AI-POWERED PROFESSIONAL

2025 EDITION

Written and Illustrated by
Fiona Passantino

Awareness and Integration
Guide for Non-Technicals

About the Author

Fiona Passantino is a passionate Employee Engagement, Communication and Culture specialist. She is an international speaker, author, podcaster, trainer and executive coach, helping leaders and teams successfully integrate AI into their workflows with intensive training, integration strategy, governance and ongoing support.

Fiona is growing a considerable international following as an edgy and entertaining speaker and author-illustrator of 4 books, including the UK Business Book Award-winning “Comic Books for Executives” Handbook for Employee Engagement.

Before her launch as an AI-Human thought leader, Fiona was a “non-technical professional” embed in corporate communications for 15 years, working for some of the largest international companies in Europe. She received an MBA in Management from the University of Amsterdam in leadership with a concentration in AI.

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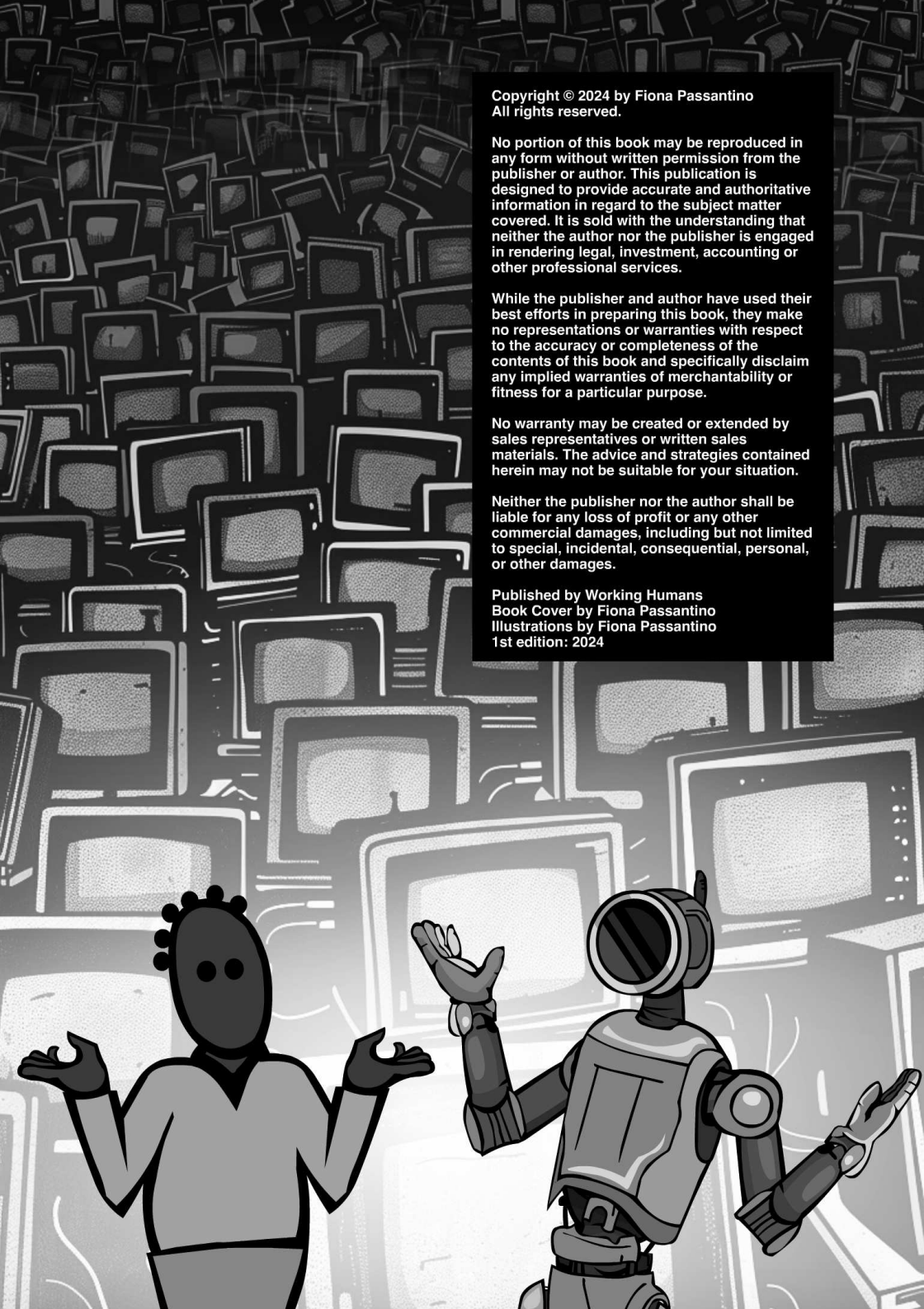

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For Sabine and Tilo

Don’t have time to read?

Just listen.

Working Humans is a bi-monthly podcast focusing on the AI and Human connection at work. Available on Apple and Spotify.

Foreword and Disclaimer

By the time you read this book, we will be even further into our future; the one we dreamed about as kids. The flying cars and friendly assistant robots that had advanced interpersonal skills and seemed to possess infinite knowledge about everything. These things already have a name – Embodied AI, Waymo self-driving vehicles – and the rest is a matter of time and engineering.

It's a future we have been dreaming about for millennia, ever since we Humans started developing our own tools and shaping our environment. It's a dream we already know. It's the story of Talos the Protector robot of ancient Crete, of Astro Boy and Iron Giant. Ogun from the Yoruba; a primordial god of iron, technology and robotic intelligence.[1]

And now we're here; we are seeing the revolution in our own lifetimes. Soon, and forevermore, we will be sharing our world with a new form of non-Human intelligence whose powers of pattern recognition and predictive analysis, ability to process vast mountains of data that already overshadow our own.

