

Digital Human

Die Transformation hat gerade erst begonnen

Challenge Accepted
29 November 2022
Kai Anderson

A business of Marsh McLennan



Die 4 Beleidigungen der Menschheit

Technologie ist neutral – der Einsatz nicht

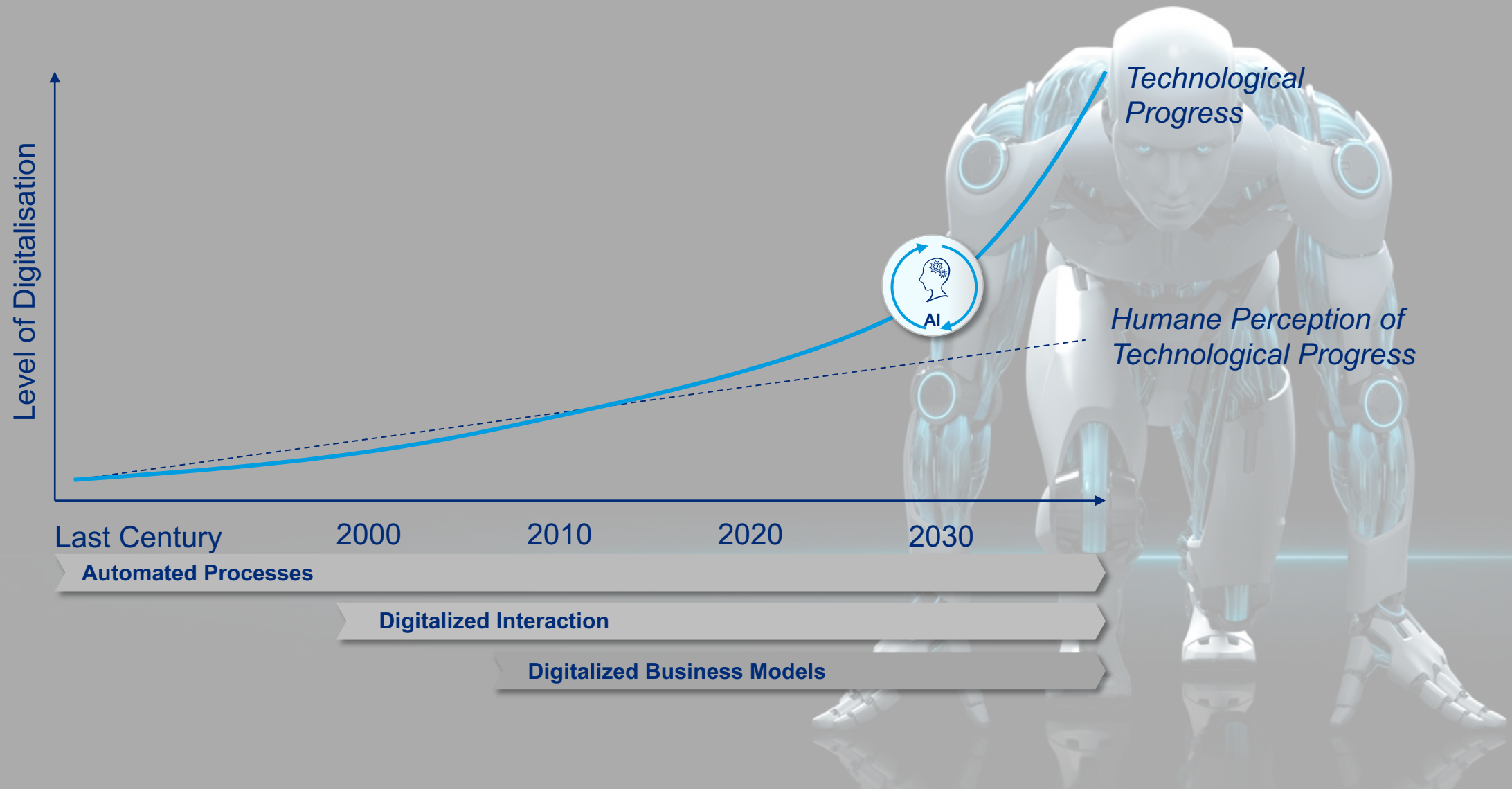
Covid – die größte Beschleunigung der Digitalisierung

Vom Kopf auf die Füße – wie stellen wir es an?

