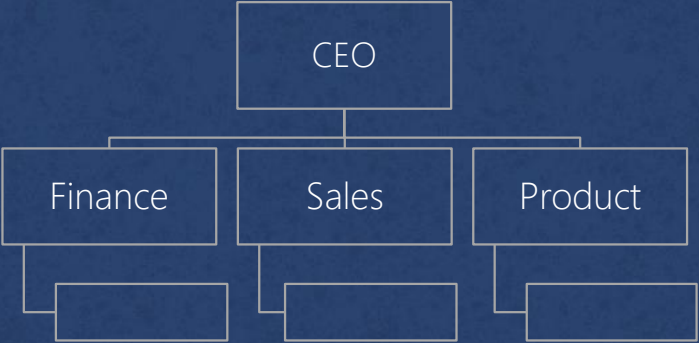
Classic org chart – organized by specialized human expertise separated in functions



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Org chart

Classic org chart – organized by specialized human expertise separated in functions



Work charts

Hollywood model

– organized by jobs to be done



Human-first + Agent-first model

– organized by division of labour across humans + agents








Agentic marketplace model






– organized by domain expertise with agent trading enabled



Knowledge work of today...

	The Era of Information Work (Today)
	Democratized information
	Consumption tax on workers
	Meetings = information exchange
	Workers are in service to email
	Command-based relationship with technology

Knowledge work of today... makes room for knowledge work of tomorrow

	The Era of Information Work (Today)	The Era of Intelligence Work (Tomorrow)
	Democratized information	Democratized expertise
	Consumption tax on workers	Delegation tax on workers
	Meetings = information exchange	Meetings = value creation
	Workers are in service to email	Email is in service to agents
	Command-based relationship with technology	Conversation-based relationship with technology

Agents now take all of this
"information work" on

Knowledge work now focuses on the orchestration,
management and measurement of agents –
"intelligence work"

The knowledge worker of tomorrow needs different skills

The New Career Ladder

What work do we **choose** humans to do?

Judgment ~ High-stakes decision-making ~ Societal accountability

What work would we **prefer** humans to do?

Human-to-human connection ~ Strategy & vision ~ Sensitive communications ~ Customer relationships ~ Product envisioning

What work do we **need** humans to do?

"Agent boss": Managing & measuring agents ~ Agent "hiring"/trading ~ Agentic engineering

As societal norms evolve, these likely will too

**If today were day 1 in the
history of work...**

**... how would you design
work?**