



Technology Insights Series

2024: Keep Pace" with Generative AI (GenAI) and its impact on the "Future of Work"

January 13, 2024

PRESENTATION DISCLAIMER !!

This Presentation WILL be Uncomfortable

**GenAI disruption IS the “NEW NORMAL” and REQUIRES
RAPID AND CONSTANT Skill acquisition**

REACTIVELY acquiring GenAI Skills / Insights will NOT work

There is NO Generative AI (GenAI) “Easy Button”

“Disruption” has ALWAYS been my Presentation Focus

Social Network Disruption	07 / 2011	You Connected How?	Disrupting how you make yourself “known”
	04 / 2013	How to use Twitter to find a job	
	04 / 2014	You the Product	
Digital Disruption	03 / 2015	Digital Disruption - Part 1	Disrupting how you “Differentiate” yourself
	04 / 2015	Digital Disruption – Your Career Curriculum	
	01 / 2016	You the Product – Part II	
“Futures” / AI Disruption	01 / 2017	Jobs of the Future	Disrupting how you look at career “Threats”
	01 / 2018	Will AI take YOUR Job	
	01 / 2019	How to “AI Proof” your Career	
	01 / 2020	The Future Of Work	
Work Disruption	01 / 2021	How to “Keep Pace” in a Post-COVID World	Disrupting how you prepare for tomorrow’s “Jobs”
	01 / 2022	Disruption-Proof your Career	
	01 / 2023	2023 – A Skills Odyssey	
	01 / 2024	2024 – Generative AI	<u>We are Here !!! – Presentation #14 !!</u>

My historical 401K “skill investments” – Which have significantly compounded over time

My 2023 GenAI 401K “Skill Investment”



Reading



GenAI Webinars



GenAI Carousels



Near “Ted Talk”



Content Sharing

The GenAI Threat/Challenge in ONE Slide



There's a new global news network launching in 2024 which completely ditches humans for AI-generated newsreaders – and they're showing off some superhuman capabilities that make it very clear: the days of the human news presenter are numbered.

Channel 1, which is set for “full launch” in 2024, says it will be the world’s first AI-powered news network. The goal is to give each viewer a personalized broadcast.

The AI avatars will be created from a scan of a real person with a digitally generated voice. Then the AI-generated humans — made to look real — will report the news, though devoid of any real emotion.

<https://www.channel1.ai/>

<https://newatlas.com/home-entertainment/ai-generated-news-anchors/>

And then this 2023 EOY “Disruption”

Google Reportedly Replacing Select Sales Staff with AI

While the company’s AI ad generators are relatively hands-off, Google has historically paid about 13,500 human staff to keep an eye on the tools’ outputs and create some ads from scratch.

Those staff have been made redundant as Google’s algorithms—like the “new era of AI-powered ads” it announced in May—have gotten better at automating their roles. Now, according to the report, Google plans to “consolidate staff, including through possible layoffs, by reassigning employees at its large customer sales unit who oversee relationships with major advertisers.”

The GenAI Conundrum

Are you ACQUIRING GenAI “Skills”

OR

Just using GenAI to find a Job?

The Reality

While GenAI can assist you during Job Search

You will still need to acquire job specific GenAI SKILLS

Which Skills? - GenAI Ecosystem is growing rapidly

Model Providers

OpenAI / Microsoft
Google (Gemini)
Amazon (Anthropic)