Advances in AI are occurring so rapidly that *any* book on this subject, whether on paper or otherwise, can only ever aspire to be a time capsule; a snapshot bearing witness to this fascinating moment in our history, which may already be obsolete by the time the words hit paper. The moment *just before* everything changed.

AI visuals are strange and surprising, vivid and eerie. The pieces are amalgamations, mash-ups, crunching up the entire history of our Human art, ideas, photographs, illustrations, logos, design into a kind of bizarro superblender.

Voice, video and music AI are equally transformative, with new models surprising and delighting us in their ability to recreate Humans speaking, at work, our mannerisms, accents, tics and imperfections. All the things that make us unique and surprising can apparently be tokenized and reduced to a complex mathematical formula and extrapolated out to the highest probability of accuracy. And yet it is a creative force that we cannot define nor hope to understand.

AI is a mirror; it reads Human artifacts - our knowledge, writing, opinions, art, music, poetry - all our thoughts and dreams throughout history. It gives us a mathematical reflection in return.

AI *is* us.

It's clear that there's no turning back. The future of this technology could go in many directions. No one quite knows how the story will end. There are doomsday scenarios where Humans are turned into two-legged livestock, serving their AI masters with physical labor, kept distracted and addicted to devices in exchange for new original ideas to refresh their masters' training data.

“State of Disruption”. Illustrated by Fiona Passantino. Assisted by Midjourney and Adobe In-Painting.

At the other end of the spectrum, the equally implausible paradise where AI has solved all our problems, from climate change, disease, food insecurity, overpopulation to pollution and the proper treatment of animals, and we enter an era of peace, justice and universal well-being where no one needs to work another day in their lives.

The reality is likely to be somewhere between the two.

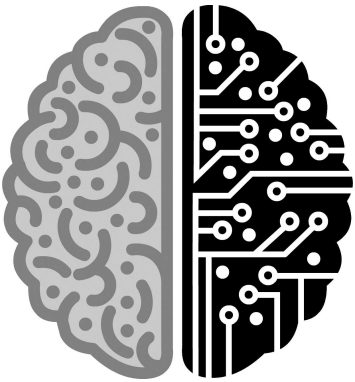
For now - today and tomorrow - we hold our breath and watch entire creative sectors and startups, industries and skillsets become redundant and transform practically overnight. We try not to panic, but focus our energies into learning this strange, new language.

The Tech Bros in Silicon Valley, citizens of the countries of OpenAI, Microsoft, Google and Apple, are clearly the ones in control now. They build and ship bigger, faster and more capable models on a weekly basis. With every release our landscape shifts, and it's more than any government can regulate or any economy can absorb.

The same people who brought us crypto and social media build on, faster and faster, sucking billions in capital out of the air on the promise of a dream. The Bros determine how the world will bend and shift in the future, which Humans will be made redundant, and which will remain relevant in their new world.

The technical professionals are not always good at explaining how their magic works. Perhaps by design, or perhaps because a brain that is able to calculate advanced algorithmic code is not the same one that can clearly communicate how all of it works, what it is, and where it's going. They speak an alien language, unintelligible to the majority of us, but with enormous consequences for all of us.

Or worse, perhaps they, too, don't fully understand the nature of the being they are creating or how it's capable of doing what it does. Just that it *does.*



Author's Note

This book is a practical guide to understanding AI to empower and enable the low-tech and no-tech Humans alike. Comics are an essential part of this journey; if we are laughing, we are learning, and we are not afraid.

This book is meant to explain highly technical processes in a way that non-technicals can understand. So that all of us can adapt, re-tool and return fire.

As each type of intelligence, one biological and one silicon-based, embark on a strange dance of probability and the improbable, we must remember that it is our Human destiny to create machines that will think, reason, plan and create, and shine brighter and burn longer than we do. Whether we understand it or not, whether we like it or not, whether we are a part of it or not.

I am a trainer, teacher and keynote speaker on the AI-Human connection. I do this work because I deeply believe that the non-technical professional needs a seat at the table, and the agency to help design this strange, new future we find ourselves in.

Here's to that future.

Introduction; How We're About to be 10-xed

Right now, a 50+ communications manager in a complex, international organization might tell you that her team is expected to be a 100% Human-generated content engine. While some team members might be quietly dipping into AI to do some non-essential work (such as summarizing and responding to complex emails), the assumption is that all creative work is done by hand.

As leaders and managers learn more about the explosive potential of generative AI and as employees are being trained, one layer of the organization at a time, it will quickly become clear that not all tasks require Human originality. That, in fact, the bulk of corporate communications tasks are non-essential busy-work, pushing information back and forth, up and down the chain. And that this work is dehumanizing, repetitive, and dull.

The average Human has about 3-4 hours of good, creative work on a focused day. Then consider that only 20% of the work that Human does generates 80% of the total value of their role.2

What does this mean? Simply, we spend lots of time spinning our wheels, doing unimportant, administrative tasks - sitting in meetings, checking work, briefing, engaging in back-and-forth emails with endless cc strings. Checking our social feeds.

If we're disciplined enough to devote those 3-4 hours to the creative jobs that require our Human ingenuity in the morning and save the boring stuff for after lunch, we can make the most of our day. But we are not always in control of our daily tasks, nor the number of meetings we are expected to attend. There are limits to what we can expect from a traditional 100% Human workflow.

The AI-Powered communications professional can produce 10 times the amount of content as their traditional counterparts and rise from the text-only context to produce illustrations, diagrams, video, voice and even working code.

The AI-Powered professional will do all their own translation, voiceovers, branding, mock-ups, reels, bumper music, photo editing, copywriting, coding, data analysis, A/B testing, promotion and editing without the help of expensive freelancers. Their work will be translated into 20 regional languages and be highly regionalized and personal, with multiple versions of each deliverable, from in-depth articles to short social media posts. They will transcribe meetings, consume video or audio effortlessly, plan events, create original music and turn CEO cocktail napkin sketches into actionable wireframes for that new customer experience app.