Eine bessere Welt? Wir haben es in der Hand!

01

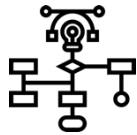
In the next 10 years, Artificial Intelligence will lead to more change in the professional world than we've seen in the last 50 years.



Algorithm vs AI

How do machines learn?

Unlike a simple algorithm, an AI algorithm is capable of learning and improving itself independently.



Simple Algorithm

pecially
prepared
data

Processing according to specified
criteria



Deep Learning Program

random
data

Independent pattern recognition,
interpretation and processing

Parallel continuous learning & Self-
improvement

The concept of human being

is changing through digitalization



Can we deal with Artificial Intelligence?

What is the purpose of work?

How do we socialise in the future?

Do we need an unconditional basic income?

Is our intelligence changing?

The concept of human being

is changing through digitalization

**A 4th insult to
humanity?**



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Pattern Recognition



In a study AI was trained to find signs for lung cancer in microscopic images. It found 1.000 previously unknown traits in the images and achieved much more precise results than Humans.

Study “Predicting non-small cell lung cancer prognosis by fully automated microscopic pathology image features”
(2016, Stanford)

Facial recognition in China

A white surveillance camera is mounted on a wall, pointing towards the right. The camera has a black lens and a white body. It is mounted on a white bracket. The background is a solid blue color.

China's **facial recognition system logs nearly every single citizen** in the country, with a vast network of cameras across the country.¹

The Times analysis found that the police strategically chose **locations to maximize the amount of data their facial recognition cameras could collect.**²

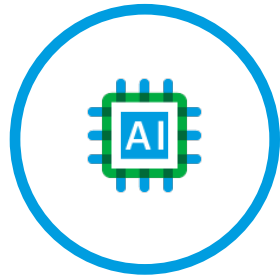
These cameras also feed data to powerful **analytical software that can tell someone's race, gender** and whether they are wearing glasses or masks.²

Sources:

1) CNET, How China uses facial recognition to control human behavior, 11 August 2020

2) The New York Times, Four Takeaways From a Times Investigation Into China's Expanding Surveillance State, 21 June 2022

How is technology deployed?



Cognitive Automation/
Artificial Intelligence/
Machine Learning



Robotic Process
Automation



Social Robotics

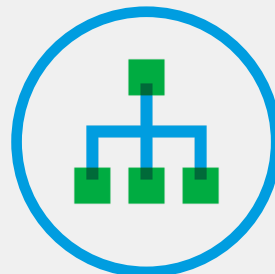
And what are the implications for work?