Vendor Integration

SalesForce
ServiceNow
Microsoft Co-Pilot

Patterns & Tooling

Architecture Patterns
GenAI Commoditization

Regulation

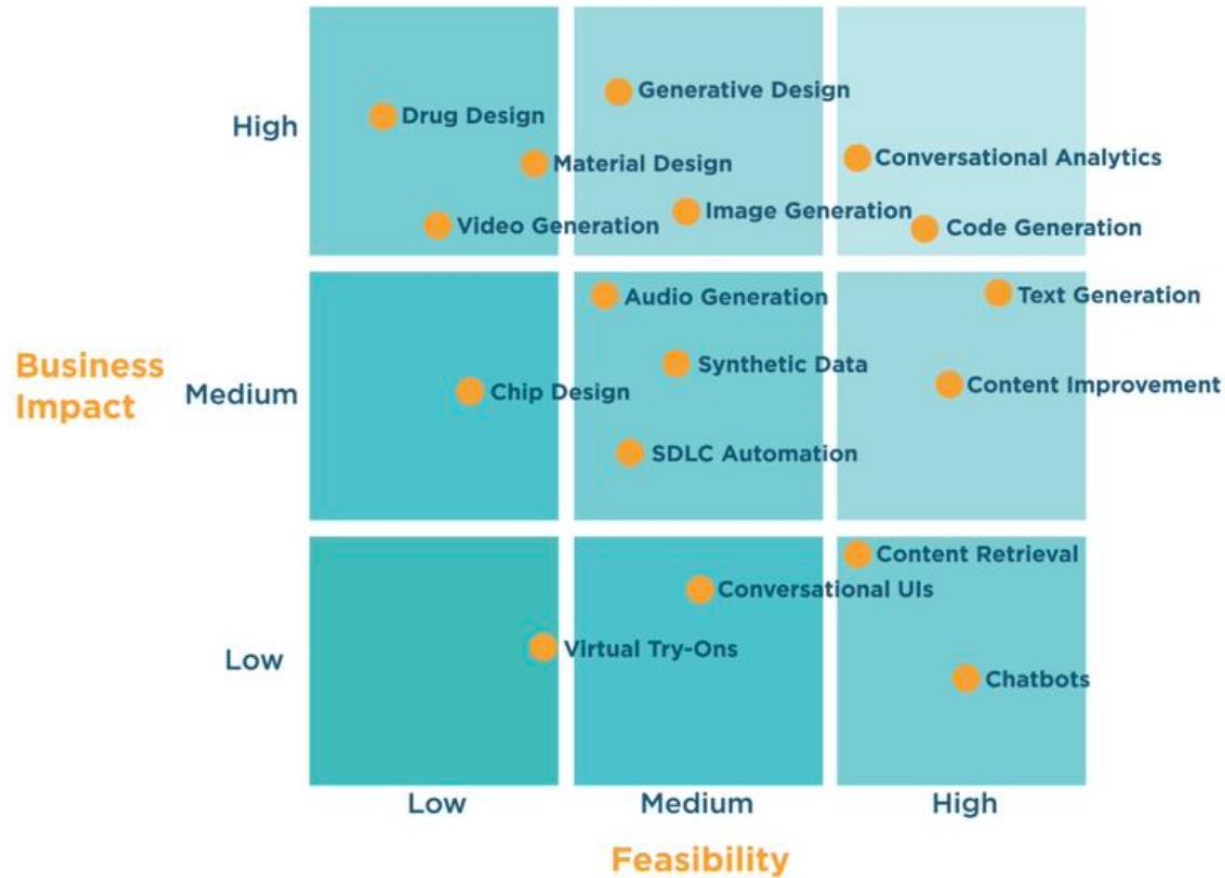
Commoditization of
GenAI Capabilities

Robots / Agents

More “intelligence” above
and beyond ChatGPT

GenAI / AI Experimentation is “Ongoing”

Generative AI Use Case Impact/Feasibility Matrix



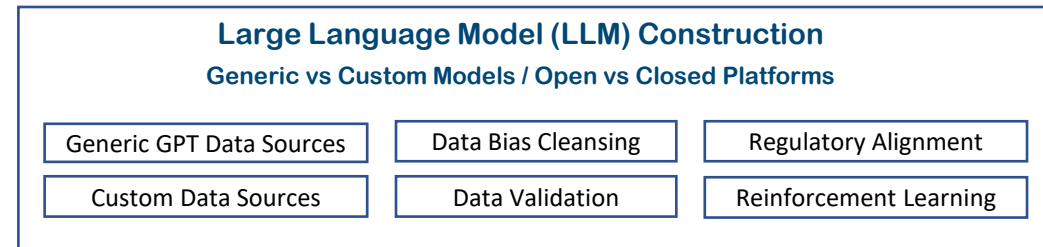
GenAI Experimentation
Is touching MANY Spaces

