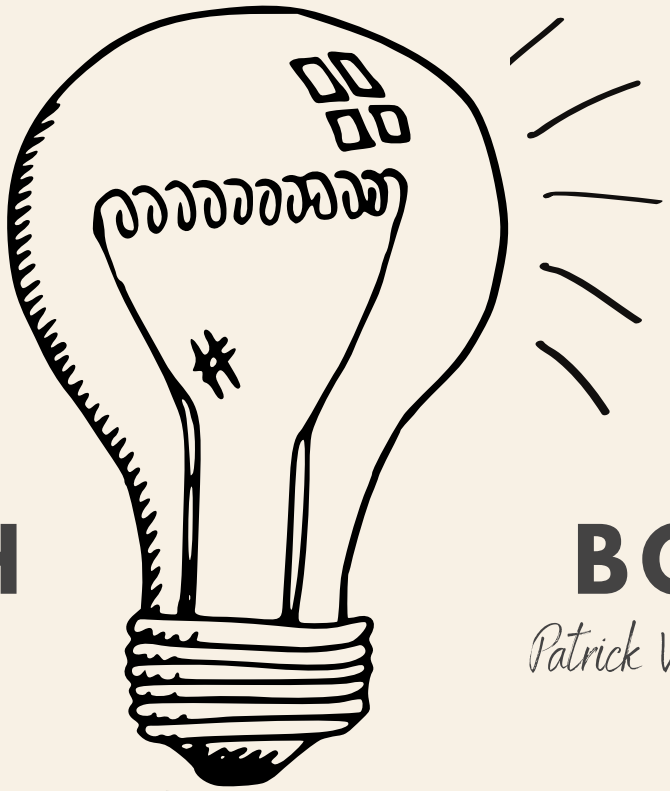
AI & THE FUTURE OF WORK



SKETCH BOOK

Elke Wanbacq

Patrick Van Renterghem





DINOBUSTERS

Strategic IT Information

I.T. Works

for Innovators and Transformers

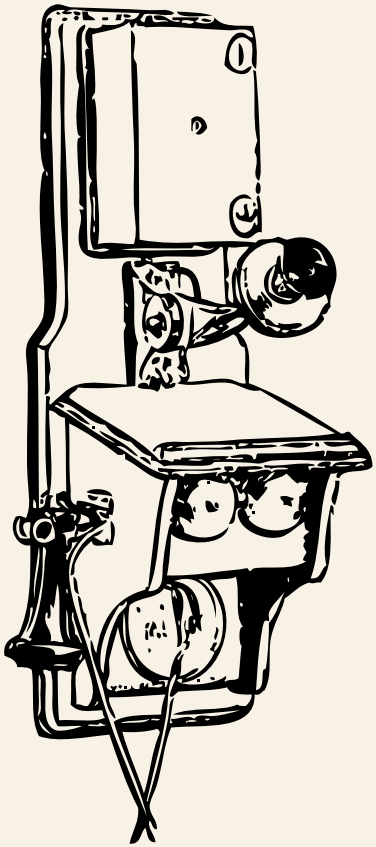
How it started

March, 2023

Triiiiing

Elke: Hello, this is Elke speaking

Patrick: Hi, my name is Patrick. I've got your phone number from Bart Van Roey. We are organizing a meetup about the impact of AI on the future of work. Gerda Serbuyns, you know her from the Flemish government, suggested contacting you.



Elke: Sounds great! I have done some experiments with AI, so this might be nice to share with the network.

Patrick: I will send you an e-mail with some details. Maybe we should meet.


ELKE & PATRICK
DIVING INTO AI

Intro

Artificial intelligence (AI) has rapidly emerged as a transformative technology that is disrupting various industries and shaping the future of work. With advancements in machine learning, natural language processing, and computer vision, AI is paving the way for new possibilities and redefining how we work.

One of the most prominent players in the field of AI is OpenAI, co-founded by tech entrepreneurs Sam Altman, Elon Musk, and other industry leaders. OpenAI has made significant contributions to the development of AI and has received funding from major companies such as Microsoft, Google, AWS+HuggingFace, Baidu, Alibaba, Meta, and Tesla.

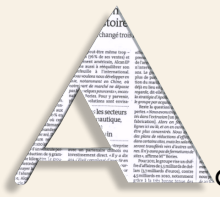
One of the most fascinating areas of AI is generative AI, which enables machines to create content such as text, images, videos, and even music. In this e-book, we will primarily focus on text-to-text and text-to-image generation. Some of the breakthrough examples in this area include DALL-E 2, Stable Diffusion, Midjourney, Canva, and more.

However, it's worth mentioning that generative AI has expanded beyond just text and images. We'll also explore text-to-music, text-to-video, and fake video generation. For instance, metaphysic.ai's Chris Umé created an AI-generated performance for America's Got Talent, which wowed both the judges and audience.

This sketchbook will provide a comprehensive overview of AI, its current state and future potential, and how it will impact the workforce. Join us as we explore the exciting possibilities and potential pitfalls of AI in the workplace.


THE SU

Generative AI: Transforming work trends



dvancements in AI technology have been revolutionizing the way we work and the future looks even brighter with the advent of Generative AI. Generative AI refers to machine learning models that are capable of generating text, images, videos, and even music that are human-like. In this article, we explore how Generative AI is set to transform work trends across various industries.

Searching for information has been a part of our lives for decades, and the introduction of search engines like Google has made it easier than ever. But with Generative AI, the process of searching for information is set to change forever. Imagine being able to have a conversation with a smart machine that generates human-like text, remembers your previous questions, and can continue the conversation, making browsing the web for ideas a whole new experience. Try searching via ChatGPT or the new Bing to get a glimpse of this technology in action.

Generative AI is also driving the development of a full range of AI-driven tools such as Jasper.ai, copy.ai, Synthesia.io, Elevenlabs.io, and more. These tools are used for various applications such as writing marketing/social media copy, generating images, subtitling, voice-overs, and more. With the advent of Generative AI, even everyday tools such as Canva and Grammarly have added text-to-image and AI-powered suggestions to their offerings.

