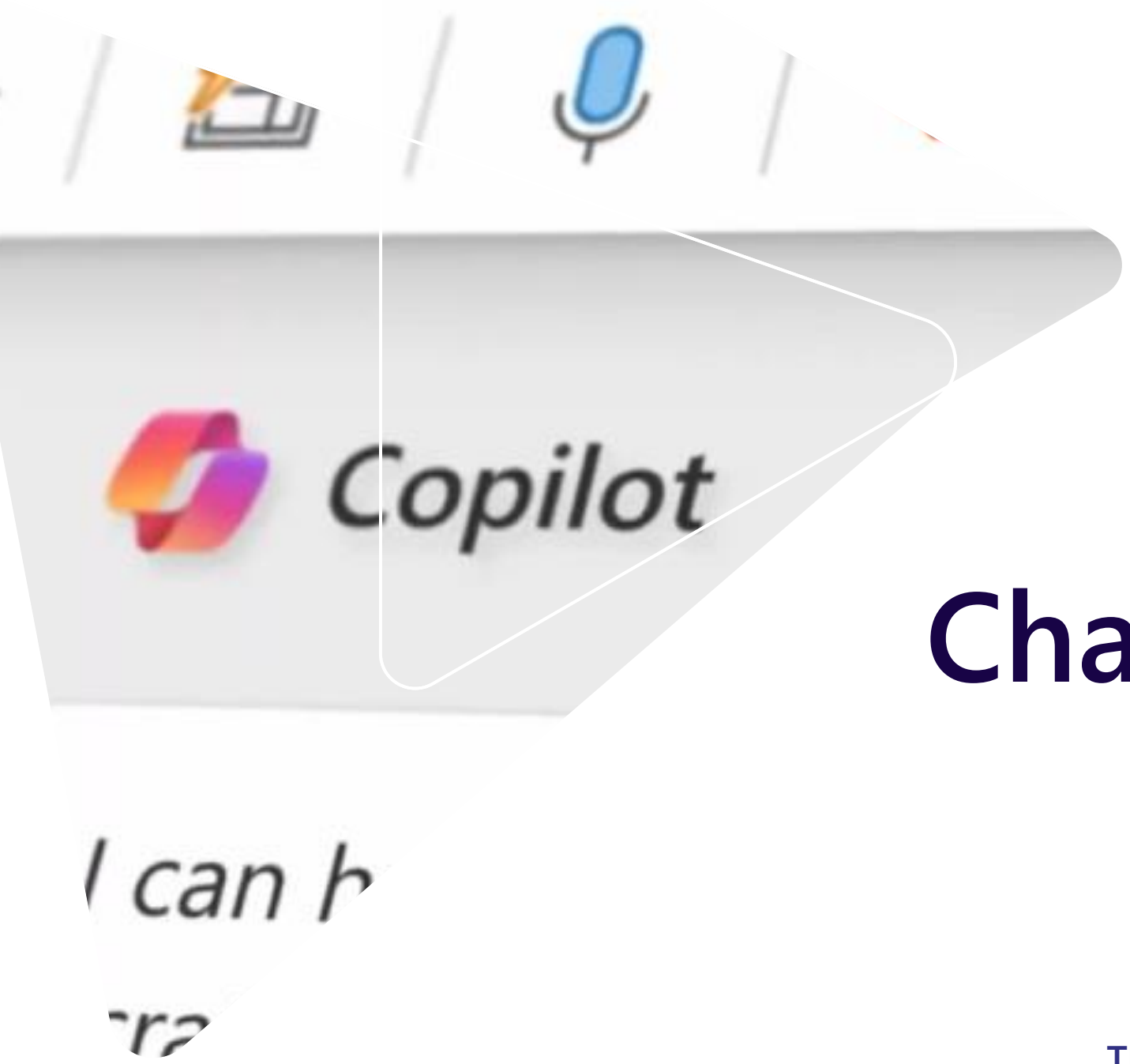

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How Work Changes With AI & Copilots

Thu., September 28, 2023 9:00 AM (EST)

2toLEAD

Richard Harbridge

2toLead Chief Technology Officer & Microsoft MVP

Speaker & Author

Super Friendly 🙂

My Twitter is @RHarbridge, I'm super friendly & proud to work at @2toLead.

Agenda

Navigating This Major Change

Examples Of How Work Changes With AI

Considerations For Tomorrow

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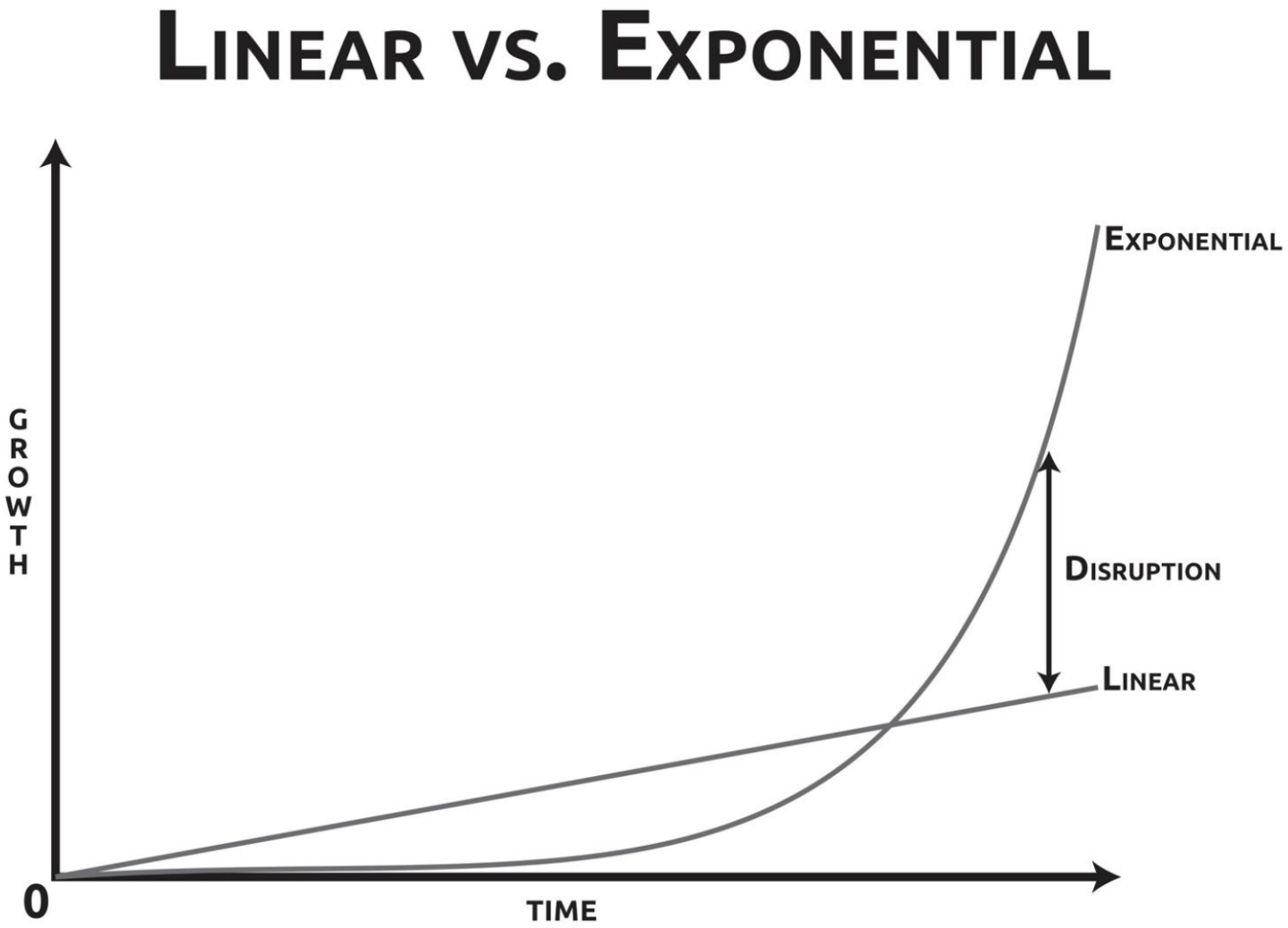
The Executive Discussion

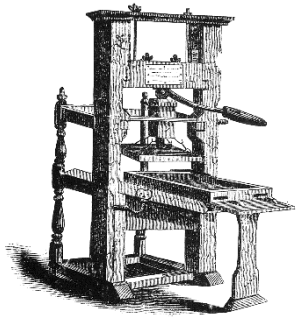
It is imperative that AI be led and owned by the business. It is too important to be left in the hands of technologists alone. This is not a linear technology.



AI Is A Major Transformative Technology For Employee Experience

AI change will be measured in years, not decades or generations. It's a bigger change and faster.

New Work: Printing



This Led To:
The Spread Of Societal Literacy

New Work: Standard Docs

This Led To:
The Spread Of Systematic Management

New Work: eDocs

This Led To:
The Spread Of Information Management

New Work: Websites

This Led To:
The Removal Of Communication Barriers

New Work: Apps

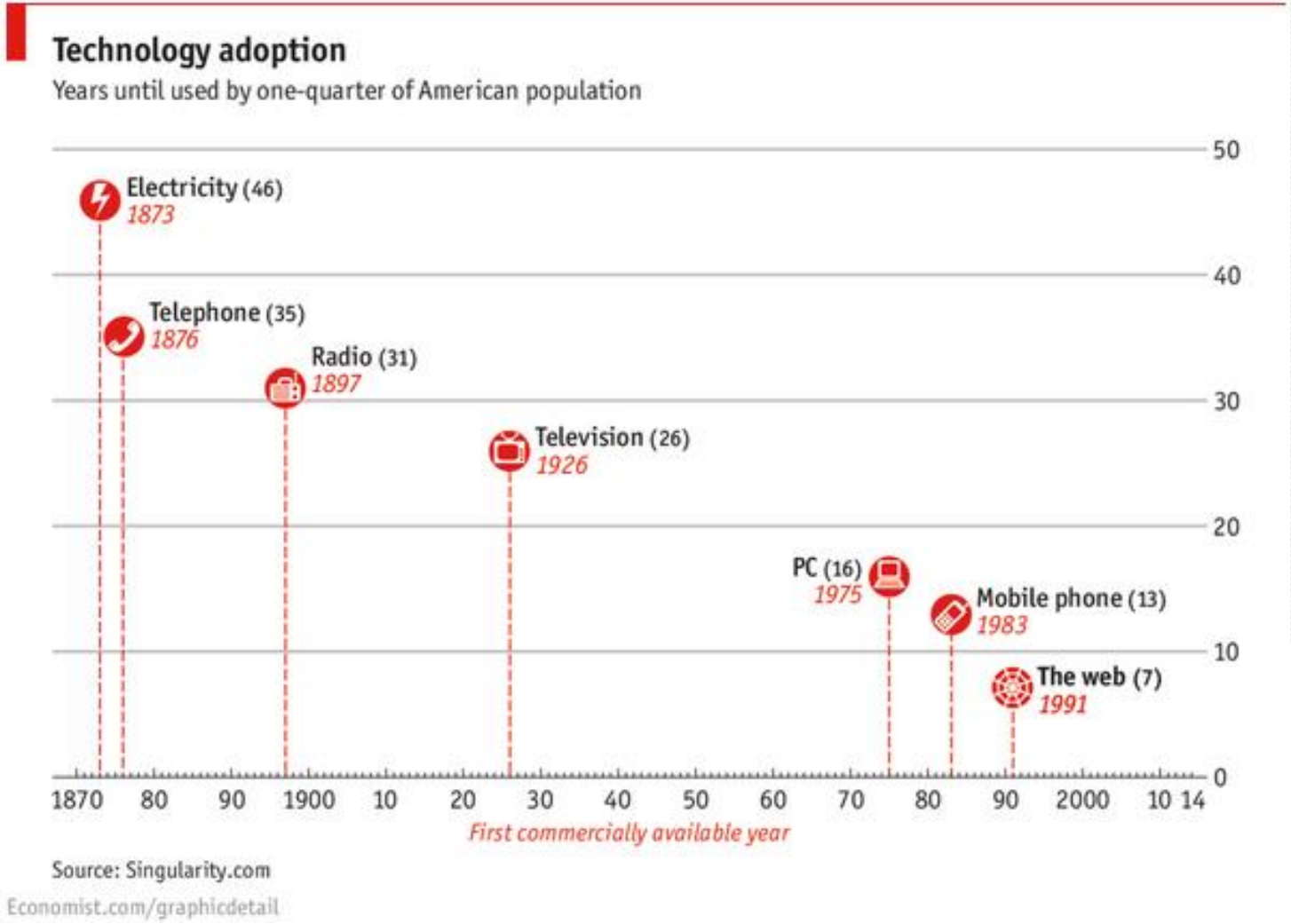
This Led To:
The Removal Of Presence & Access Barriers

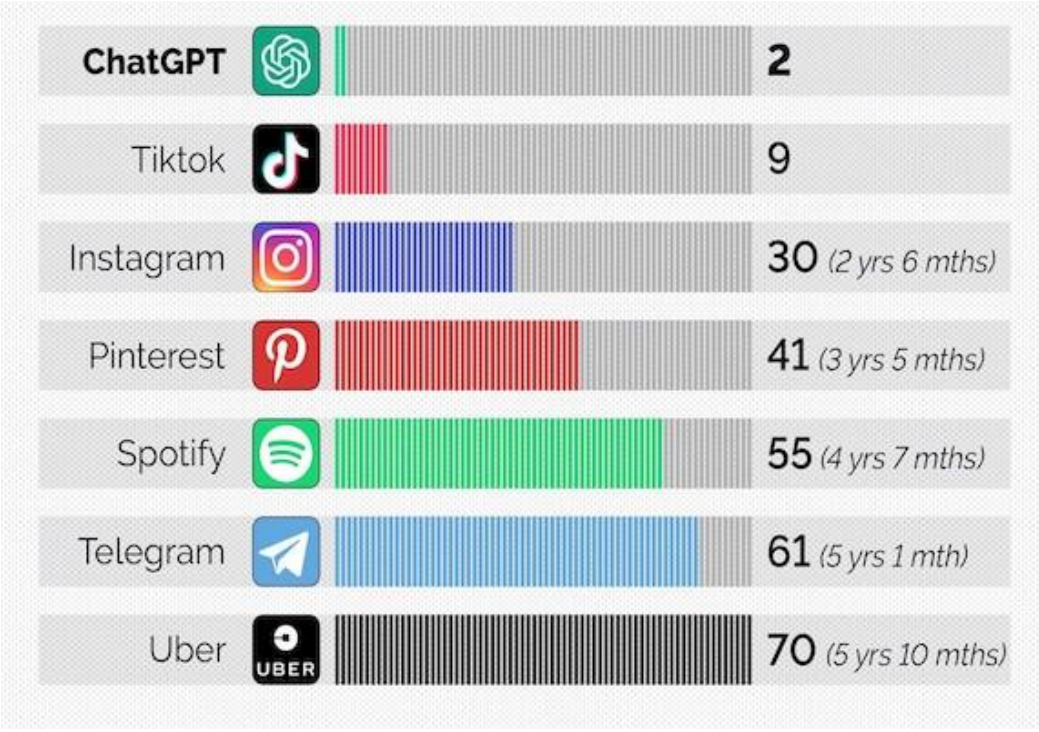
New Work: Perspective?

This Led To:
The Removal Of Skill Barriers & Spread Of Hyper-Personalization

Business Mapping & Adoption

In less than one year at least a third say that their organizations already use generative AI in at least one business function; high performers deploy it in multiple business functions.

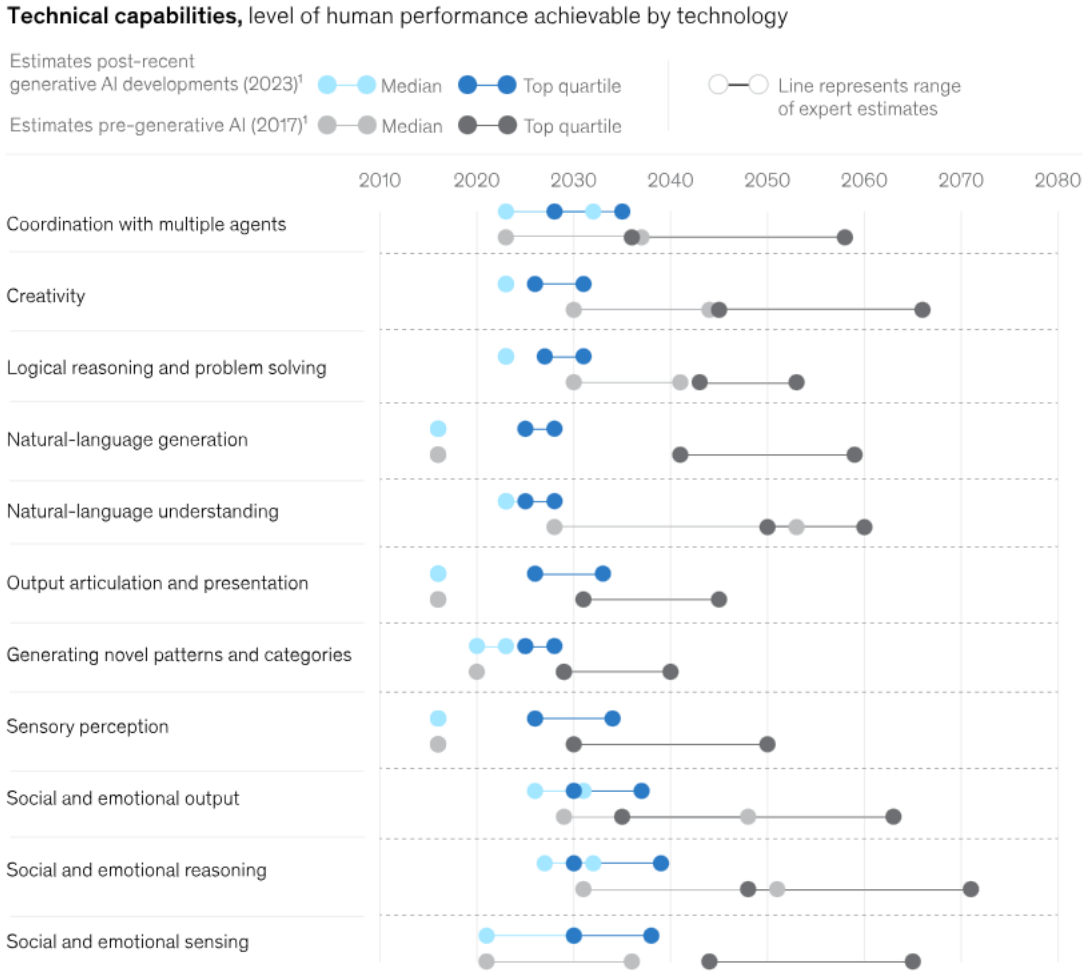




Pew Research found 14% have used it in May 2023. Based on continued growth and current insights it is likely to be used by one-quarter of American's in less than 1 or 2 years.

Innovations In AI Are Continuing

While generative AI developments are the most important today, overall, we are seeing continual adjustments in predictions for when human or greater than human performance will be achievable.