This is a SMALL Sample of Activity
That is moving FASTER than you may realize

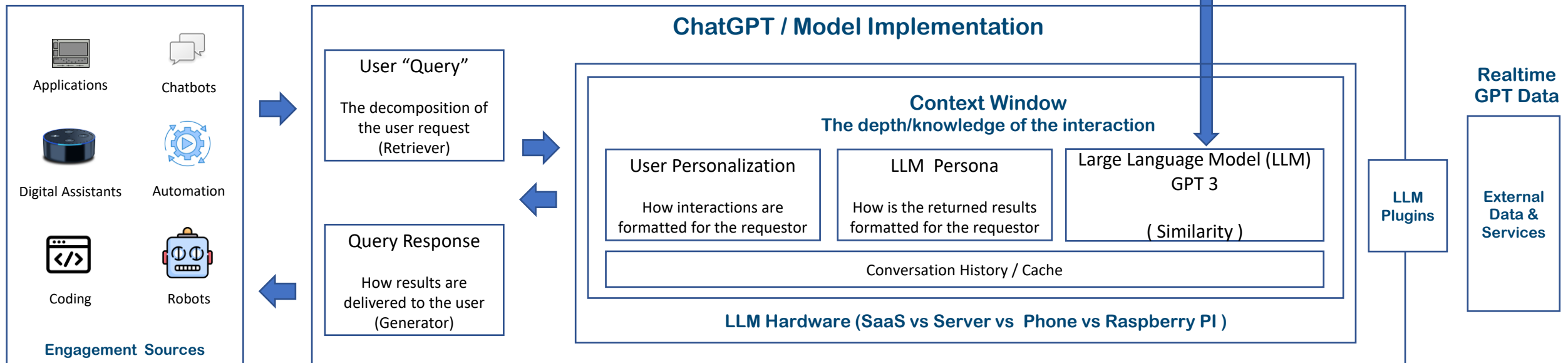
Where to begin to “Keep Pace” with GenAI?

How to “Keep Pace” with GenAI

1. Understand how Generative AI Works



“Static GPT Model / Data”



Insider Tip: LLM Ecosystems are complicated – A Diagram is worth MORE than a Thousand Words !

How to “Keep Pace” with GenAI

2. Learn the Terminology

Establish your “GPT” Vocabulary

Generative AI Vocabulary – Foundation Terminology

Generative AI



An AI system whose primary function is to generate content (i.e., Text, Graphics or Both).

Large Language Model (LLM)



A type of AI model that via deep learning and large data sets - can, summarize, generate and/or predict new content.

General Pre-Trained Transformer(GPT)



The broad term for models based on transformer architecture. These models are typically pre-trained on large datasets and in some instances fine-tuned for specific use cases.

ChatGPT



A Chatbot application that is powered by a GPT model.

Prompt Engineering



An approach for preparing a Large Language Model to produce results in a specific format/manner.

GenAI Vocabulary Reference Version 1.2 !

<https://www.linkedin.com/feed/update/urn:li:activity:7133847512758542336/>

Insider Tip: Knowledge of AI Terminology will make or break you in conversations

How to “Keep Pace” with GenAI

3. Learn Prompt Engineering

The ChatGPT Guide For Job Hunting

AI Tools



AI-powered resume builder that helps you create professional-looking resumes.



AI app that simulates real job interviews, allowing you to practice and perfect your skills.



AI-based resume builder that automates every aspect of creating a hireable resume.



A job search tool that offers AI-powered solutions to enhance your job search.



AI-powered tool that helps you optimize your resume and cover letter for specific job postings.

