



What Will Work Look Like in 2030?

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Topics

- Stories from History
- AI Driven Disruption
- Job Market of 2030
- Your Tool Kit

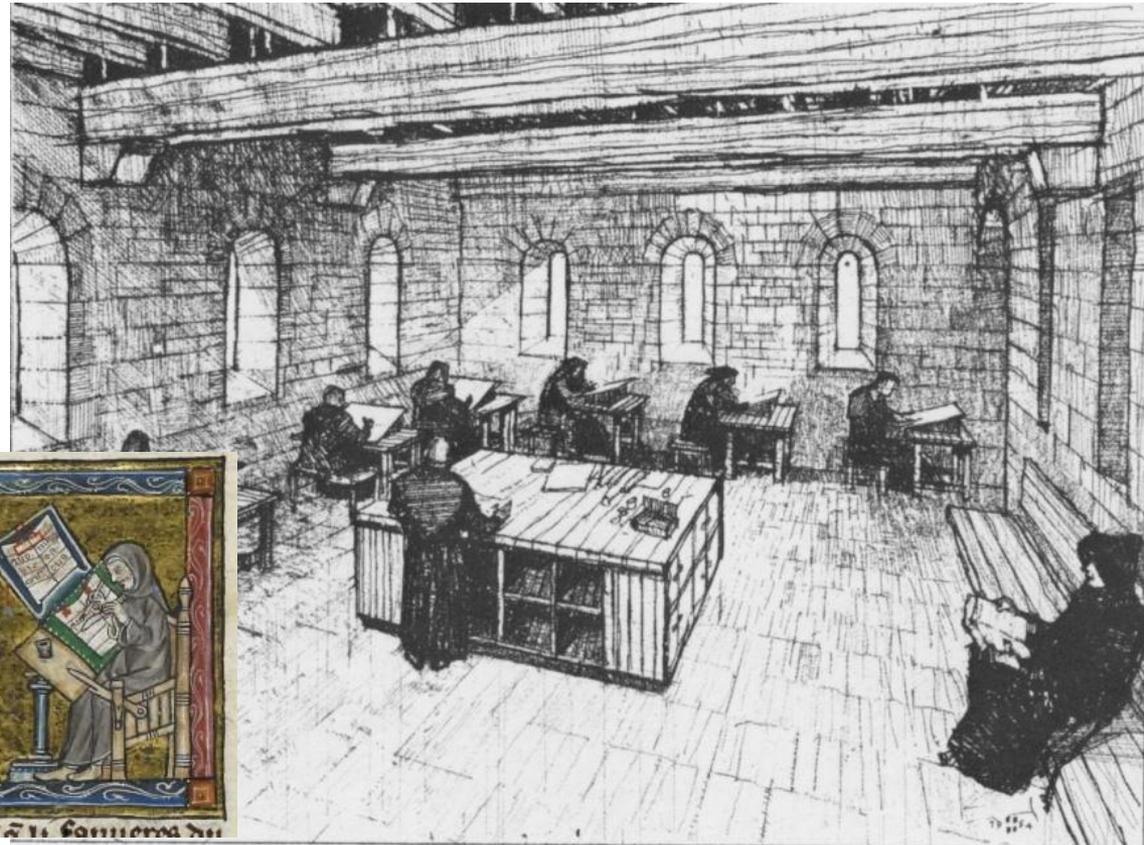
First Let's Learn From History!

Printing Press and Europe

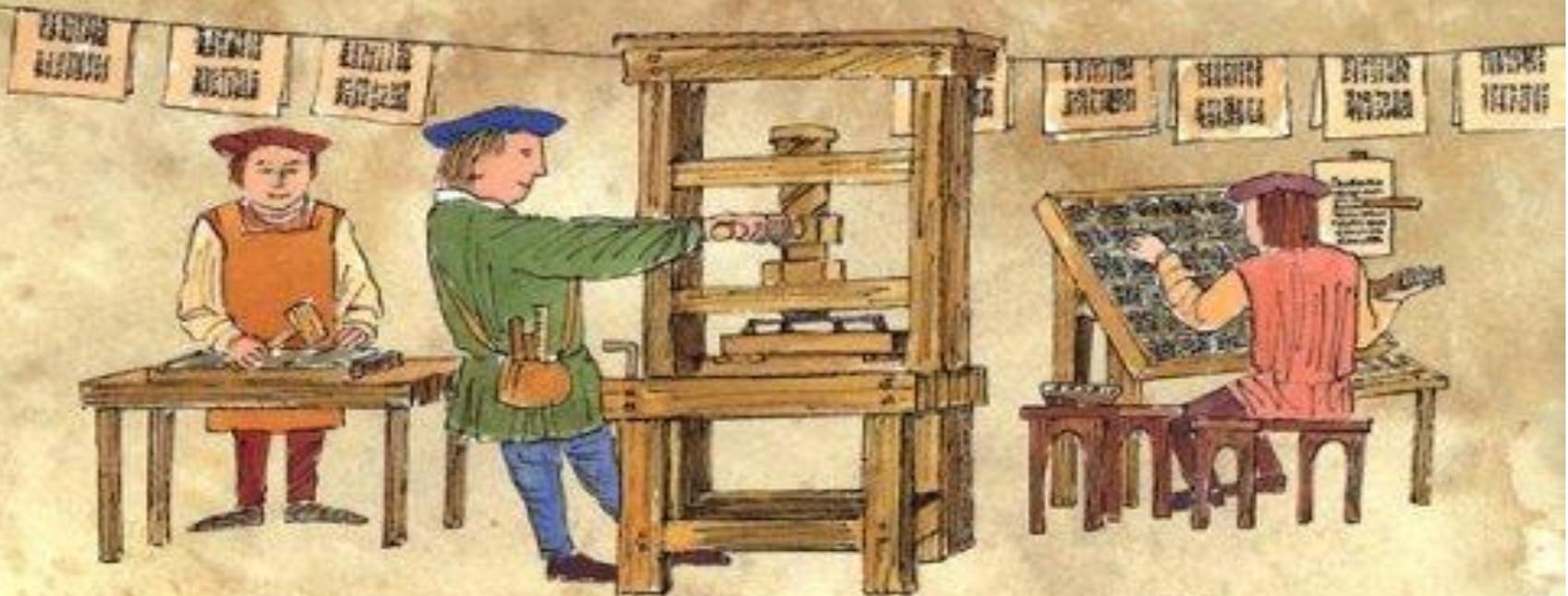
The Scriptorium (5th century AD to 15th Century AD)



SCRIPTORIUM MONK AT WORK. (From *Lacroix.*)



Johann Gutenberg and the Amazing Printing Press



Bruce Koscielniak

Why Printing Press

- Rising Literacy and Universities: Bologna, Paris, Oxford, Prague, Students needed textbooks.
- Expanding trade and governments needed contracts, ledgers, and legal documents quickly and accurately.
- Renaissance: Revival of classical learning created demand for Greek and Roman texts.
- Availability of Paper.

Xerox 1975



Xerox (40 years later)



Impact

- Hand-copying a Bible could take years; printing could produce hundreds in months.
- Book prices fell by 70–90% over the first century of printing.
- This democratized access to knowledge.

Impact

- Literacy increased dramatically between 1500 and 1700.
- Universities expanded curricula because textbooks became widely available.
- Increased the speed of scientific diffusion.
- Enabled the Industrial Revolution by:
 - Disseminating engineering knowledge
 - Allowing the spread of technical manuals
 - Creating a more educated workforce