[1]Comparison made on the business-related tasks required from human workers. Please refer to technical appendix for detailed view of performance rating methodology.
Source: McKinsey Global Institute occupation database; McKinsey analysis

With Generative AI predictions shifted by decades.

[Economic potential of generative AI | McKinsey]

AI's Recent Innovation Impact Accelerated Automation Potential

We now see a much greater opportunity for near term automation of higher education level impact and more decision making and collaboration impact potential.

Impact of generative AI on technical automation potential in midpoint scenario, 2023

With generative AI
Without generative AI[1]

Occupation group	Overall technical automation potential, comparison in midpoint scenarios, % in 2023		Share of global employment,[2] %
Educator and workforce training	54	15	4
Business and legal professionals	62	32	5
STEM professionals	57	28	3
Community services	65	39	3
Creatives and arts management	53	28	1
Office support	87	66	9
Managers	44	27	3
Health professionals	43	29	2
Customer service and sales	57	45	10
Property maintenance	38	29	4
Health aides, technicians, and wellness	43	34	3
Production work	82	73	12
Food services	78	70	5
Transportation services	49	42	3
Mechanical installation and repair	67	61	4
Agriculture	63	59	21
Builders	53	49	7

Impact of generative AI on technical automation potential in midpoint scenario, 2023

With generative AI
Without generative AI[1]

Education level	Overall technical automation potential, comparison in midpoint scenarios, % in the United States in 2023		Share of US employment, %
Master's, PhD, or higher	57	28	13
Bachelor's degree	60	36	22
Associate's degree	62	45	9
Some college	64	48	22
High school diploma or equivalent	64	51	24
No high school degree	63	54	9

Overall technical automation potential, comparison in midpoint scenarios, % in 2023

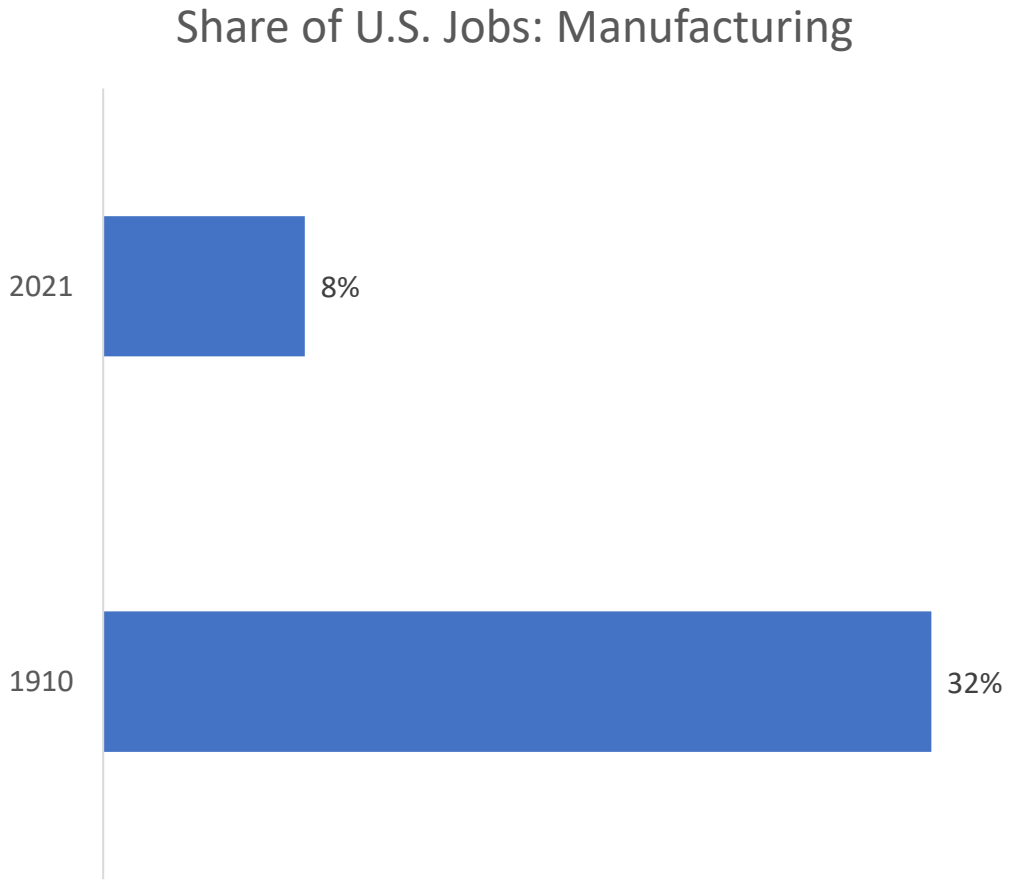
With generative AI
Without generative AI[1]

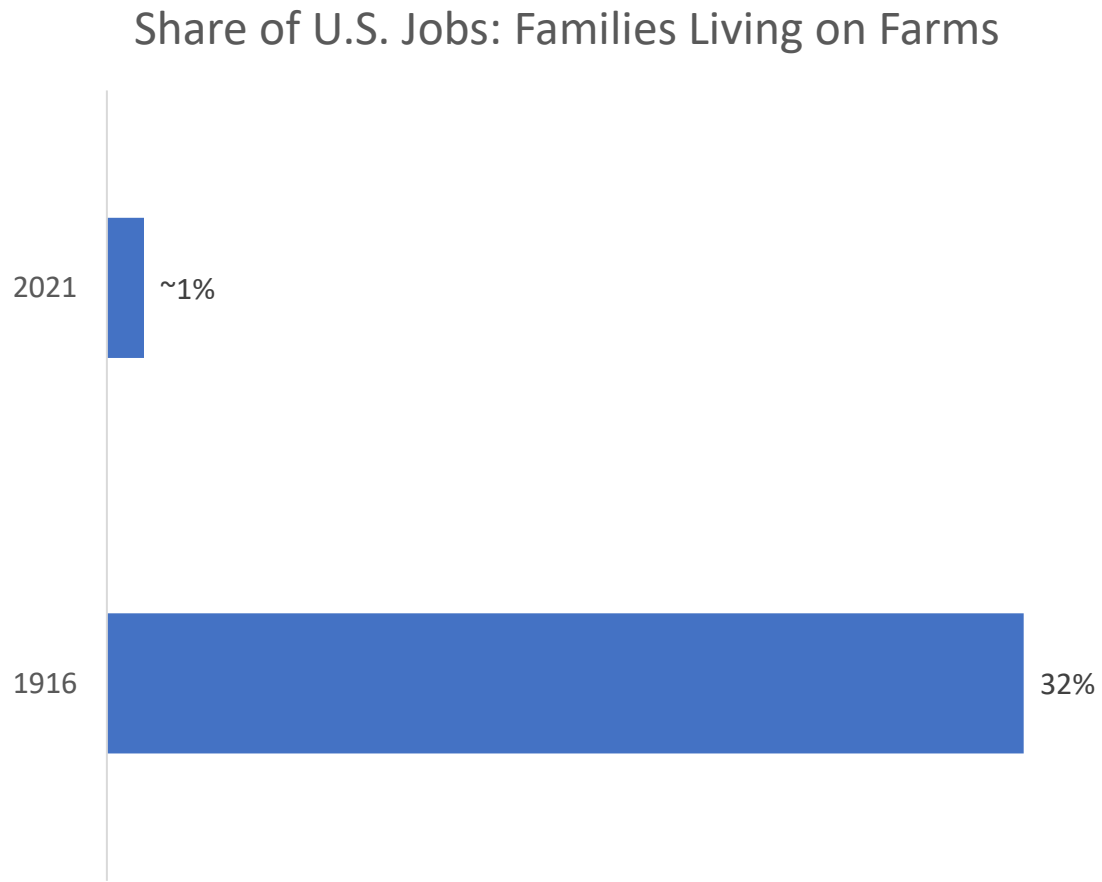
Activity groups			
Decision making and collaboration	Applying expertise[2]	58.5	24.5
	Managing[3]	49.0	15.5
	Interfacing with stakeholders	45.0	24.0

[Economic potential of generative AI | McKinsey]

AI's Recent Innovation Impact Accelerated Automation Potential

Share of jobs in the U.S. over time have shifted with each major technological innovation.





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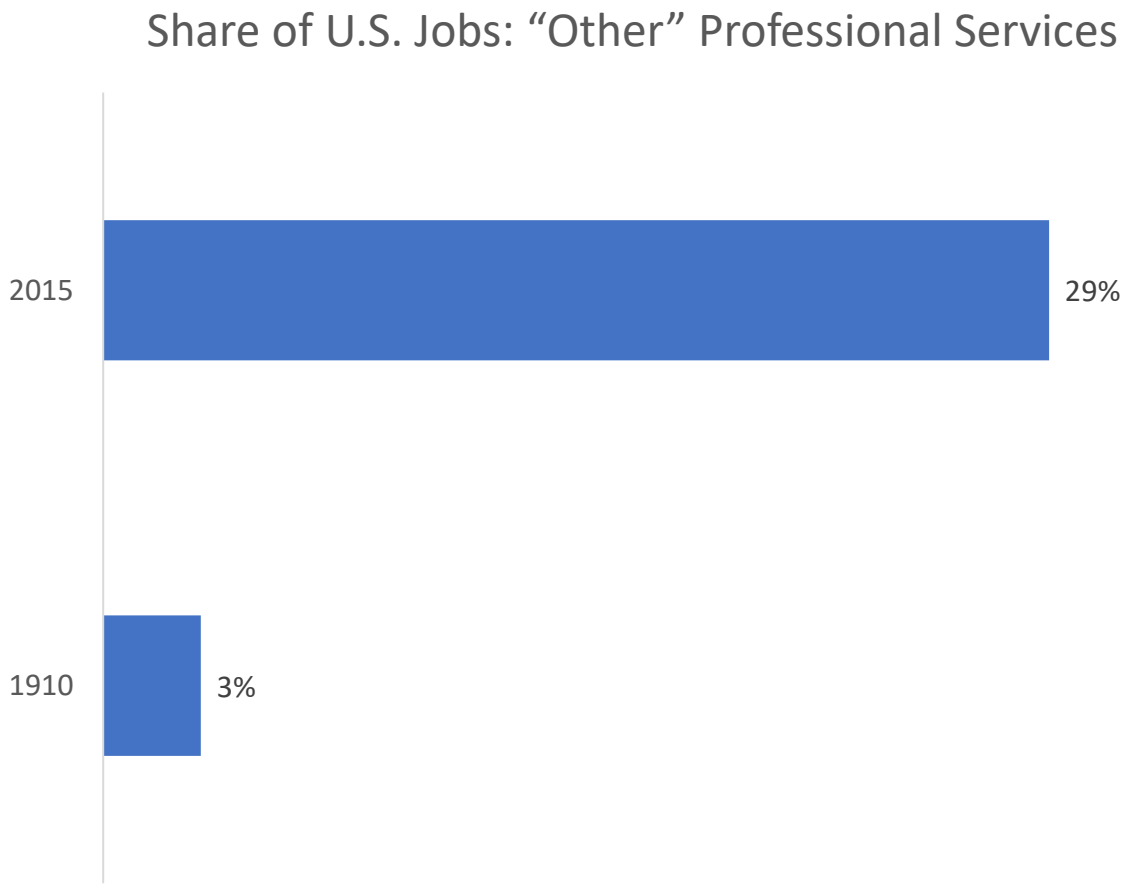
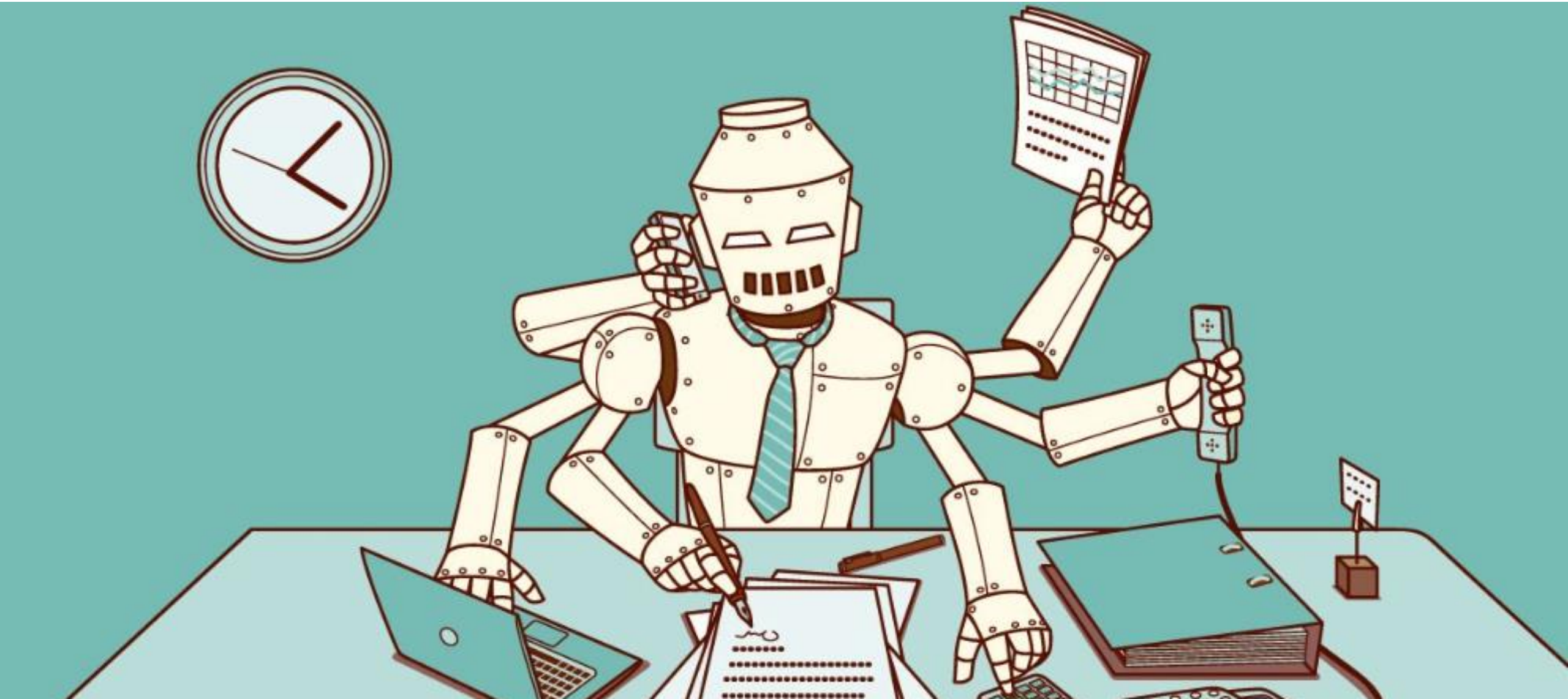


+ Consider Educational Services: From 3.5% to 9.7%

AI Is Not Going To Take Your Job, People Who Use AI Will Take Your Job

Get familiar with disruptive technologies and learn how they can be a tool.



It’s All About Working Better Together

Not against each other, not instead of each other, but together.

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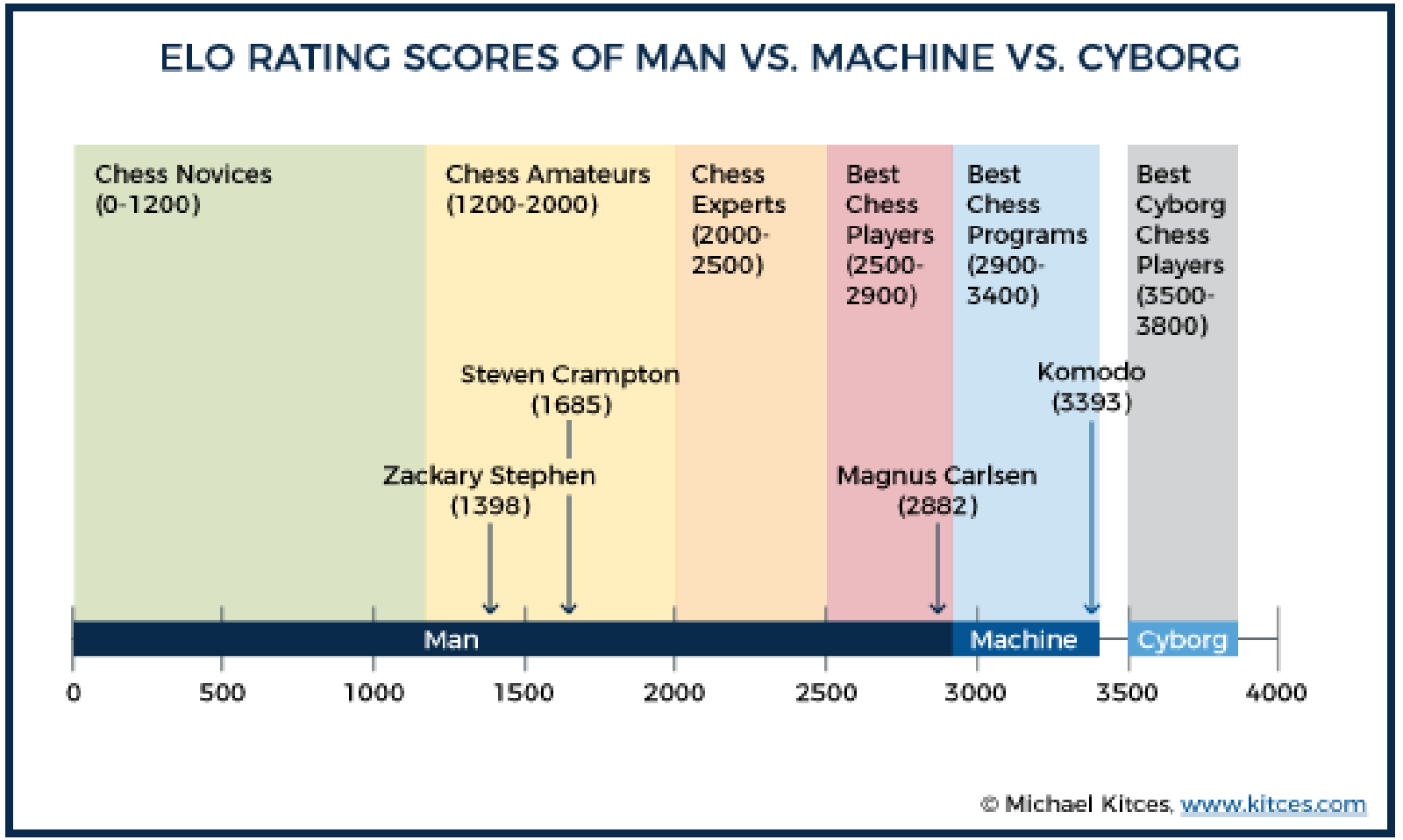
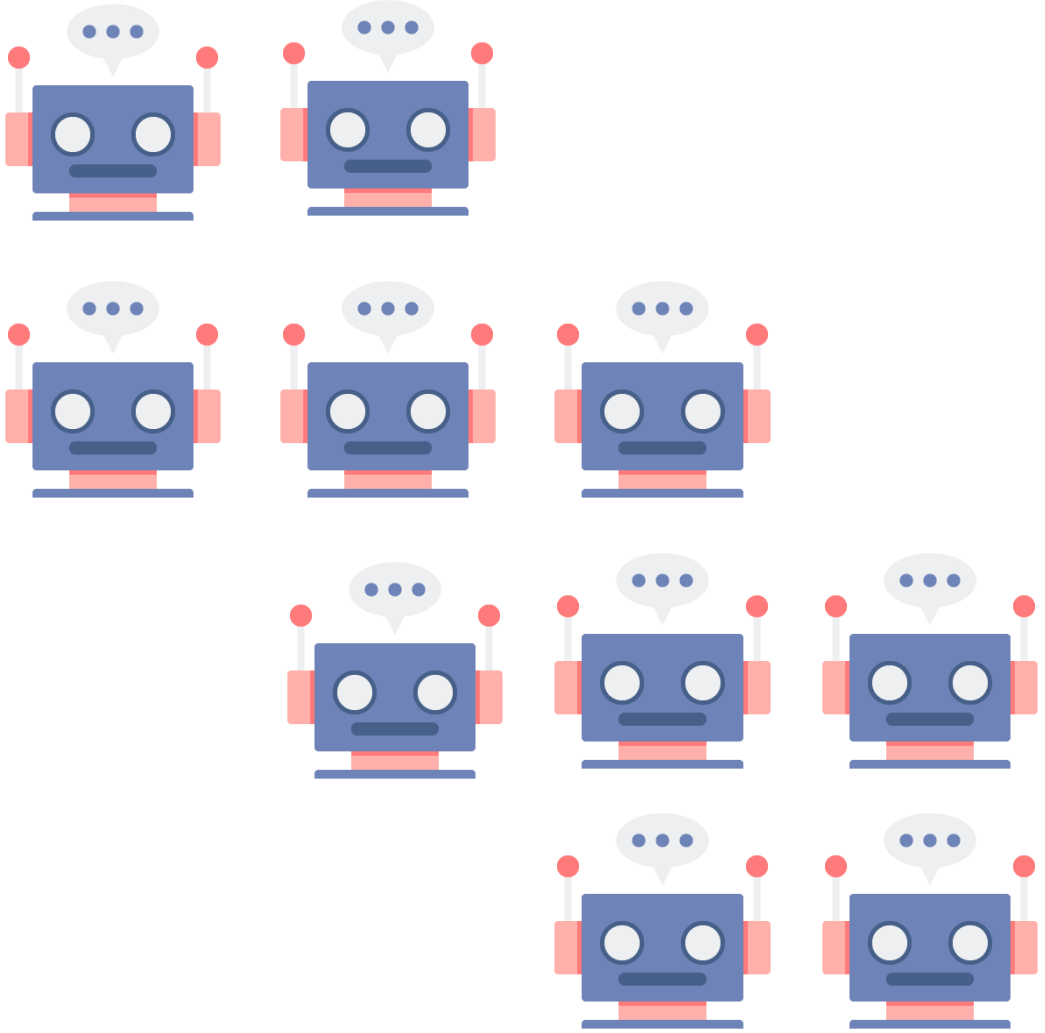


