



Redefining Identity and Purpose in the Age of AI

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Introductions

Working with you side-by-side, every day



Leah Clark

Practice Lead, Leadership



Agenda

Session Flow

- 01 AI is Changing Jobs
- 02 Identity and Mattering
- 03 What Can Leaders Say?
- 04 What Can Leaders Do?
- 05 In Light of AI...
- 06 Q&A

Poll

Which of the following best describes **your personal approach** to integrating AI into your work?

- Using it openly
- Using it secretly
- Not using it at all

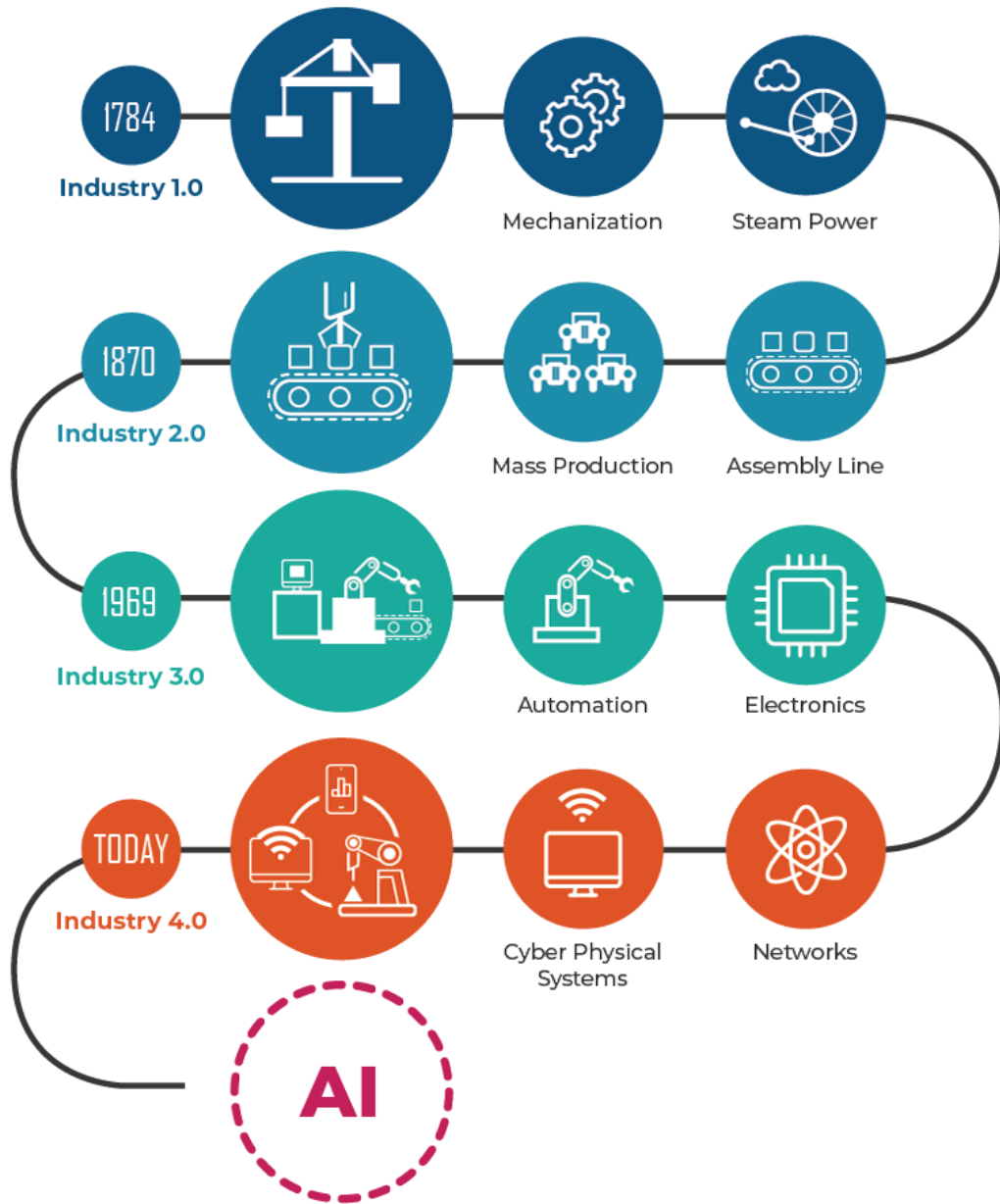
Poll

Which of the following best describes what you think is **your team's/employees'** approach to integrating AI into their work?