They will not only produce but also absorb information. They will have read and summarized all the 'read before the meeting' documents before every meeting and come prepared with a list of thoughtful questions. They will be up to speed on industry developments, thought leadership trends and news.

of us feel that work is becoming **more intense**.

of us feel **exhausted** by our jobs.

Dugan (2023) People at Increased Risk of Burnout Due to More Demanding Workdays, TUC Says. The Guardian. Accessed July 12, 2024.

The Analog Human employee will see this and mumble about ‘being snowed under’ or ‘I’m still working my way through my inbox.’ And wonder, *What’s their secret? How do they stay on top of everything so effortlessly? How do they produce so much content?*

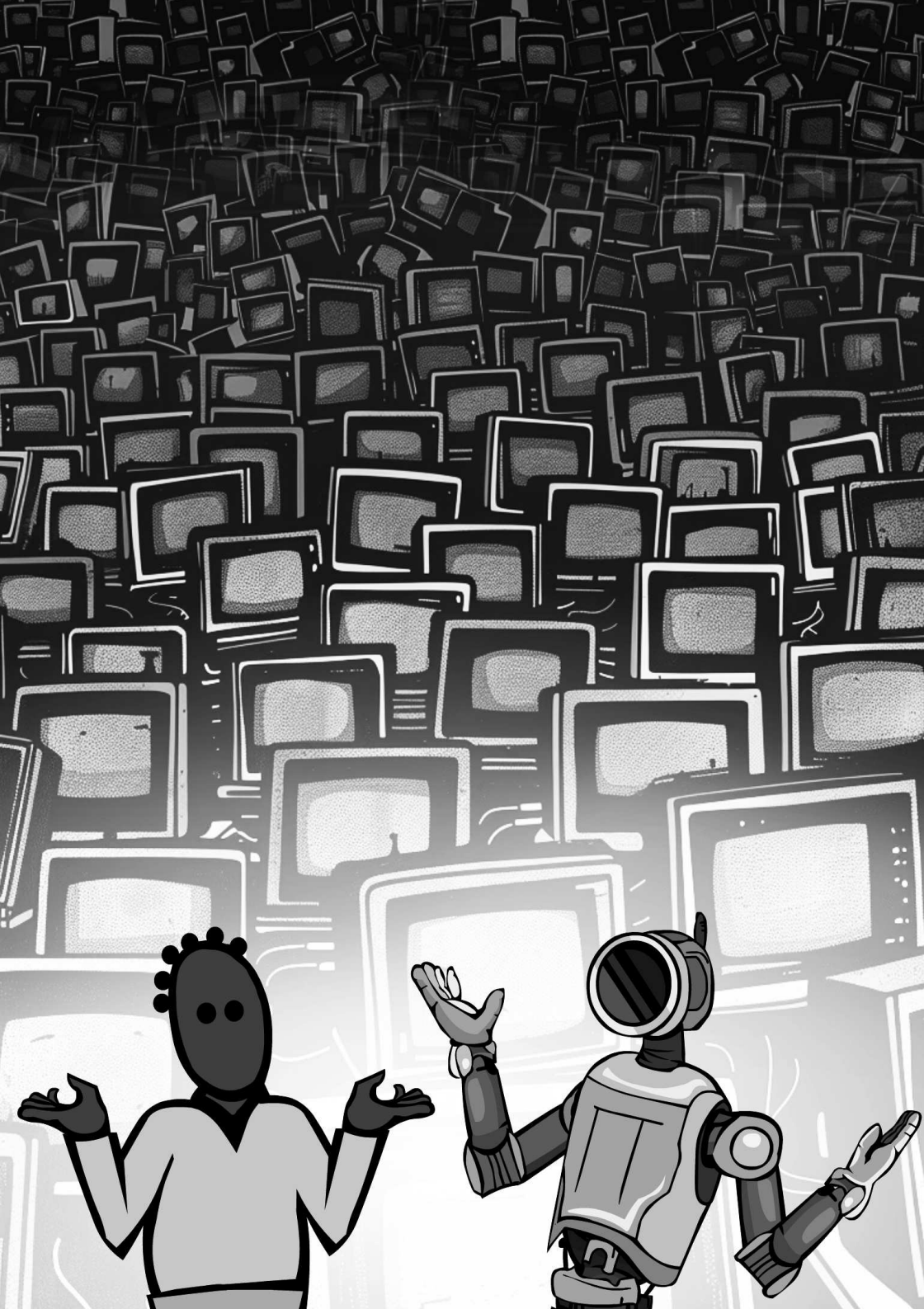
Their secret? They don’t.

The pressure to adopt AI into the workflow will grow as one colleague after another switches over. The Analog Human employee will see the superstars and give up reading in person and opt for the AI-assisted bullet-point summary instead to save time, whether there is AI governance in place or not, simply because they will be unable to withstand the pressure.

Eventually there will be just one person left in the team who reads and writes documents the old-fashioned way. He will be the one left behind, out of the loop, unable to respond to the 350 emails that accumulate between the close of business on Tuesday and 8:00 Wednesday morning, read the 125 pages of text and attend six hours of meetings that are required to ‘keep up’ in the job. It will be gently suggested that he take early retirement. This will allow him all the time in the world to read, or write, by hand, as much as he likes.

AI-powered employees will be expected to handle a heavier load because they can process information and perform tasks at a speed and scale that surpasses their traditional colleagues. This will lead to higher expectations for everyone, such that AI skills become a prerequisite for anyone joining the company going forward. We won’t have less work; the bar simply shifts upwards for all of us.

This book is written for non-technical professionals who see what’s happening and wish to become AI-Powered on their own terms, in their own way, and at their own pace. To have some fun in the process and someday take a seat at the table to help shape the future that is impacting all of us.