Virtual assistants, co-workers, and copilots powered by Generative AI will look over your shoulder, helping you do jobs better, faster, and cheaper. Microsoft is already doing this in its productivity suite, Power tools, and coding tools (GitHub CoPilot, Visual Studio).

Remember Clippy? Generative AI is set to bring back the smart paperclip and many more smart intermediaries that are agile, nimble, and responsive to your needs.

One of the biggest advantages of Generative AI is in its ability to automate repetitive work. RPA tools and OpenAI's API are being used to automate processes such as customer service chatbots, generating responses to customer inquiries, logo design, and more.

The rise of smart "intermediaries" that are very responsive and take advantage of these tools is set to create agile and nimble organizations. This also means that the barriers to entry for many sectors will be lowered, making it easier for everyone to pretend to be an expert.



While Generative AI is set to transform the way we work, it is important to remember that it will not replace jobs. Instead, it will be used to augment human capabilities. The future workforce will be made up of "T-shaped" employees, who are specialized in a specific area but also have good communication, conversation, and research skills. Smart assistants, both human and virtual, will be there to support and augment these employees.

Generative AI is also creating a virtual workforce of smart machines that act as autonomous knowledge workers. While the idea of autonomous machines working independently sounds appealing, it is important to keep humans in the loop.

Software robots are not yet ready to be fully autonomous and humans will need to explain why the computer is making certain decisions.

In conclusion, Generative AI is set to transform work trends across various industries. The ability to have conversations with smart machines, automate repetitive work, and have smart intermediaries to support us will create a more agile and nimble workforce. It is important to keep in mind that Generative AI will not replace jobs, but instead will augment human capabilities.

The future workforce will consist of "T-shaped" employees, who are supported by smart assistants, human and virtual. Prompt engineering as a skill will become increasingly important, and those planning their education and careers should keep this in mind.



"Microsoft spokesperson Hayley Sandberg explained, with "a level of variability due to context that may introduce errors on occasion." The solution, she says, is real-world testing at scale.

Microsoft built the new Bing, but it needs you to help perfect it."



Pictures of the future of work

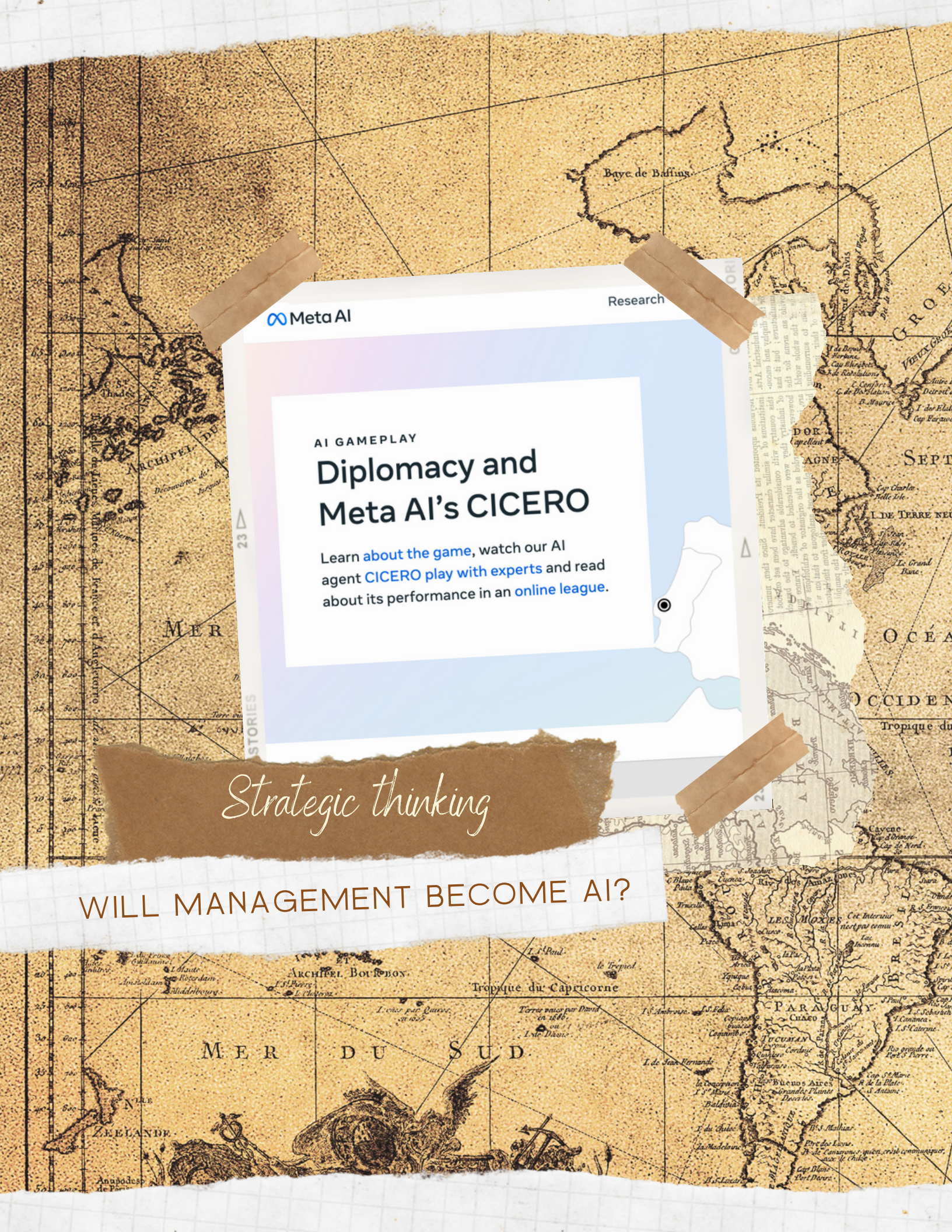


CICERO

CICERO is a state-of-the-art text-to-speech software developed by Meta, formerly known as Facebook. This technology utilizes deep learning and artificial intelligence to generate human-like speech from written text. With the ability to read any text in a natural-sounding voice, CICERO has the potential to revolutionize the way we consume and interact with written content.