5x more financial value out of AI with a focus on collaboration than companies who use AI to only replace people.

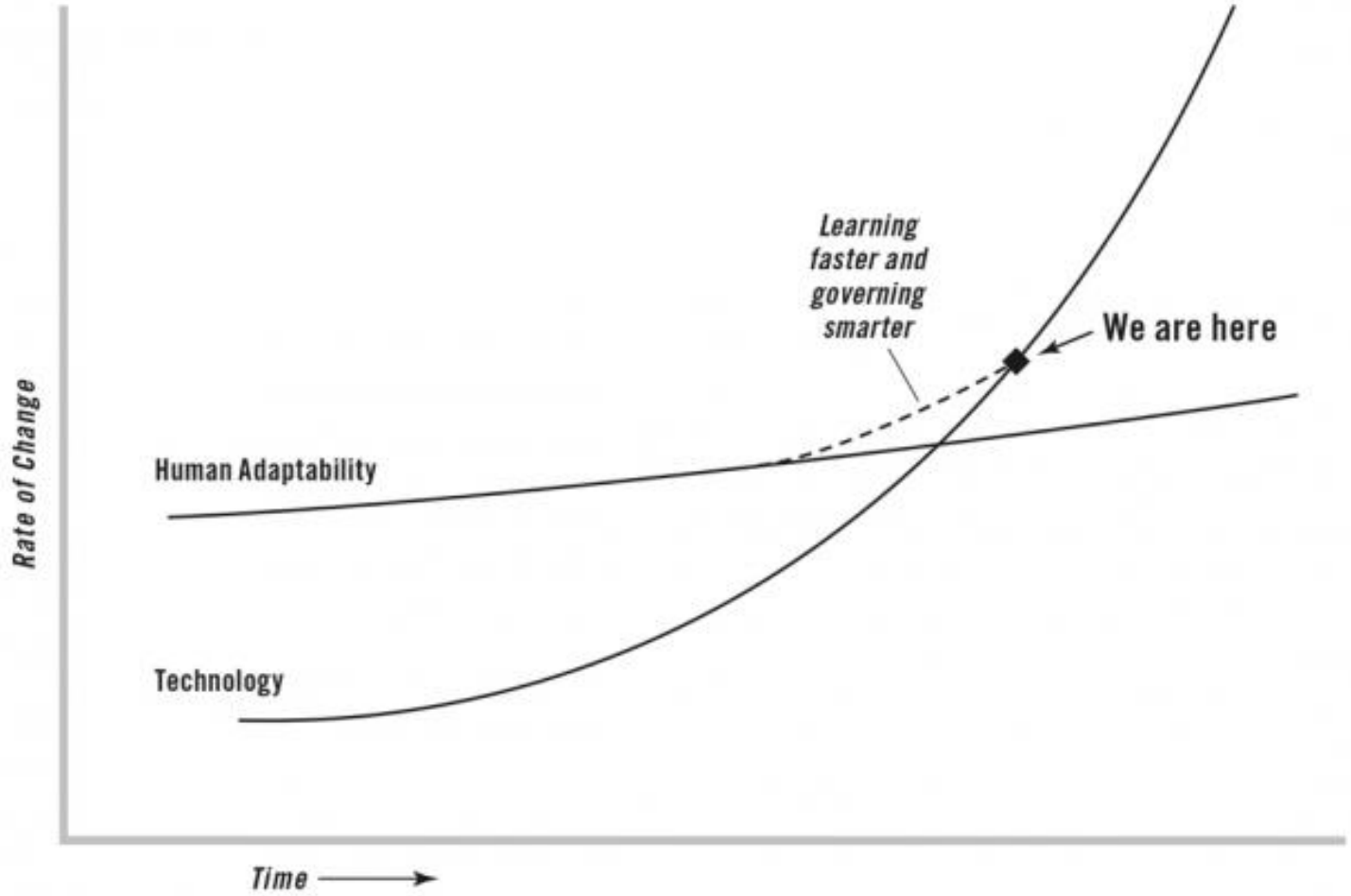
Success With AI In Communications Is About Collaborating With AI

For every one automation opportunity inside an organization there are 10+ more AI collaboration opportunities. *Collaboration with AI can be hard, but with the help of others it can be easier.*



AI Today Is Both Exhilarating & Terrifying

The stakes in early days with AI are lower. So it's important to embrace and learn sooner.



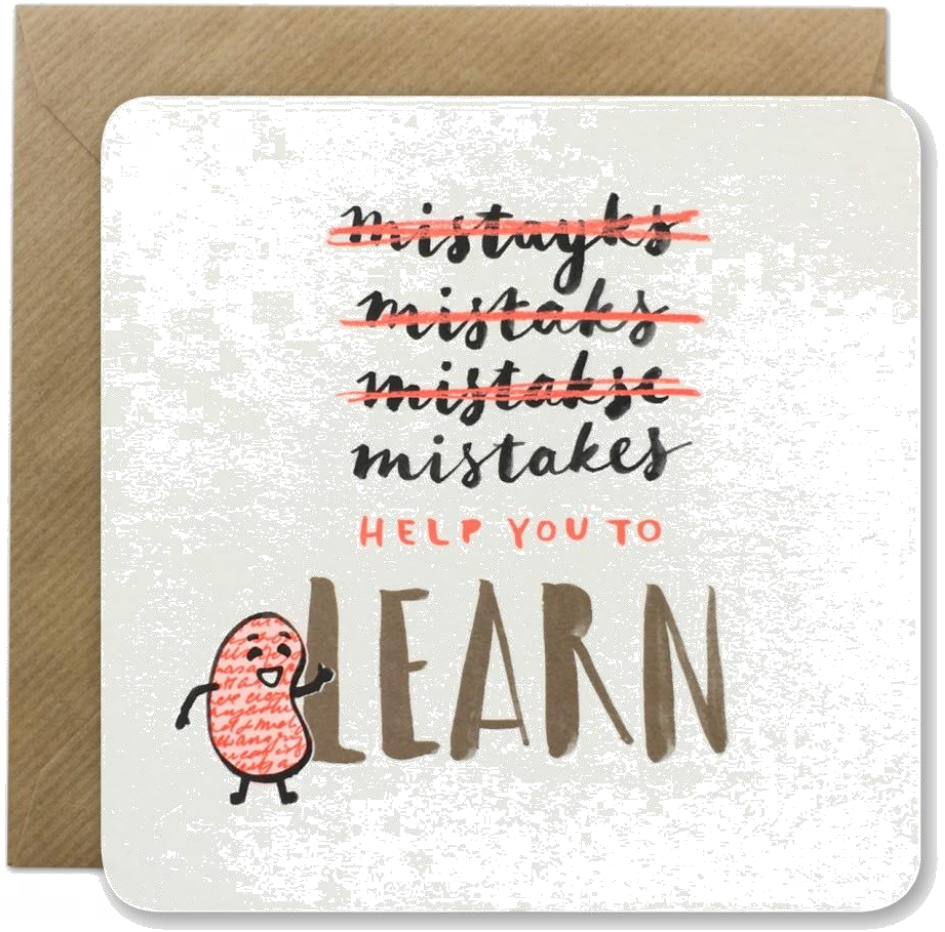


Image Source: Thomas Friedman, 2017

AI is changing business, but if we **embrace it sooner**, and focus on **collaborating with AI** we will be better off and so will our organizations.

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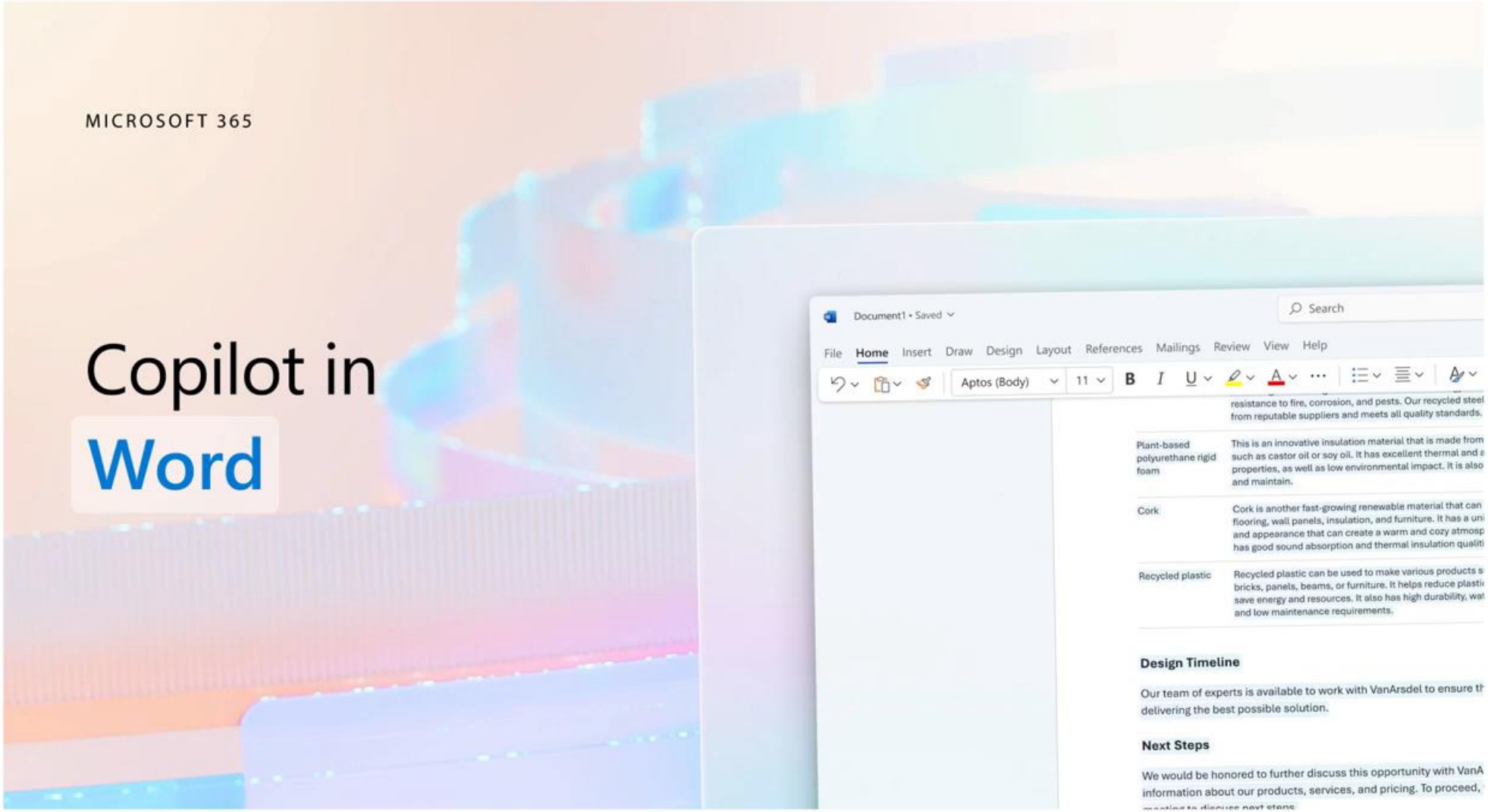
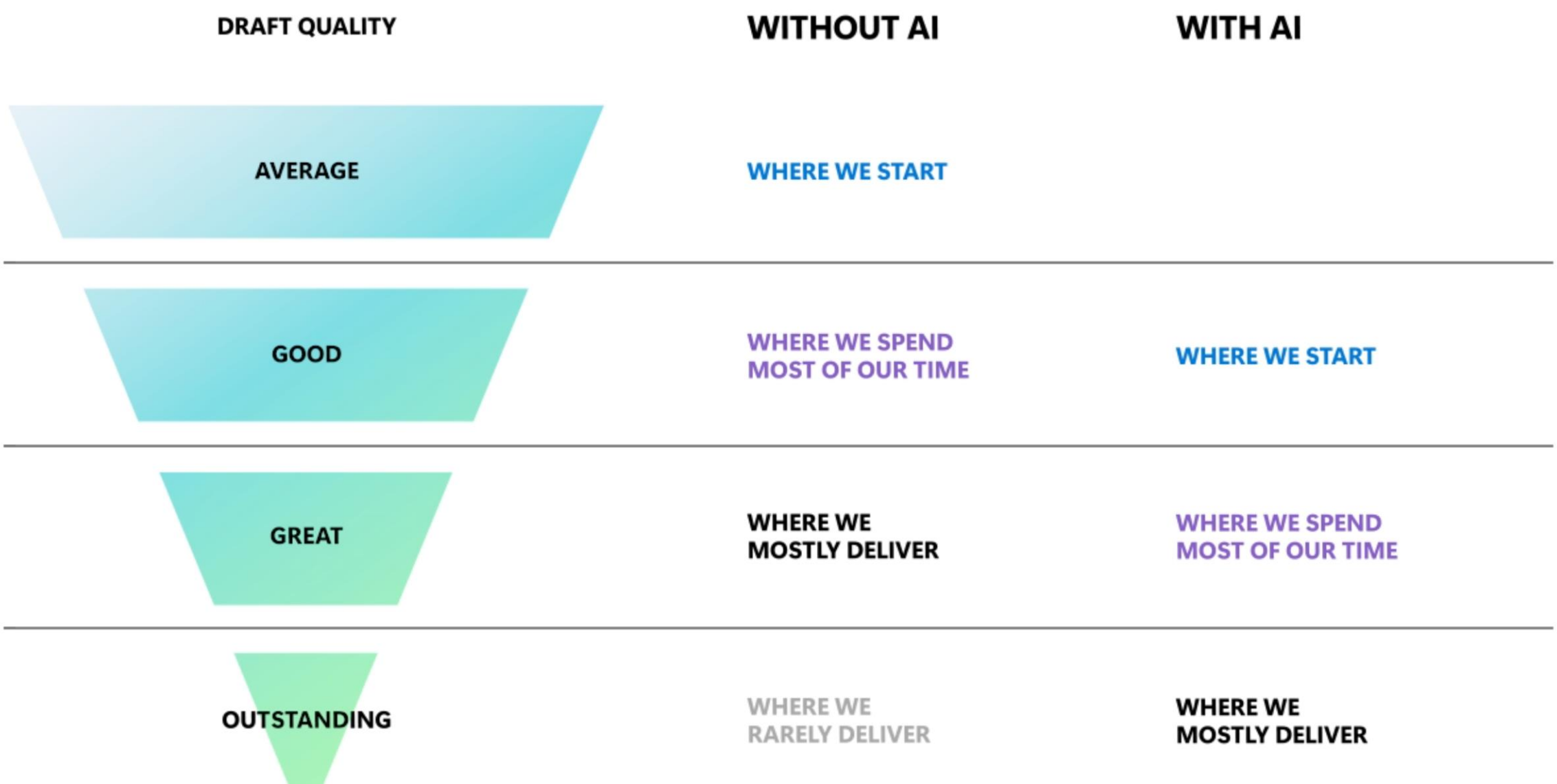
How We Create & Edit Business Documents Is Changing

When combined together humans and AI can lead to not just faster and more skilled generation of communication through collaboration with AI, but better quality results.