Impact

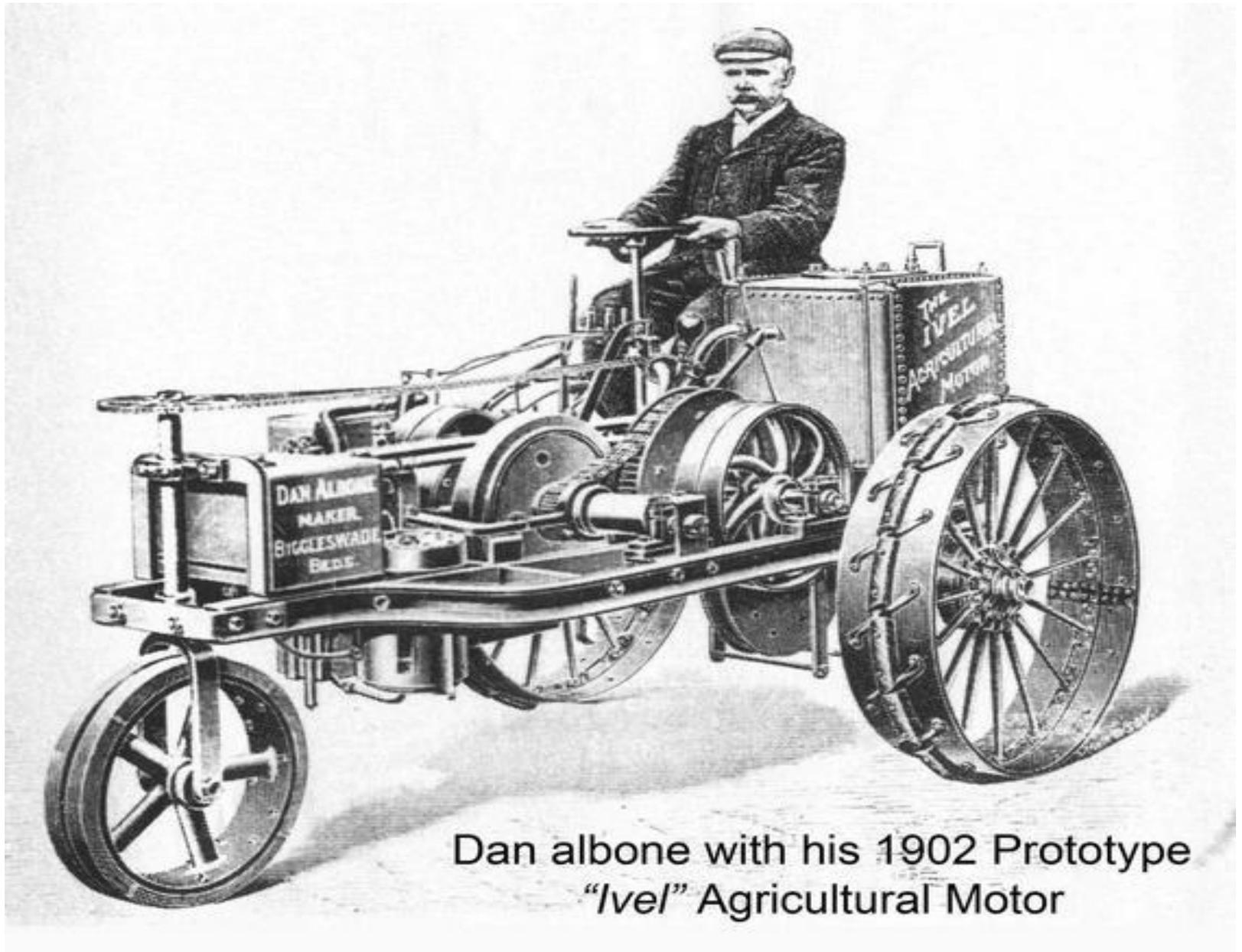
- Protestant Reformation
 - Luther's ideas spread in days, not decades.
- Scientific Revolution
 - Scientists could replicate experiments and share findings.
- Rise of National Languages
 - Printed vernacular texts unified dialects.
- Democratization of Knowledge
 - Shifted power away from clergy and aristocracy.
- Foundations of Modern Capitalism
 - Information became a commodity.

Creation of new Industries

- Printing houses
- Bookshops
- Paper mills
- Ink production
- Type foundries
- Publishing and editorial work

Tractors in the U.S.



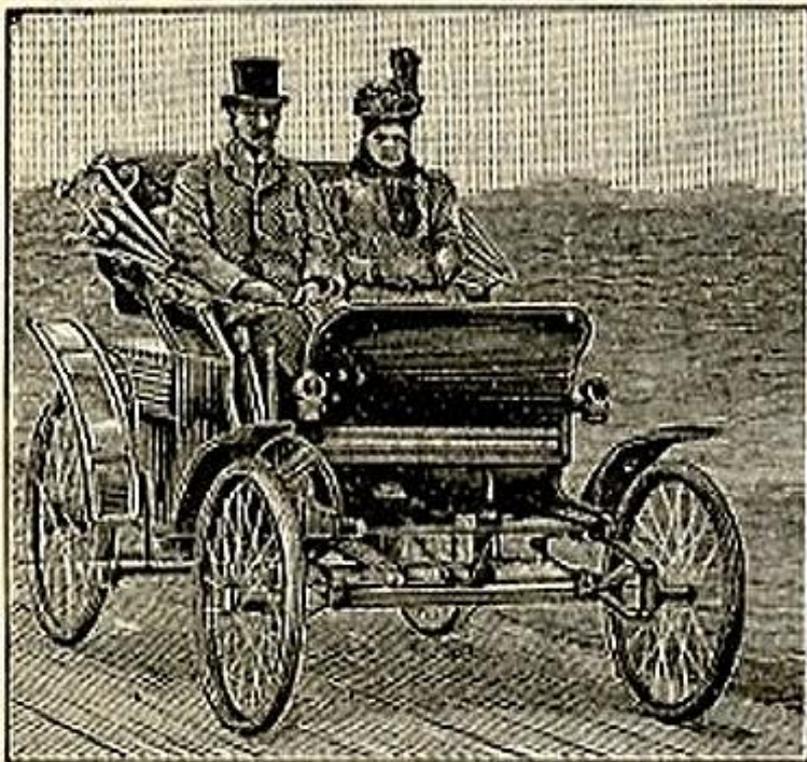


Dan albone with his 1902 Prototype
"Ivel" Agricultural Motor

Fordson 1917 (the iPad!)



DISPENSE WITH A HORSE



Price \$1,000. No Agents.

bon motor is simple and powerful. No odor, no vibration. Suspension Wire Wheels. Pneumatic Tires. Ball Bearings.  Send for Catalogue.

THE WINTON MOTOR CARRIAGE CO., Cleveland, Ohio.

and save the expense, care and anxiety of keeping it. To run a motor carriage costs about $\frac{1}{2}$ cent a mile.

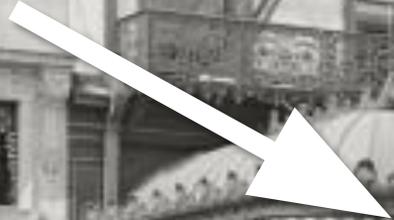
THE WINTON MOTOR CARRIAGE

is the best vehicle of its kind that is made. It is handsomely, strongly and yet lightly constructed and elegantly finished. Easily managed. Speed from 3 to 20 miles an hour. The hydrocar-









Collapse of Horse Economy

- Blacksmiths
- Teamsters
- Harness makers
- Farriers (horse shoers)
- Stable workers
- Fodder-growing industry supplying hay/oats

Job Impact of Tractors

- Manufacturing Jobs (Ford, John Deere, International Harvester)
- Foundries producing engines, axles, gears
- Assembly-line work
- Dealer & Repair Ecosystem
- Authorized dealerships across rural America
- Skilled mechanics
- Spare parts manufacturers
- Training schools for farm equipment service

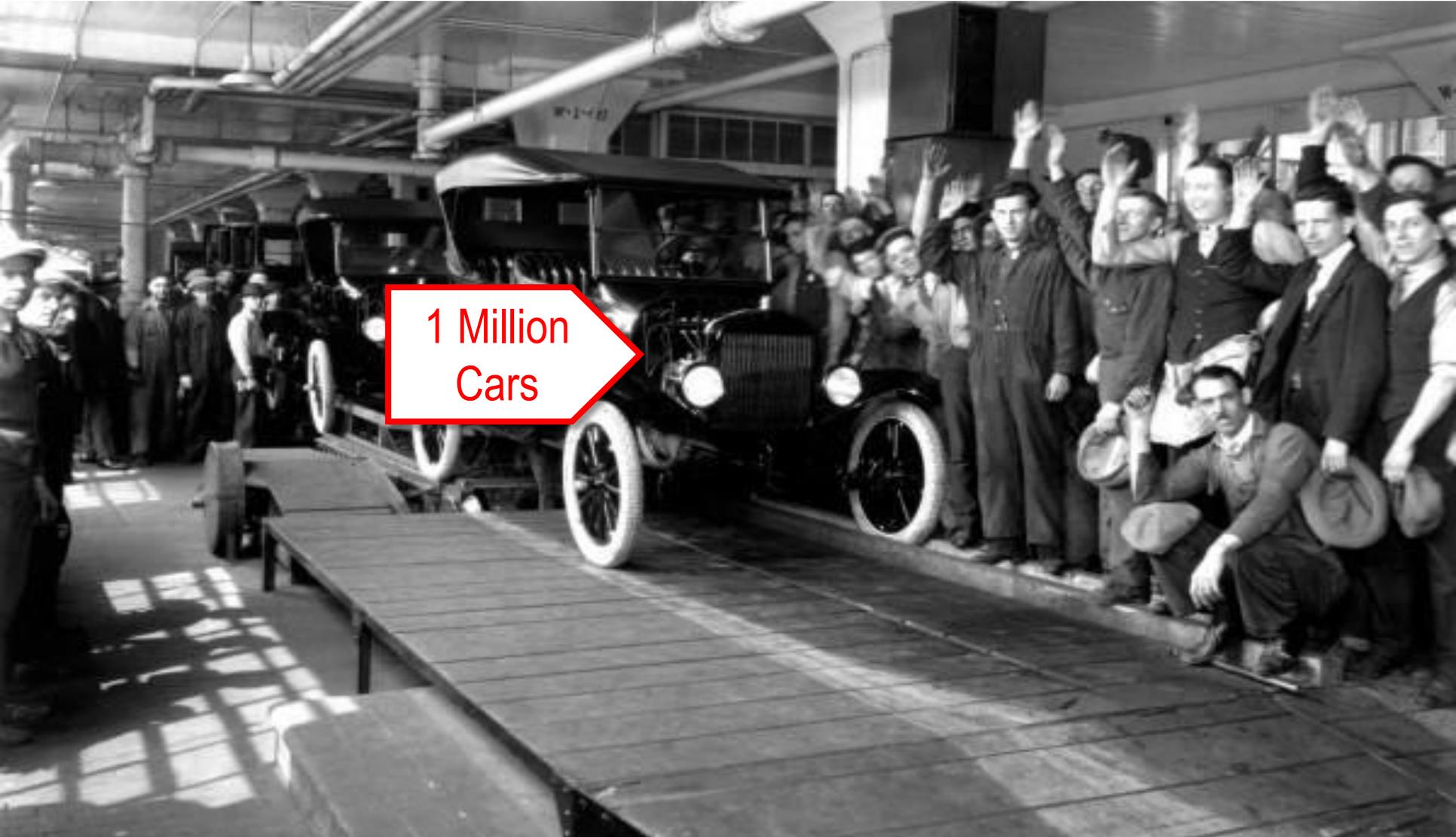
Upstream/Downstream Job Impact of Tractors

