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Why AI will result in *more* jobs being created

Picking up on a discussion about the fear of losing jobs, let's look at how those fears can be addressed by looking past the present cloud of confusion around AI and related initiatives. It's true that some of what is driving the AI frenzy right now is cost-cutting (layoffs), but that's the short sided approach. Further, cost cutting is arguably the smallest part of the benefit of AI and automation. If companies are focused on that, thinking they can just get rid of people, they are doing it wrong and missing the point. Here's why:

Actual productivity for AI is a series of factors which together contribute to the overall throughput of an organization. Think of it like this:

$$\text{Productivity} = (\text{Amplified Effort} + \text{Cost Savings}) \times \text{Organizational Intelligence}$$

So, reducing costs is a piece. Factoring in costs incurred to use the AI technology, costs go up the more an organization uses it; so it's contributing but at a variable rate. Further, there is overhead in administering the use of AI in any organization which has a reputation to uphold.

Now, let's look at the Amplified Effort component. If AI can break the log-jam of everyday operations and free teams up to get more accomplished while simultaneously learning the processes as it goes, possibly even helping to keep corporate rules aligned with those processes, that will amplify the effectiveness of the team. That's real productivity gain and it will increase as it's used more.

Employees are happier (read more productive) when tedium is eliminated. This is not hyperbole, but demonstratable – right there in your inbox. If your organization uses a decent SPAM filter, which learns from items you have tagged as SPAM, you know how much time that saves you and if it also reduces the chances that you are the victim of a Phishing attack -- your work-life just got a little better. Doesn't that make you happier? Now, apply this kind of benefit across all the other day to day operations you accomplish. If you could eliminate heaps of tedium from your day, would you?

Focused effort is amplified effort. Please imagine the last time you were in a state of "flow" at work. You were in the zone, getting things done. Awesome! What was the thing you dreaded would happen during that moment? Interruption! Please imagine further that during your last flow session, you had a secret weapon. AI Agents scanning your calendar, email, text, chats etc. for things which *actually* require your attention and not otherwise. The Agents actively suppressing interruptions which are unnecessary, giving you peace while you gets things done. All this with the comfort of knowing that should something pop-up which you need to know now, you will. Real Focus time thanks to your personal team of Agents protecting your headspace.



Expanding on that team of Agents, we come to parallel processing for the human. People are amazing at executive thinking. It's what we do that no other entities can – for now. Our one limitation is that we can only do it for one thing at a time. Our attention is key and if we try and spread it around – it does not work. Instead of getting one thing done quickly, we get several things badly done or incompletely all at once. You can see this when you talk to your partner while they are scanning texts etc. Not much good conversation happening just then. Now, imagine you are in a state of flow and need some information. You can make a note to get that info later, or try and stop for a minute to grab what you can find real quick. If you take the time to really check the info, you have stopped doing what it was when you realized you needed to this information. This is the nature of serial thinking (processing). Now, please re-imagine that same situation, but this time you have a series agents you can call on by name out loud like: “Chompsky, get the current population of Europe” – while you are still typing, “Chompsky” goes out to the web and vets a series of data sources which return the value you are looking for and boils down to one most likely value – citing sources. A tiny notification appears on your screen, letting you know the data's ready when you are. You finish your current thought process and grab the data or not – based on what you want to do next. You remember you had a useful map showing Europe in relation to the market you are writing about and want to find it. Instead of opening your PC's file manager, you call out “Atoz, find that European map on my OneDrive I was editing last month.” You go back to deep-thinking and writing while Atoz does your bidding without bothering you. You can now (almost) parallel process while staying in your flow state.

Lastly, the job satisfaction gained by these amplifications will mean more productivity and more creativity for those who leverage them. Nothing moves a company along like employees who are empowered to create and produce at a pace which matches their energy and passion to drive the mission forward, both for the company and for themselves.

Employees and executives freed by these amazing technologies will be able to dedicate their time to growing and reshaping the business to better address the market. This will increase commerce and entrepreneurship and ultimately, create more jobs.