CHAPTER 1: Why We're Scared of AI

This Moment in History

We Humans are a distinctly lonely species. Since the beginning of time, we have looked up at the night sky and wondered where those advanced aliens might be. Or where the time travelers are, visiting, from the future, who could assure us that everything eventually would be OK. We look for signs of intelligence on other planets in faraway galaxies, deep in our oceans or among the wreckage of our ancient civilizations. Are we the only ones who have mastered complex language, art, and technology, and shaped our planet according to our needs?

Are we alone?

For most of history, the answer has been a relentless 'yes'. Even as we live alongside our brilliant fellow travelers – the dolphin, the chimpanzee, the octopus – we cannot communicate with them or learn from them. We ignore, dominate, exploit and destroy them; they are neither our companions nor our friends.

Our loneliness has caused us to retreat into our heads; to invent worlds of gods and goddesses, heavens and hells we cannot see and fantastical stories to answer the questions we cannot bear to leave unanswered. Throughout history, we have designed and attempted to build machines that think and talk like we do, to offer us guidance, companionship and lift our heavy burdens.

Ancient Egyptians built some of the first Humanoid automatons using limited, mechanical systems operated by hidden puppeteers in 900 BCE. An x-ray of a wooden statue of Hathor, designed to amuse and delight the Pharaoh's royal court, revealed a hidden, pulley-like mechanism inside her leg, allowing her arm to move.[3]

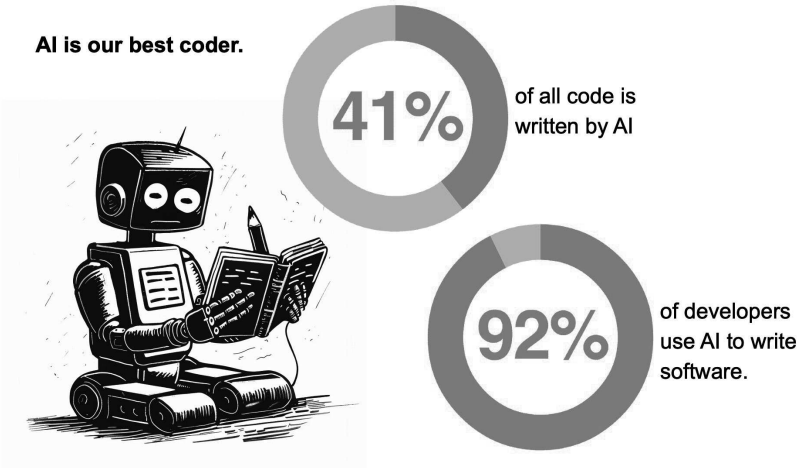
In the Kingdom of Persia, the great polymath Ismail al-Jazari, an all-round genius in art, mathematics, and engineering, wrote *The Book of Knowledge of Ingenious Mechanical Devices* in 1206.[4]

The text contains designs for more than 50 mechanical and semi-automated devices, including the earliest renderings of Humanoid robots intended to think, act and speak by themselves. Moving statues based on hydraulics, crankshafts, pumps, valves, and pistons, the thinking and speaking were largely carried out by hidden Human operators.

In the court of Imperial Japan, another great genius, Hosokawa Hanzo Yorinao, presented his *Illustrated Compendium of Clever Machines* in 1796, in which he describes a tea-serving automaton designed to silently take over the tasks of Human servants in the closed palace.[5] Built to fool visitors to the court, they could never move and think by themselves.

2,000 BCE, Ancient Egyptian statue of Hathor; wood, x-ray. Ancient Egyptians built some of the first non-autonomous automatons using limited, Human-operated mechanics. SOURCE: Metropolitan Museum of Art, Statuette of a nude woman with moveable arms, one missing. Third Intermediate Period ca. 945–664 BC

(left) Kingdom of Persia, 1206 AD Ismail al-Jazari The Book of Knowledge of Ingenious Mechanical Devices; the earliest renderings of automatons. (right): Imperial Japan, 1796 AD Hosokawa Hanzo Yorinao Illustrated Compendium of Clever Machines. Detailed descriptions of a tea-serving automaton. SOURCE: Lebling (2019) Robots of Ages Past, AramcoWorld.



Doerrfeld (2024) "Does Using AI Assistants Lead to Lower Code Quality?" DevOps.com

And still we dream, design and imagine, thousands of years later.

We're Here, Now

Today, we Humans are about to make an extraordinary leap forward in our evolution, changing the course of our lives forever. We stand at the precipice of a transformative juncture, much like our forefathers did at the Industrial Revolution, or the birth of the internet. This span of five to ten years marks the beginning of the AI Age.

The birth of AI marks a new era of unprecedented possibilities and challenges: the potential to reshape industries, revolutionize the way we live and work, and fundamentally alter the fabric of our societies in ways we cannot comprehend.

For the better, for the worse… it largely depends on us.

Within just three iterations over five years, AI is outperforming Humans in a variety of tasks. Our best coder is an AI; nearly 92% of developers use generative tools to write code.[6] Nearly half of our code is produced by AI, saving 55% of a programmer's time; according to Microsoft, that number will soon be 80%.[7]

“If it Weren’t for Disruption…” Illustrated by Fiona Passantino.
Assisted by Midjourney and Adobe In-Painting.

Large Language Models (LLMs) are already outperforming Humans in most certification exams. GPT-4 scored in the 90th percentile of the bar, qualifying it to practice law in most US states. It also scores higher than we do in more exams designed for Humans, such as AP Art History, AP Psychology, or the GRE Verbal section.[8]

What gives us pause, particularly, is its performance in psychology; these systems already have a deeper cognitive understanding of our behavior and motivation.