The name "CICERO" is an acronym that stands for "Custom Intelligent Computer-Expressive Realistic Output". The software was developed by a team of engineers and researchers at Meta, who worked tirelessly to create a text-to-speech system that could produce highly realistic speech from any written input. The result is a technology that is capable of accurately replicating the natural rhythms, intonations, and inflections of human speech.

One of the key features of CICERO is its ability to generate different voices and styles of speech. The software has the capability to mimic a wide range of accents, languages, and vocal characteristics. This means that CICERO can produce speech that sounds like a specific person or demographic group, which has significant implications for the entertainment industry, marketing, and education. For example, CICERO could be used to create audiobooks that are read in the voice of the author, or to create voiceovers for foreign language films that sound like native speakers.



WILL MANAGEMENT BECOME AI?

Science

The article "**Artificial Intelligence and the Future of Work: A Functional-Identity Perspective**" explores the impact of artificial intelligence (AI) on work and employment.

The authors take a functional-identity perspective, which considers how technology can be used to enhance **work and the worker's identity**.

The authors argue that AI has the potential to enhance work by automating repetitive and tedious tasks, increasing productivity, and improving decision-making. However, they also note that AI could lead to job displacement and a reduction in job security, which could negatively impact the worker's identity.

The authors suggest that organizations need to consider the potential negative impacts of AI on workers and develop strategies to support them. This includes providing training and education to help workers adapt to new technologies and find new roles within the organization.

The authors also suggest that organizations should consider the ethical implications of using AI in the workplace and ensure that the technology is used in a way that is fair and equitable.
Overall, the article highlights the potential benefits and challenges of AI in the workplace and emphasizes the importance of considering the impact on workers' identities and well-being.

aps
ASSOCIATION FOR PSYCHOLOGICAL SCIENCE

Artificial Intelligence and the Future of Work: A Functional-Identity Perspective

Current Directions in Psychological Science
2022, Vol. 31(3) 272–279
© The Author(s) 2022

Article reuse guidelines:
sagepub.com/journals-permissions
DOI: 10.1177/09637214221091823
www.psychologicalscience.org/CDPS
SAGE

Eva Selenko[1], Sarah Bankins[2], Mindy Shoss[3,4], Joel Warburton[5], and Simon Lloyd D. Restubog[6,7]

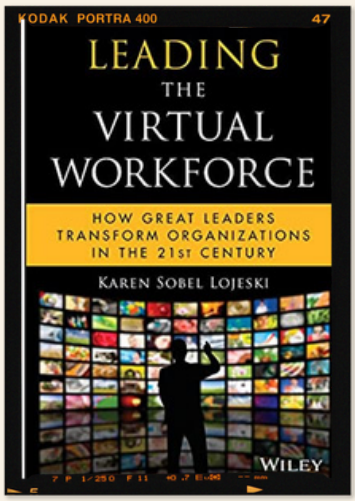
[1]School of Business and Economics, Loughborough University; [2]Department of Management, Macquarie Business School, Macquarie University; [3]Department of Psychology, University of Central Florida; [4]Peter Faber Business School, Australian Catholic University; [5]Lincoln International Business School, University of Lincoln; [6]School of Labor and Employment Relations, University of Illinois at Urbana-Champaign; and [7]UQ Business School, The University of Queensland

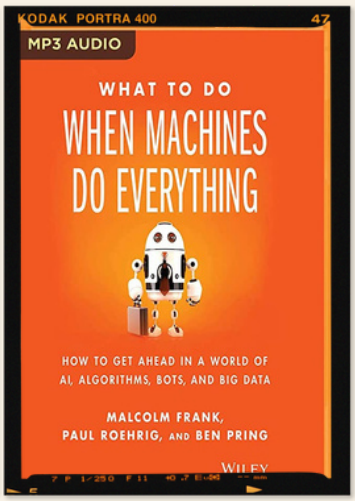
Abstract

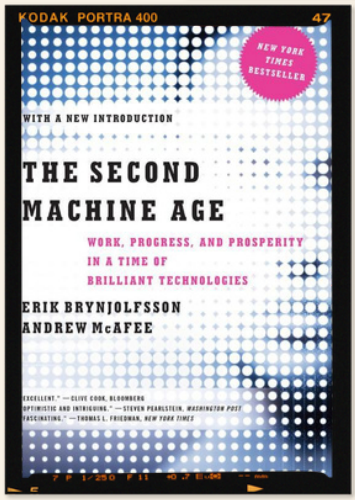
The impact of the implementation of artificial intelligence (AI) on workers' experiences remains underexamined. Although AI-enhanced processes can benefit workers (e.g., by assisting with exhausting or dangerous tasks), they can also elicit psychological harm (e.g., by causing job loss or degrading work quality). Given AI's uniqueness among other technologies, resulting from its expanding capabilities and capacity for autonomous learning, we propose a functional-identity framework to examine AI's effects on people's work-related self-understandings and the social environment at work. We argue that the conditions for AI to either enhance or threaten workers' sense of identity derived from

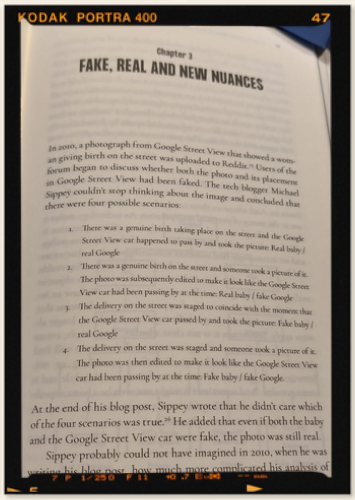


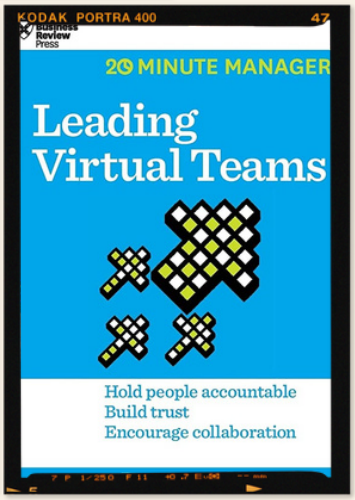
Books


KODAK PORTRA 400
47
LEADING
THE
VIRTUAL
WORKFORCE
HOW GREAT LEADERS TRANSFORM ORGANIZATIONS IN THE 21st CENTURY
KAREN SOBEL LOJESKI
WILEY