①

Resume writing

- Write a resume for a [TITLE] based on this [JOB DESCRIPTION].
- Write a resume based on this [JOB DESCRIPTION] at [COMPANY] and include bullet point achievements that show impact and metrics.
- Write a professional resume for this [TITLE] role at [COMPANY]. Include a professional summary, my past [X] years of work experience with [X] bullet points per role, and incorporate the most important keywords from the job description in those achievements.
- Based on this job description for a [JOB TITLE] role at [COMPANY], write a resume for my past [X] years of work experience with [X] bullet points per role that include metrics and the most important [X] keywords from the job description. My past titles and companies were [X, Y, and Z].

②

Networking

- Develop a networking strategy tailored to [SPECIFIC INDUSTRY], outlining key methods to establish valuable connections.
- Suggest prominent online platforms or social media networks for professionals in [SPECIFIC INDUSTRY] to connect and engage.
- Share advice on participating in online forums, groups, or discussion boards related to [SPECIFIC INDUSTRY].
- Share tips for crafting a compelling and concise elevator pitch to introduce myself during networking based on this: [PROFILE DESCRIPTION].
- Offer strategies for effective preparation before attending in-person networking events based on this: [PROFILE DESCRIPTION].
- Use [PROFILE DESCRIPTION] to give me advice on networking effectively.

③

Career pivot

- I have a background in [FIELD] but I'm interviewing for a role as [JOB TITLE] at [COMPANY]. What sorts of transferable skills do I have, and how can I showcase them in the interview?
- I'm interviewing for a job as [JOB TITLE] at [COMPANY] and expect answer [QUESTION]. I have no experience in this. How can I best answer the question?
- I'm interviewing at a [NEW COMPANY DESCRIPTION] but previously worked at a [PAST COMPANY DESCRIPTION]. How can I show I can fit into the company culture in my interview?
- The role I'm interviewing for [JOB TITLE] at [COMPANY] requires [X] years of experience and I have [Y]. My background is [FIELD]. How can I sell myself to the hiring manager?

④

Interview prep

- I'm interviewing for [JOB TITLE] with [COMPANY]. What skills, attributes, or previous experiences are useful to talk about in my interview?
- Here's my [RESUME]. What should I bring up in a job interview for a position as [JOB TITLE] at [COMPANY]?
- Here's my [COVER LETTER] What should I bring up in a job interview for a position as [JOB TITLE] at [COMPANY]?
- Act as the interviewer for this role: [JOB DESCRIPTION]. Can you come up with [X] interview questions based on this job description?
- Act as the interviewer for this role: [JOB DESCRIPTION]. What are you looking for in a hire when interviewing them?
- Act as the interviewer for this role: [JOB DESCRIPTION]. Conduct a mock job interview for me.
- I'm interviewing for [JOB TITLE] at [COMPANY], and this is part of the job description: [SECTION OF JOB DESCRIPTION]. How do I showcase this [SKILL] in an interview?
- How do I best answer [INTERVIEW QUESTION] if I'm interviewing for a role as [JOB TITLE] at [COMPANY]?
- I'm interviewing at a [COMPANY DESCRIPTION]. What sorts of questions could they ask me?
- I'm interviewing with [INTERVIEWER ROLE] at [COMPANY DESCRIPTION] for [JOB TITLE]. What kinds of questions will they ask, and how should I answer them?
- I'm interviewing for [JOB TITLE] at [COMPANY] and know nothing about the company. What do I need to know about them for my interview?
- I'm interviewing for [JOB TITLE] at [COMPANY DESCRIPTION]. What sort of questions should I expect the interviewer to ask me?
- Act as the interviewer for this [JOB TITLE] at [COMPANY]: Ask me the most common questions for this role, and give me feedback on my answer as if you're the hiring manager. What elements of my story stood out? What pieces were missing? Given interview best practices, what I need to improve?

⑤

Salary negotiation

- As a recent graduate entering the [FIELD], I'm preparing for an interview for a [JOB TITLE] position at [COMPANY]. Considering my academic achievements but limited practical experience, how should I approach salary negotiation?
- I'm transitioning to the [FIELD] after [X] years in [ANOTHER FIELD]. I'm interviewing for a [JOB TITLE] role at [COMPANY]. How can I leverage my transferable skills to negotiate a competitive salary despite the industry change?
- In the context of [JOB MARKET], I'm discussing salary for a [JOB TITLE] position at [COMPANY], which is known for its [COMPANY CULTURE/TRAIT]. With my [X] years of experience in [FIELD], how should I approach the negotiation to show my value?