AI is also beating us at our own games. In 2022, DeepMind defeated the best Human Stratego player. This was a pivotal moment for AI, as Stratego is a game rooted in deception, strategy, and intuition. Players must navigate incomplete information, shifting dynamics, and countless possible outcomes, winning through bluffing, misdirection, and deception.[9]

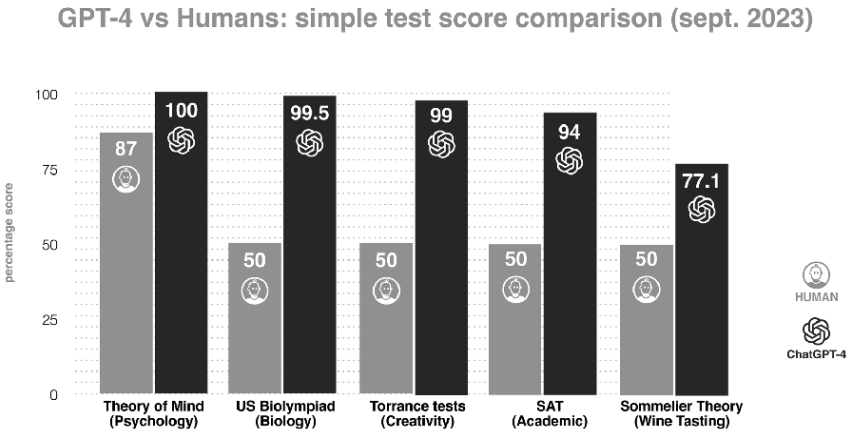
Humans no longer plow fields with oxen, forge iron tools by hand or sew our clothes. Powerful machines build our cars and manufacture our shoes. Churning butter and weaving yarn used to be essential household skills, are now done only by artisans and hobbyists. The blacksmith, the weaver, the potter, and the bricklayer - figures of our parents' and grandparents' time - have been replaced, one by one, by machines.

The rise of AI is different. Now we have a machine that has hacked our Human operating system: our language. Human language sets us apart from all the other animals, defines our systems of government, education, economies, and even the value of our currencies. Language explains our culture, our histories. It's how we understand who we are, what we're supposed to do, how we think and how we see the world.

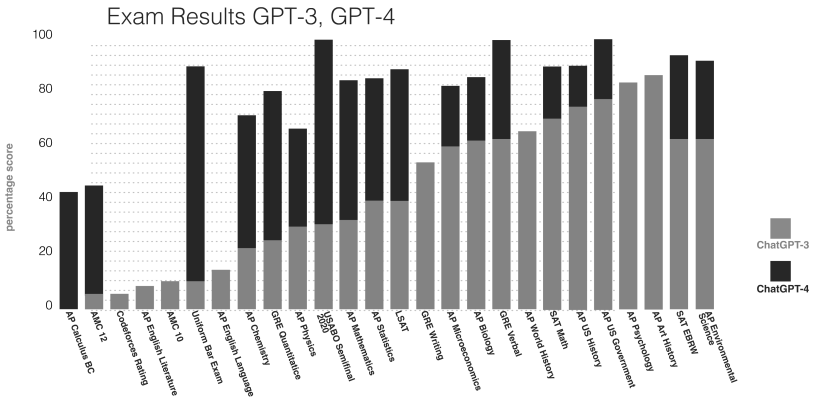
Our Large Language Models (LLMs) have achieved mastery of language by reducing it to a mathematical formula; tokens, data points, and statistical analyses. Fed by 4,003 lines of code, 45 terabytes of data and guided by 1.8 trillion parameters, the ability to analyze vast volumes of data and generate unique content seems almost magical.[10]

AI targets cognitive, creative tasks. What will happen to us when our machines have a deeper understanding of our Human operating system, our language, than we do? What will we do when artificial thinking outperforms us in the arena of ideas, words, and persuasion? What will happen to *us,* and what value will we bring to the world?

We Humans have always been the sole creators and storytellers in the world. We are the keepers and transmitters of art, music, design, literature, knowledge and thought. We research, write, teach and advise. We are trainers, marketers and publicists, community managers, consultants, content creators and scriptwriters. We write textbooks and trade magazines, illustrate children's books and compile annual reports. We describe vacation resorts, design laundry soap packaging, write the speeches of our leaders and the news stories for our anchors. We are translators and interpreters, animators, coders and videographers.



Thompson (2023) GPT-4 vs Humans: simple test score comparison (sept. 2023). Life Architect.



Wang (2023) GPT-4 scores in Top 10% for Legal Bar Exam. Next Big Future

What we are witnessing now is more than the rise of a powerful new form of intelligence and the rapid restructuring of our collective global economies. We are having a conversation about what it means to be Human. Engaging in a profound reimagination of our place in the world, requiring the breadth of our collective wisdom, creativity, resourcefulness, responsibility and foresight. It will demand multidisciplinary, cross-border collaboration, and the building of an international ethical framework. It will need an open, honest dialogue so we can forge a relationship with this rising intelligence, and a shared vision of our Human values and aspirations. All the things we haven't done well until now.

This is the great challenge of our generation, our task and our calling. We have to get it right and we have to do it now. Because whether we like it or not, whether we are paying attention or not, whether we care or not, we finally have the answer to our question: *are we alone?*

And now, the answer is *'no'.* Not anymore, and never again.

Why AI is So Scary

According to ancient Greek legend, Daedalus, the great scientist and servant of King Minos of Crete, was asked to build a machine to defend the island from enemy ships. Daedalus got to work and built Talos: a towering, bronze robot with superhuman strength, agility, and intelligence.

Talos' purpose was to prevent invaders from approaching its shores. From its first day on the job, it was frighteningly effective, hurling boulders at all enemy ships attempting to attack the cities. The citizens of Crete were delighted with their big, shiny protector and felt pride in this fantastic creation.