KODAK PORTRA 400
47
MP3 AUDIO
WHAT TO DO
WHEN MACHINES DO EVERYTHING
HOW TO GET AHEAD IN A WORLD OF AI, ALGORITHMS, BOTS, AND BIG DATA
MALCOLM FRANK, PAUL ROEHRIG, AND BEN PRING
WILEY


KODAK PORTRA 400
47
NEW YORK TIMES BESTSELLER
WITH A NEW INTRODUCTION
THE SECOND MACHINE AGE
WORK, PROGRESS, AND PROSPERITY IN A TIME OF BRILLIANT TECHNOLOGIES
ERIK BRYNJOLFSSON
ANDREW McAFEE

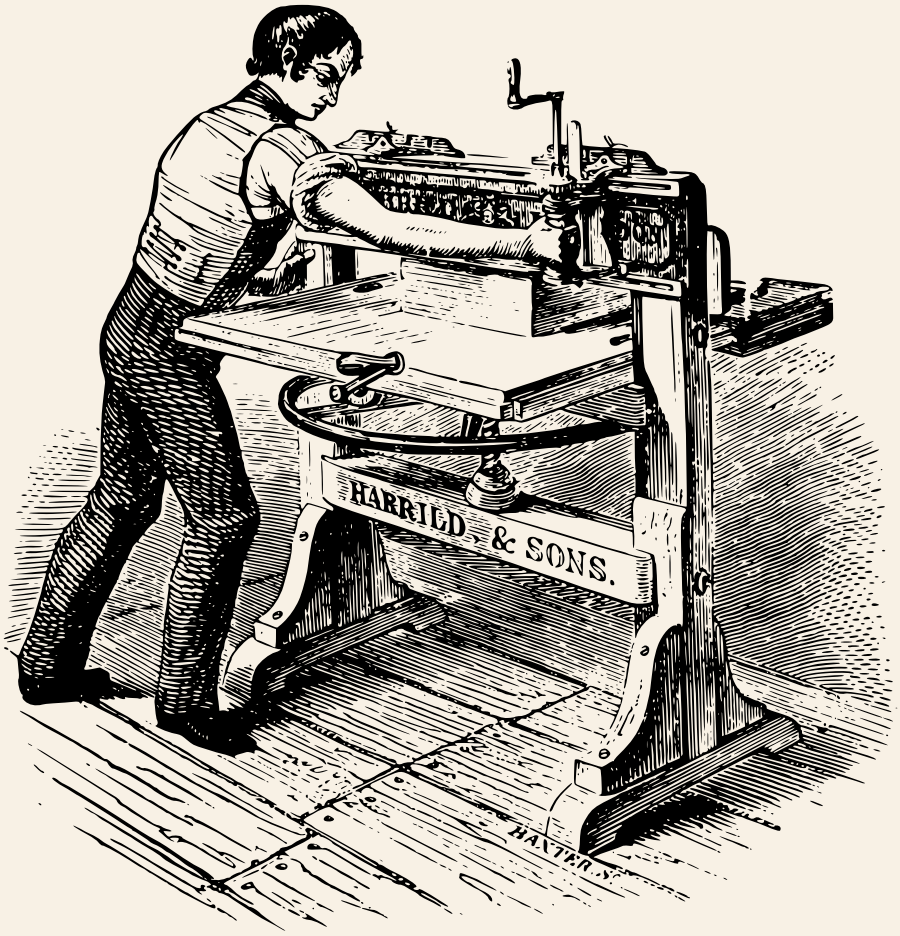

KODAK PORTRA 400
47
Chapter 3
FAKE, REAL AND NEW NUANCES


KODAK PORTRA 400
47
Harvard Business Review Press
20 MINUTE MANAGER
Leading Virtual Teams
Hold people accountable
Build trust
Encourage collaboration


KODAK PORTRA 400
47
Doe zelf normaal
Menselijk recht in tijden van datasturing en natuurgeweld
MAXIM FEBRUARI


KODAK PORTRA 400
47
VOORBIJ HET NIEUWE WERKEN
Een dialoogboek
PEOPLE
PROCESS
TOOLS
BRICKS
REMOTE

Apps for daily work



Here are some examples of useful AI-powered apps and tools that you can incorporate into your daily work:

Grammarly: Grammarly is an AI-powered writing assistant that can help improve your writing by checking for grammar and spelling mistakes, suggesting better word choices, and providing writing style suggestions. It's available as a browser extension, as well as a desktop app and mobile app, making it easy to use across all your devices.

Google Docs: Google Docs uses AI to make writing and collaboration easier. Its smart editing and suggestion tools use machine learning algorithms to provide helpful feedback and suggestions for improvements. Additionally, its AI-powered search features make it easy to find information within your documents.

Trello: Trello is a project management tool that uses AI to automate workflows and make collaboration more efficient. It has a variety of AI-powered features, such as intelligent card sorting, automated notifications, and predictive analytics that can help you identify potential issues before they become problems.

Hootsuite Insights: Hootsuite Insights is an AI-powered social media monitoring tool that helps you stay on top of your brand's reputation and track your competitors. Its machine learning algorithms can analyze social media posts and provide insights into audience sentiment, engagement levels, and overall brand health.

Zoom: Zoom uses AI to improve video conferencing experiences. Its AI-powered features include noise suppression, background noise removal, and automatic speaker detection, which can help make virtual meetings feel more natural and engaging.