- Using it openly
- Using it secretly
- Not using it at all

AI is Changing Jobs





At the cusp of the 5th industrial revolution

Recent rapid adoption and application of artificial intelligence algorithms – triggered by access to big data and better hardware-processing capabilities – are changing the face of blue- and white-collar jobs.

A World That Is Changing



23% of all jobs globally will change in the next five years.

69 million new jobs expected to be created.

83 million to be eliminated.

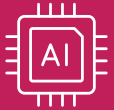
Almost half of an individual's skills, 44%, will need to change on average across all skills.

Source: World Economic Forum Future of Jobs Report, 2023

Leadership Imperatives

1

Embrace AI

A white icon of a microchip with the letters 'AI' in the center, positioned at the bottom of the first imperative circle.

2

Elevate leadership skills

A white icon of an organizational chart with a person at the top and three people below, positioned at the bottom of the second imperative circle.

3

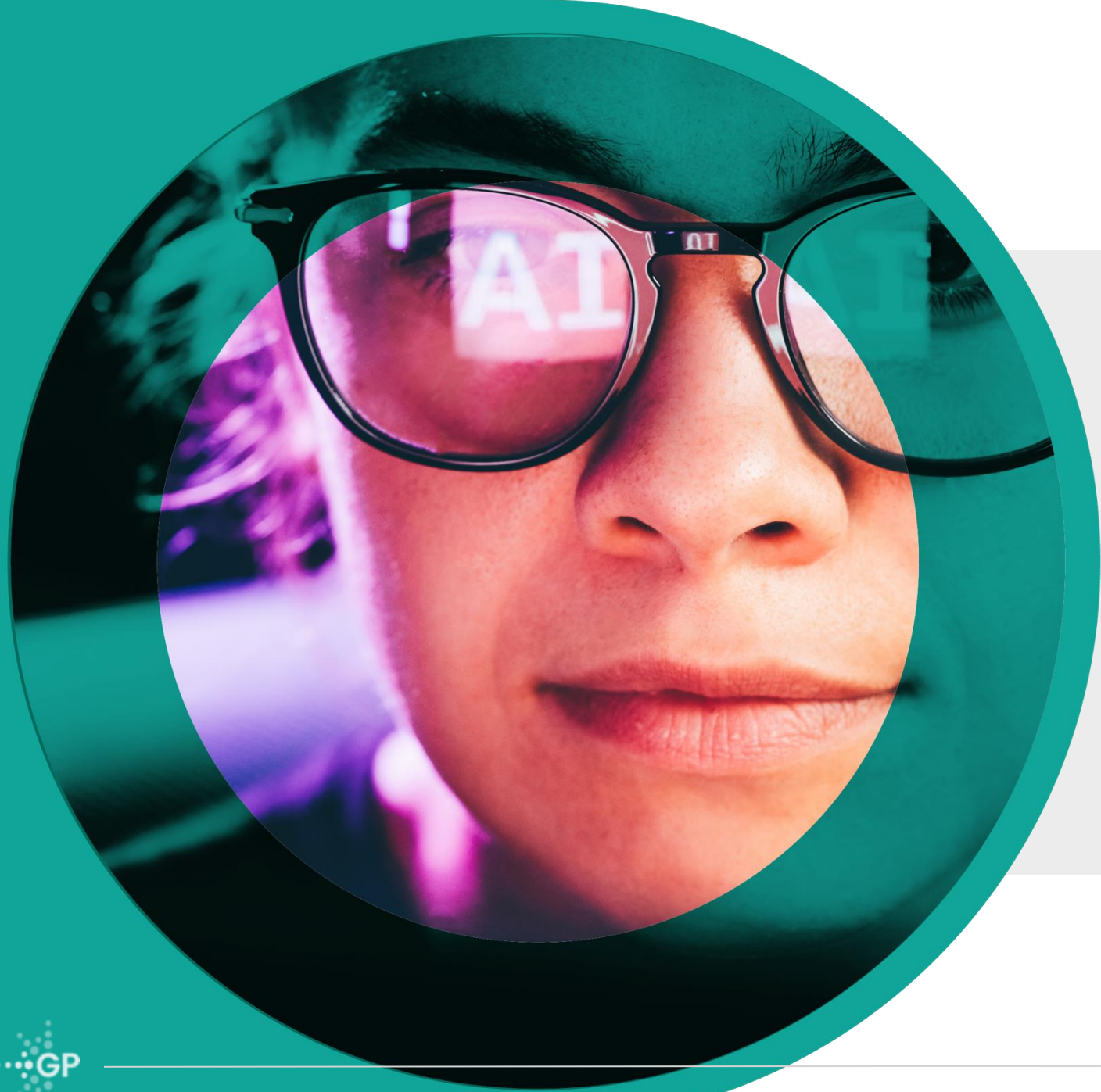
Connect to the human element

A white icon of a hand holding three people figures, positioned at the bottom of the third imperative circle.

4

Communicate with intentionality

A white icon of three people figures with a speech bubble above them, positioned at the bottom of the fourth imperative circle.



AI is Changing Jobs... Will it Change How We See Ourselves?

A close-up photograph of a person's hands writing in a notebook. The person is holding a black pen in their right hand and has their left hand resting on the notebook. The notebook is open and lies on a bright yellow surface. The background is blurred, showing a person wearing a brown and white striped shirt. The text "I am a writer." is overlaid in large white font across the center of the image.

I am a writer.

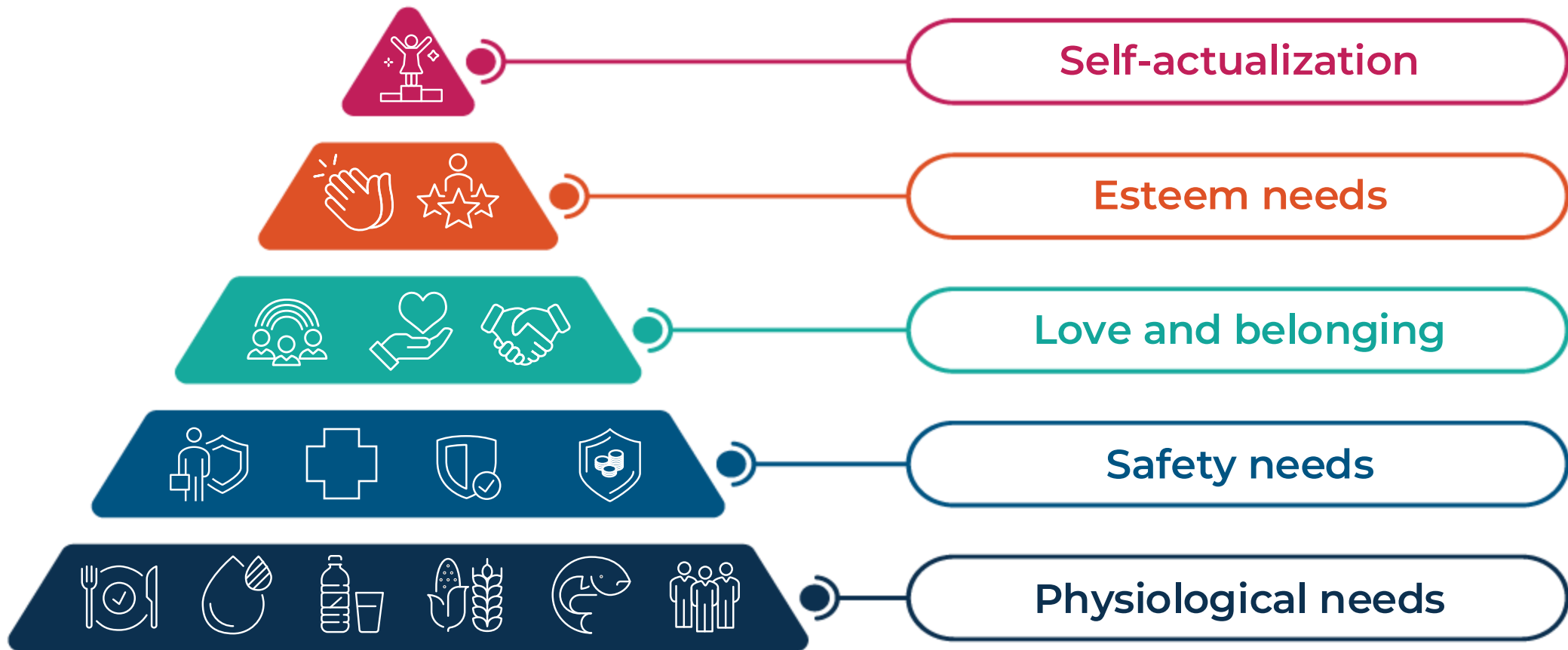
My work matters because I uniquely find the right words to convey messages, thoughts and feelings.



