

The Future of Work: Which Jobs Will Be Impacted by the AI Revolution?

One of the questions we hear most often from clients is: *“Which jobs will AI replace?”*

The headlines are bold, and the pace of change feels relentless. But the reality is simpler: AI isn't wiping out whole professions — it's reshaping tasks. The work that's repetitive and rules-based is being automated, freeing humans to focus on judgment, creativity, and leadership.

Technology Has Always Shifted Work

History shows us that this is nothing new.

During World War II, when the British needed to crack the Enigma code, teams of remarkable women did the heavy lifting, running calculations and cross-checks by hand. At NASA, women like Katherine Johnson acted as “human computers,” calculating rocket trajectories with pencils and paper. Today, those same processes are digitized, shrinking admin teams — but the core human skills of oversight and problem-solving remain essential.

Roles Most Exposed to Change

Analyst Roles: From Data Gathering to Data Judgment

When Florence Nightingale wanted to prove soldiers were dying unnecessarily in the Crimean War, she didn't just write reports — she invented new ways to chart mortality rates and persuade leaders to act. She was, in effect, the first data dashboard.

Or consider Rosalind Franklin, whose meticulous X-ray photographs revealed the structure of DNA. Today, AI tools can generate similar outputs instantly — but it still takes humans to interpret the data and decide what it means.

Retail and Hospitality: From Service Counters to Self-Service

For much of the 20th century, women staffed massive switchboards, connecting calls by hand. They were the human interface keeping the world talking — until automation replaced them with direct dialing.

And before digital booking systems, airline reservations required entire rooms of clerks handwriting and updating seat charts in real time. That work disappeared with the SABRE system in the 1960s — the first real “self-service app.” AI-powered kiosks and chatbots are the modern version of that same shift.

Content Roles: Drafting at Scale

In publishing houses and law offices, armies of women once typed draft after draft of contracts, letters, and reports. The typewriter, and later the word processor, collapsed those roles. AI-generated first drafts are just the next turn of that wheel.

And at NASA, Katherine Johnson’s “first drafts” of flight paths were checked, refined, and trusted by astronauts. Today, AI produces the draft in seconds, but human judgment on accuracy still matters most.

Where Human Value Only Increases

AI is powerful, but there are roles where human skills aren’t just safe — they’re more important than ever:

Leaders who build trust, coach teams, and navigate conflict.

Skilled trades require dexterity, adaptability, and situational judgment.

Healthcare and caregiving roles that depend on empathy and connection.

Creative professionals who use AI as a tool but bring the vision that sets work apart.

These are the skills machines can't replicate — and where human value grows as automation expands.

What Employers Should Do Now

Forward-thinking organizations aren't waiting. They're:

Reskilling and upskilling employees to work alongside AI.

Redesigning roles to emphasize creativity, problem-solving, and human judgment.

Communicating openly about how AI is being used to reduce fear and build engagement.

The best leaders name where AI is already showing up in their business and help employees shift their energy to the work only humans can do.

Looking Ahead

The winners in the AI era won't be those who resist change, but those who reimagine work. AI takes over repetition — people move up the value chain. Just as history shows, progress doesn't erase human value; it elevates it.

The future belongs to teams who combine the best of both: AI for speed and scale, humans for creativity, trust, and judgment.