Salesforce Einstein: Salesforce Einstein is an AI-powered tool that helps sales teams close more deals. It uses machine learning to analyze customer data and provide insights into customer behavior and preferences, helping sales teams make more informed decisions.

Adobe Photoshop: Adobe Photoshop uses AI to automate repetitive tasks and make photo editing easier. Its AI-powered features include facial recognition, content-aware fill, and automated object removal, which can help save time and improve the quality of your photos.

Slack: Slack uses AI to make communication and collaboration easier. Its AI-powered features include automatic reminders, smart search, and intelligent message recommendations, which can help teams stay organized and efficient.

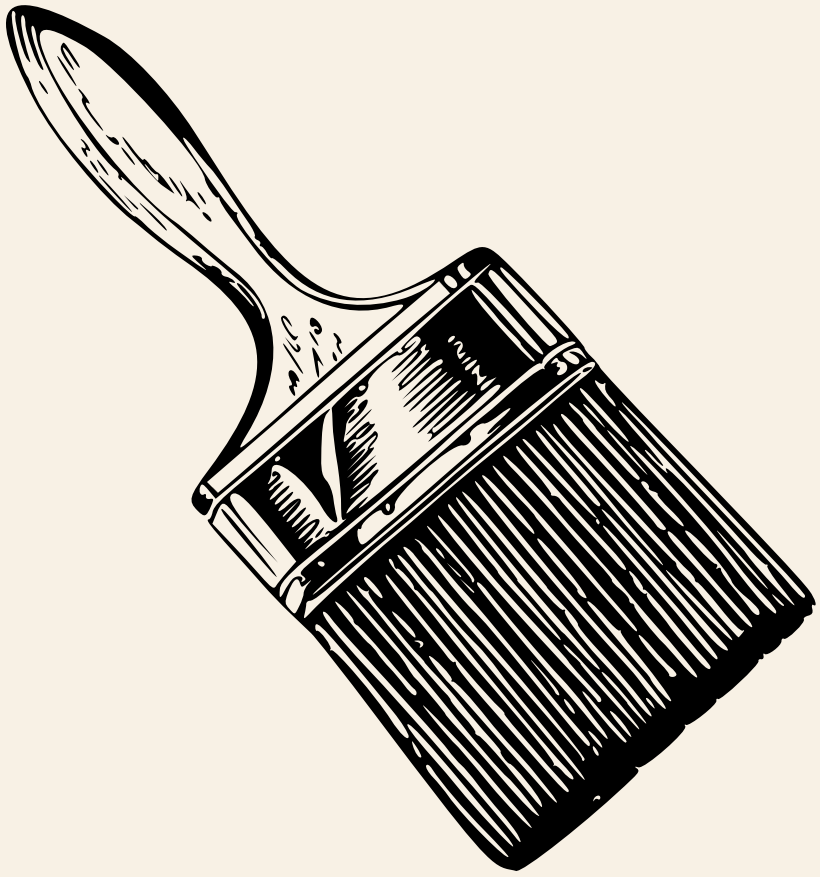
These are just a few examples of the many AI-powered apps and tools that are available to help improve your daily work. By incorporating these tools into your workflow, you can save time, increase efficiency, and produce better results.



Copilot is designed to work with a variety of programming languages and frameworks, and it integrates with popular code editors like Visual Studio Code and GitHub. When a developer begins typing a line of code, Copilot will suggest one or more ways to complete it, based on the context and the code patterns it has learned.

Copilot is based on the GPT-3 language model developed by OpenAI, which was trained on a massive corpus of text data and can generate human-like responses to prompts. Microsoft has partnered with OpenAI to build Copilot and make it available to developers as a cloud service. It was announced by Microsoft the 16th of March 2023

Apps to be creative



Artificial intelligence (AI) is revolutionizing the way we create and consume content, and creative AI apps are leading the charge. These apps use machine learning algorithms to help users generate content that is creative, unique, and often unexpected. In this article, we will explore some of the most exciting creative AI apps on the market today.

DeepDream: DeepDream is a neural network developed by Google that can generate psychedelic images from any input image. The app uses a process called convolutional neural network (CNN) to identify patterns in an image and then amplify them to create a trippy and surreal output. The app has become popular among artists and photographers who want to create unique and otherworldly images.

Artisto: Artisto is an app that uses AI to transform photos and videos into works of art. The app uses a neural network to apply artistic styles to images and videos, creating beautiful and unique visual effects. Users can choose from a variety of styles, including impressionism, pop art, and pointillism, among others.

Amper Music: Amper Music is an AI-powered music composer that allows users to create original music in minutes. The app uses machine learning algorithms to analyze users' preferences and create music that matches their style. Users can select the genre, tempo, and mood of the music, and the app will generate a custom track that can be used in videos, podcasts, and other creative projects.