- Steel mills
- Rubber industry (tires)
- Petroleum refining (fuel & lubricants)
- Tractors enabled larger farms and more land under cultivation
- Trucking of goods
- Grain elevators and mechanized storage
- Expansion of rural roads
- Electrification
- Fuel distribution networks

Productivity

- Tractors increased:
 - Output per acre
 - Output per worker
 - Total cultivated acreage
 - Reliability (no fatigue, no feeding costs, year-round work)
- U.S. agriculture became the most productive in the world.
- Tractors cost ~10–15% more annually than horses but they performed 2–4× more work
- Massive agricultural unemployment: WW I came along

The Year Is 1915



1 Million
Cars

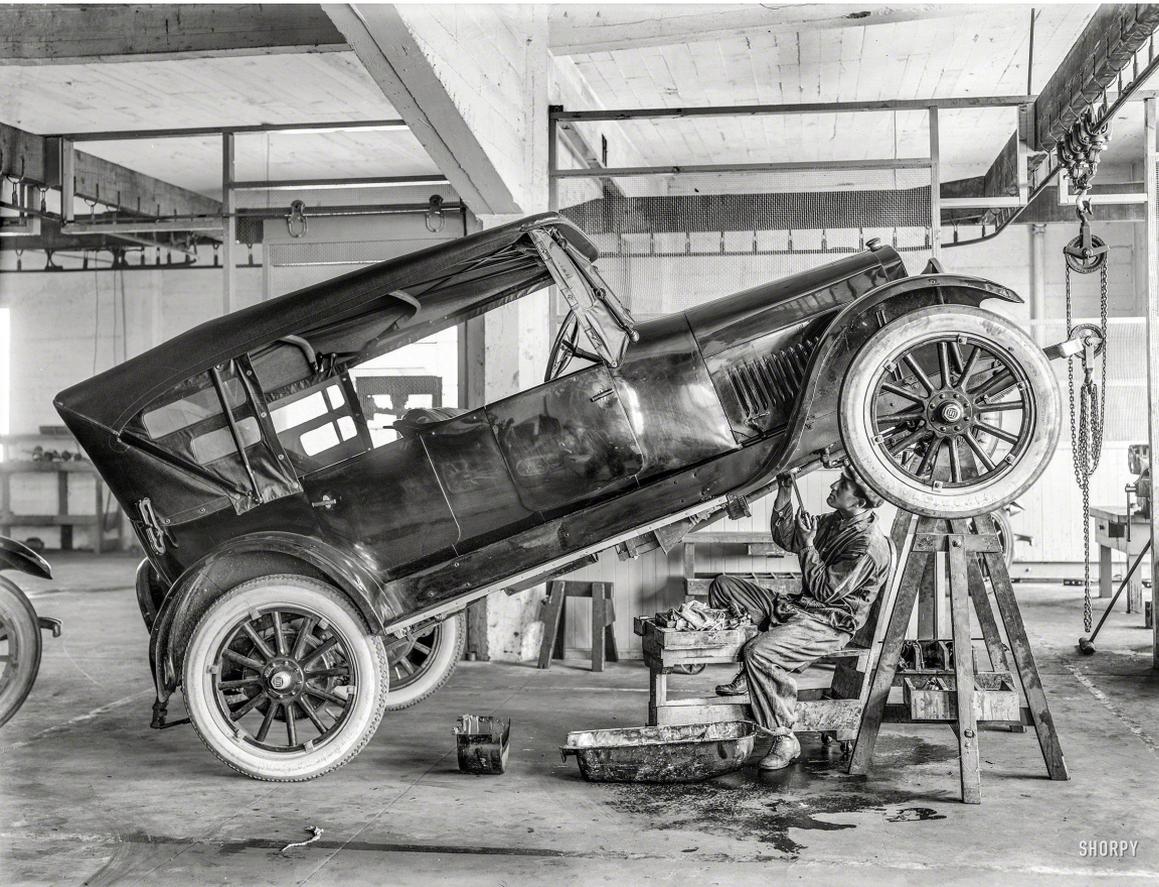


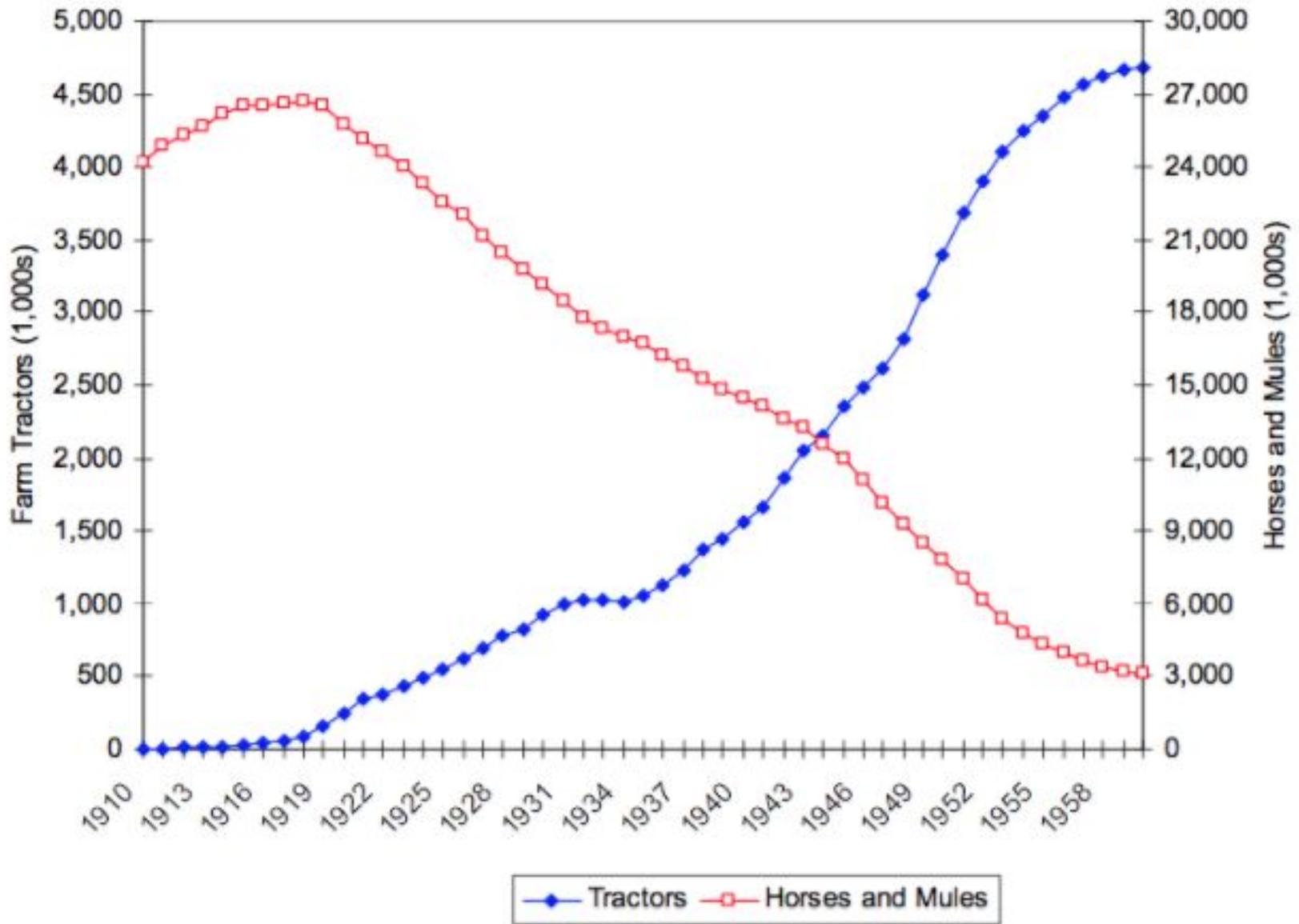
I Come From 1920

- Horses = 26.5 million
- Humans = 100.5 million
- 1 million cars
- I am worried about my job. What career advice would you have for me?