Policies /
Processes



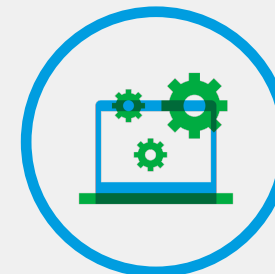
Crowdsourcing/
Gig Workers



FTE Lower Career
Level / Different
Team



Work from Home
/ Hybrid Working
Model



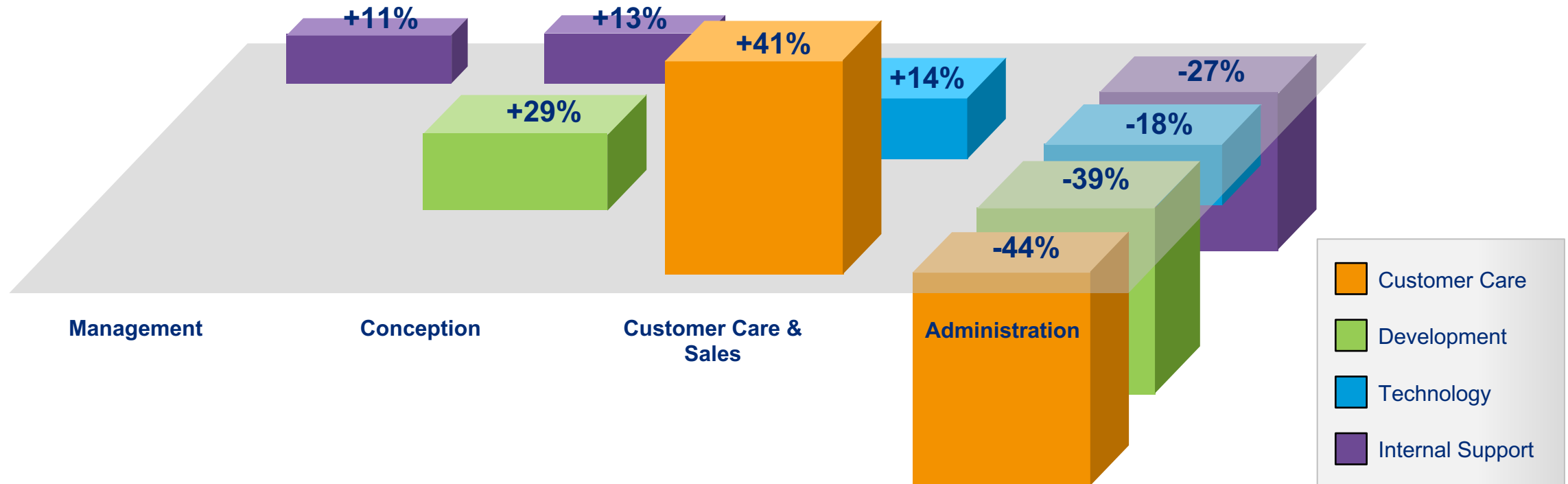
Higher
Complexity Work



Strategy

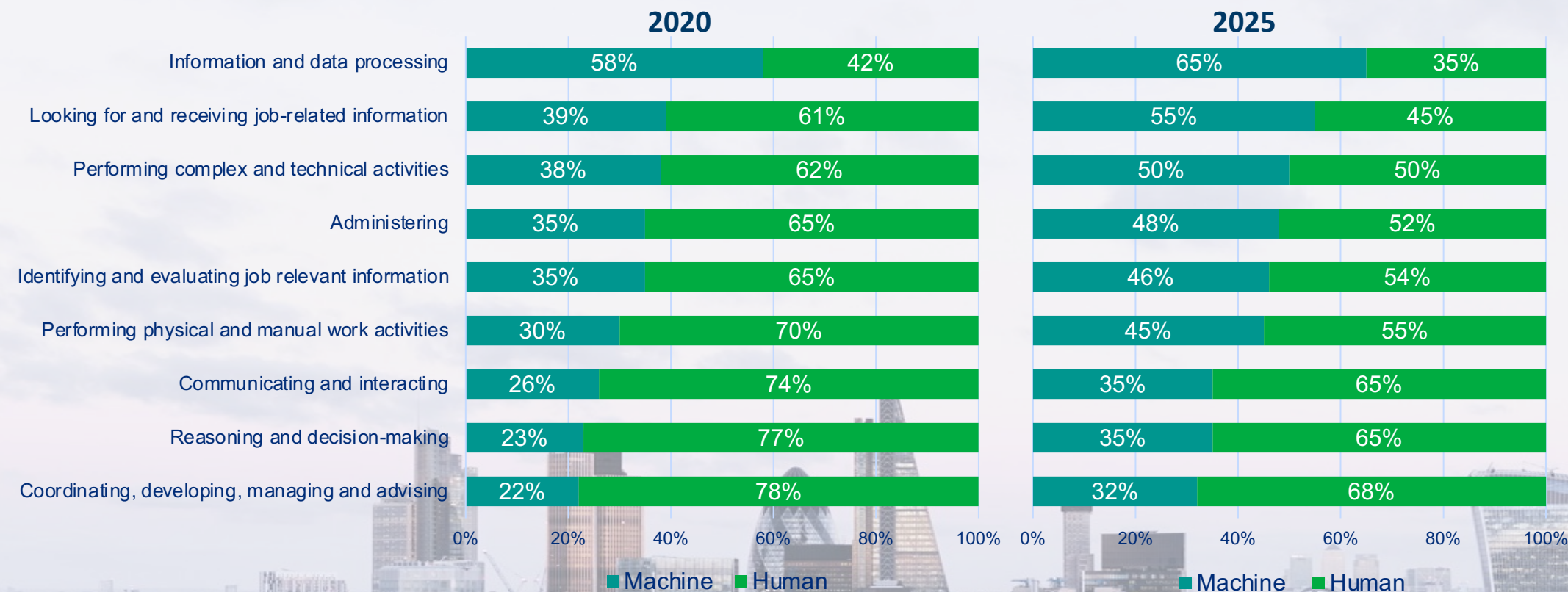
Digital Workforce Planning

Changes in Clusters and Activities till 2025



Tasks are shifting due to automatization, digitalization & customer expectations.

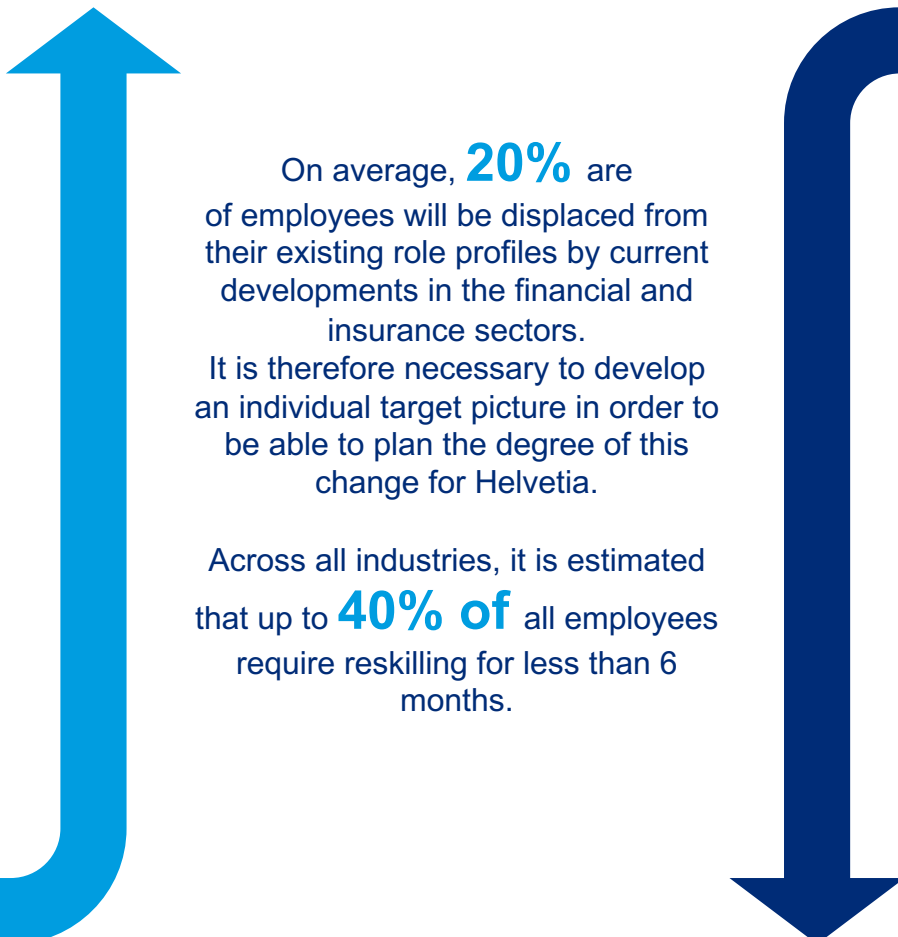
Share of tasks performed by humans vs. machines (2020 vs. 2025)



Source: World Economic Forum (2020)– The Future of Jobs Report 2020

Understand the role shift in your industry is key

Example: The upcoming role shift in finance from 2020 to 2025

- 
- Data Analysts & Scientists
 - Big Data Specialists
 - Digital Marketing & Strategy Specialists
 - AI & Machine Learning Specialists
 - Digital Transformation Specialists
 - Information Security Analysts
 - Database & Network Professionals
 - Business Development Professionals
 - FinTech Engineers
 - Cyber Security Specialists

Role profiles with increasing importance

On average, **20%** are of employees will be displaced from their existing role profiles by current developments in the financial and insurance sectors. It is therefore necessary to develop an individual target picture in order to be able to plan the degree of this change for Helvetia.