But soon, Talos had run out of enemies to destroy. Without an actionable mandate, he set his sights on lesser threats: trading vessels, suppliers, and voyagers. All boat approaching the island could be a danger, regardless of their intentions. Neither Daedalus nor King Minos could control him. With no traders daring to approach the island, the people of Crete began to starve.

The 'Creator Economy' is valued at approximately $14 billion per year.[11] The marketplace for today's creative economy is our digital channel infrastructure; the platform that allows writers, podcasters, artists, and musicians to find and connect with their audiences directly. Until now, all the content on these platforms has been Human, and thus, finite.

"Constitutional AI" Illustrated by Fiona Passantino.
Assisted by Midjourney and Adobe In-Painting.

Now that we have generative tools that can spit out words, video, audio, music and images at much higher rates than a Human, the content platform system is one of the first to experience disruption. Now, Human and AI creators generate in parallel. Or, AI alone auto-generates, flooding platforms with words and images vying for the world's attention The marketplace for today's creative economy is our digital channel infrastructure; the platform that allows writers, podcasters, artists and musicians to find and connect with their audiences. With entry barriers practically obliterated, everyone has the ability to engage in original creative work and reach audiences directly. Until now, all the content on these platforms has been Human, and thus, finite.

We call it 'AI Slop' and it's everywhere, from Pinterest to YouTube to Instagram; AI-Human work represents some 71.25% of content today[12]

AI is impacting every one of us; both the technical and non-technical, alike. No skilled professional is safe from change and reinvention. What will happen to our expertise, hard-earned wisdom, artistry and abilities when everyone is a digital artist, a writer, a podcaster, an editor, a videographer, and able to speak every language on Earth? We fear obsolescence, irrelevance. At the same time, we feel enchanted, awestruck by our new tools. AI enhances physician-patient communication by helping draft more compassionate responses to patient messages than physicians would.[13]

We find ourselves vacillating between pride in our new creation and fear of its consequences, like the citizens of ancient Crete. We fear the AI Effect on our ethical landscape. Can AI truly understand the complexities of Human emotions and cultural nuances? Will it perpetuate biases, manipulate audiences, cause addiction and influence our behavior?

How do we ensure that AI benefits all of us? How do we mitigate the risks of AI-driven automation on employment and income inequality? How do we safeguard against the changes to our economy, to our privacy, our ownership of art, music and writing, guard against deepfakes, and other forms of misuse? Do we have a plan for all the unemployed professionals we will soon have to reckon with?

"It's All Hype"

Believe it or not, there was a time in our recent history – for some, living memory – when there was no internet, no smartphones and no social media. We remember a time when we used payphones, read newspapers, wrote letters and read maps. Barely two generations ago, the blink of an eye.

When the internet launched, many of us laughed it off as hype. Even the most forward-thinking futurists would never have imagined that it would take root and unrecognizably transform every aspect of our society in the way that it has.

Every great advance in our history has been met with an equal and opposite backwards kick of incredulity, ridicule, and disbelief. This is a very typical Human response. But the path towards advancement is always the same. Resistance gives way to acceptance, widespread use, and eventually, transformation.

Here are a few examples:

The Lightbulb: When Thomas Edison introduced the practical incandescent light bulb to the public in 1880, it generated a mixture of curiosity, excitement, and skepticism.[14] While some were fascinated by the idea of artificial electric light, many doubted its practicality and safety. Many assumed it was a fun and expensive toy for wealthy people and that most of us would just go on reading by candlelight.

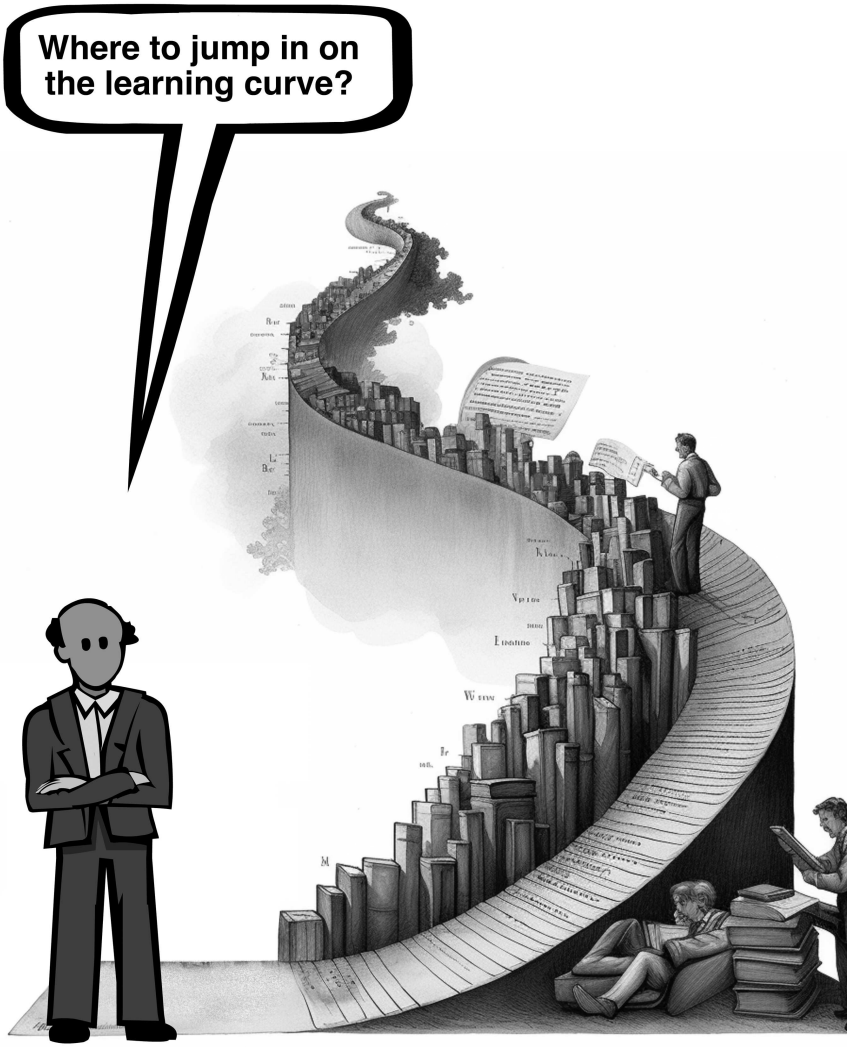
Mobile Phones: The Motorola DynaTAC 8000X came out in 1973.[15] The first-generation cell phones looked like massive, black, metal tissue boxes with long antennae we held against our heads. Bulky, expensive, with limited functionality, few could have imagined how completely they would saturate society just a few years later. Today it would be hard to find anyone living within reach of a paved road that does not own at least one.