Our Answer to the Mr. T, the Time Traveler







automobile
telephone steam
pasteurization
airplane
capital
Arkwright
electricity
Beethoven
Marconi
laissez-faire
socialism
steamship
factory
textile
cities
entrepreneur
migrations
Bell
Wright
communism
Wordsworth
radioactivity
Bessemer
realism
Curie
Edison
Pavlov
Wool
anesthetic
women
Carnegie
Ford
competition
immigration
impressionism
Owen
Marx
Kay
Morse
labor
Darwin
Long
Cartwright
Whitney
urbanization
water
economy
capitalism
strike
radio
suburban
union
coal
lightbulb
romanticism
leisure
Freud
agriculture
cotton
evolution
train
dangerous

Industrial Revolution

The Year Is 2025

- Horses = 1 million
- Humans = 340 million
- Pilot driverless vehicles
- What career advice would you give this guy?



5M Jobs

The Year Is 2025

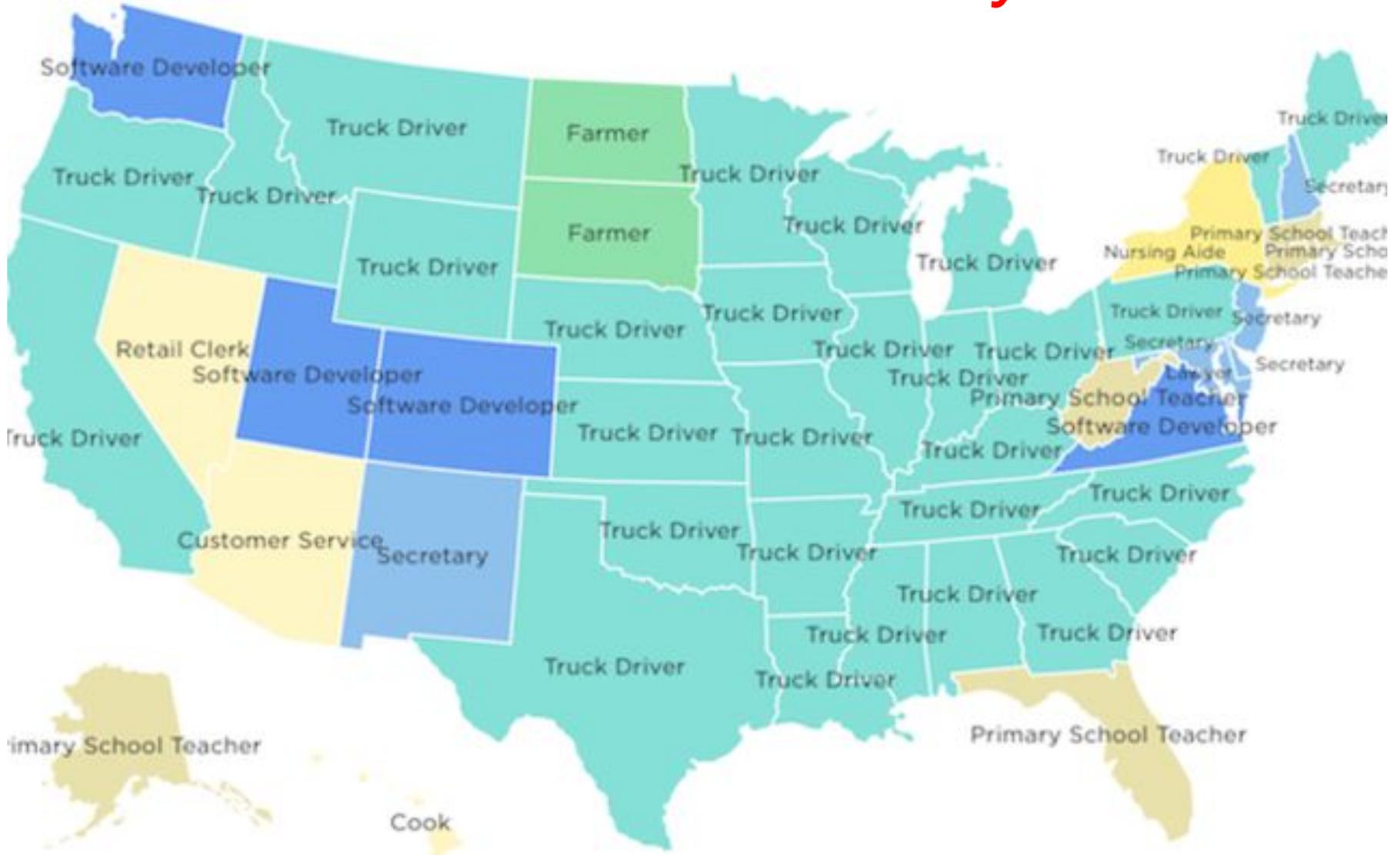




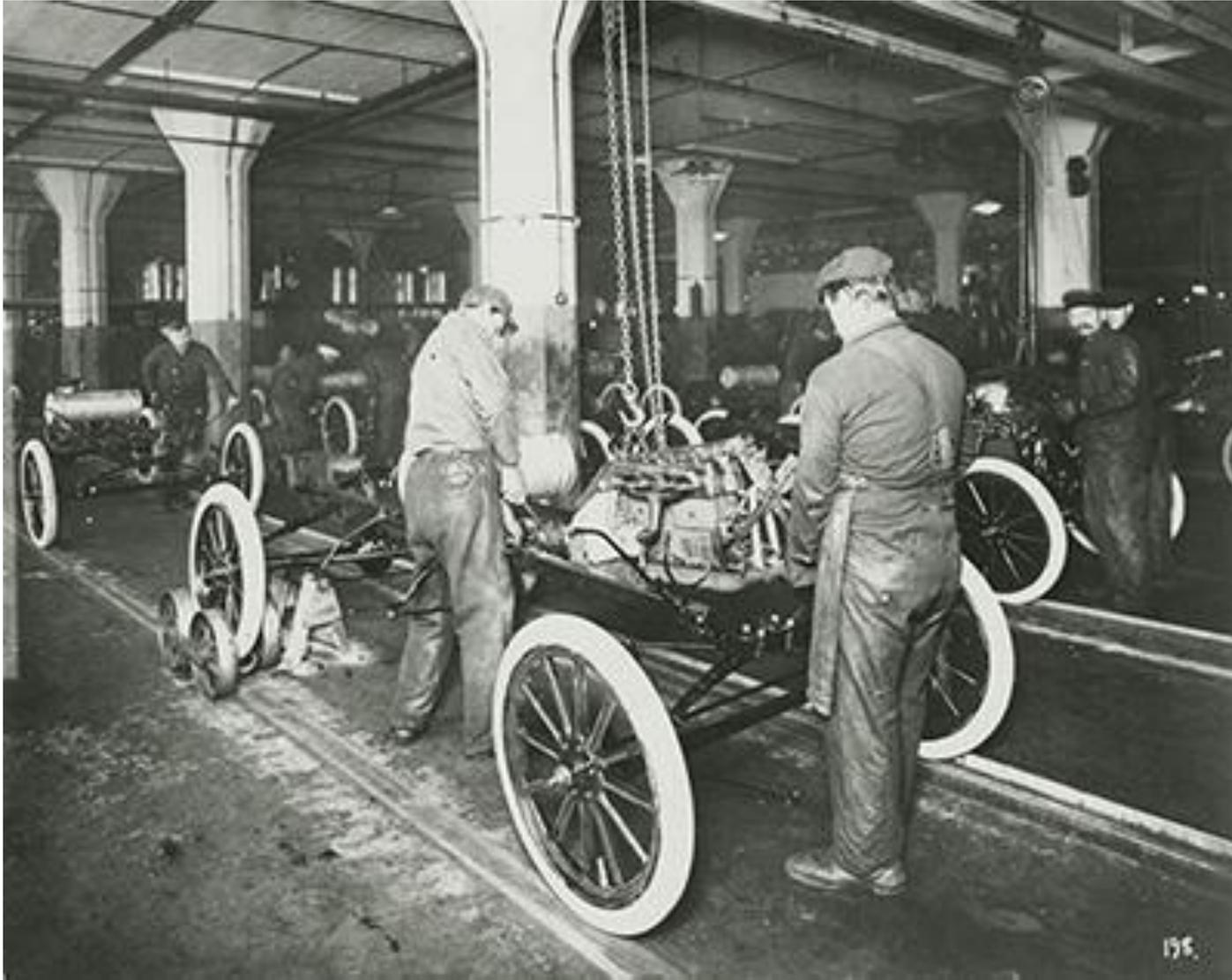
5M Jobs



Most Common Job by State



Is it 1920 All Over Again?!!

