

# Rewriting the Playbook on Upskilling

*Why the Future of Work is **Unapologetically** Human*

# The Moment We're In...

## Core Skills Are Rapidly Changing

<b>39</b>	<b>23</b>	<b>60</b>
% core skills to be changed by 2030	% of jobs (globally) are projected to transform by 2027	% of employees will need upskilling or reskilling by 2027

## Demand for Tech & AI Skills Is Surging

<b>2X</b>	<b>2X</b>	<b>292</b>
AI related degrees since 2010	AI skills acquisition since 2018	% YoY growth in AI skills among young professionals entering the workforce

## How Work Feels: A Look at Employee Connection, Burnout, and Belonging

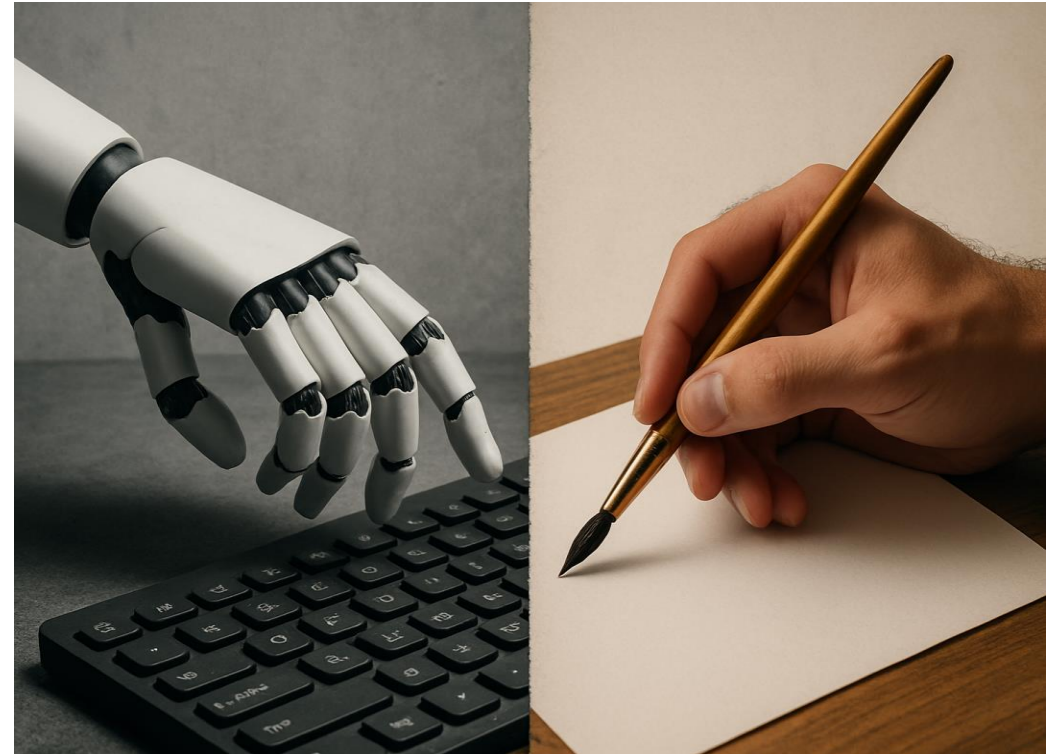
<b>82</b>	<b>79</b>	<b>75</b>	<b>9.1</b>
% of workers who aren't prepared for the future of work	% of employees who felt burnt out at the end of 2024	% of workers in the USA who suffer from "Sunday Scaries"	Global cost (in trillions) of disengaged employees

# The Moment We're In...

We're being told to *become more like machines*—but what if the answer is the opposite?

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- *This Isn't Just About Jobs — It's About **Identity**.*
- *We're not just overwhelmed—we're **undervaluing** what makes us irreplaceable.*





# The Wrong Response...

The Current Playbook is Broken.

We've been taught to chase automation-proof technical skills —

But that's just survival, not strategy.

It keeps us behind the curve instead of ahead of it.

# The Better Question....

What Can You Do That AI Can't?

It's not about competing *\*against\** AI—  
It's about building what AI can't replicate:

Because if we don't lead with human  
skills,  
AI won't just support the work—  
It will define it.

And we'll just serve it.





# Human Skills Are Not Soft

## *What AI Can't Touch*

AI can and already does...

vs.

Humans must and always will...