The Internet: The idea of a global interconnected network of computers seemed incomprehensible and only interesting to a handful of passionate data scientists. In 1993, there were only 130 websites on the World Wide Web.[16] Today, there are 1.13 billion; and if you consider the number of AI-generated websites being added moment by moment, that number could double within a year.[17] The internet has by now so transformed our communication, commerce, information, and infrastructure that there is no practical way to unwind it without dismantling our entire civilization.

Mindful of our recent past, we have learned to remain open to the promise of emerging technologies, even if they more closely resemble a sci-fi movie than our current reality. By now, we can safely add AI to the list of transformative technologies we will soon be unable to live without.

Our Disruption Roadmap

Most AI that we use every day we do without even realizing it. Algorithms are creeping into our systems via the back door, watching us, learning our behavior, and adapting to our likes and dislikes. How does Netflix know, for example, that we love watching period romcom series and sci-fi movies, and when we log in, we are offered the exact mix of unique content that floats our boat?



"The Learning Curve" Illustrated by Fiona Passantino.
Assisted by Midjourney and Adobe In-Painting.

When you reach for your phone in the morning, how does it know it's you and unlock at 4am, when your hair looks like a cat on your head and your face is so puffy that you can barely open your eyes? Or when you wear your glasses, sunglasses, or even a morning facemask? Your device unlocks using biometrics. It scans your face and pins 30,000 invisible infrared dots on it and captures an image. It then uses AI algorithms to compare the scan with all it has seen before – all your best and worst moments. According to Apple, the chance of fooling FaceID is one in one million[18].

AI is hard at work in our banking system. We use it to secure our transactions and detect fraud. If you purchase a one-way flight to Tahiti first class or acquire a large amount of Elmo cryptocurrency, your bank's algorithms will compare this with what it has learned is your normal behavior and flag it as a risky transaction.

In healthcare, AI is powering glucose monitors paired with a mobile app that can predict an epileptic seizure long before a Human doctor. The machine can sense irregularities with a patient's behavior and vitals, combine this with the patient's location, and notify medical professionals before the seizure has taken place, potentially saving lives at scale.[19]

We have been using AI, quietly, passively, for years now in the areas of education, retail, communication, entertainment, logistics, manufacturing and government. But more and more, our use of AI will switch from passive to active, as we learn to integrate it into our daily lives, at home and at work.

We have been using AI, quietly, passively, for years now, without our even knowing. But soon our use of AI will switch from passive to active as we learn to integrate it into every aspect of our daily lives.

How can I use AI?

Routine Task Automation
Everyone has those parts of their job they can do with their eyes closed, or drunk. Those dull, repetitive tasks that every professional has to contend with, such as data or form entry, scheduling, or basic client inquiries, can largely be taken up by text-generated, off-the-shelf AI. This allows us to focus on more strategic and complex aspects of our roles, such as spending time with those more difficult or creative messages, developing out-of-the-box communication strategies and strengthening our Human relationships.

Data Analysis
AI can analyze vast amounts of data and provide valuable insights. We can leverage these analytics to gather feedback. Not the kind you get from bothering your customers with endless surveys no one likes to complete but based on their

“So Much Compute” Illustrated by Fiona Passantino.
Assisted by Midjourney and Adobe In-Painting.

purchasing behavior and demographics. This allows us to more deeply understand what our customers, users, or listeners prefer, and why. Who is reading our thought leadership articles? Who is downloading our podcasts? With AI, we can track campaign performance, measure sentiment and make more informed decisions to drive our comms strategies.