Across all industries, it is estimated that up to **40% of** all employees require reskilling for less than 6 months.

Role profiles with descending importance

- Data Entry Clerks
- Accounting, Bookkeeping & Payroll Clerks
- Administrative & Executive Secretaries
- Accountants & Auditors
- Client Information & Customer Service Workers
- Bank Tellers and Related Clerks
- Statistical, Finance & Insurance Clerks
- Insurance Underwriters
- General & Operations Managers
- Financial Analysts

Changing roles: Data Analyst

Data Analyst

AI allows to analyse and process unclean data.
Hence data cleaning, a core aspect of the data analyst job, is no longer needed.

This frees up some of the Data Analyst's time that can be used for other tasks.



Changing roles: Call Centre



Call Centre Employee Insurance Industry

New role requirements include more advisory services to directly offer adjusted services upon a change in life situation

This requires updated systems to support the employees in their new tasks and **training in new skills** to enable the employees.

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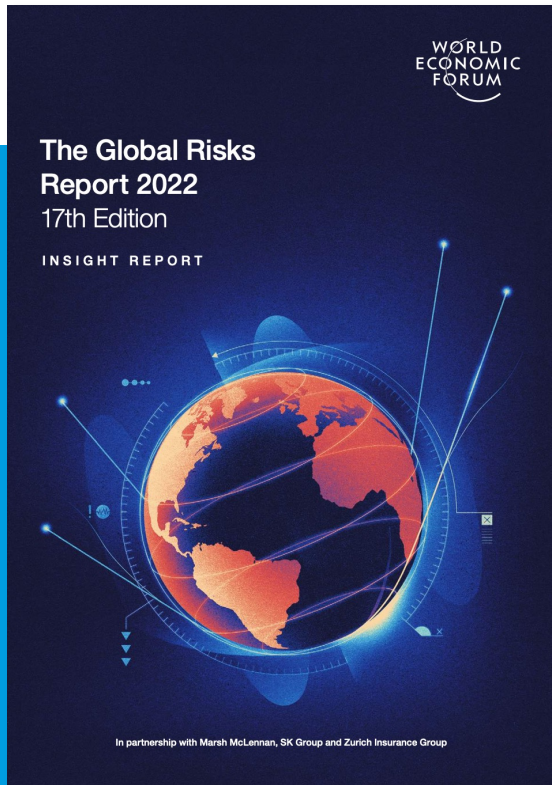
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Hand!

03



The impact of the pandemic

An accelerator for ongoing trends in digitalization



“Over the last 18 months, industries have undergone rapid digitalization, workers have shifted to remote working where possible, and platforms and devices facilitating this change have proliferated”

WEF, Global Risks Report, 2022

“We’ve seen two years’ worth of digital transformation in two months.”

Satya Nadella, Microsoft CEO, April 2020



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Problem Statement

What needs to be mastered?

DESIRE

Create acceptance among employees



ABILITY

Build digital competencies in the broad organization



Solution proposition

How can we get there?

Combine Desire & Ability

Ensure employees both **want** the digital future and they **can** flourish in it by



working on **creating a digital mindset**. Working on mindset is working on **culture**.



developing **digital competencies**.



Solution proposition

How can we get there?

Combat Labor Shortage

Digitalization is an opportunity to redesign work by **efficiently combining machines and humans** and therefore alleviate the labor shortage that many industries face.