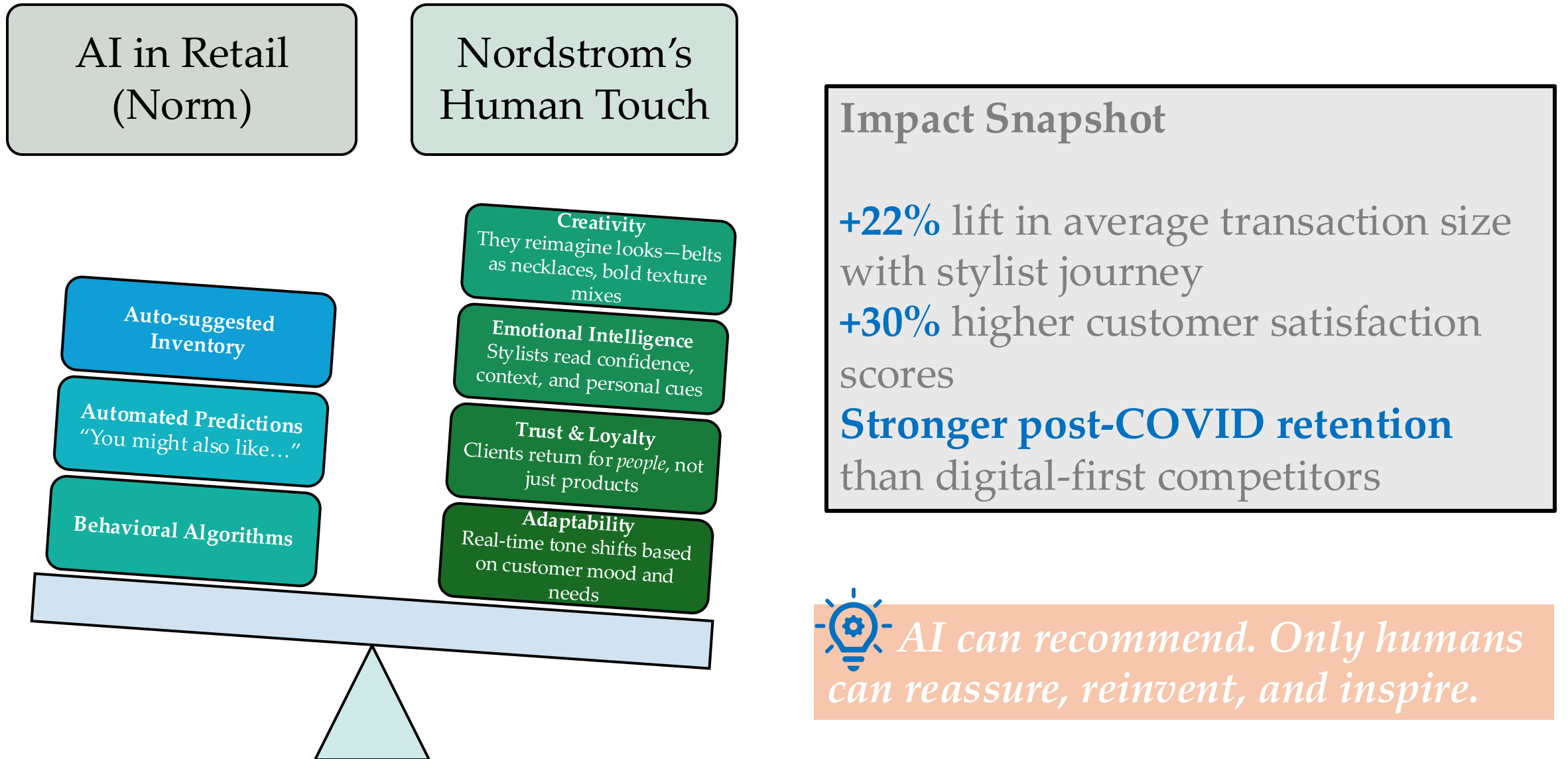
- ✓ Crunch billions of data points in seconds
- ✓ Write emails, code, and legal briefs
- ✓ Outsell, out-optimize, out-schedule
- ✓ Replace 1 in 4 jobs by 2030
- ✓ Never sleep, never doubt, never forget

- ✓ Lead with emotional intelligence — *because AI doesn't feel*
- ✓ Imagine what doesn't exist yet — *because AI can't dream*
- ✓ Make moral judgments — *because AI has no conscience*
- ✓ Inspire and influence others — *because AI doesn't earn trust*
- ✓ Adapt in chaos — *because AI doesn't grow through failure*

# NORDSTROM

Retail AI is Fast.  
Human Service is Forever.