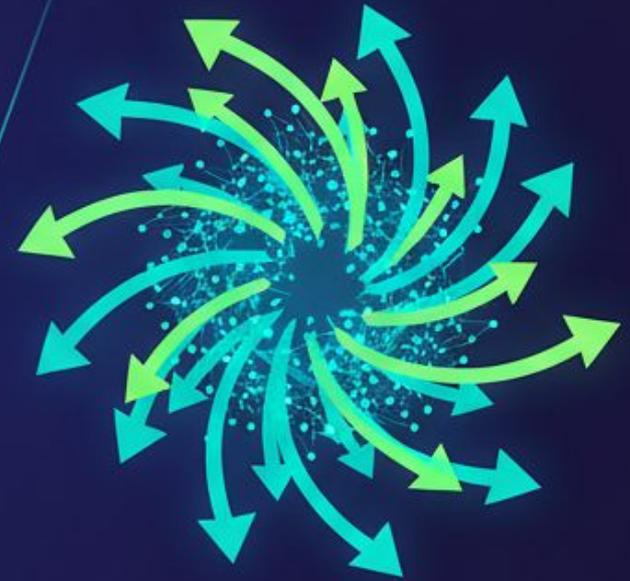


DISRUPTION



A radical change to
an existing industry
industry or market

introducing new
models that displace
established players



**Disruption
destroys
old jobs**



**but new ones
are created in
greater
numbers**

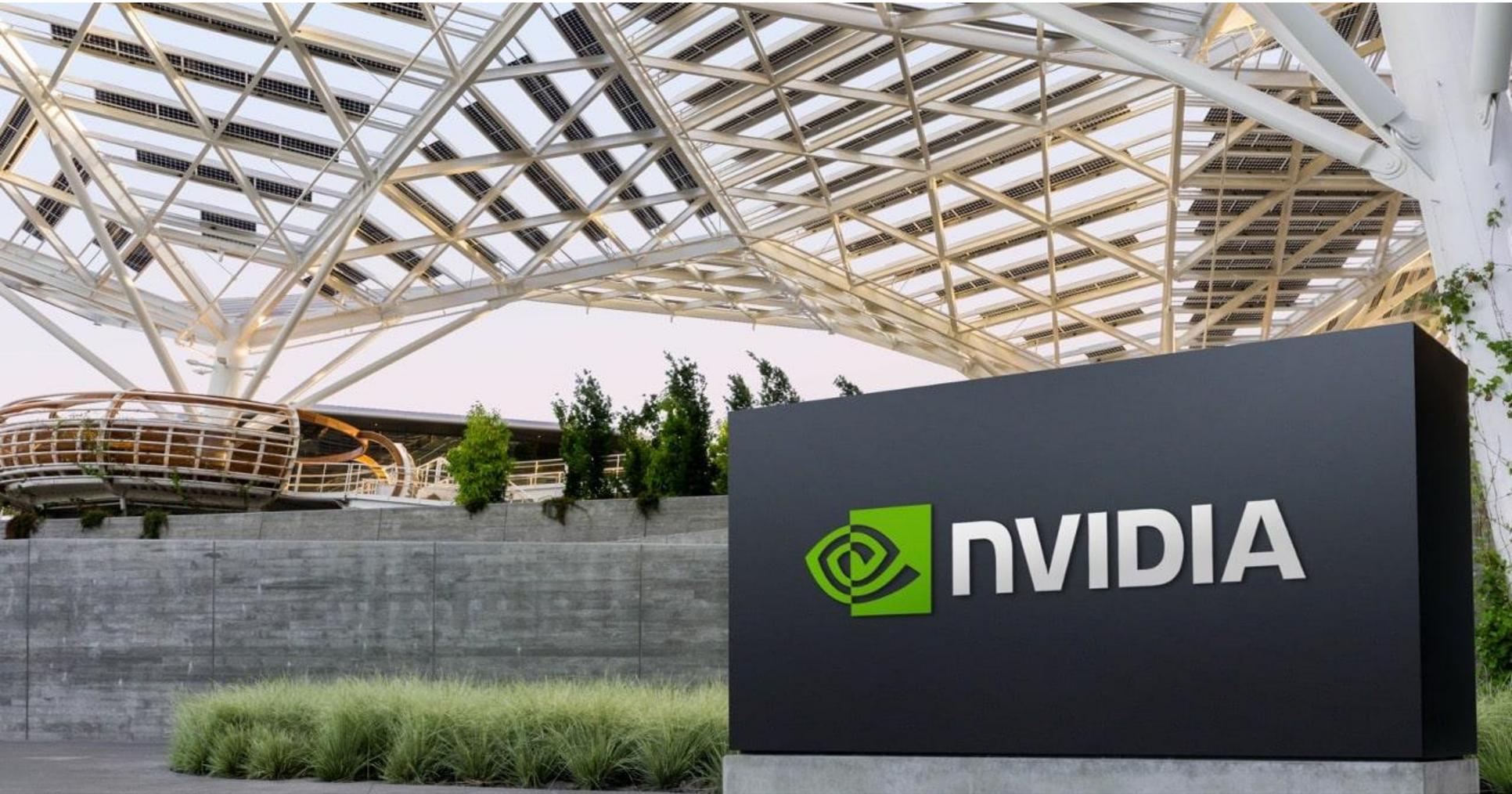


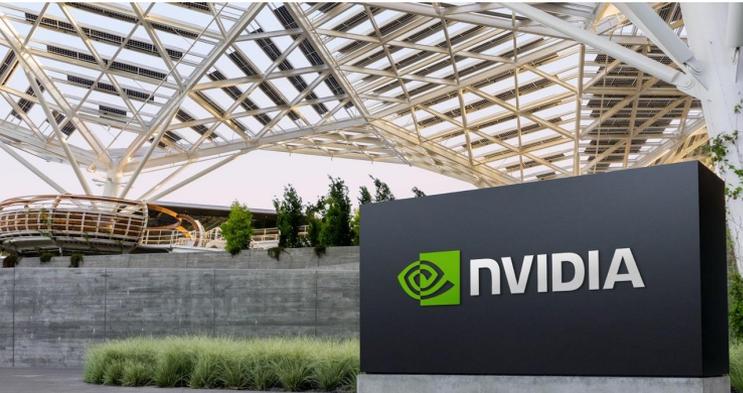
Value Creation

Major Innovations

Innovation is
more important
than invention



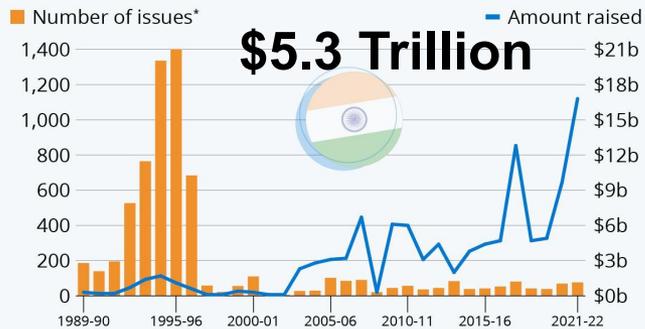




GDP
\$4.13 Trillion
\$17.7 Trillion (PPP)

The Indian Stock Market Is Booming

Number of stock market issues in India and money raised through them



Converted from Indian rupees on May 10, 2022

* IPOs, FPOs and OFS (SE)

Source: Prime Database



The Big Three
US: \$30.6 trillion
China: \$19.4 trillion
Germany: \$5.01 trillion