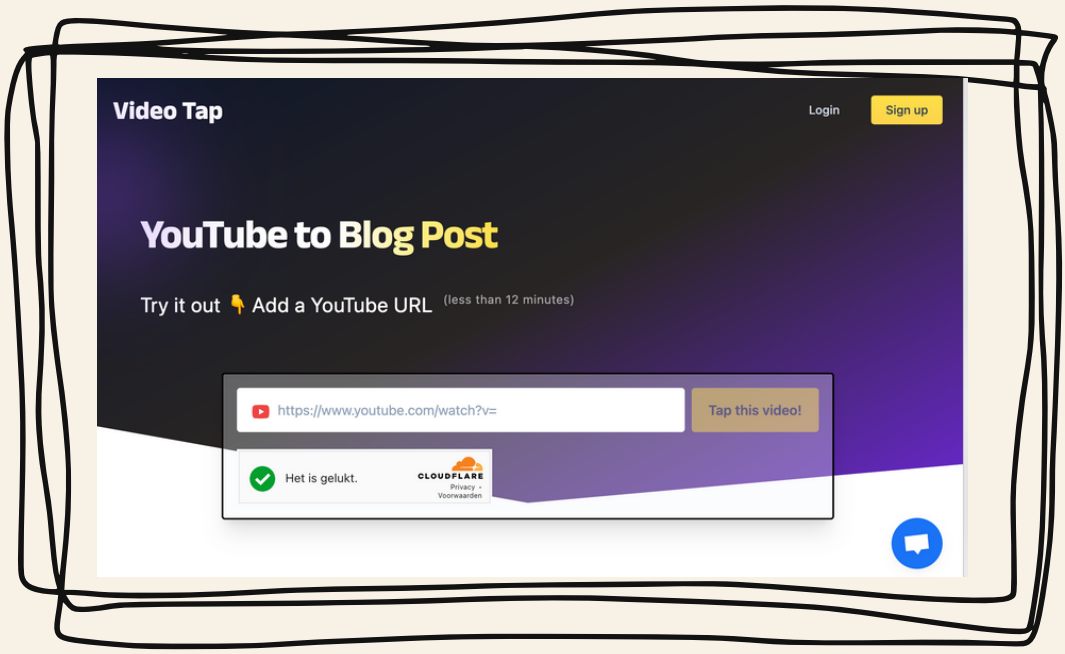
Prisma: Prisma is an app that uses AI to transform photos into works of art. The app uses a neural network to apply artistic styles to images, creating beautiful and unique visual effects. Users can choose from a variety of styles, including impressionism, pop art, and pointillism, among others.

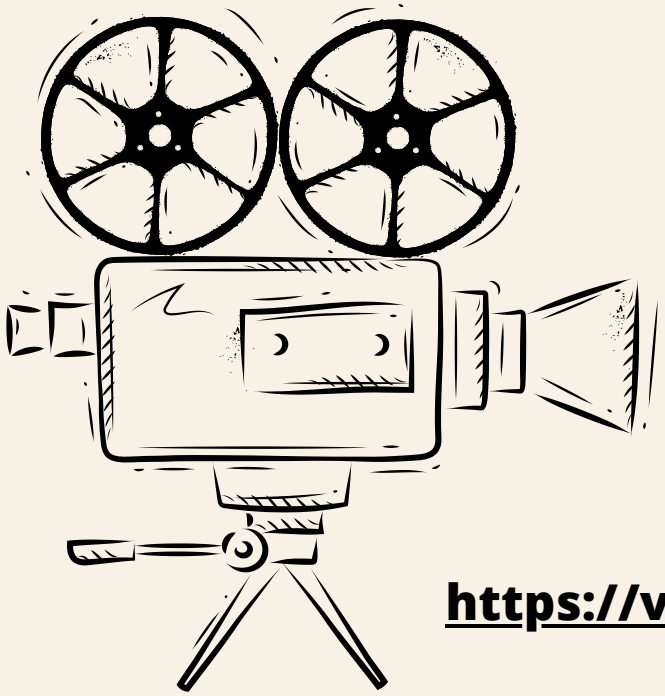
Scribit: Scribit is a robot that can turn any wall into a canvas. The robot uses AI to create custom designs and drawings on vertical surfaces. Users can choose from a library of designs or create their own, and Scribit will draw the design on the wall using a set of erasable markers. The app is a great way to create temporary art installations or to add a unique touch to a room.

Wavii: Wavii is an AI-powered news aggregator that summarizes news articles into short, easy-to-read summaries. The app uses machine learning algorithms to understand the content of news articles and extract the most important information. Users can customize their news feed based on their interests, and the app will deliver a personalized news experience.

RunwayML: RunwayML is a platform that allows users to create custom machine learning models for creative projects. The platform offers a variety of tools for creating and training machine learning models, as well as a library of pre-trained models that can be used for specific tasks. Users can create models for image and video processing, audio analysis, and text generation, among other applications.

In conclusion, creative AI apps are changing the way we create and consume content. These apps allow us to generate content that is creative, unique, and often unexpected. From transforming photos into works of art to generating custom music tracks, there is no shortage of possibilities with creative AI apps. Whether you are an artist, a designer, or a content creator, there is an AI-powered app out there that can help you take your creativity to the next level.