# Nordstrom's Human Touch vs. AI Recommendations





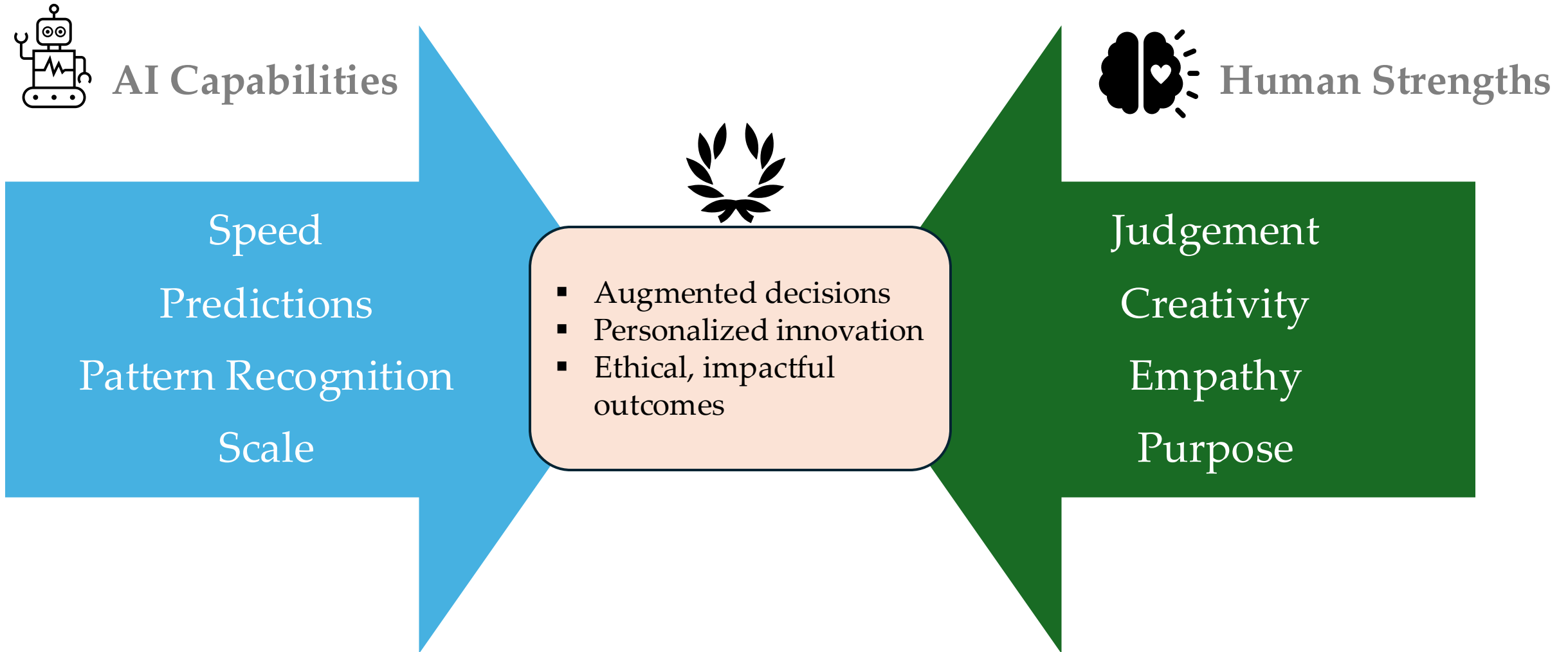
# The New Playbook

Human Skills	What AI Can't Do	What Only Humans Can Do
<b>Emotional Intelligence: The First Line of Differentiation</b>	AI can simulate conversation, but it can't build connection.	Sense what's unsaid, comfort in chaos, and build trust.
<b>Judgment + Critical Thinking = Strategic Edge</b>	AI can rank options but not wrestle with what's right.	Apply values, context, and courage to make the hard calls.
<b>Creativity: The Last Frontier</b>	AI remixes. Humans imagine.	Dream up what's never been done and move people with story.



**AI can predict the next step. Humans invent what's never existed.  
The edge isn't technical. It's emotional, ethical, and original.**

# Don't Compete With AI—Collaborate With It. [I]



**AI is the engine. Humans are the driver.**

Together, they go farther—faster, smarter, and with more purpose.

# Don't Compete With AI—Collaborate With It. [II]

*Why This Matters for Employee Engagement*

**AI is the engine. Humans are the driver.**

*When we combine the best of both, we create meaningful, future-ready work.*

## **Reduces Fear**

AI isn't replacing you—it's **freeing you** to do the work only you can.

## **Builds Confidence**

By learning how to *work with* AI, employees feel future-proof, not phased out.

## **Strengthens Purpose**

Humans will be more essential than ever in defining *why* we do what we do, and *for whom*.

# Build the New Human Advantage

## *4 Steps to Action*

### 1] From technical training to human-skill mastery

- Shift focus from just tools to **power skills**: judgment, empathy, creativity, adaptability
- Make **human fluency** the new competitive edge

Reimagine  
Upskilling

### 3] Let machines do the repetitive. Let humans lead the meaningful.

- Automate reporting, scheduling, analysis
- Redirect that time toward strategic thinking, coaching, innovation

Use AI to  
elevate,  
not replace

Build  
Shared  
Libraries

### 2] Create spaces where teams learn from each other

- Encourage **cross-functional learning**
- Codify team “muscle memory” in accessible formats
- Use social learning tools (forums, lunch & learns, story sharing)

Invest in  
people as  
whole  
beings

### 4] Not just doers. Thinkers, feelers, leaders.

- Design roles and development around **emotional depth and ethical grit**
- Build career paths that honor **voice, vision, and vulnerability**

**Start where you are. Start with your people.**  
That's how we build the human advantage.

# 3 Truths for the Future of Work

## 1. Power Skills > Hard Skills

Forget soft. Empathy, judgment, and adaptability are your *real* edge in an AI-saturated world.


## 2. Let AI Do the Busywork—You Do the Brave Work

Machines can optimize. Only you can invent, inspire, and make it matter.

## 3. The Human Advantage Is the Whole Strategy

Lead with purpose. Learn in community. Build the kind of workplace no algorithm can replicate.

# Final Thought...



The Future of  
Work is  
Unapologetically  
Human.

**The edge isn't in how fast you compute.**  
*It's in how deeply you think, feel, and lead.*



# Questions OR Compliments