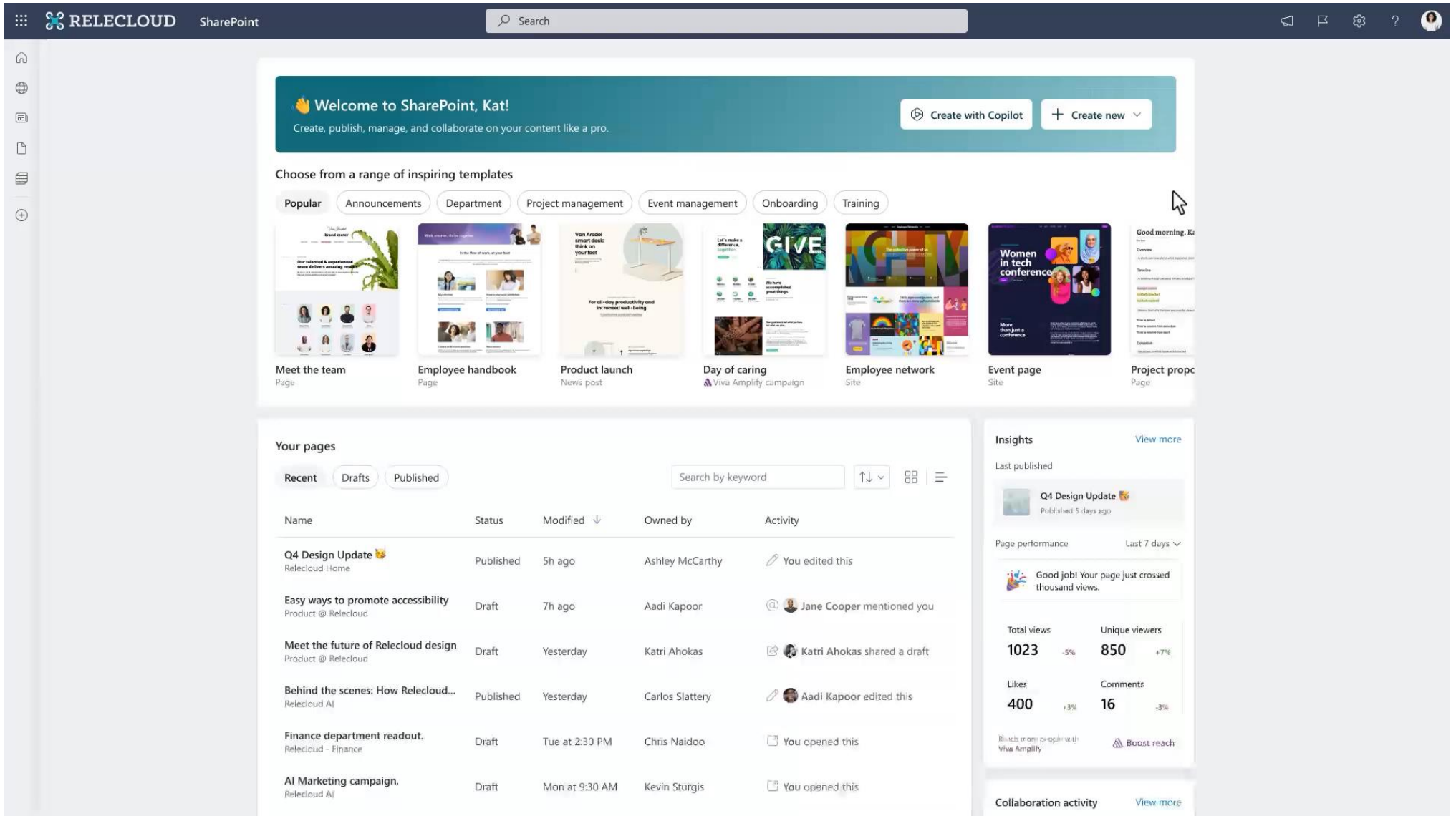
It’s Not About More Content, But Better Content

We accelerate our start, and we get integrated assistance on how to drive from good past great.



How We Access, Share & Amplify Business Documents Is Changing

When combined together humans and AI can create more effective forms of content, maintain that content more easily, and enable greater reach, access and insight.



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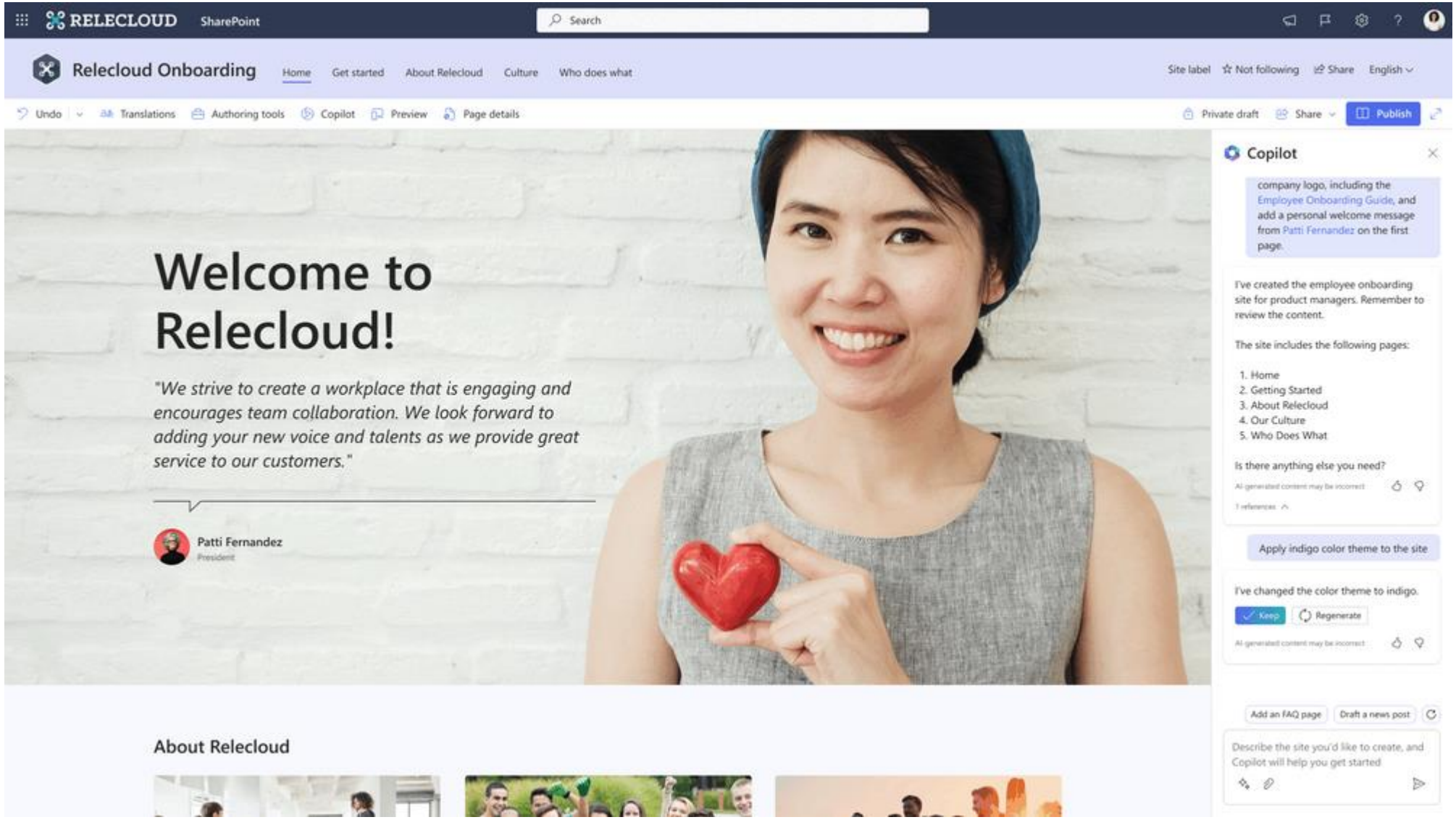


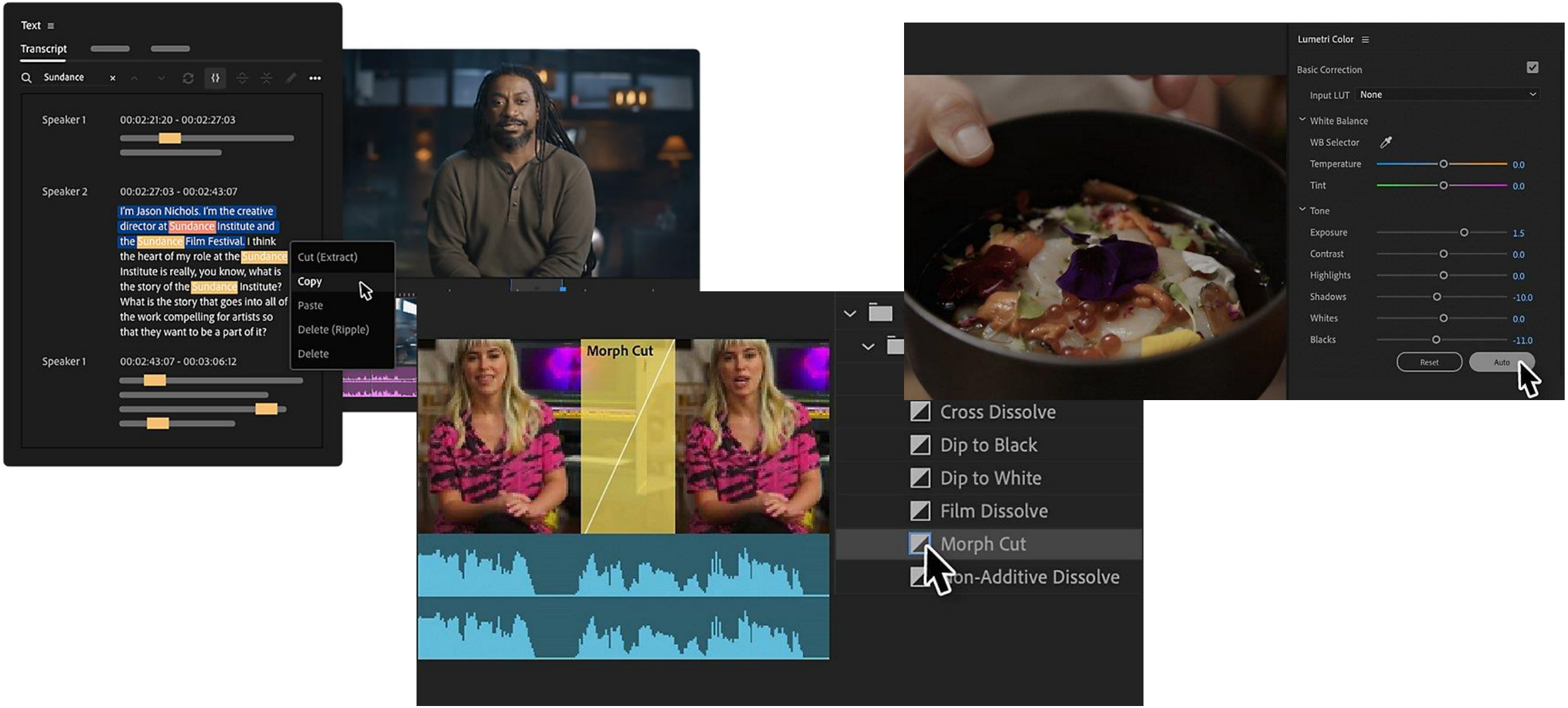
How We Engage & Personalize Messaging & Experiences Is Changing

AI can be used to generate media whether it be images or video, and even avatars with increasing accuracy, believability, and effectiveness.

By 2025, AI avatars leveraging text-to-video using generative AI technology will support 70% of digital and marketing communications from less than 5% in 2022. - ChatGPT Urgency for Advancing Generative AI (gartner)

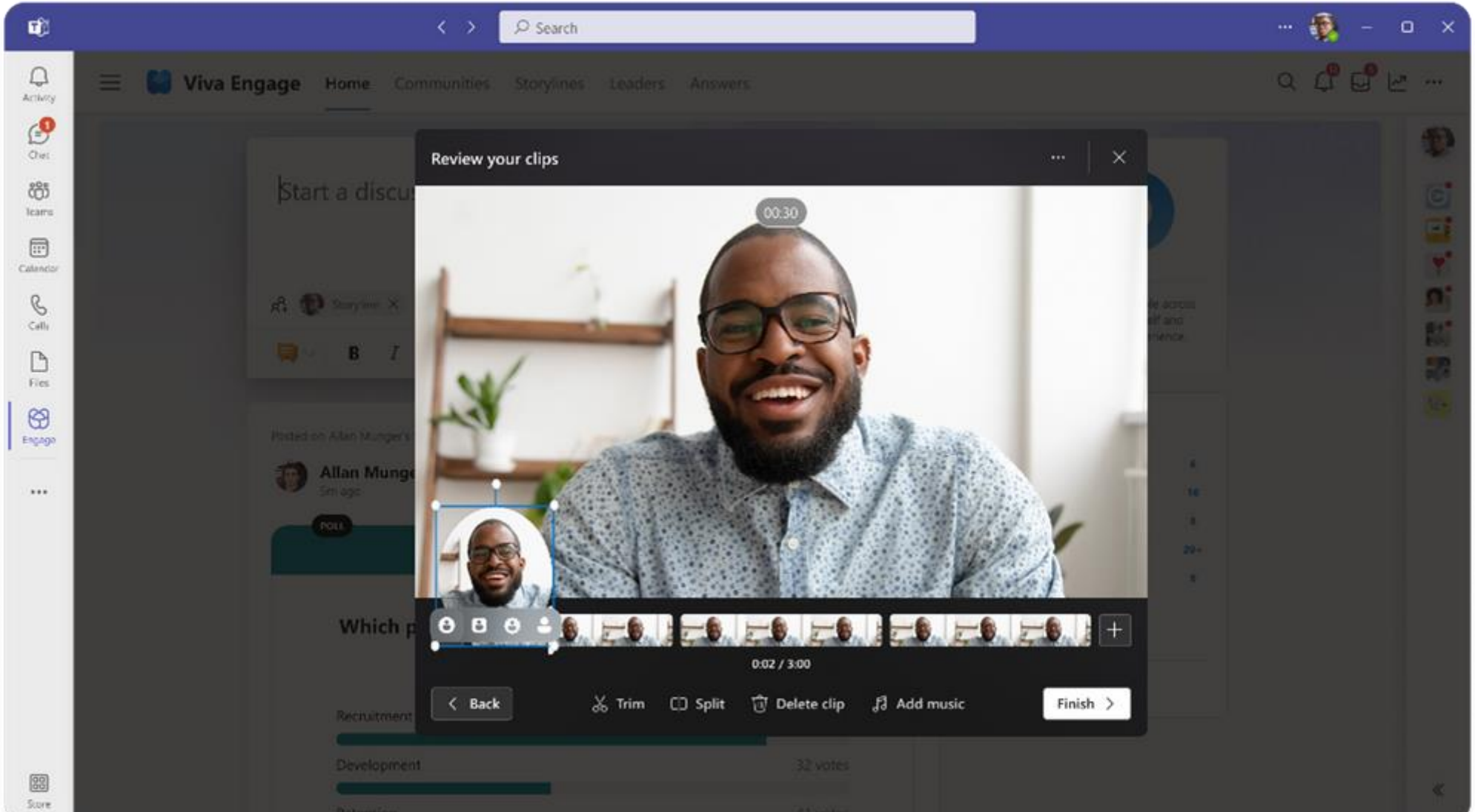
AI Is Making Video Editing More Accessible & Faster

We are only at the start of AI editing; it will make video far more accessible to far more people. If you can create near real time video responses think of how that changes digital social spaces.



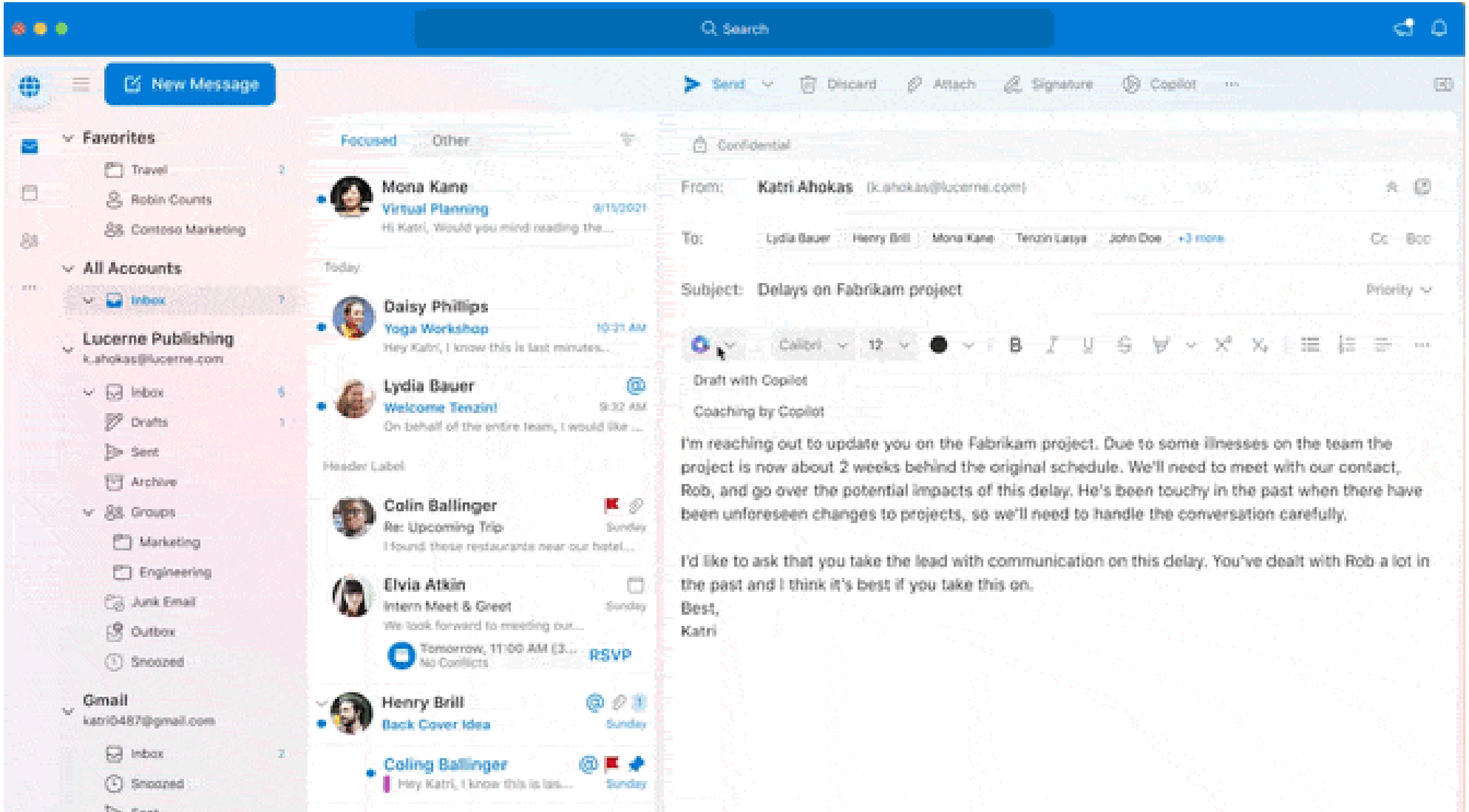
How We Engage & Connect Is Changing

With built in tooling it's also easier to express more of yourself with easy editing (soon to be AI assisted) as you engage in "video conversation threads".