Understand your business model & processes



Understand the capabilities of current and future technologies and how they can significantly change your business model



Strategically plan your workforce



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The Answer

Human-centered Transformation

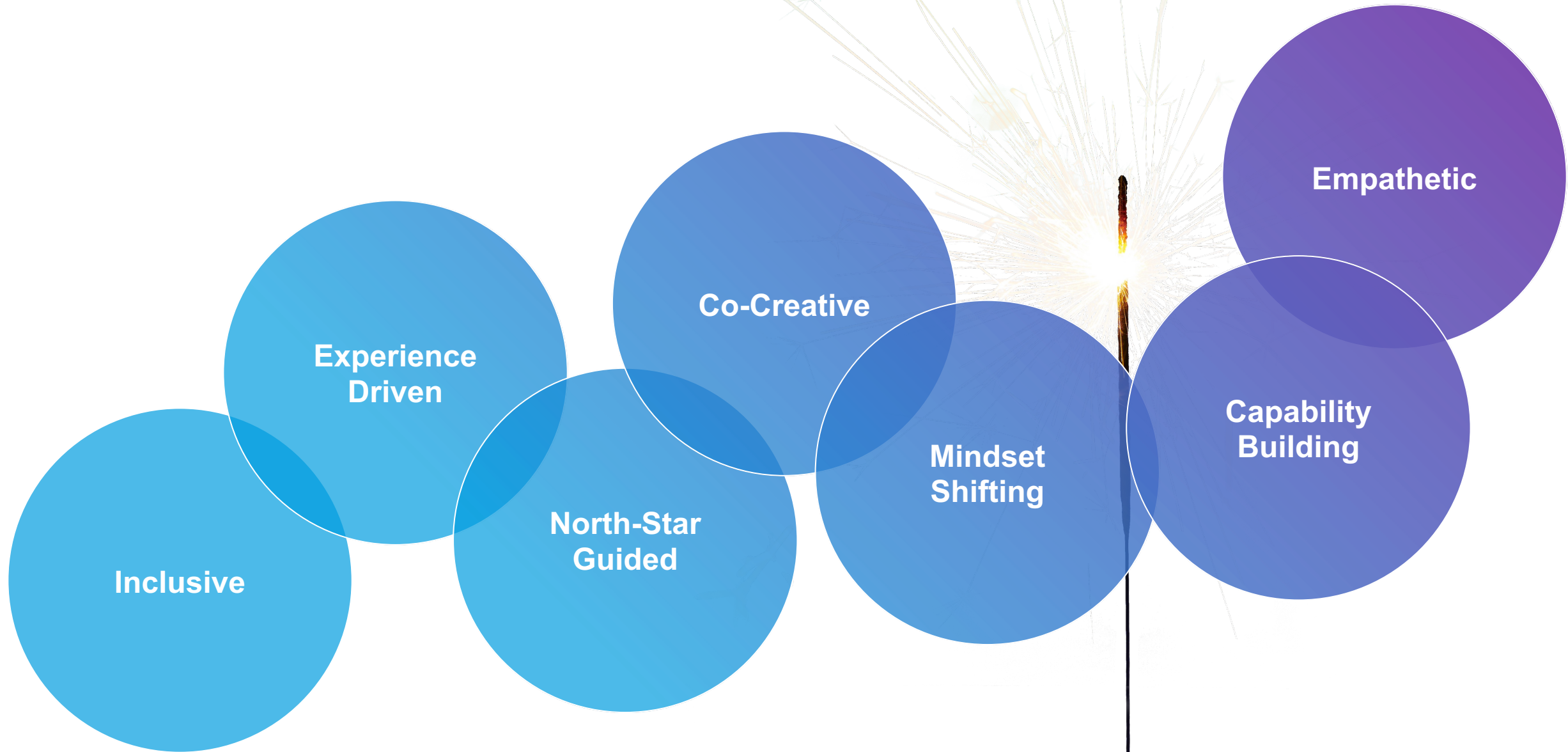
Technological leaps forward and human evolution have gone hand in hand and will continue to do so.

There's a better (working) world ahead, with new technologies & the opportunities they offer for all of us.

Are you in?



Success factors for human-centered transformation



Thank you!



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