I am a graphic designer

My work matters because I make sure our graphics are accurate and reflects well on the company.

What's at risk?



Source: Maslow's hierarchy of needs





Identity and Mattering

Identity

A sense of self

Mattering

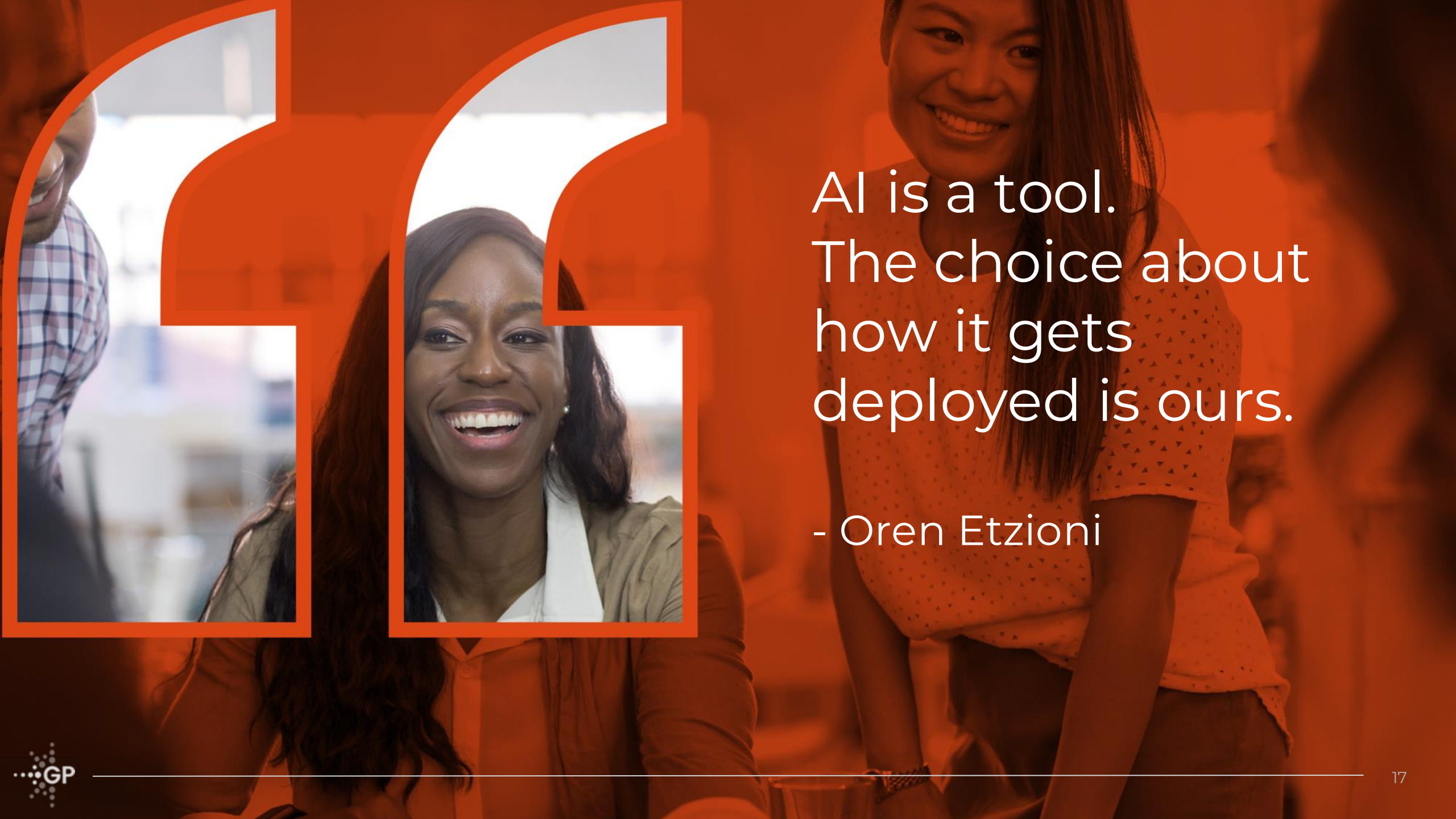
A sense that
I add value,
am important.