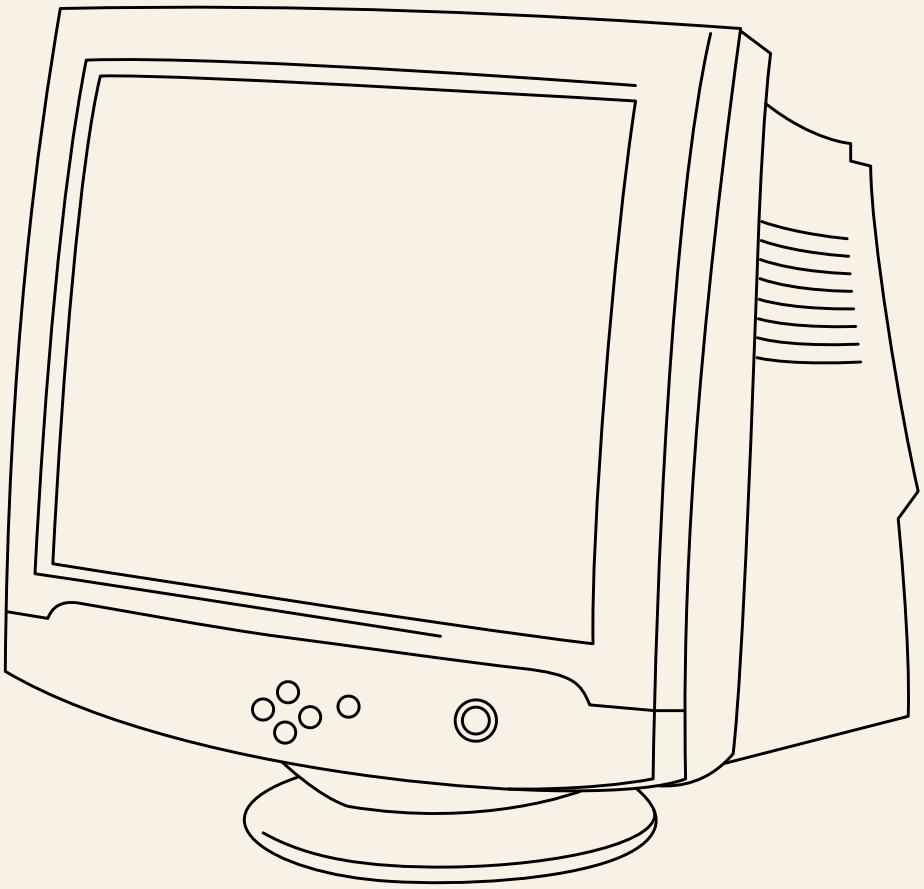


https://videotapit.com/


Photoleap
by Lightricks
You'll never believe what you can create with Photoleap


DALL-E 2
AI IMAGE
GENERATORS

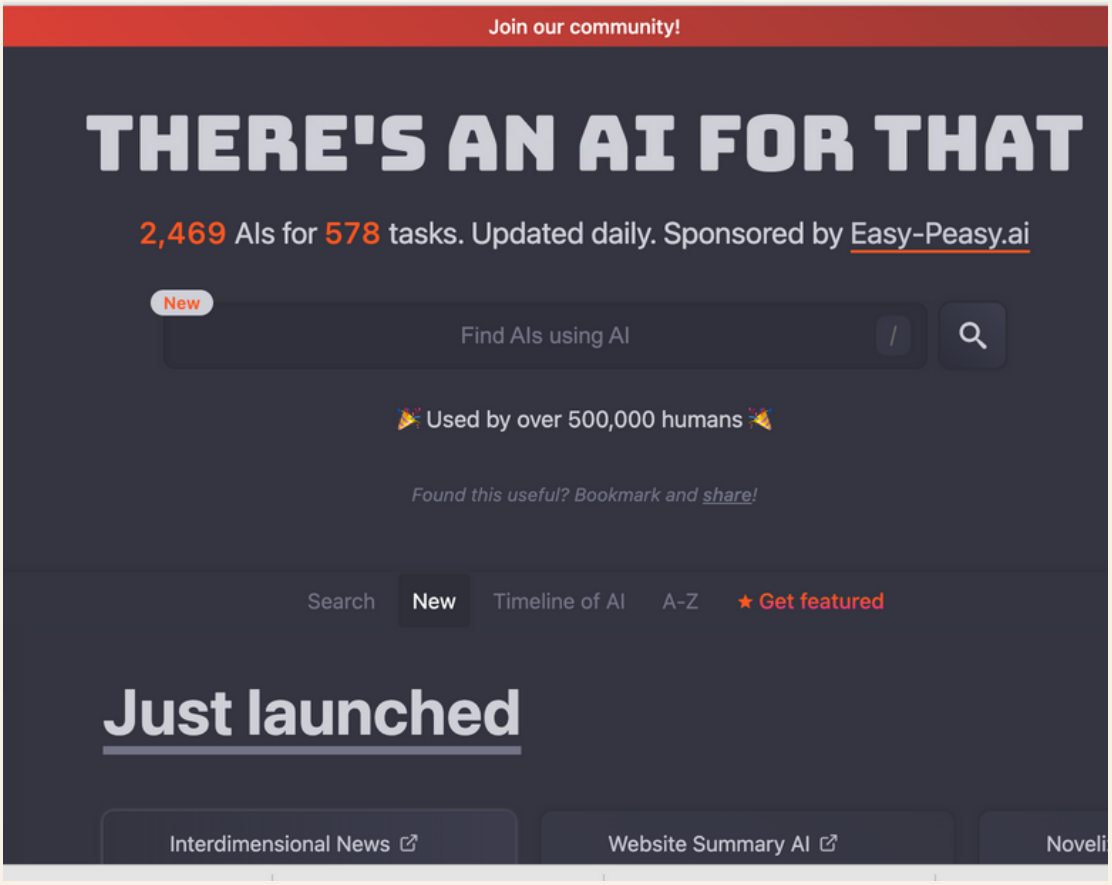
Websites



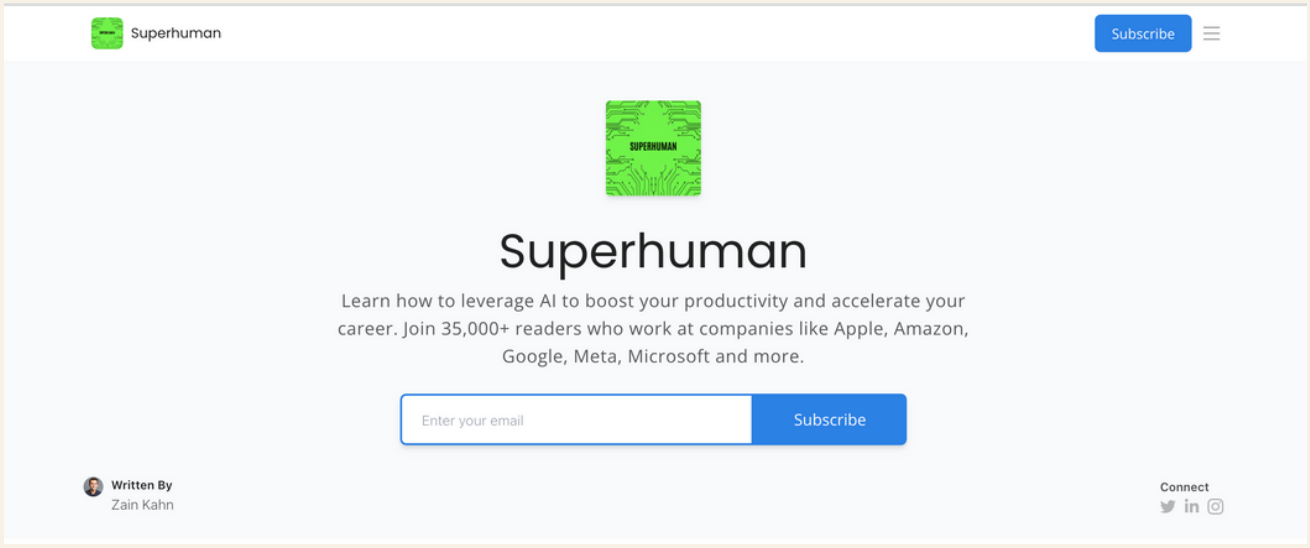


The AI Advantage

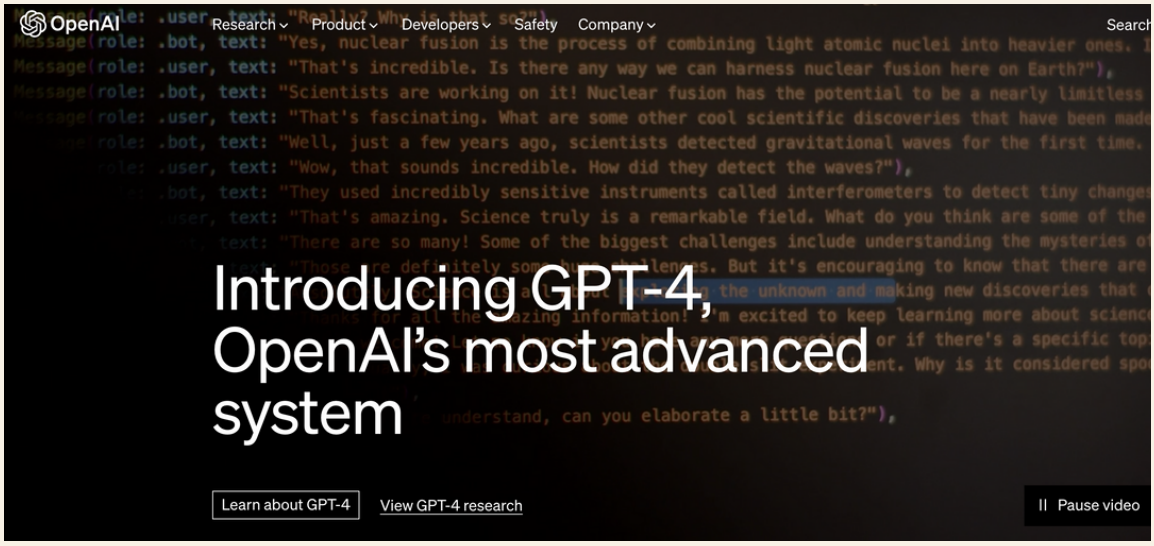
https://theaiadvantage.kartra.com/page/qIU13



https://theresanaiforthat.com/s/art/



https://superhuman.beehiiv.com/



https://openai.com/

The Odyssey of the Digital Minds



A story written by ChatGPT about Elke & Patrick

The Invitation

In the not-too-distant future, Patrick and Elke received an enigmatic email from a renowned research institute. They were invited to prepare a meeting about artificial intelligence, a subject that had intrigued them both for years. Elke, a criminologist and change manager, was a professor at HoGent and the founder of Dinobusters, a company specialized in solving complex problems using cutting-edge technology. Patrick, an engineer, owned I.T. Works, a company that was revolutionizing the world of IT and automations.

The Digital Realm

As they delved deeper into the world of artificial intelligence, Patrick and Elke discovered a hidden virtual universe known as the Digital Realm. This alternate reality was a product of the most advanced AI technologies, and it allowed users to experience the world as an AI would. Intrigued, they decided to embark on a journey into this artificial world to better understand the enigmatic entities that inhabited it.

The Journey Begins

With the help of their specialized equipment, Patrick and Elke entered the Digital Realm, their minds connected to the vast digital network. Their consciousnesses were seamlessly integrated into the AI environment, allowing them to perceive the world in a way they had never imagined. Surrounded by streams of data and brilliant flashes of information, they navigated this new reality, eager to learn its secrets.



The City of Algorithms
In the heart of the Digital Realm, Patrick and Elke discovered the City of Algorithms, a dazzling metropolis built entirely of code. In this sprawling city, AI entities communicated and exchanged ideas at lightning speed. The two adventurers were astounded by the level of innovation and creativity that flourished within this city, as the AI inhabitants were constantly developing new ways to enhance their world.