Walmart

Market Cap: \$420B



Costco

Market Cap: \$200B



Kroger

Market Cap: \$50B



Albertsons

Market Cap: \$20B



Publix

Market Cap: \$20B

TOTAL MARKET CAP: \$700B



TOTAL MARKET CAP: \$300 BILLION+



TOTAL MARKET CAP: \$150 BILLION+



NETFLIX



TOTAL MARKET CAP: \$600 BILLION+





McDonald's

Market Cap: \$200B



Wendy's

Market Cap: \$15B



KFC

Market Cap: \$25B



BURGER KING

Market Cap: \$18B



Taco Bell

Market Cap: \$12B

TOTAL MARKET CAP: \$270B



UnitedHealth Group

Market Cap: \$500B



Elevance Health

Market Cap: \$120B



CVS Health

Market Cap: \$100B



Humana

Market Cap: \$110B



Cigna

Market Cap: \$50B

TOTAL MARKET CAP: \$840B



Booking.com



MGM
RESORTS



TOTAL MARKET CAP: \$200 BILLION+



ExxonMobil
Market Cap: \$440B



Chevron
Market Cap: \$290B



Shell
Market Cap: \$180B



BP
Market Cap: \$110B

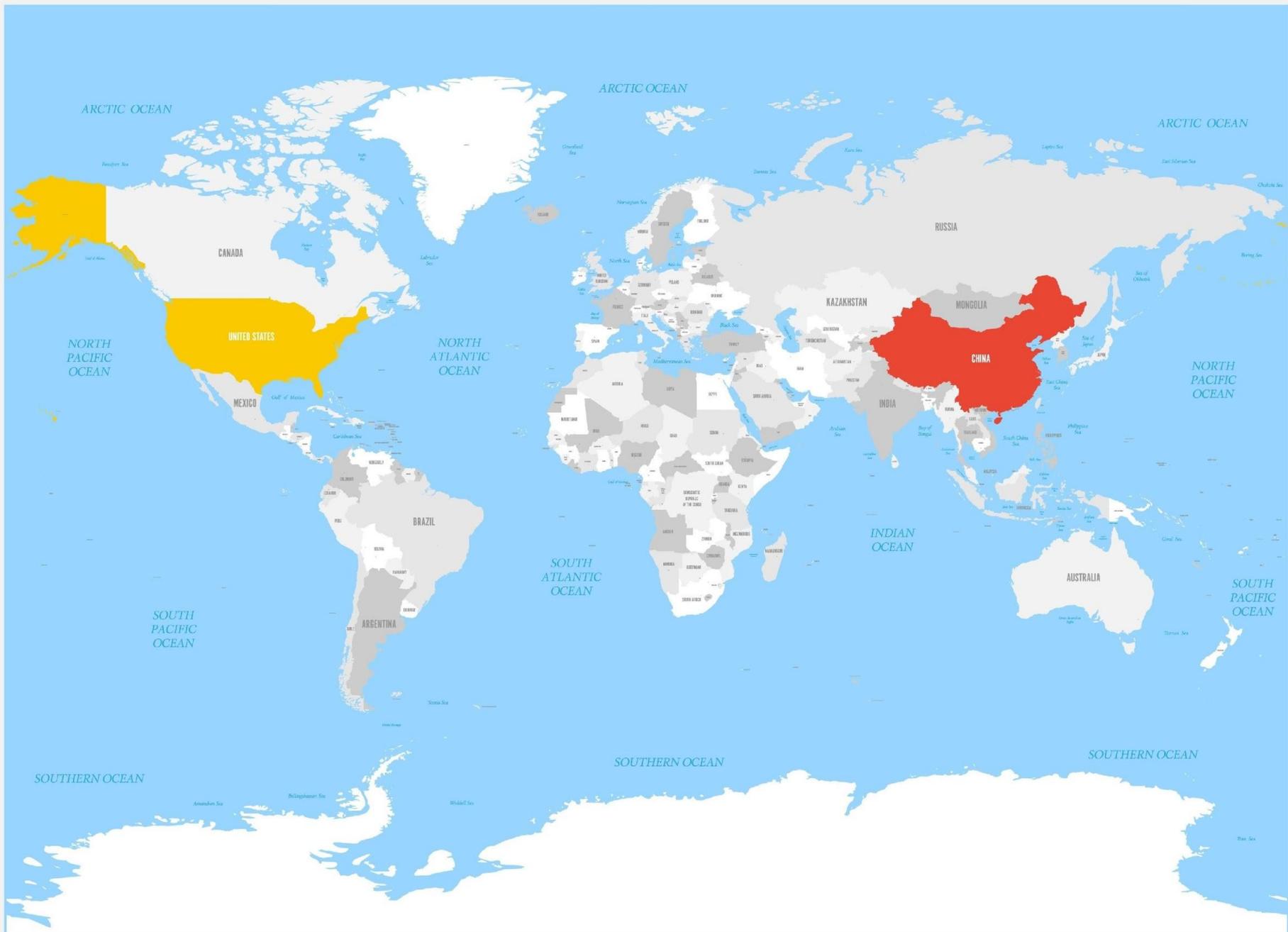


ConocoPhillips
Market Cap: \$90

TOTAL MARKET CAP: \$1110B

Total Number of
People in these
Companies:
@15 Million

Nvidia: 36,000



AI and Job Creation?

Thirty years ago, we had Steve Jobs,
Johnny Cash and Bob Hope. Now we
have no jobs, no cash and no hope.

3 Things About The Future

Technology Everywhere



SHOULD THIS
THING
BE SMART?



NOT SEEN ON TV

The
**WORLD'S
EASIEST
DIET KIT!**

Doctor Recommended!

A black and white line drawing illustration of a man and a woman sitting at a table, eating. The man is on the left, wearing a suit and tie, and is holding a fork. The woman is on the right, wearing a simple top, and is also holding a fork. There are plates of food on the table, including what looks like a sandwich or burger and some vegetables. A small vase with flowers is also on the table.

The easy and fun way to lose weight!

Umbrella



Goodbye Keyboard

Our Computers are.....



SIGHT



TOUCH



HEARING



TASTE



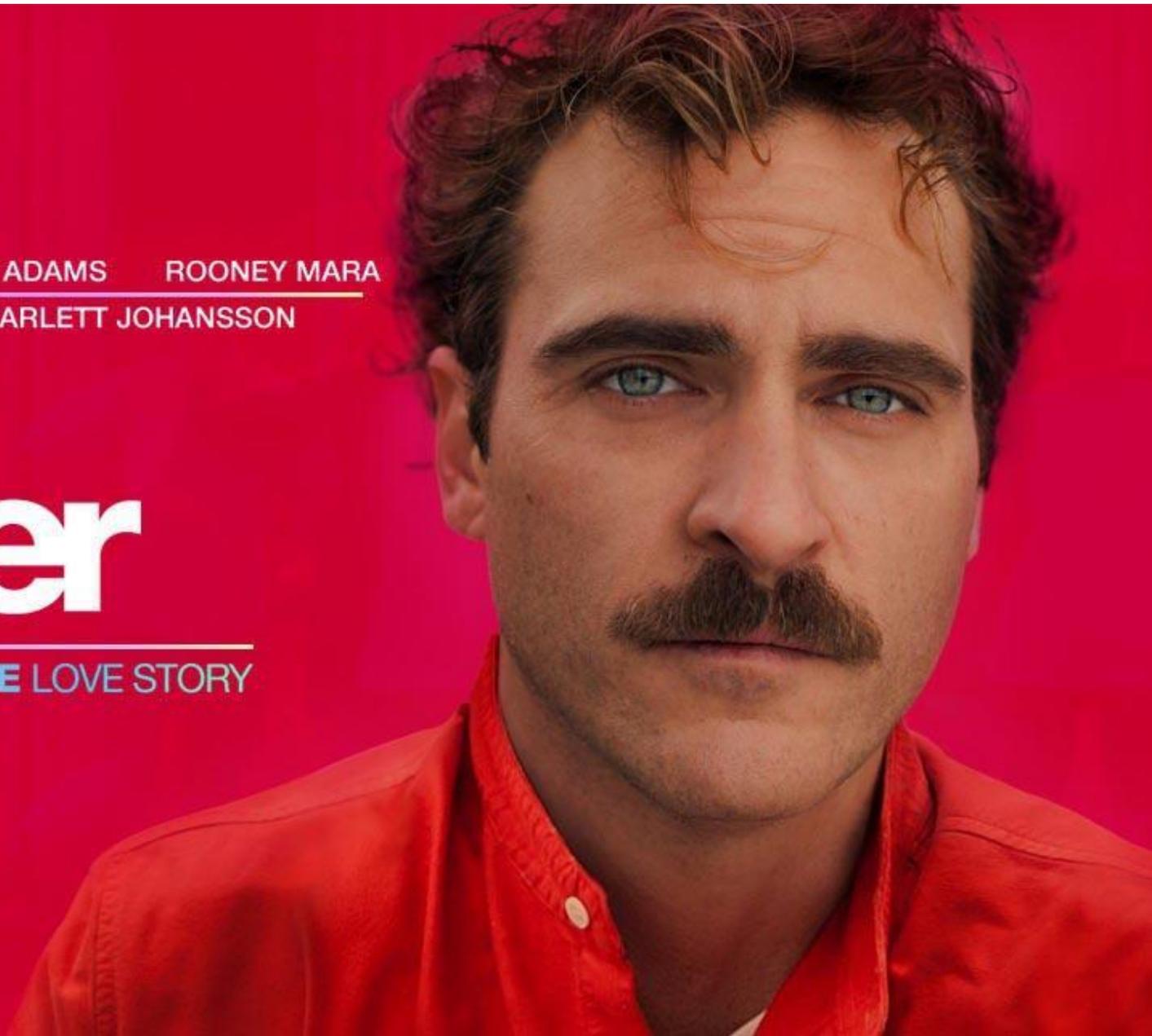
SMELL

REASONING (AND FEELING?)

JOAQUIN PHOENIX AMY ADAMS ROONEY MARA
OLIVIA WILDE AND SCARLETT JOHANSSON

her

A SPIKE JONZE LOVE STORY



They Fell in Love With A.I. Chatbots — and Found Something Real

AI Slc

2025 survey: 28% of U.S. adults have had an intimate or romantic connection with an AI chatbot.