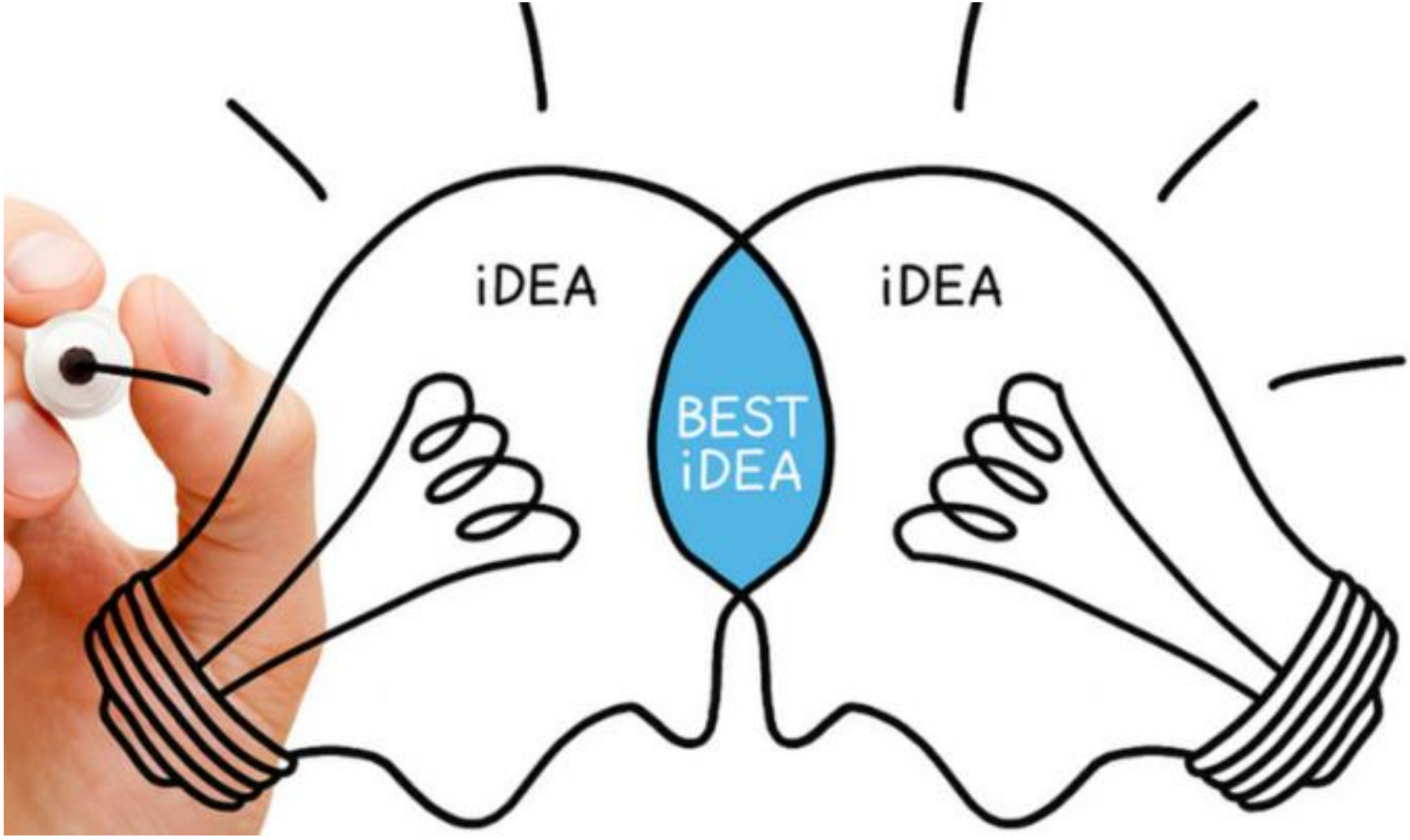
How We Learn & Improve Our Work Is Changing

It can be used before, during and after to improve how we communicate. Providing us insights, skills and the ability to listen, react and understand better as employees or communicators.



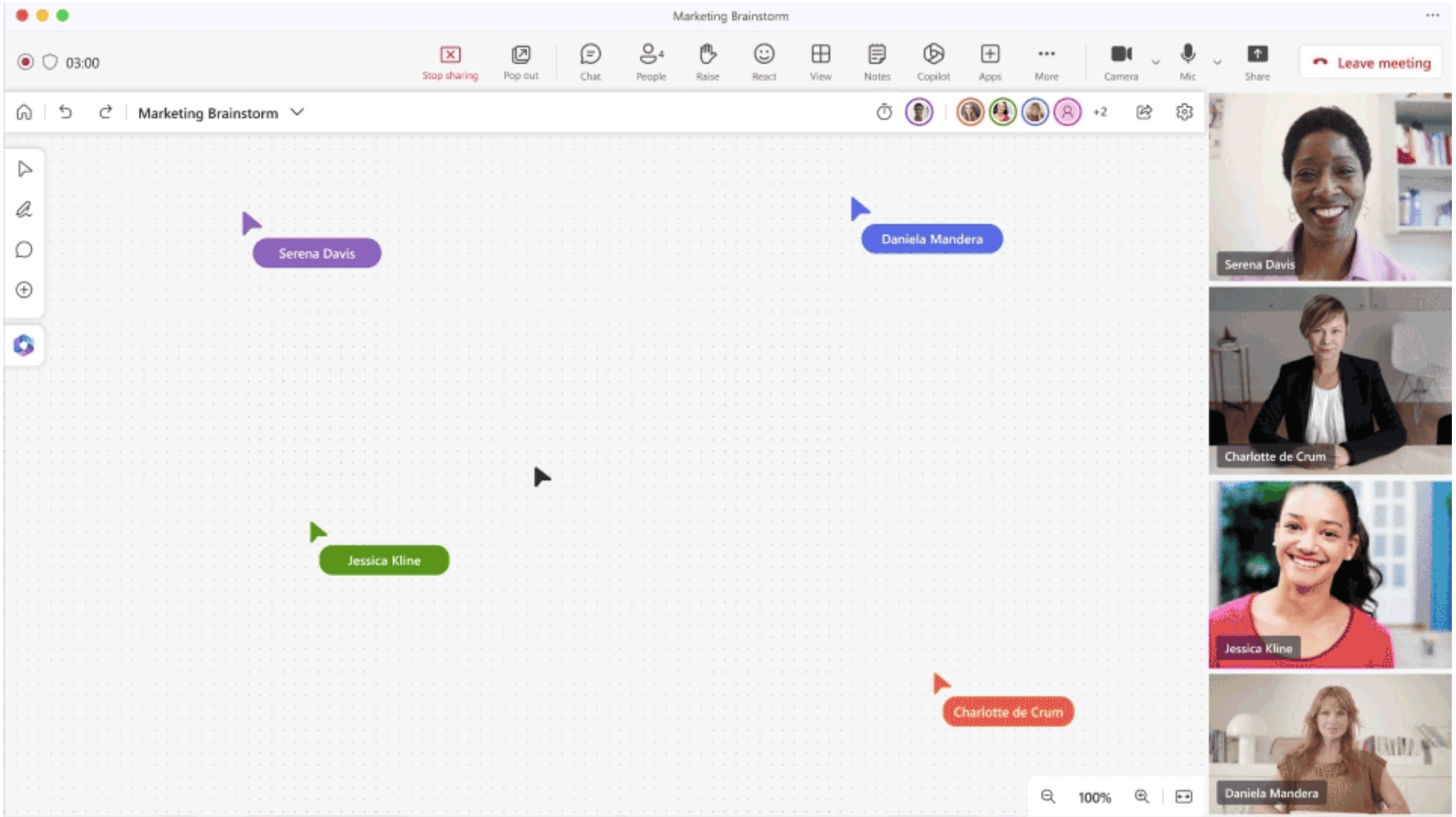
Before Collaboration Might Have Been 1 + 1 = 3

In essence the whole is greater than the sum of it's parts. This is because other people's capabilities amplify our own and together, we deliver higher quality and better results when we collaborate.



AI Is Making Collaboration Easier & More Valuable

The collaboration can range from ideation suggestions to sense making and summarization.



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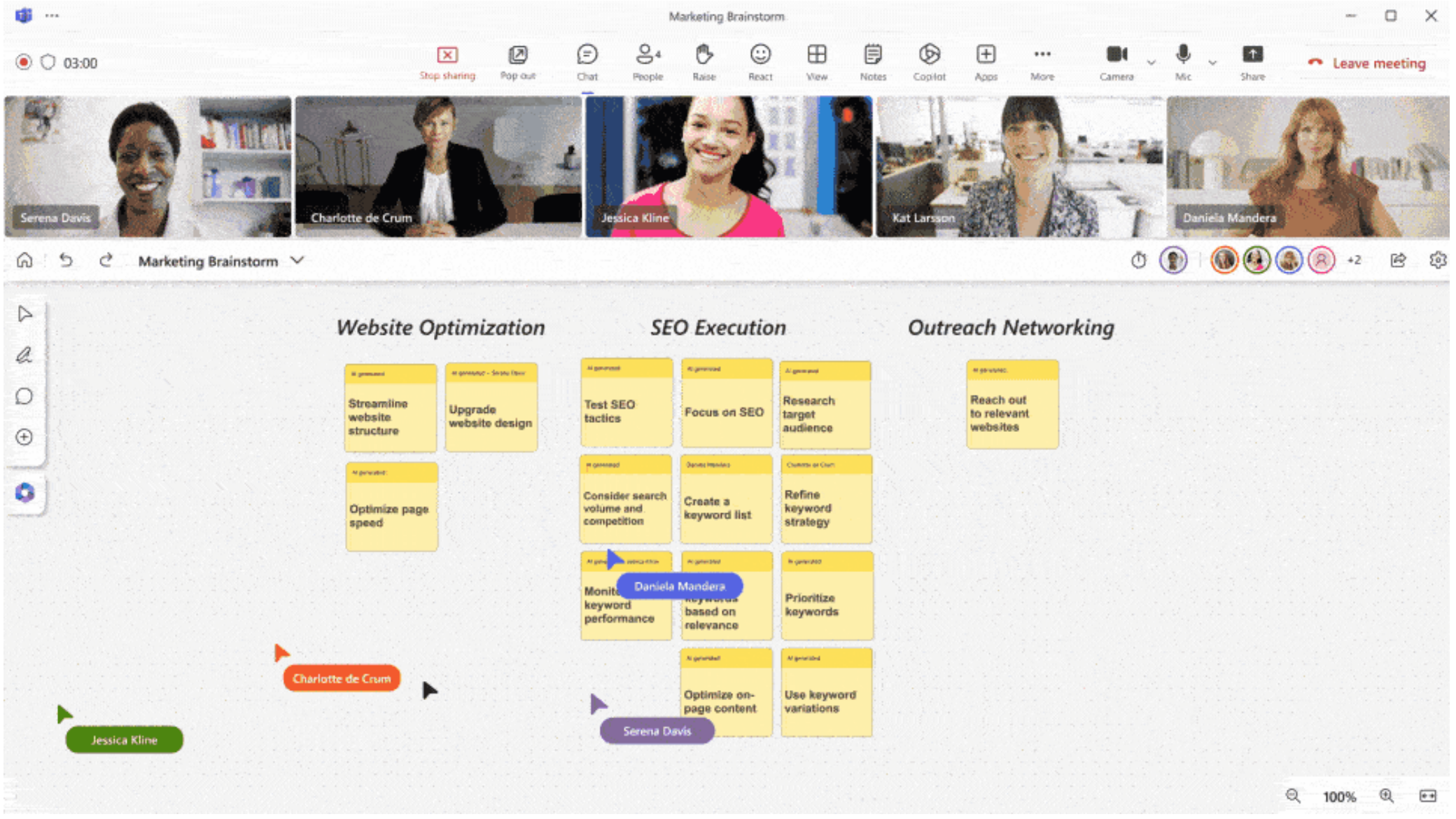
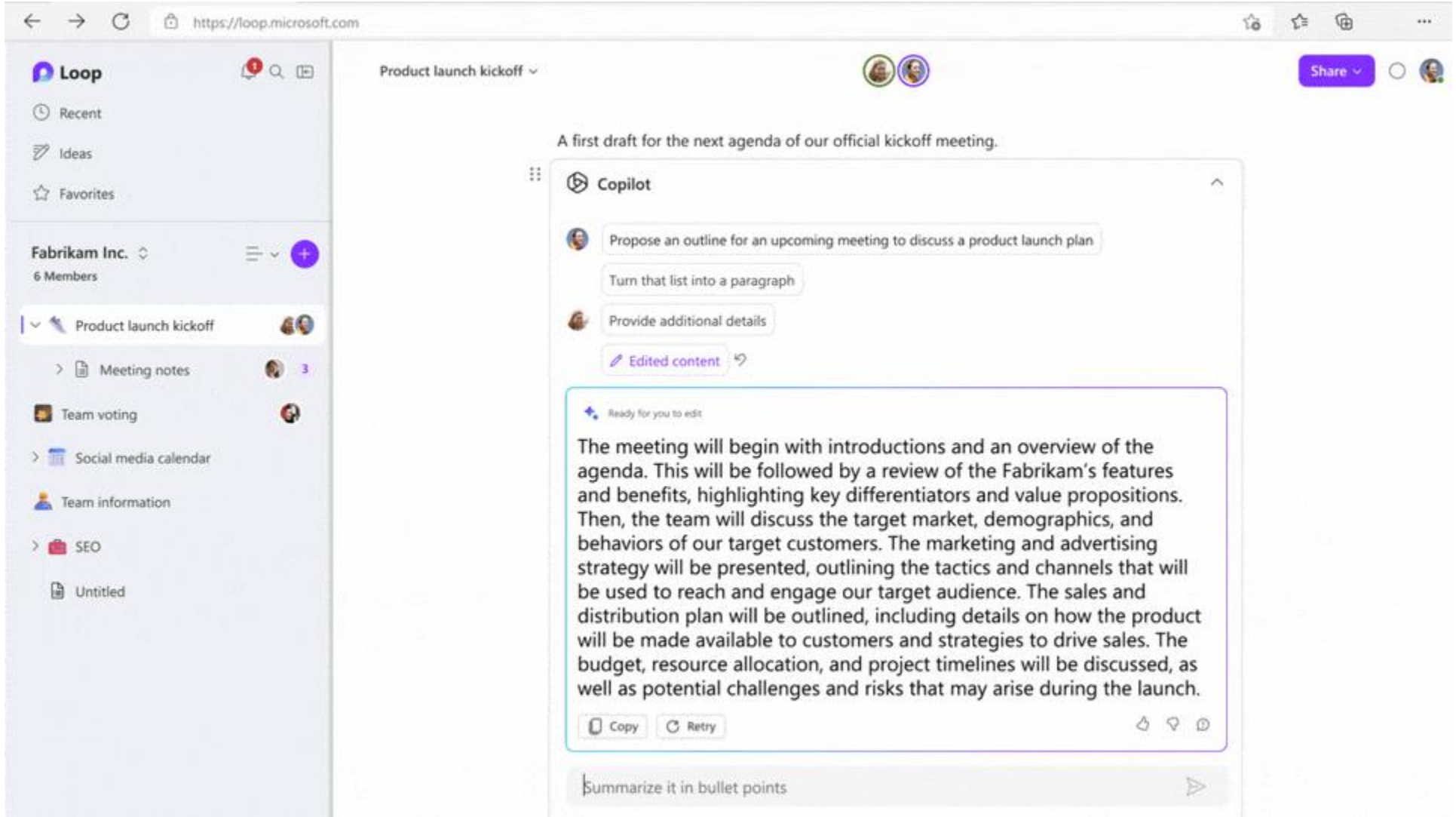


Collaboration With AI & Each Other Leads To Exponential Value

The way AI works is it gives each person their own contextualized and personalized collaborator, one that has access to an incredible number of skills, information, and processing capability.



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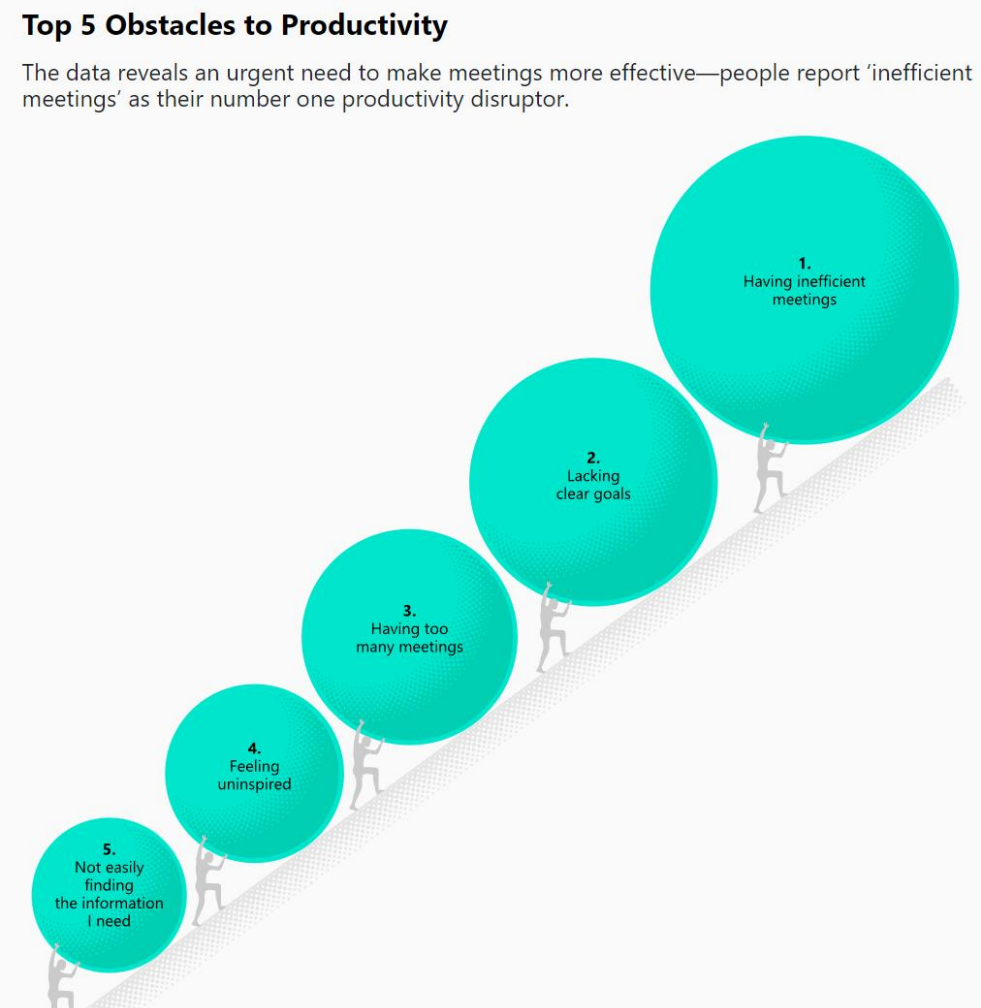
~~1 + 1 = 3~~

