



THE HUMAN TOUCH

If you research business trends for 2024, the number one topic is that AI will make a profound impact on the way we conduct business. For those of us who struggle with the TV remote control and using Apps on our smartphone, this is a scary thought.

AI technology such as ChatGPT is simply too convincing for businesses to ignore with the Boston Consulting Group reporting that “to be an industry leader in five years, you need a clear and compelling generative AI strategy today.” To reassure you, AI has been making waves for more than a decade and it is likely that you use it on a daily basis without even realising it on social media, facial recognition, filters, banking and chatbots.

According to Forbes “Generative AI puts the power to create and intelligently automate the customer experience - as well as internal operations - in the hands of nearly every organisation.” The UK

held the first global AI Safety Summit last year and secured a new agreement that like-minded Governments would be able to test eight leading tech companies’ AI models before they are released to ensure safety.

If this has created visions of you being replaced by a robot, fear not as people still remain the most important asset any business has. AI can only learn from the information with which it is fed so the human touch - experience, knowledge and empathy - are irreplaceable.

The personal emotions that we display in our everyday business interactions cannot be replicated. The trust, authenticity, pleasure, excitement, frustration, disappointment, sympathy, anger, laughter and tears that we convey builds rapport, long-lasting relationships and connections. We instinctively assess and respond to people, situations and challenges; we react to body language, non-verbal gestures and tones to draw

upon our own experiences to allow us to respond in the appropriate way. We gather innate knowledge of our colleagues and customers to provide a unique response, the human touch is simply not possible for any technology to mimic.

There is no doubt that rapid technological advancements will affect virtually every job role in the future but forward thinking businesses are embracing automation and encouraging advanced social skills in their workforce, the softer skills that the likes of AI can’t do so well. As the nature of work evolves communication, leadership, teamwork, problem solving and emotional intelligence will become required talents of those looking to succeed as these skills will bridge the gap that technology can’t provide. Keep being you, you offer distinctive qualities that technology can’t learn, hone your soft skills and you’ll thrive in a world increasingly shaped by AI and technology.