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# The New Cultural Wave: Embracing AI and Reskilling

DRIVE PRODUCTIVITY WITH A SKILLS-POWERED APPROACH





In today's rapidly evolving business landscape, change is the only constant. Technological advancements and global connectivity are accelerating the pace of evolution, reshaping the way we work. And generative AI, once a concept from science fiction, is now a workplace reality.

According to EY's [April 2024 Global CEO Outlook Pulse survey](#), **despite economic uncertainty, executives are increasing investments in automation**. In HR, AI is making significant strides, with **75% of organizations moving to embed it in their HR operating models**, as revealed by [Aptitude Research](#).

Tasks that were once considered essential skills are now being delegated to AI technology. But this shift does not signal the end of jobs, as many fear. Instead, it necessitates a rethinking of how organizations operate and what they require from their workforce. Keep reading to learn how to best navigate this new digital era.

# Build agility through a skills-based mindset.

Reskilling has emerged as a critical tool for navigating the ever-changing tides of the future workplace. Just as a surfboard is essential for catching and riding the waves of the ocean, reskilling is vital for staying agile amidst technological shifts and automation – whether it's individuals seeking to remain relevant in their careers or organizations enhancing the capabilities of their workforce.

**The average half-life of skills is now less than five years.**

Source: "Reskilling in the Age of AI," Harvard Business Review, 2023

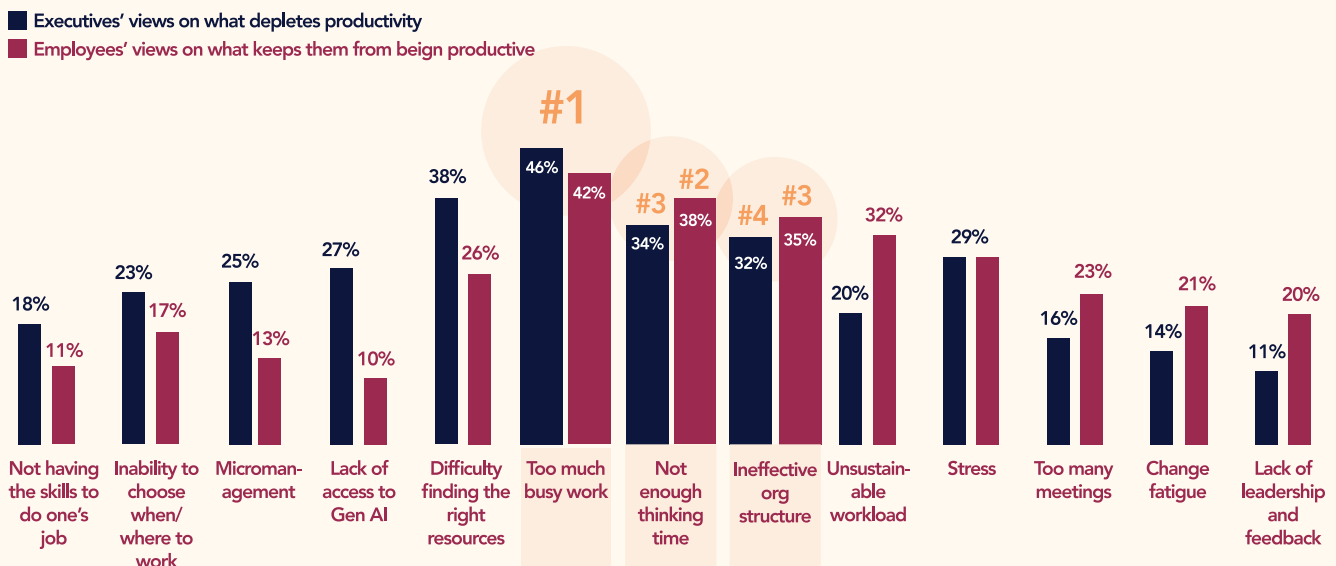
Successful organizations are embracing agility, openness, and adaptability, operating in what New York Times best-selling author Andrew McAfee refers to as the "geek" way. These companies favor technology-focused approaches to problem-solving and project management, positioning themselves for higher growth.



# Power productivity with AI.

As innovation has rapidly increased, there has been a slowing of technological diffusion across organizations and simultaneously slower productivity growth. Technological diffusion requires organizational adoption and strategic skilling efforts, and an appropriately skilled workforce is the surfboard that allows companies to cruise with confidence and agility through waves of innovation.

**Execs and employees both agree that too much busy work, not enough thinking time, and ineffective organizational structures are top productivity drains.**



Source: "Global Trends Report," Mercer, 2024

To achieve productivity in the AI era, [Mercer research](#) highlights three pillars: designing work, deploying work, and developing skills. Designing work involves leveraging AI to automate tasks and enhance efficiency. Deploying work entails using AI to augment human capabilities. Developing skills ensures employees can work alongside AI and leverage its capabilities.

Approaching productivity with these pillars puts a skills-powered mindset in action, operating in a way that welcomes technology and maximizes productivity. By recognizing and rewarding employees' efforts to learn new skills and adapt to new technologies, organizations can create a culture that values continuous learning and innovation, essential characteristics of the "geek" way.



# Scale skilling and future-proofing with recognition.

What does successful change management for such a shift look like? A company's ability to adapt depends on the resilience of its people and the strength of its culture. A skills-powered organization requires a dynamic and engaged workforce to ensure that talent supply is perpetually reinvented to meet rapidly changing demand. Often, change management leads to a drop-off of engagement. Employee recognition and rewards is a key component of a successful upskilling and AI adoption strategy, as it can help reengage talent.

By recognizing and rewarding employees' efforts to learn new skills and adapt to new technologies with a program such as [Social Recognition](#)<sup>®</sup>, you can create a culture that values continuous learning and innovation and incentivizes actions that support change. Take it further and [track reskilling efforts](#) through AI-powered people analytics rooted in natural language processing that factors in both soft and hard skills.





The Workhuman® platform is scientifically designed to initiate behavior change through its engaging and rewarding experience for employees, as well as the data and insights available to HR leaders. This kind of advanced skill mapping allows for better internal mobility, people development, and succession planning – and ultimately empowers you to use AI to make your company more human, all while driving business goals in uncharted territory.

**Ready to fuel an agile workforce culture?  
Learn more about how Workhuman can  
help power your reskilling efforts.**

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