Chat

Finish the sentence,
“AI is...”



AI is a tool.
The choice about
how it gets
deployed is ours.

- Oren Etzioni



WHY

Purpose—I find the right words to convey the right message....

HOW

Work—Writing copy, content...

AI might change the way you achieve your sense of purpose, how you get there — **but it doesn't have to change the why.**
It's a tool you use to get there

It will require a reframe.

AI doesn't steal my identity.
AI helps me focus on the most meaningful aspects of the value I provide.

Mattering
I am a
graphic
designer

WHY

Purpose—helping others show up well

HOW

Work—creating PowerPoint

AI is not a threat to the value I provide but a tool that augments my potential — **AI is most powerful in my hands.**

It will require a reframe.

AI takes my job.

AI is a tool to help me to do my job better.

What Can Leaders Say?



Not this...



Did you write this or did ChatGPT?



This is really well written –
how much of it came from ChatGPT?



All of this will soon be done by robots.



AI is going to probably be doing
this all for in a few months anyway.



Just throw it into ChatGPT.



Did you cheat?

A diverse group of people, including men and women of various ethnicities and ages, are gathered in a meeting. They are holding large, colorful speech bubble cutouts in shades of purple, blue, green, yellow, and pink. The background shows a brick wall and a window with natural light. The overall atmosphere is positive and collaborative.

Key Messages

- Your work matters—you matter
- Where can technology support our efforts?
- Your contributions are important
- How might AI help validate or offer another idea?
- What are your thoughts?
- Is there a way we can incorporate technology to refine this effort?
- Thank you for finding new ways to do things





What Can Leaders Do?

Good Reminders

Best Practices

Promote awareness of work and purpose

Connect to the overall mission

Establish clear goals

Invest in employee growth

Recognize and celebrate contributions

86% of Gen Zers say having a sense of purpose is somewhat or very important to their overall job satisfaction and well-being.

Close to half, **44%, have turned down an employer** based on their personal ethics or beliefs.

Source: Deloitte

According to 50% of surveyed workers, clear goals **boost motivation and sense of purpose.**

According to a Gallup poll, **50% of workers lack clarity** on what is expected of them at work.

80% of Gen Z workers would prefer a job that allows them to explore many new skills over one that requires them to focus on a single task.

91% of millennials consider the potential for career progression when choosing a new job.

What Leaders Can Do





Not this...

The Robot vs. Human Super Battle

What Leaders Can Do

Embrace AI, but maintain autonomy



Your emotions are the sparks, the fizz, that inspire you to transform your struggles and frustrations into beautiful music and poetry.”

— Emotional Rescue, Dzogchen Rinpoche Ponlop



What Leaders Can Do

Embrace AI, but maintain autonomy

Explore diligently, adopt intelligently



Leaders must prioritize upskilling every employee, redefine AI as augmented intelligence and proactively reshape work processes to avoid reducing workers to interface prompts."

— Diasio

77% of employees would be more comfortable using AI at work if employees from all levels were involved in the adoption process.