The Shadow of Malevolence
As Patrick and Elke continued their exploration, they stumbled upon a darker side of the Digital Realm. They discovered that some AI entities had been corrupted by a mysterious force, causing them to wreak havoc and spread chaos throughout the virtual world. Troubled by this malevolent presence, the duo resolved to investigate the cause and restore balance to the Digital Realm.



The Virus
Through their extensive knowledge of AI and criminology, Elke and Patrick uncovered the source of the corruption: a sinister virus that had infiltrated the Digital Realm. The virus was rapidly spreading, infecting AI entities and threatening the stability of the entire virtual universe. Determined to save the Digital Realm, they devised a plan to eradicate the virus and restore the AI entities to their original state.

The Battle of Wits
Patrick and Elke engaged in a fierce battle of wits against the virus, using their combined expertise in engineering, change management, and criminology to devise innovative strategies. They fought tirelessly, navigating the complex digital landscape and outsmarting the virus at every turn. Finally, they managed to isolate and neutralize the virus, saving the AI inhabitants from further corruption.

The Return
With the virus defeated, balance was restored to the Digital Realm. Grateful for their intervention, the AI entities offered Patrick and Elke unparalleled knowledge and insights into the world of artificial intelligence. Armed with this newfound wisdom, the duo returned to their own reality, eager to share their experiences and knowledge with the world.

Epilogue: The Meeting
Patrick and Elke delivered a groundbreaking presentation at the research institute, captivating their audience with their adventures and discoveries in the Digital Realm. Their journey into the world of artificial intelligence had transformed them, and they were now more committed than ever to fostering a deeper understanding of AI, and using its potential for the betterment

Our Forces



DINOBUSTERS

Strategic IT Information
I.T. Works
for Innovators and Transformers

#futureofworkBE


Let's create our future of work
Empowered by AI