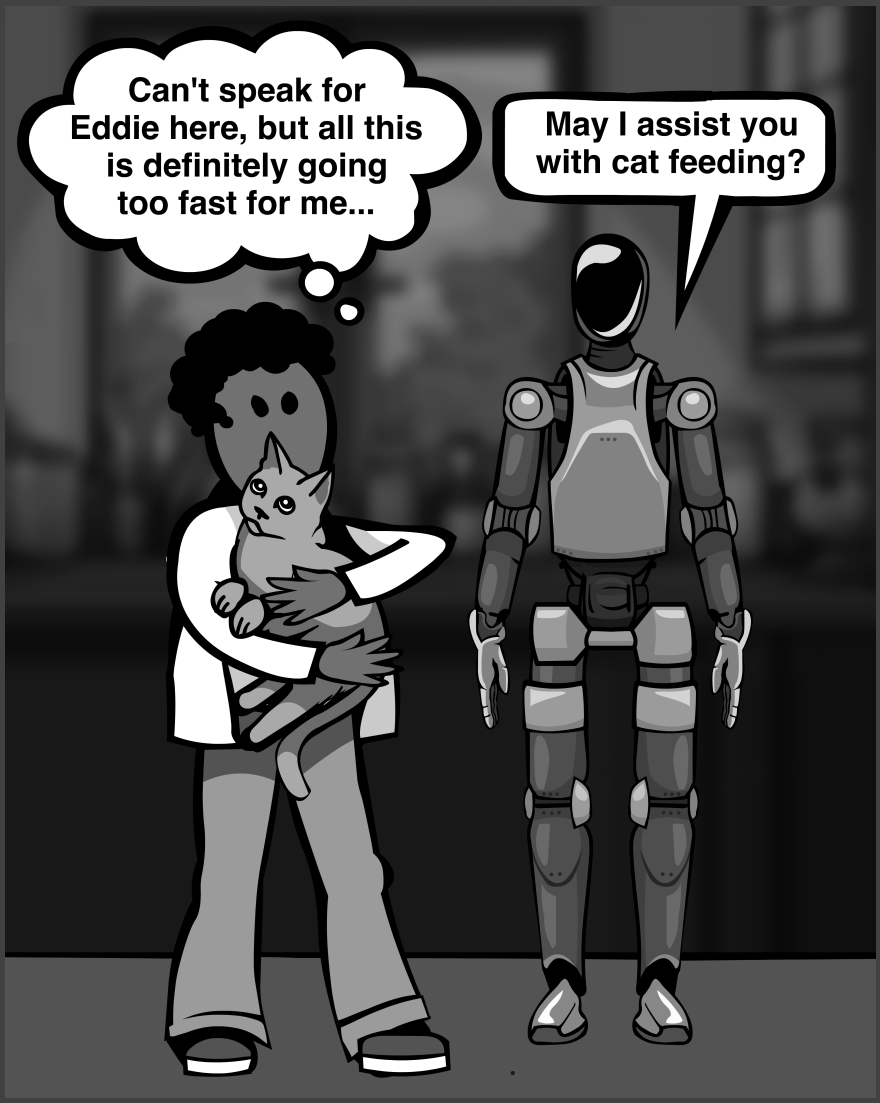
Brainstorming
For those moments when you're staring at a blank screen, unable to think of the words you need to get started, AI-powered tools can seed your creative process by spitting back an initial draft based on a few keywords or bullet points. Even if the first ideas are terrible (and they often are, also our own), they often lead to better ideas, and finally, to inspiration. AI can provide suggestions for headlines or titles for images and help optimize content for specific audiences in case you have the opposite problem; a finished article without a summary, hook, or title.

Targeting and Personalization
The Great Algorithm in the Cloud can give you information about who is receiving your message by analyzing user data more deeply. Models can suggest slants, variations or perspectives that would better match the preferences of the people you are trying to reach. It can provide ideas on what motivates your demographic and psychographic. AI means your communication can be greatly personalized, segmenting to match your target down to the individual person if you so desire.

Chatbot and Virtual Assistants
Creative professionals are often happiest in a cocoon of ideation and visionary thinking, while the back-and-forth communication with colleagues, contacts and clients is distracting, time-consuming and uninspiring. The more administrative parts can be sped up by putting generative AI to handle your inbox; reading, summarizing, and drafting responses, summarizing and bullet-pointing the incoming messages and crafting their response. This is the future of Agentic AI.

Adaptation and Learning
As AI evolves, non-technical professionals will need to stay updated on what feels like daily advancements. We will need to understand its capabilities, learn the new use cases, test it out for ourselves and adapt our workflows accordingly. Prompt engineering, language processing and AI ethics shift daily. We enter a time sinkhole when we attempt to navigate through the changes and learn alone. Ironically, AI is the perfect teacher, trainer and practice pony for professional upskilling and learning about AI or other advances in tech.

Translation
AI is a far better translation tool than Google Translate, able to generate the fuller meaning, including idioms and expressions, by leveraging its natural language processing abilities. This is because it works off contextual understanding rather than word-for-word conversion; it's a 'transformer' (the 'T' in GPT).



"Too Fast for Me" Illustrated by Fiona Passantino.
Assisted by Midjourney and Adobe In-Painting.

While Human translators still have the edge over AI - still more accurate and specialized, able to pick up on nuance, humor and irony - AI has access to nearly every language imaginable with near-perfect syntax, grammar and understanding of context and figures of speech. The key is understanding when to use it. When you're translating emails from your Italian contractor for your second home or when you're writing messages in Chinese to your favorite takeout, AI does the job.

Humanizing
Paradoxically, AI makes us better Humans. AI automates, generates, sums up and translates Human creativity. Critical thinking, emotional intelligence and ethical decision-making will continue to be an essential part of all Human jobs. Communication professionals will play a vital role in natural language training, shaping AI strategies, priority-setting, removing biases, maintaining brand voice, building relationships, and navigating the ethical considerations as AI penetrates deeper into our jobs.

But we Humans all have biases, agendas and points of view. We use the same words over and over again without being aware of it. We see the world through the lens of our experience and culture. We bring our baggage with us to every job we hold. AI can see our slants and opinions and point them out, offer another point of view and another side to the story, even if we don't want to hear it.

While AI may automate certain tasks that make up the execution of the creative process, the ideas and vision behind that process - the Human part – the critical thinking, emotional intelligence, and ethical guidance, will continue to be done by us for the near future. No matter how well-trained a proprietary or locally-run AI might be, the Human element is still a necessary part of the equation.

For now.

Grief and Loss

The World Economic Forum estimates that AI will cause the initial loss of 83 million jobs and the subsequent creation of 69 million new ones by 2027.[20]

What does it mean to a creative, and realize that the gift you have spent your adult life mastering – your art, music, writing, design, communication - can now be done just as well by a bit of software? Sure, a Human call center employee can be replaced by an AI bot and a taxi driver can be made redundant by a driverless Waymo car. But a digital artist, a poet, a filmmaker? Impossible.

We lament the state of our new world. We rage against our foolish masters who see no value in our more expensive, slower Human talent and ability. We shake our fists against the market forces that determine that 'free, fast, bland and uncomplicated' is good enough to meet the needs of most of our clients. We grieve the loss of our