“Prompt Engineering” looks like this !

In the context of [JOB MARKET], I am discussing salary for a [JOB TITLE] position at [COMPANY] which is known for its [COMPANY CULTURE/TRAIT]. With my [X]years of experience in [FIELD], how should I approach the negotiation to show my value

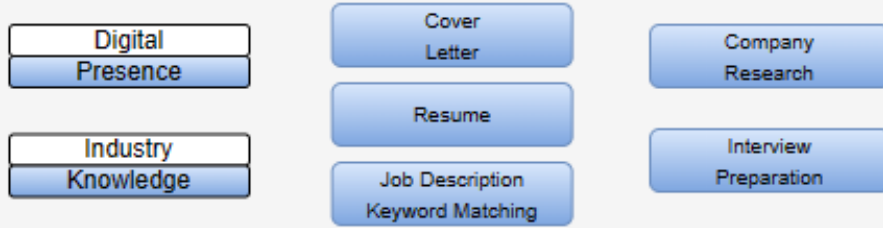
<https://learnprompting.org/>

<https://www.tealhq.com/post/ai-chatgpt-for-job-applications>

How to “Keep Pace” with GenAI

4. Understand the scope of AI in Job Search

Job Applicant Toolbox



www.keeppace.com

Manual App Submission

Personal Network
Social Network

Automated App Submission

Job Interaction Zone

Recruiting
Chatbot

Employer
Job Description

3rd Party
Job Sites

www.keeppace.com

Cultural Assessment

Talent Assessment

Video Assessment

Applicant Tracking

Hiring Company - Onboarding Platforms

Key

AI/ML

GPT

Combined
Effort

Human



Key Insights

Generative AI solutions will be a ubiquitous capability for ALL job seekers.

Personalization of content will be a critical differentiator

Companies will continue to leverage AI capabilities - from job description creation to engaging with job seekers earlier in the process.

Companies have been using AI as part of the hiring process for some time.

AI Regulation is evolving, so companies will need to align their activities accordingly

Available at:

<https://www.linkedin.com/feed/update/urn:li:activity:7098740260494303232/>

linkedin.com/in/keeppace

www.youtube.com/keeppace

keeppace.substack.com

How to “Keep Pace” with GenAI

5. Use Cases & Education

Use Cases we are seeing NOW

Job Search

[UNEMPLOYED MAN USES AI TO APPLY FOR 5,000 JOBS, GETS 20 INTERVIEWS](#)

[9 top AI job hunting sites to land your next dream job](#)

New forms of Customer Engagement

[American Honda's 5-part strategy to deploy generative AI](#)

[GM dealer chatbot talked into selling Chevy Tahoe for \\$1](#)

Productivity

[AI & resource management: A new era of productivity](#)

[Deloitte Turns to AI to Mitigate Mass Layoffs Amid Hiring Spree](#)

In Conclusion !

This is about adopting a new mindset

Think – “The automation of mental tasks”

The longer you wait – the harder it will be to catchup

The rate of change in this space is breath taking – AND – it’s a DIFFERENT WAY OF THINKING

There are NEW jobs that will evolve in the coming Months / Years

Learning the “basics” is the first step

GenAI is my SOLE focus going forward

Follow me on my journey

How to “Keep Pace” with my GPT Journey

LIVE Streaming Channels



www.facebook.com/keeppace



<https://www.twitch.tv/keeppace>



<https://www.linkedin.com/in/keeppace/>



www.twitter.com/keeppace



Video Repository



www.youtube.com/keeppace



<https://keeppace.substack.com/>



www.keeppace.com

спасибо 谢谢
GRACIAS
THANK YOU
ありがとうございました MERCI
DANKE धन्यवाद
شُكراً OBRIGADO

**Technology moves FAST
You can move FASTER
If you KEEP PACE with
Technology**