AI x (1 x AI + 1 x AI = Exponential Value

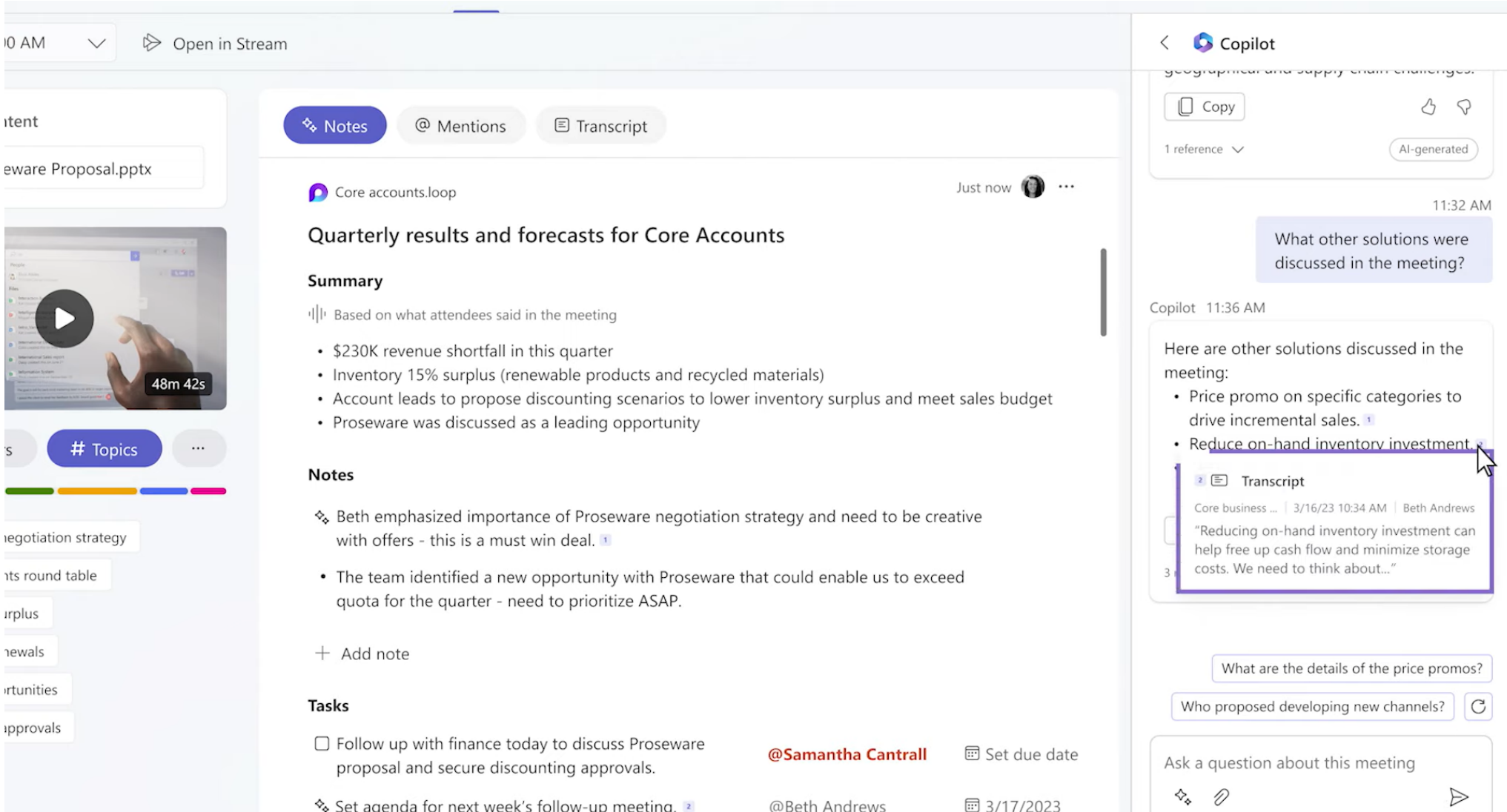
Collaboration & Meetings Shift (Less Low Value & More High Value)

More importantly this shifts collaboration and meetings to higher value as the low value ones are often offset by using AI itself. Many meetings are only people transacting skills – those low value meetings are displaced over time and replaced by collaboration with AI.



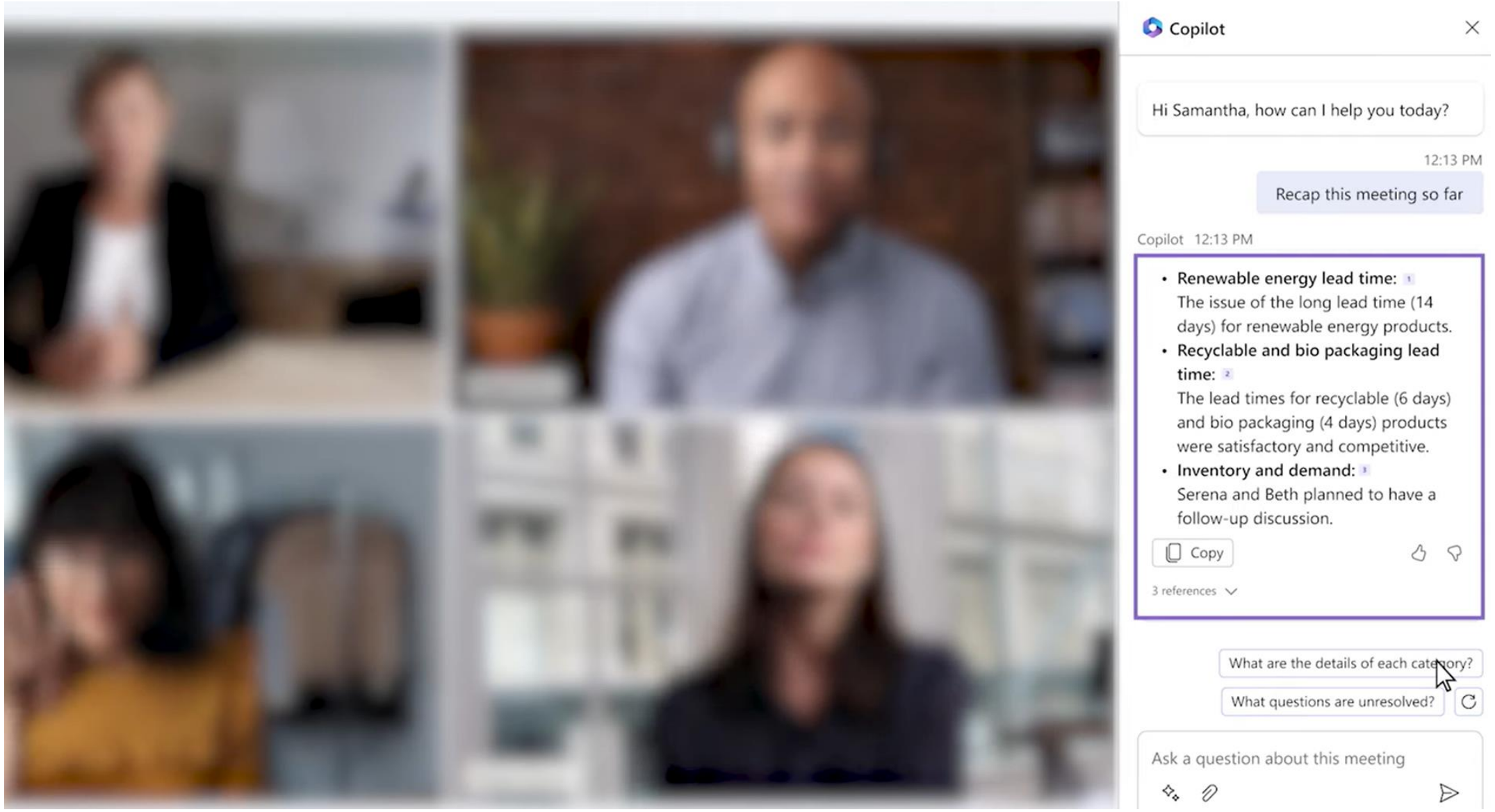
AI Accelerates Collaboration Before, During & After Meetings

Before a meeting you might use it to generate the abstract/agenda, prepare the presentation and more. After the meeting you might use it to quickly summarize and suggestion action items.



AI Accelerates Collaboration Before, During & After Meetings

It's YOUR copilot or assistant. You can use it to augment how you engage in the meeting.



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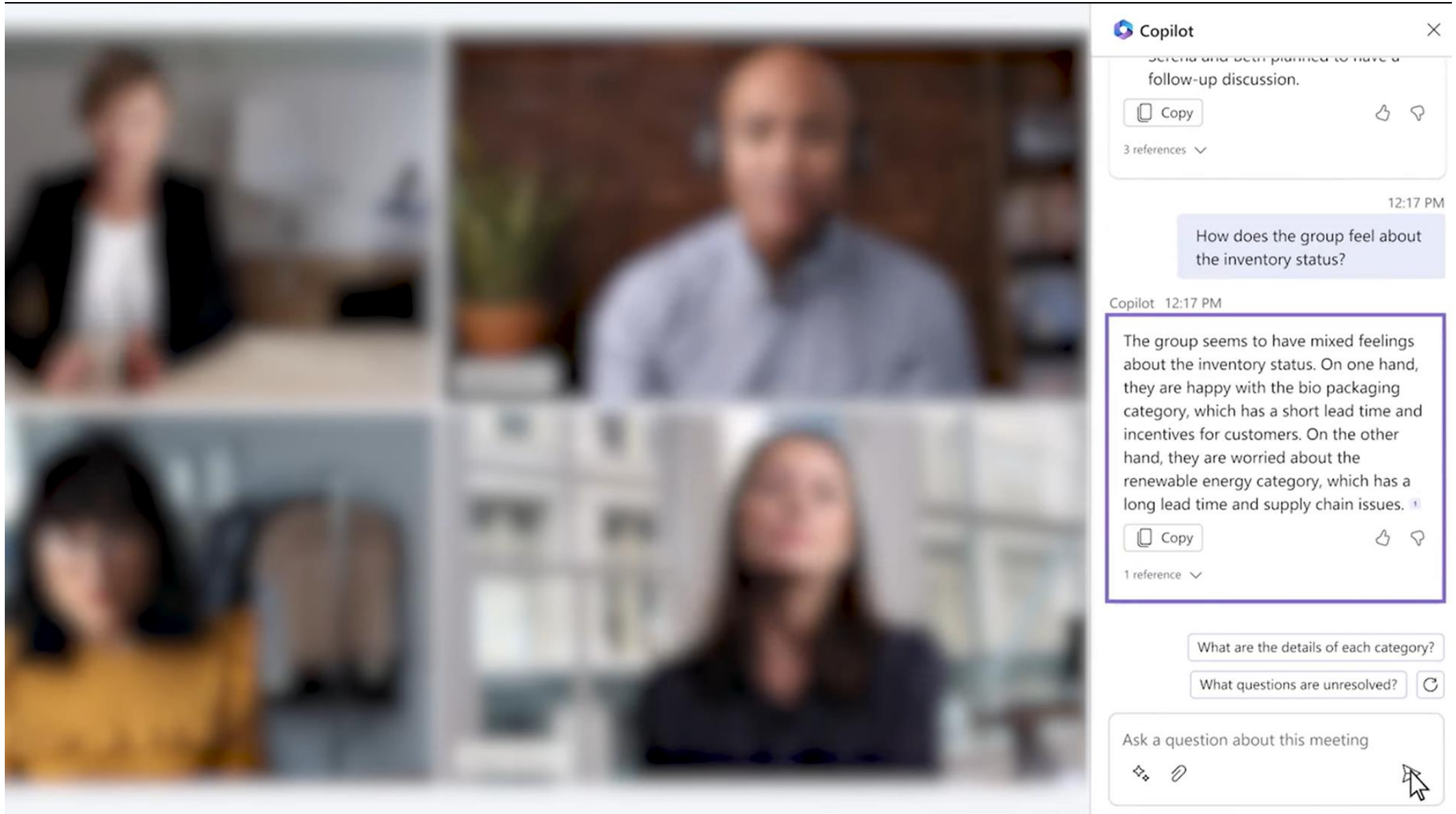

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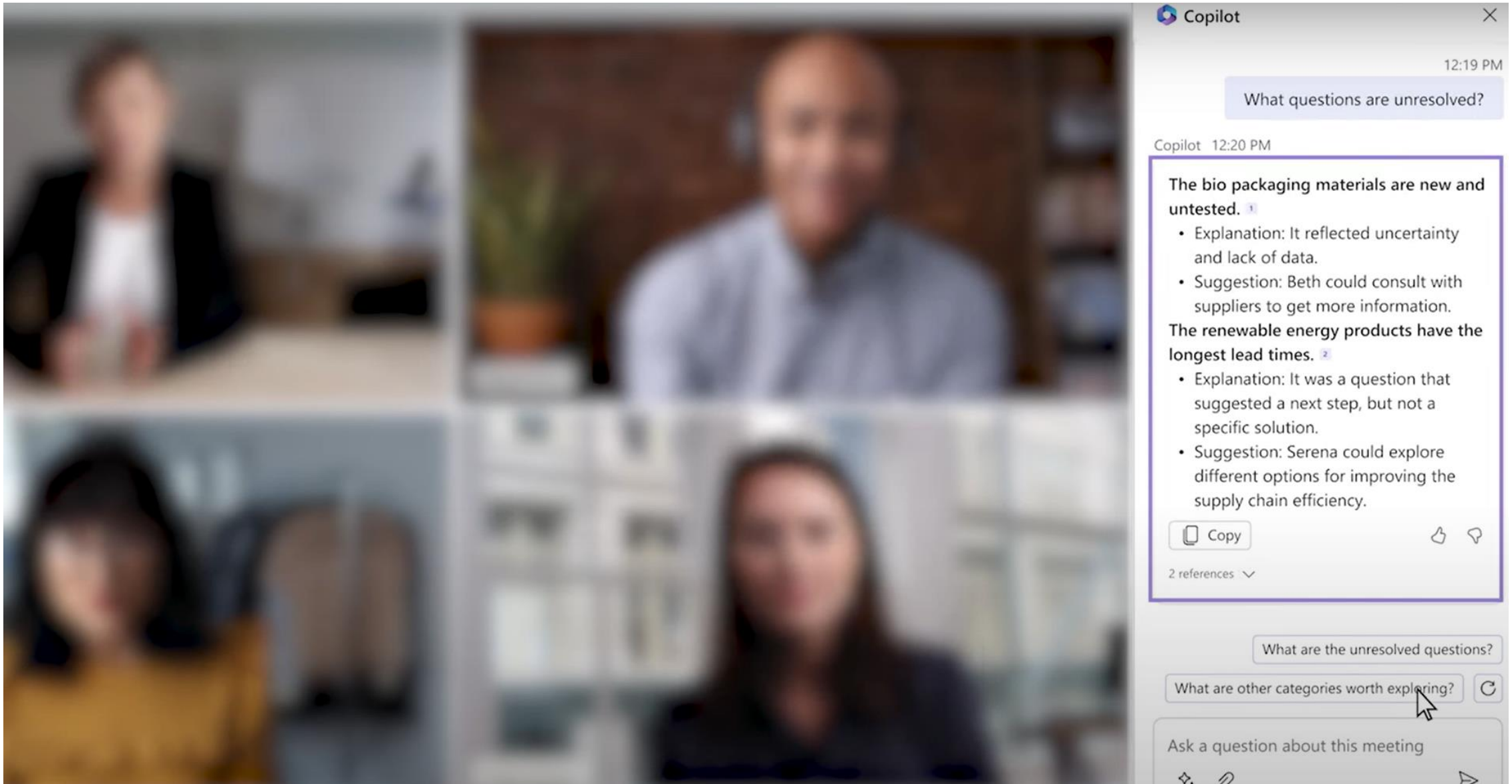
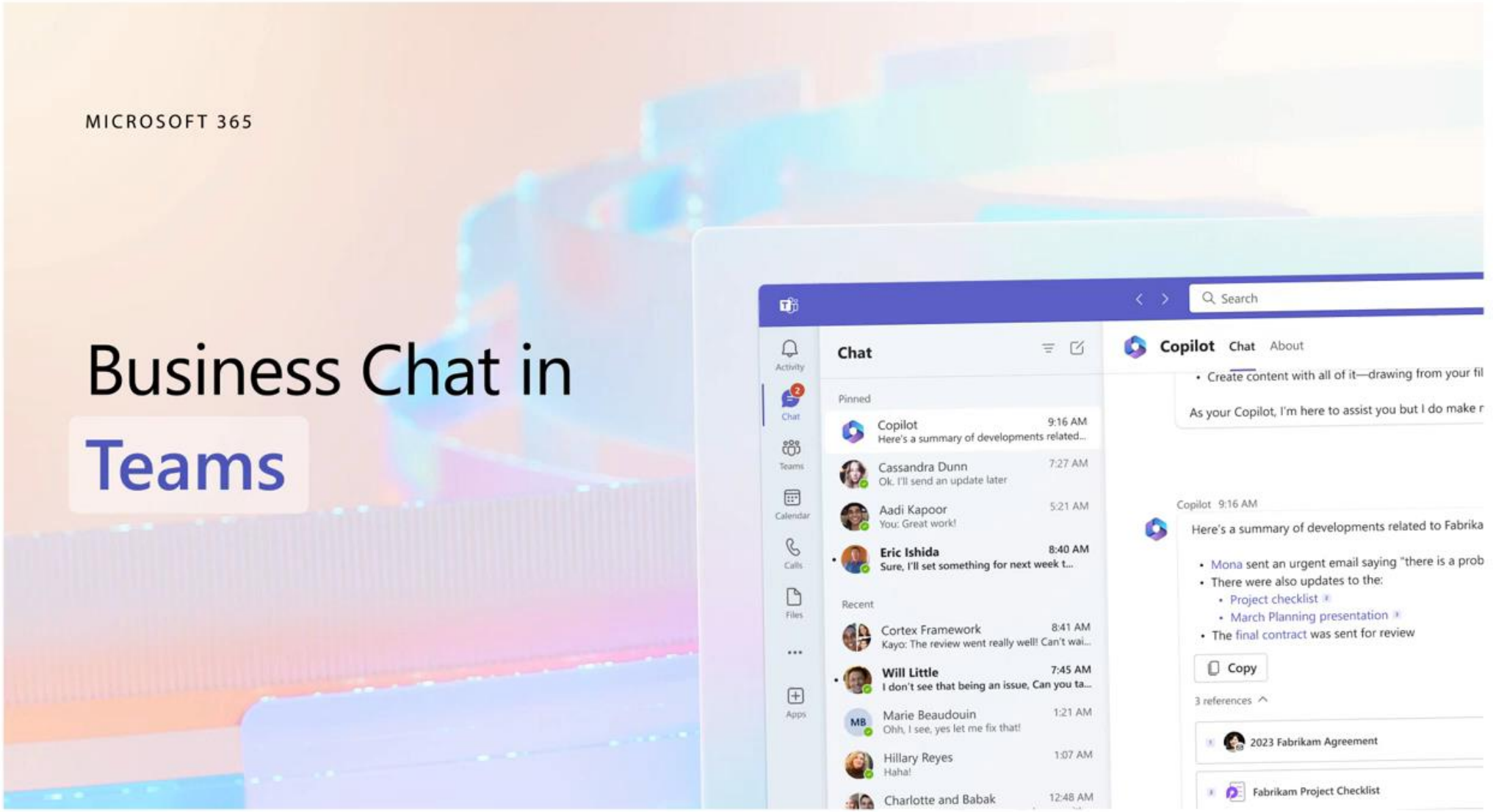