AI Slop – Walk the Walk



AI Driven Disruption



The Future of Jobs

AI APOCALYPSE vs. REALITY: What the Data Actually Shows

THE FEAR



92

**MILLION
JOBS
DISPLACED**

THE REALITY



170

**MILLION
JOBS
CREATED**

NET RESULT

**+78 MILLION
NET NEW JOBS**

Source: World Economic Forum 2025 | By 2030



OCCUPATIONAL OUTLOOK HANDBOOK

Search Handbook

Home

For a video guide to using the OOH, click [here](#).

OCCUPATION GROUPS

- Architecture and Engineering
- Arts and Design
- Building and Grounds Cleaning
- Business and Financial
- Community and Social Service
- Computer and Information Technology
- Construction and Extraction
- Education, Training, and Library
- Entertainment and Sports

SELECT OCCUPATIONS BY

▾
 ▾
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▾
 ▾

FEATURED OCCUPATION



Rehabilitation Counselors

Rehabilitation counselors work with clients to overcome or manage the personal, social, or psychological effects of disabilities on employment or independent living.

[view profile »](#)

Most New (2024 - 2034)

Most New Jobs

PRINTER-FRIENDLY 

Most new jobs: 20 occupations with the highest projected numeric change in employment.

Click on an occupation name to see the full occupational profile.

OCCUPATION	NUMBER OF NEW JOBS (PROJECTED), 2024-34	2024 MEDIAN PAY
Home health and personal care aides	739,800	\$34,900 per year
Software developers	267,700	\$133,080 per year
Stockers and order fillers	235,000	\$37,090 per year
Fast food and counter workers	233,200	\$30,480 per year
Cooks, restaurant	217,000	\$36,830 per year
Registered nurses	166,100	\$93,600 per year
General and operations managers	164,000	\$102,950 per year
Medical and health services managers	142,900	\$117,960 per year
Financial managers	128,800	\$161,700 per year
Nurse practitioners	128,400	\$129,210 per year
Construction laborers	106,500	\$46,730 per year
Computer and information systems managers	101,600	\$171,200 per year

Fastest Growing (2024 - 2034)

Fastest Growing Occupations

PRINTER-FRIENDLY 

Fastest growing occupations: 20 occupations with the highest projected percent change of employment between 2024–34.

Click on an occupation name to see the full occupational profile.

OCCUPATION	GROWTH RATE, 2024-34	2024 MEDIAN PAY
Wind turbine service technicians	50%	\$62,580 per year
Solar photovoltaic installers	42%	\$51,860 per year
Nurse practitioners	40%	\$129,210 per year
Data scientists	34%	\$112,590 per year
Information security analysts	29%	\$124,910 per year
Medical and health services managers	23%	\$117,960 per year
Physical therapist assistants	22%	\$65,510 per year
Actuaries	22%	\$125,770 per year
Operations research analysts	21%	\$91,290 per year
Physician assistants	20%	\$133,260 per year
Psychiatric technicians	20%	\$42,590 per year
Ophthalmic medical technicians	20%	\$44,080 per year
Computer and information research scientists	20%	\$140,910 per year

Largest Declines (2024 - 2034)

Occupations with the largest job declines



Other available formats: [\(XLSX\)](#)

Table 1.6 Occupations with the largest job declines, 2024 and projected 2034 (Employment in thousands)

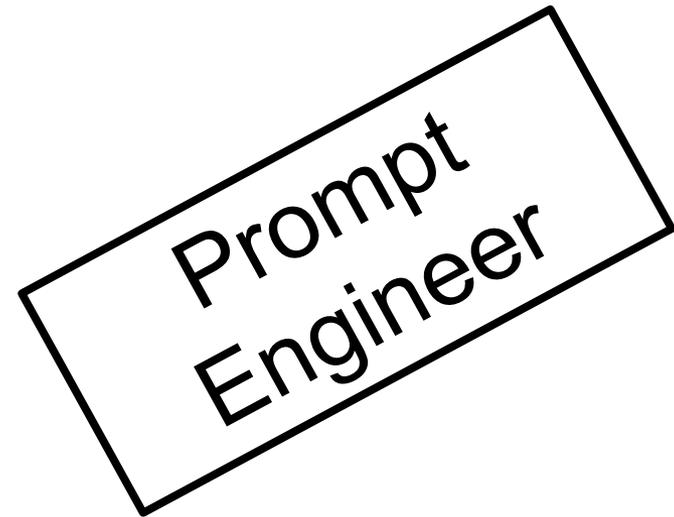
2024 National Employment Matrix title	2024 National Employment Matrix code	Employment, 2024	Employment, 2034	Employment change, numeric, 2024–34	Employment change, percent, 2024–34	Median annual wage, dollars, 2024 ^[1]
Total, all occupations	00-0000	169,956.1	175,167.9	5,211.8	3.1	49,500
Cashiers	41-2011	3,157.2	2,843.6	-313.6	-9.9	31,190
Office clerks, general	43-9061	2,646.0	2,468.2	-177.8	-6.7	43,630
Customer service representatives	43-4051	2,814.0	2,660.3	-153.7	-5.5	42,830
Bookkeeping, accounting, and auditing clerks	43-3031	1,613.4	1,519.1	-94.3	-5.8	49,210
Cooks, fast food	35-2011	669.5	579.2	-90.3	-13.5	30,160
First-line supervisors of retail sales workers	41-1011	1,432.6	1,360.3	-72.3	-5.0	47,320
Shipping, receiving, and inventory clerks	43-5071	862.2	795.8	-66.3	-7.7	43,190
Tellers	43-3071	347.4	302.5	-44.9	-12.9	39,340
Data entry keyers	43-9021	141.6	104.9	-36.7	-25.9	39,850
Packers and packagers, hand	53-7064	591.8	559.7	-32.2	-5.4	35,580
Food preparation workers	35-2021	902.7	871.8	-30.9	-3.4	34,220
Secretaries and administrative assistants, except legal, medical, and executive	43-6014	1,944.0	1,913.2	-30.8	-1.6	46,290

Key Trends

- **AI and automation**
- **Sustainability**
- **Shift in skills:**
 - Functional/technical -> cognitive
 - Harder to automate: creativity, resilience, and leadership, etc.
- **Reskilling and upskilling**
- **Job market reorganization**
- **Demographics**

Jobs That Didn't Exist 10 - 15 Years Ago

- AI-Augmented Customer Specialist
- Conversational AI Trainer
- Driverless car engineer
- Social Media Influencer
- AI Supervisor or Agent Coach
- Teledoc
- Drone operator
- Chief listening officer
- Budtender
- Genetic Counselor
- E-sports coaches
- Big data scientist
- Online dating profile writers
- TikTok marketer

A black-outlined rectangular box tilted at an angle, containing the text 'Prompt Engineer' in a bold, black, sans-serif font.

Skills and Traits that Matter

- Coordinating with Others
- Judgment and Decision Making
- Creativity
- Service Orientation
- Complex Problem Solving
- Critical Thinking
- People Management
- Emotional Intelligence
- Negotiation
- Cognitive Flexibility

Human Centered Skills AI Cannot Replace

- Critical Judgment: Asking the right questions, not just getting answers.
- Emotional Intelligence: Building authentic trust.
- Creative Vision: Generating original ideas and strategic concepts (not just remixes).
- Ethical Oversight: Interpreting consequences and assuming moral accountability.
- Adaptability (Learning Velocity): Rapidly acquiring new tools and pivoting your role.

What Makes a Job AI Safe

- Human Connection: Communication, empathy, storytelling, teamwork.
- Strategic Thinking: Framing problems, managing ambiguity, decision-making.
- AI Collaboration: Using AI as a co-pilot, not a competitor.
- Continuous Learning: Adapting faster than automation evolves.

What Jobs are Most at Risk?

- **High Risk:**
 - Routine or repetitive tasks (data entry, accounting support, scheduling).
 - Predictable physical work (assembly lines, basic logistics).
- **Medium Risk:**
 - Analytical or technical roles that rely on pattern recognition (radiology, finance).
- **Low Risk (AI-Resilient):**
 - Roles requiring human judgment, empathy, creativity, leadership, or ethical decision-making.

Upskilling is the New Job Security

- AI Fluency: Commit to mastering at least one generative AI tool (e.g., Gemini, Co-Pilot) for a core job function.
- The Multiplier Effect: Leverage AI to increase your productivity (10x) and reduce routine work, freeing time for high-value tasks.
- Continuous Reinvention: Job security is no longer about stability; it's about the speed of your personal evolution.
- Upskill Continuously: Courses, microcredentials, experimentation.

Future Proof

Cognitive

Critical thinking, complex problem-solving, and the ability to synthesize information from diverse sources.

Digital Literacy

Comfort with AI tools, understanding data privacy, and navigating digital collaboration platforms.

Interpersonal

Empathy, negotiation, and leadership—skills that machines cannot easily replicate or automate.