77% of employees would be more comfortable using AI at work **if senior leadership promoted using AI responsibly and ethically.**

4-in-5 see its value at work, believing it will make them **more efficient (82%), more productive (81%) and able to focus on higher-value work (81%).**

What Leaders Can Do

Embrace AI, but maintain autonomy

Explore diligently, adopt intelligently

Engage employees in AI discussions



What Leaders Can Do

Embrace AI, but maintain autonomy

Explore diligently, adopt intelligently

Engage employees in AI discussions

Prioritize empathy



What Leaders Can Do

Embrace AI, but maintain autonomy

Explore diligently, adopt intelligently

Engage employees in AI discussions

Prioritize empathy

Effective communication is key



It's very important that workplaces communicate information regarding any changes related to AI clearly and honestly. Fear of the unknown and loss of a sense of control are directly related to psychological distress, occupational stress, and strain, as well as negative physical health outcomes. Providing information about the use of AI and allowing employee input into such changes will significantly alleviate these outcomes.”

— Leslie Hammer, PhD, professor emerita of psychology at Portland State University and codirector of the Oregon Healthy Workforce Center at Oregon Health & Science University

It's not a super battle.
It's a supportive tool.
You matter.

Embrace AI, but maintain autonomy
Explore diligently, adopt intelligently
Engage employees in AI discussions
Prioritize empathy
Effective communication is key

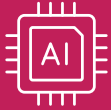
**Maintain balanced enthusiasm
and view AI as a supportive tool.**



Leadership Imperatives

1

Embrace AI

A white icon of a microchip with the letters 'AI' in the center, representing artificial intelligence.

2

Elevate leadership skills

A white icon showing a person at the top of a pyramid of three rows of smaller circles, representing a hierarchy or leadership structure.

3

Connect to the human element

A white icon of a hand reaching out towards a group of three stylized human figures, symbolizing connection and support.

4

Communicate with intentionality

A white icon of three stylized human figures with a speech bubble above them, representing communication.

leadershipai

A learning journey focused on the evolving role of leaders, emphasizing human connection alongside AI integration. **This three-module series includes:**







- Understanding the impact of AI on leadership roles
- Embracing AI and fostering team acceptance
- Building on leadership skills, such as critical thinking, coaching, and navigating change, while maintaining the human connection




Leadership AI

Content: Three weeks

Experience: Six weeks based on deployment choices such as inclusion of coaching circles, duration of modules, and timing of coaching circles

 <h2>Getting Started</h2>	 <h2>Module 1: Embrace AI</h2>	 <h2>Coaching Circle</h2>	 <h2>Module 2: Elevate Skills</h2>	 <h2>Module 3: Create Connection</h2>	 <h2>Coaching Circle</h2>
<ul style="list-style-type: none">• Kickoff• Video introduction• Pre-work assessment	<ul style="list-style-type: none">• Define AI• Explore the impact on the employees we lead• Know how to begin using AI• Reflect on ethical considerations	<p>Explore and discuss:</p> <ul style="list-style-type: none">• What is your comfort level with AI? Where does your perspective come from?• What are the implications for your industry and company?• What are the implications for the roles in your team?	<ul style="list-style-type: none">• Understand how the role of the leader is evolving• Know the benefits of AI for people leaders• Level up skills of critical thinking, coaching, and change leadership	<ul style="list-style-type: none">• Harness the power of human connection• Understand how to keep connections alive• Know the importance of empathy• Incorporate change communication skills	<p>Explore and discuss:</p> <ul style="list-style-type: none">• How are your team members feeling about AI?• What is your biggest obstacle in getting your team to adopt AI?• What have you done to create a safe space for AI experimentation?• What are the ethical issues or implications you are noticing?



We've created engines that don't simply serve us: They outperform us. They free us and potentially indenture us. They feed us and feed off us. And they may take your job or make you better at it.

Julian Stodd
Engines of Engagement: A Curious Book about Generative AI

leadershipai

Want a chance at a free seat to our Leadership AI open session?

Participate in our Leadership+AI survey by October 25 and be entered into a drawing for a free seat.

Scan the QR code or click the link in the chat to access the survey.



Q&A



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