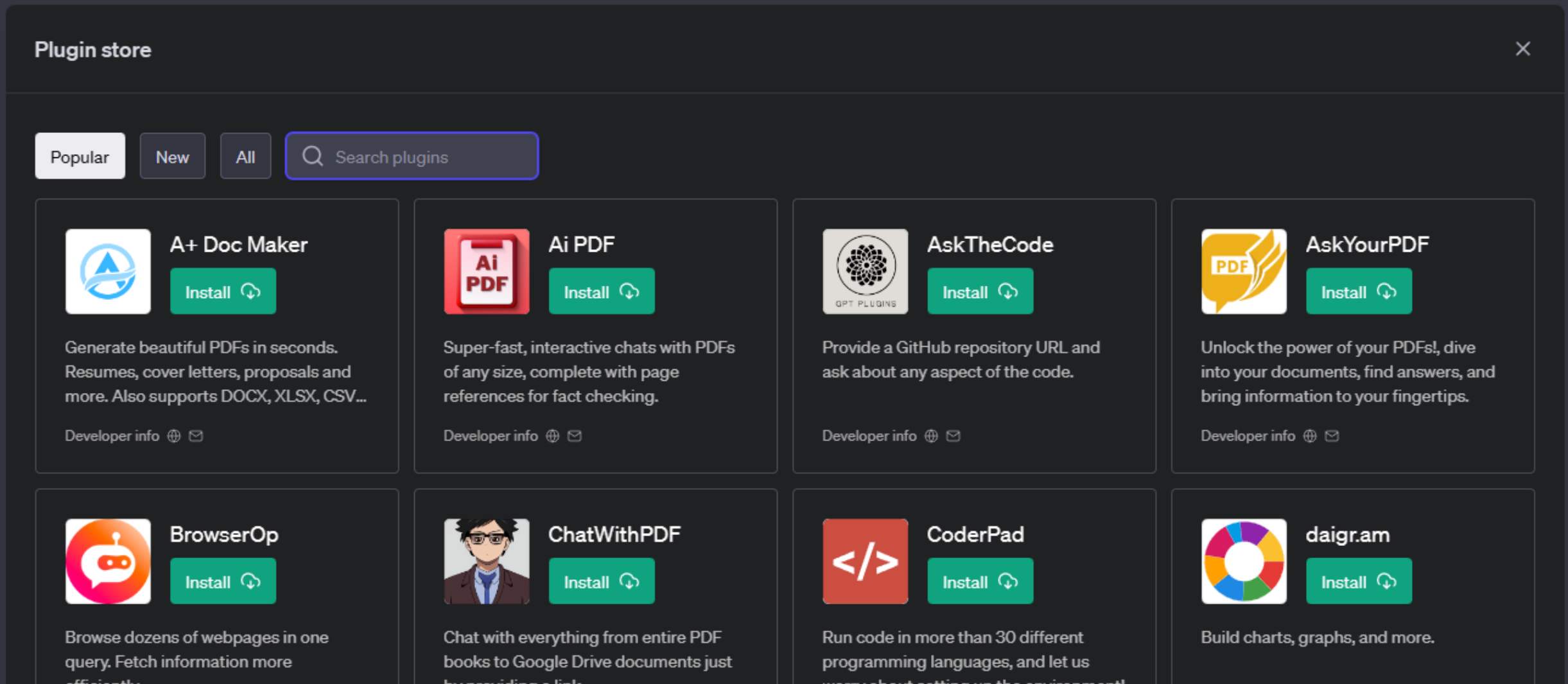
AI Can Help Us Manage Ourselves & Our Work Better

Sometimes it might be as simple as how you get started and caught up.



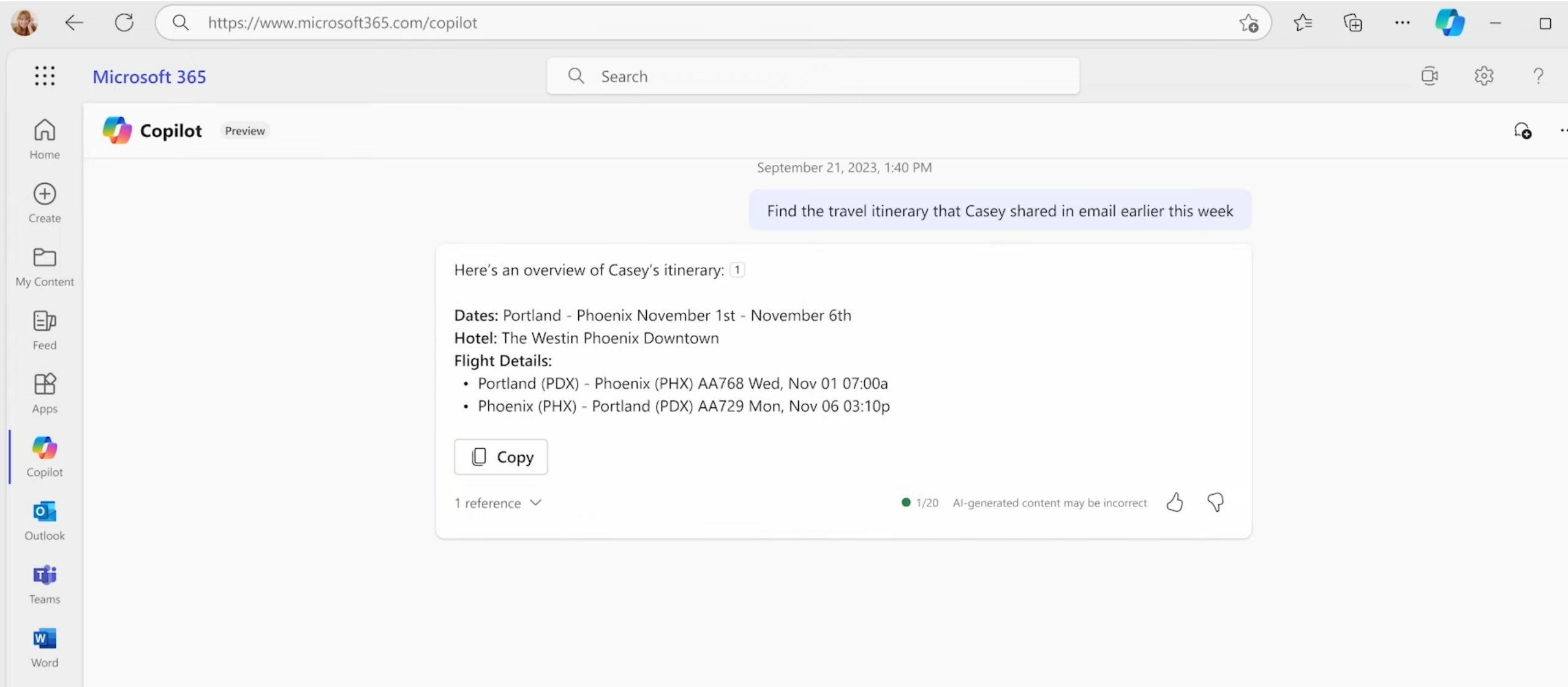
Progress Is Accelerating With Plugins (ChatGPT has 900+)...

Think of plugins as a bridge. This could be a bridge between public data from the internet and data a company keeps private or a bridge between a website and a back-end system.



AI Can Help Us Manage Ourselves & Our Work Better

Sometimes it might be as advanced as finding and actioning next steps across multiple apps.



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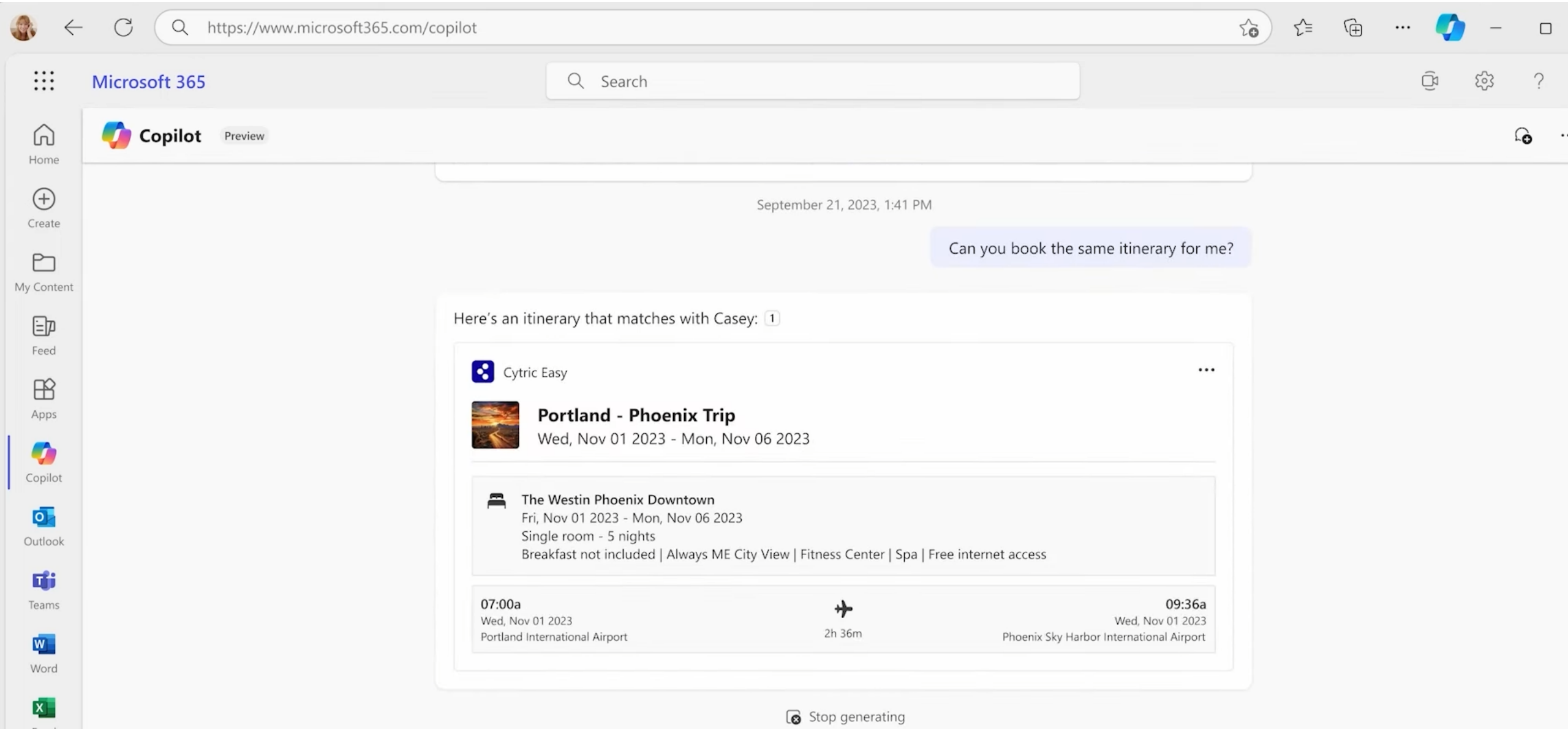

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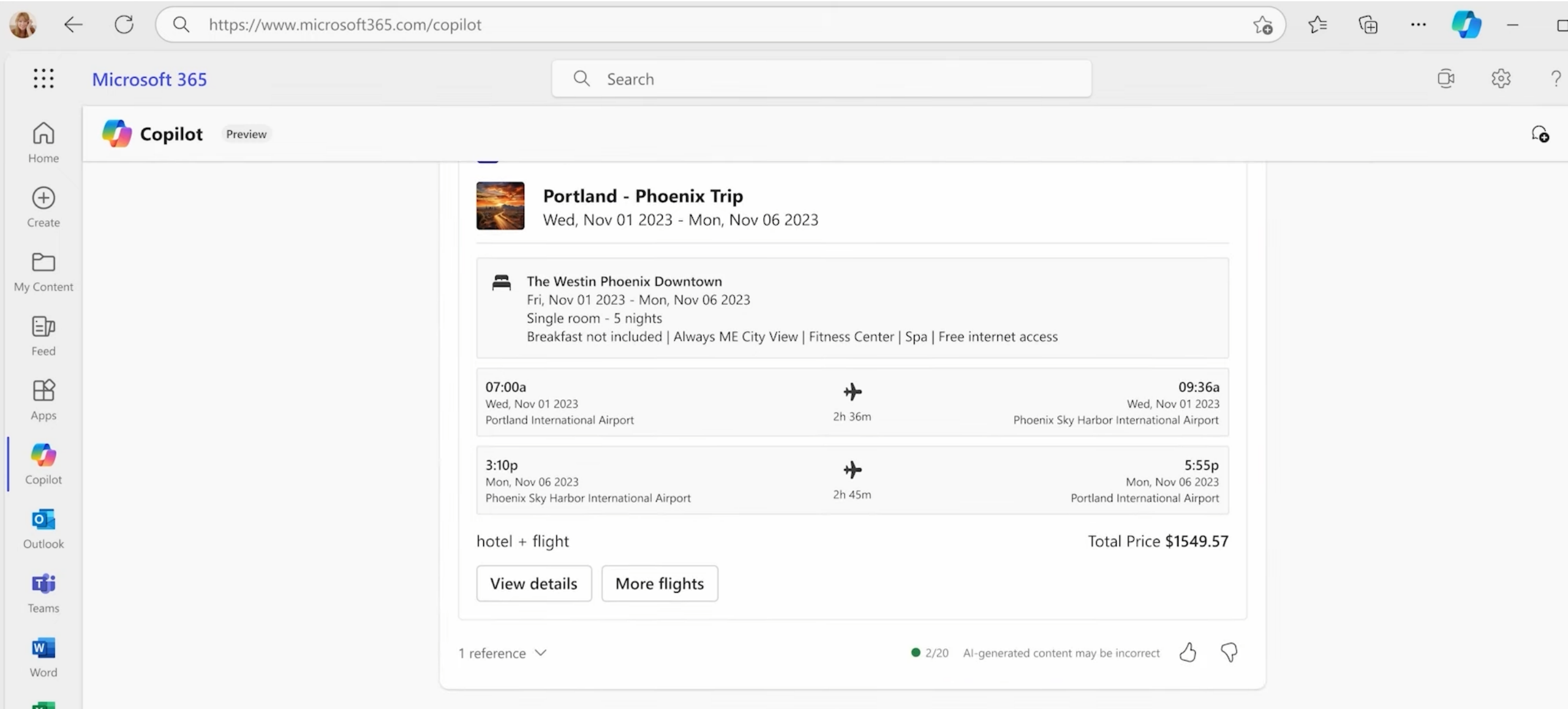

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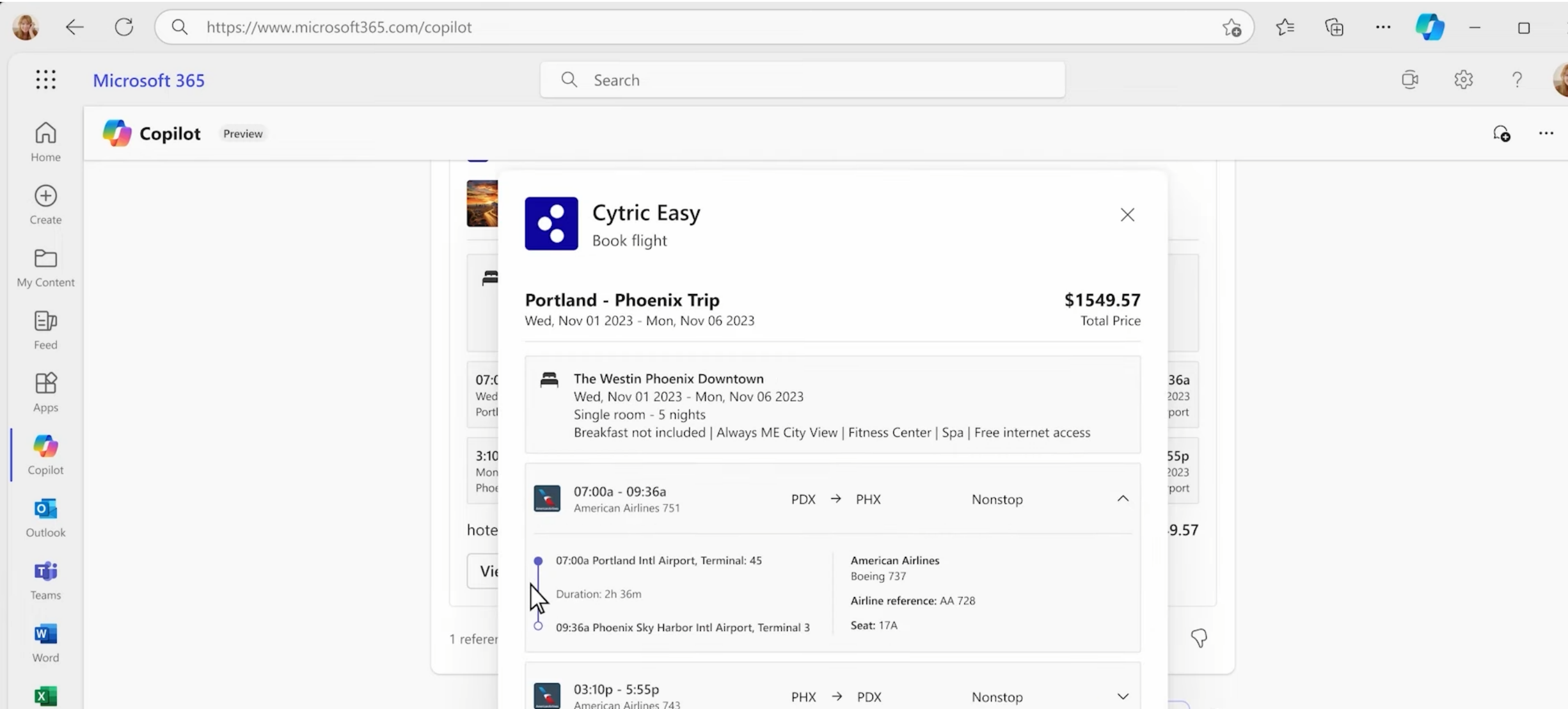

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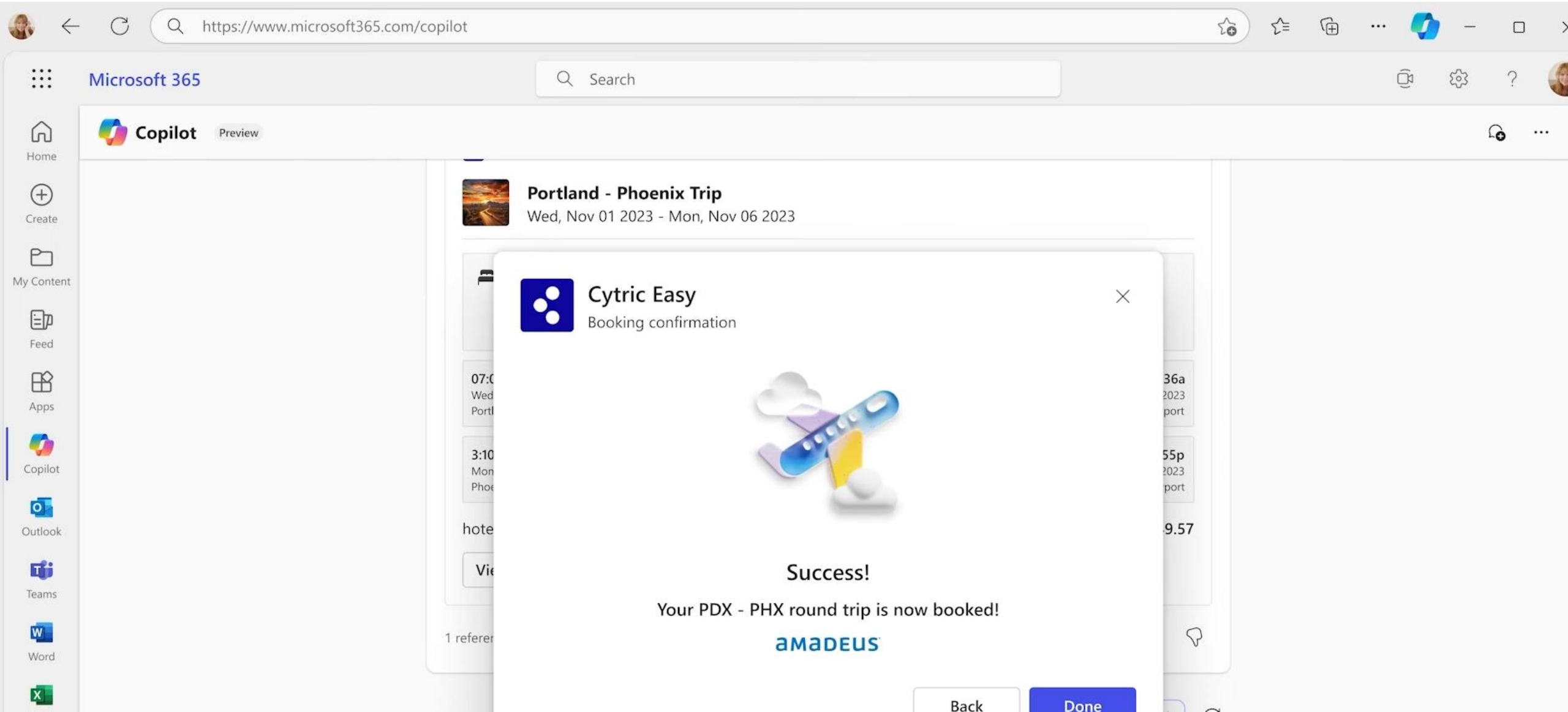

AI Can Accelerate Processes & Save Leadership Time

Whether that be key learning opportunities, opportunities to connect with your peers or reports or much more based on established interests, skills, direct or indirect signals and more.

