

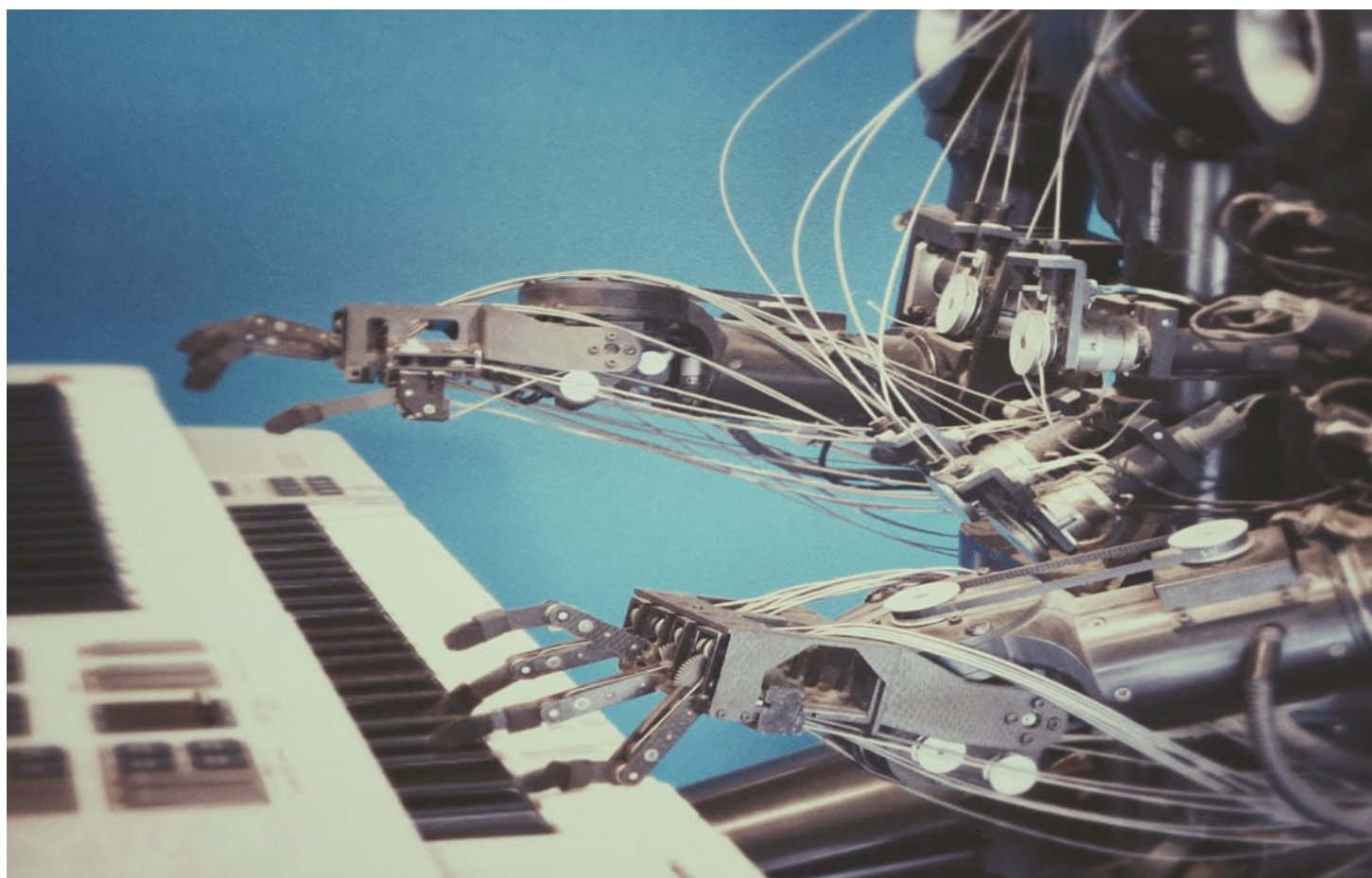
EDUCATION AND LIFELONG LEARNING

Two Skills That Will Always Be Relevant, Even If Robots Were to Take over Our Jobs

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15 Feb | 02 mins read

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As artificial intelligence, or AI, continues to evolve and expand, the big ques

everyone's mind is [whether human employees will become redundant](#), just as outsourcing rendered many American jobs obsolete.

Are these fears misplaced, or will disruptive AI replace parts (or all of) your job?

Nearly 60% of all marketers [surveyed by BrightEdge](#) responded they plan to use artificial intelligence in their content marketing strategy. As more and more enterprises embrace AI, it will transform the way we work.

But the good news is that you're not becoming extinct!

AI is not as sophisticated as the human mind in managing both the intelligence quotient (IQ) and [emotional quotient \(EQ\)](#). As AI evolves in the next couple of years, many routine jobs might be eliminated, but several new opportunities are sure to emerge.

As we've seen with all tech developments over time, high technology cannot replace the human touch. Remember the initial failure of Reliance telecom? They assigned all customer interactions to an Interactive Voice Recorded (IVR) with little human interface. They felt that all interactions with customers should be automated and human contact should only happen as a last resort. Customers rejected this move because they preferred talking to a human. While they finally changed their process, it was too late. The business had already lost customers and money.

If you are worried about the AI era, here are a few thoughts to help you embrace the change.

Don't Worry

First, welcome the change with open arms. The more you resist it, the more you are likely to sabotage your learning abilities. Next, [evaluate the potential uses of AI](#) in your industry.

immediate work area. For instance, if you're a digital marketing professional who spends hours analyzing copious amounts of data, it might help you if AI could automate this duty. Essentially, most low-level, cognitive tasks or tasks that are repetitive, such as proof-reading, determining which emails to answer, scheduling calendar invites, and making sense of unstructured data, are what will get automated.

While some of the more technical skills may get automated, here are two essential skills that AI is not replacing (at least not anytime soon!).

Creativity

Human creativity cannot necessarily be simulated by AI. You're still going to be valuable when it comes to bringing originality and uniqueness to your work beyond.

Say, you're a salesperson. You need to sell your idea and keep your clients happy. Can AI do that job? Probably not. A great product will not sell by itself. As the salesperson, you need to go out there and convince people that they need the product and how it's going to benefit their lives. While AI can aid you with creative tools, such as mind maps for creating a visual roadmap for your idea, you're ultimately the one with the thinking cap!

Emotional Intelligence

Robots have no emotions. They may be great at solving complex logistical problems, but when it comes to everyday interactions, people would rather talk to a human than a machine. Imagine you're having trouble with a coworker and you need advice on how to handle it. You'd probably want that from someone in human resources who shows some empathy, — not a machine that gives you automated responses.

Humans will still beat AI when it comes to qualities such as empathy, respect and compassion. They can also build unmatched soft skills like leadership, persuasion, and assertiveness.



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2/3

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