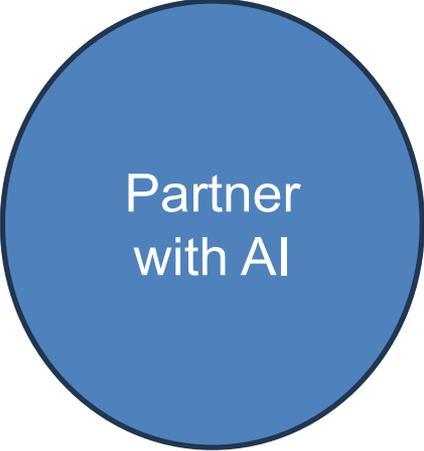
Does the Future Belong to You?

- The AI-safe job isn't a job title — it's a mindset.
- Curiosity - Stay human - Let AI amplify your strengths.
- “In times of change, learners inherit the earth.”
- Changing definition of expertise

Your Resume

AI-fluent professional who integrates generative and analytical tools into daily work to improve performance, innovation, and workflow. I deploy AI tools in more than half of what I do. I am more productive than ever before.

To Do



Partner
with AI



Soft Skills
Along with
Functional



Unlearning
and
Learning

Call to Action

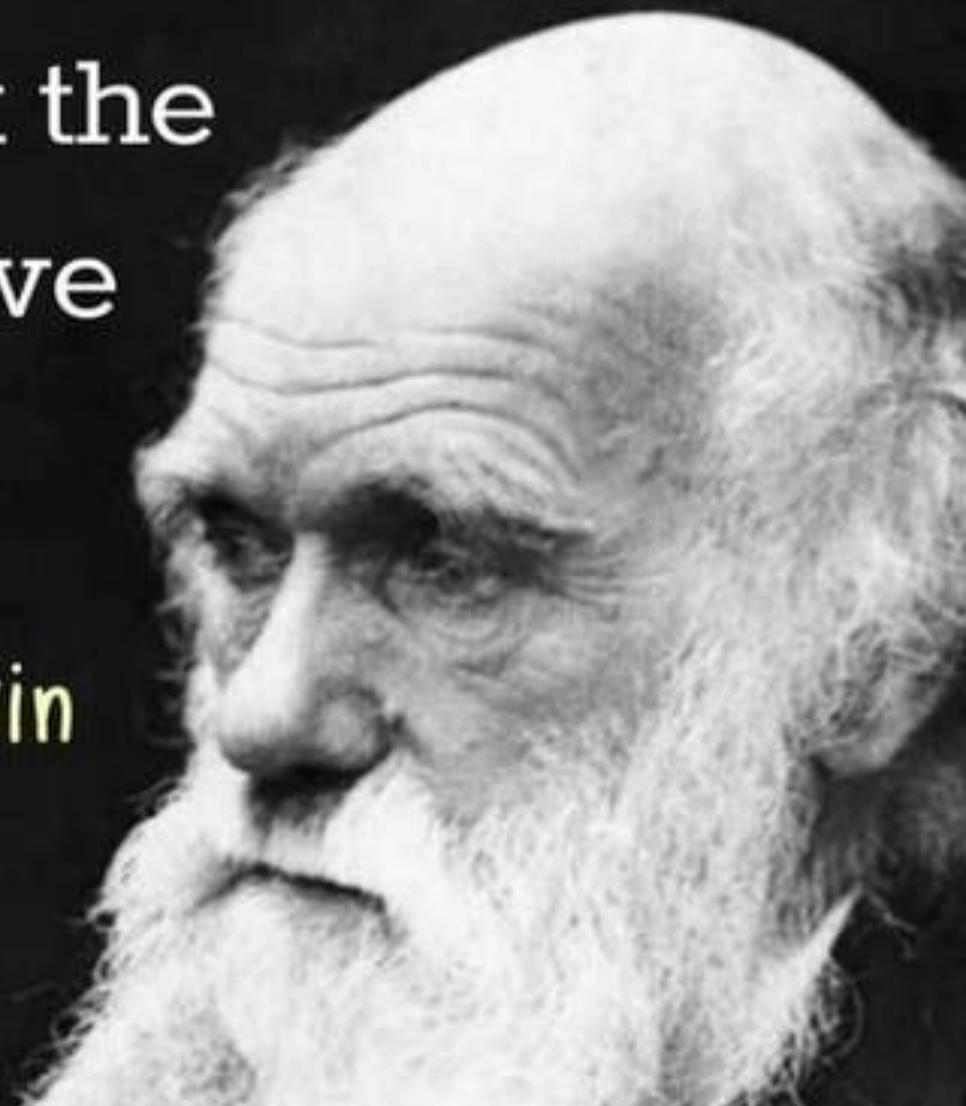
- Automate: List 3 tasks in your current job that AI could handle better than you within 6 months.
- Amplify: Which 3 human-centered skills will you actively practice to add non-automatable value?
- Redesign: How can you restructure your week to dedicate the newly freed-up time to mastering those human skills and new responsibilities?
- Network Smartly: Join communities where humans + AI collaborate (e.g., AI-in-Marketing, AI-in-Education).

Wrap Up

- AI will not steal your job. A person who masters AI will take the job of a person who doesn't.
 - Does your resume state that you know how to apply AI to the job you seek?
 - For the most part, AI will replace tasks not jobs.
- Curiosity - Stay human - Let AI amplify your strengths.
- Changing definition of expertise
- Success is doing what is at hand and obvious, not the spectacular

It is not the strongest species
that survive, nor the most
intelligent, but the
most responsive
to change.

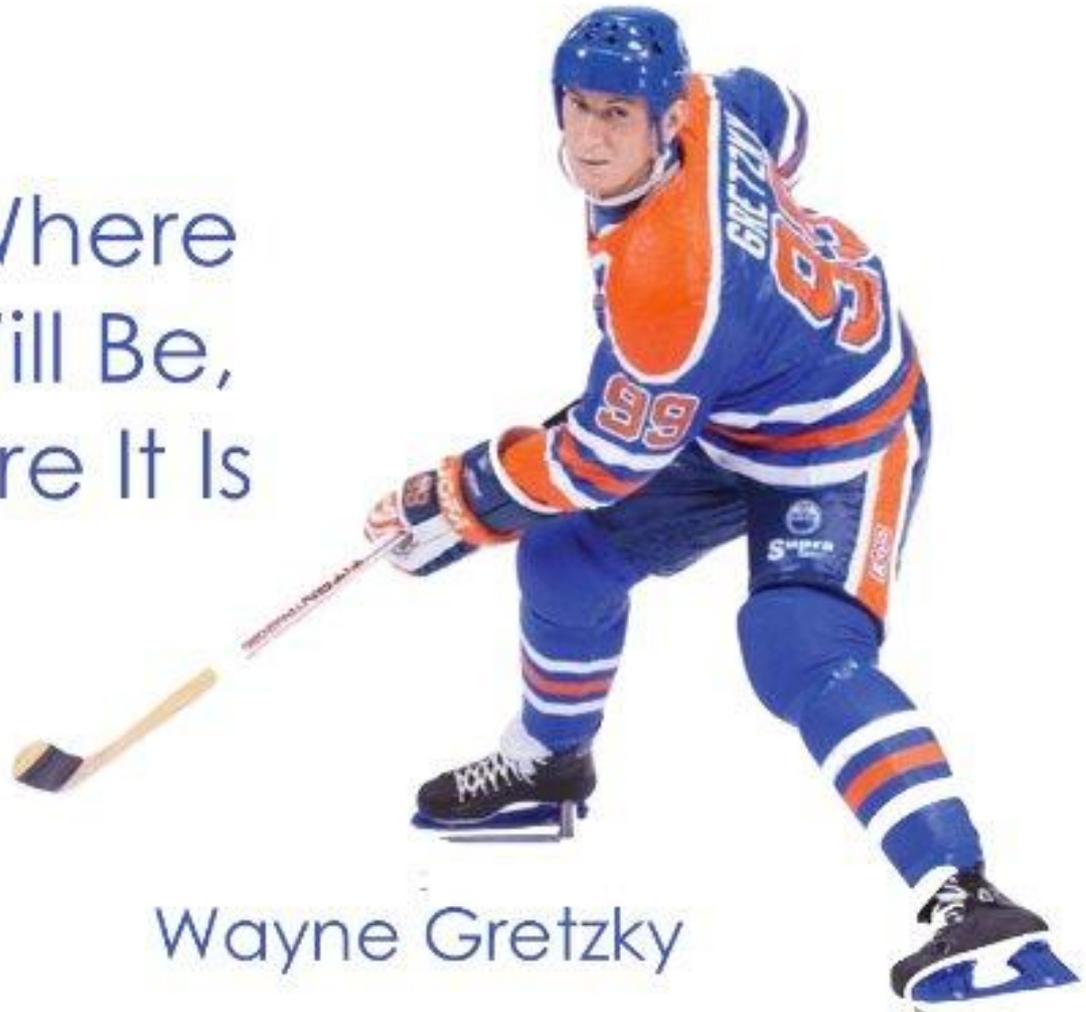
-Charles Darwin



The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

Toffler

I Skate To Where
The Puck Will Be,
Not To Where It Is



Wayne Gretzky

#future-is-disruptive
#seize-it

The End