AI can improve every part of the business experience, but **it's easier to start with your own individual productivity**.

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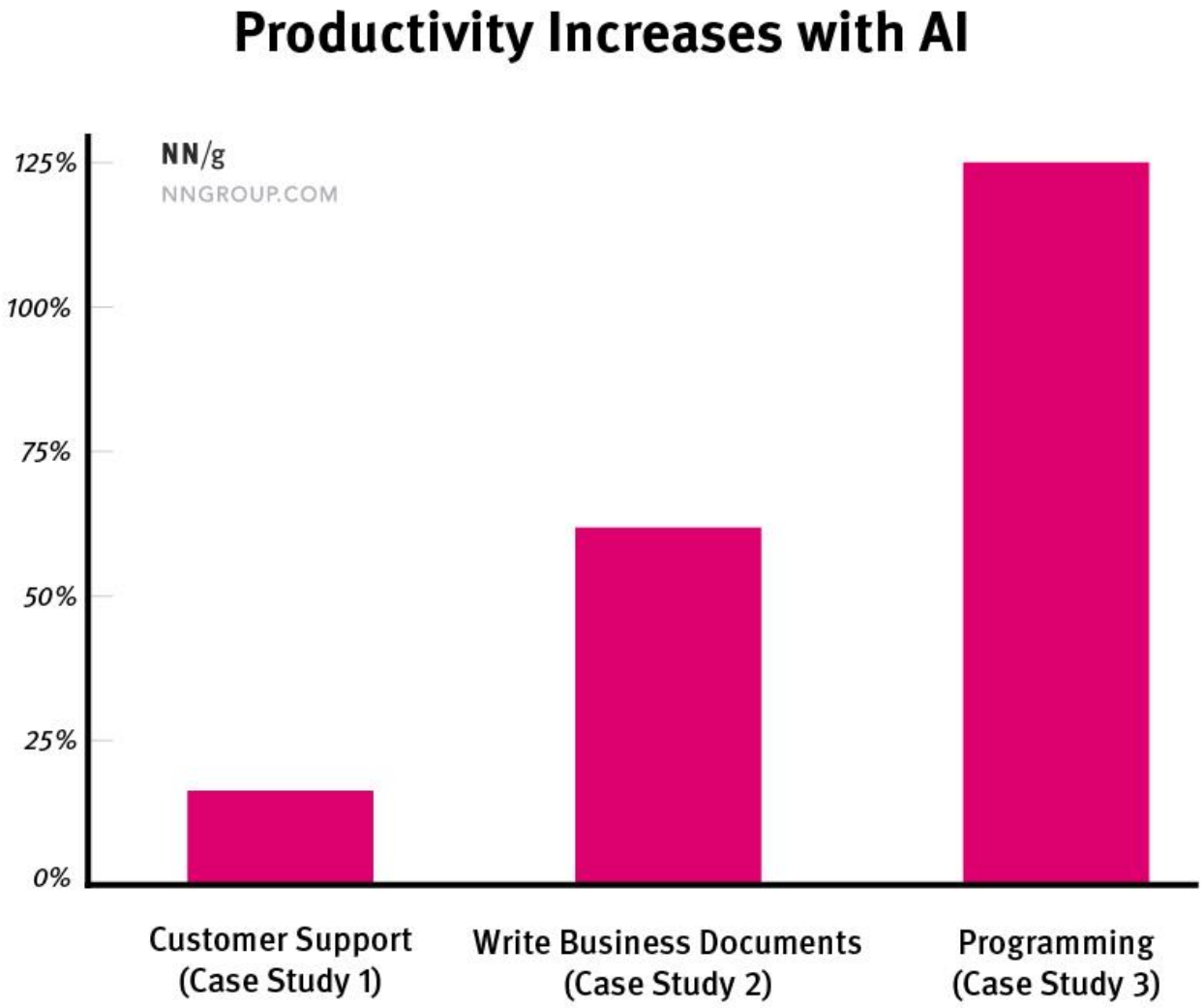
The Results So Far (We Haven't Seen Anything Yet)...

The results are clear, but the pace is also accelerating. Programming is the most mature of these 3 sample workloads, but with Copilot we are seeing already significant improvement.



Study 1: Erik Brynjolfsson, Danielle Li, and Lindsey R. Raymond. Generative AI at Work.

Study 2: Shakked Noy and Whitney Zhang (2023): Experimental Evidence on the Productivity Effects of Generative Artificial Intelligence.

Study 3: Sida Peng, Eirini Kalliamvakou, Peter Cihon, and Mert Demirer (2023): The Impact of AI on Developer Productivity: Evidence from GitHub Copilot.

What Are The Skills We Need To Think About?

Which of the following skills do you think will be most essential for your employees to learn to evolve with these potential changes? – [2023 Work Trend Index: Annual Report]

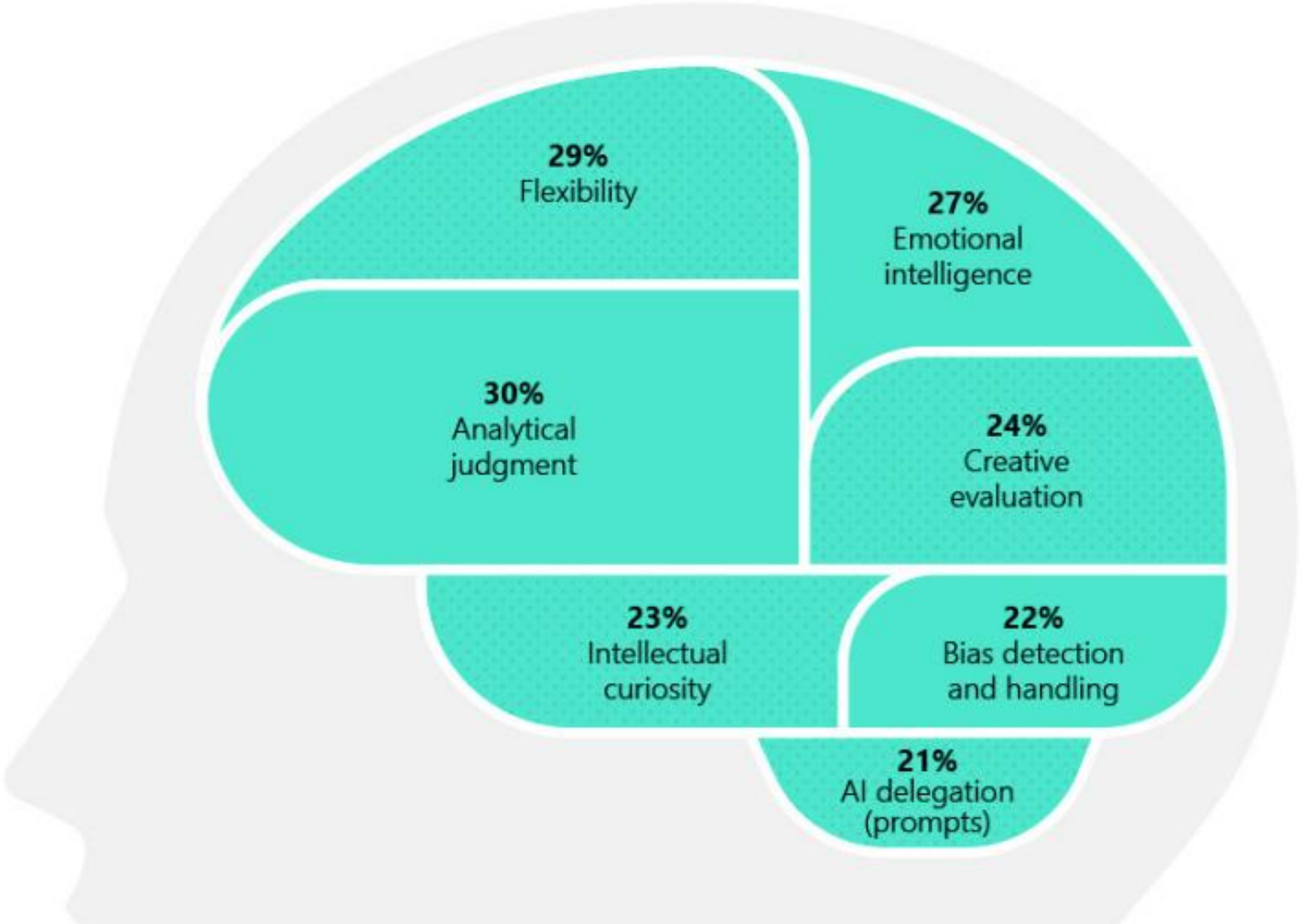


Illustration by Manuel Bortoletti

Grounding AI In Organizational Data Makes A Difference

By leveraging your data we improve the quality of the prompt, and the quality of the response while doing responsible AI checks, security, compliance, privacy review and command generation.

It’s Relatively Safe To Assume Positive Intent In Organizations

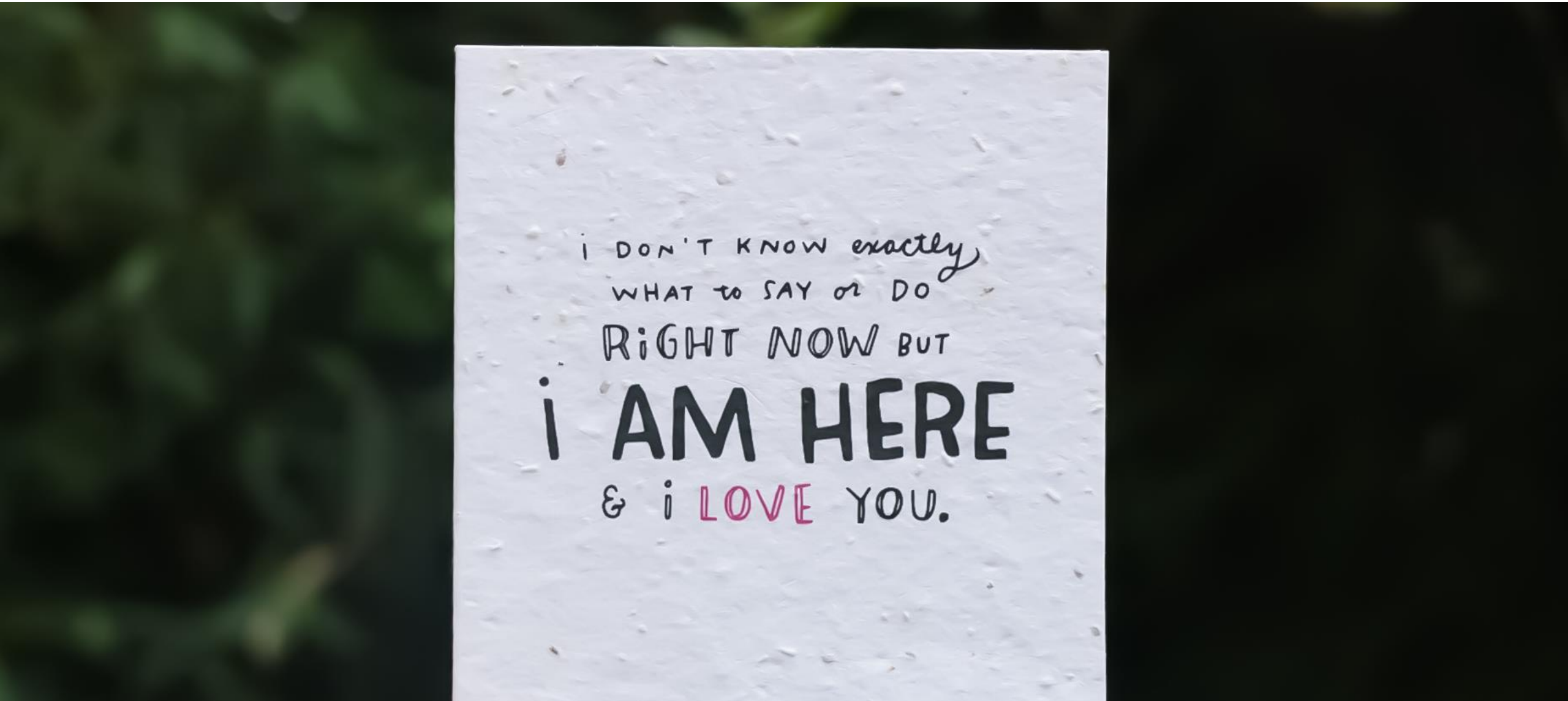
The benefits are clear, and the data shows that is almost always the driver for communications.

How Does Copilot & AI Help?

With Viva Engage you can help inspire and aid leaders to connect with their employees more effectively through assistive prompts, inclusive communications, and valuable insights.

Which Card Do You Value More?

The reality is we value both of them, and many people struggle to communicate and this helps.



AI enables entirely new ways to scale and support business growth, but, at the core, the **intent around AI communication, collaboration and management is the same**.

SISO SUMMER CONFERENCE

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Agenda

Navigating This Major Change
Examples Of How Work Changes With AI
Considerations For Tomorrow

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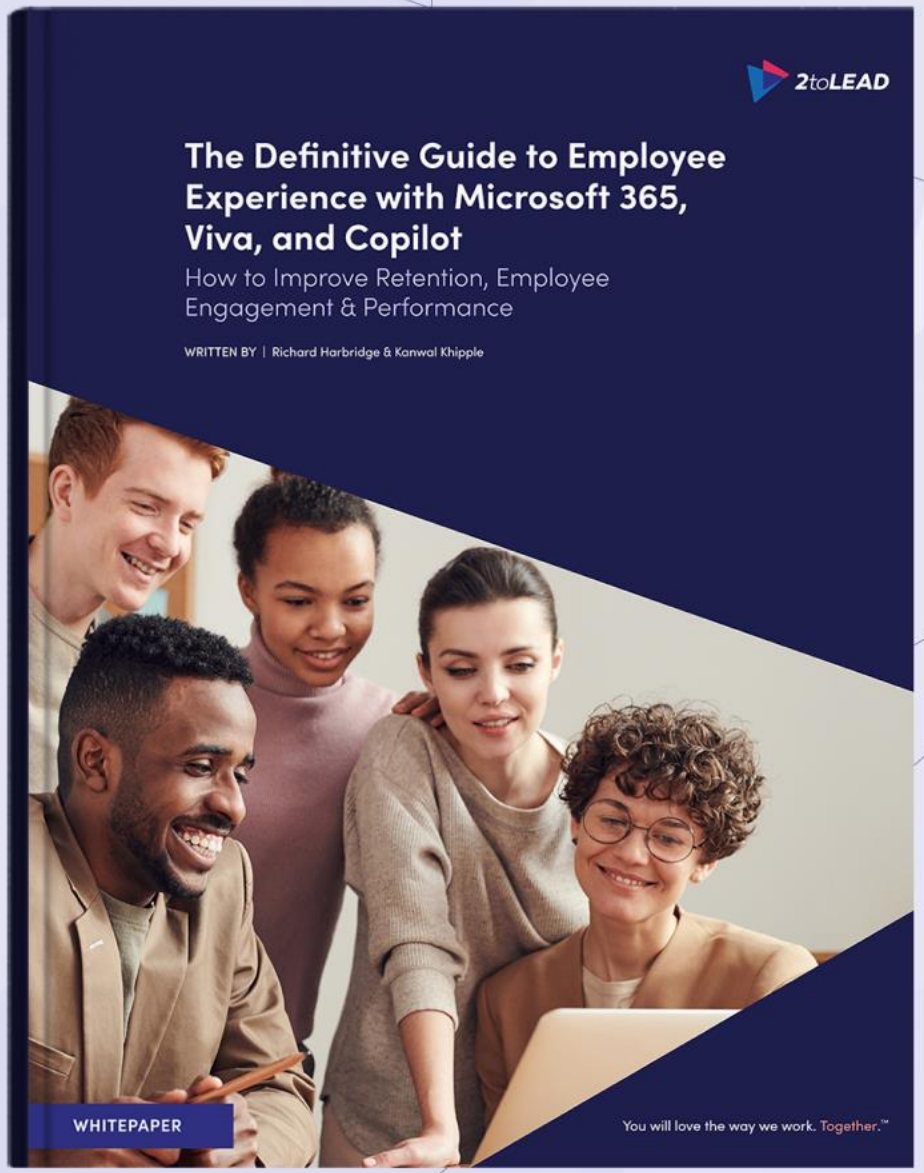

Thank You

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2toLead Chief Technology Officer & Microsoft MVP
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Let's connect and find ways to do more and work together.