

## Diginomica, U.S.: Cognizant's Head of Strategy, Cognizant Digital Business, Shares His Optimistic View of the Future of Work



"If you want to beat the bot, you should be a better human," says **Paul Roehrig**. "The idea is to double down on skills that humans do really well, that bots or silicon doesn't do really well. Things like show empathy, or curiosity. Creativity. Machines can help, but they're not going to be able to do that."

*Excerpts from Diginomica article:*

"When I caught up with him, Roehrig was fresh off his first LiveWorx talk, 'Fear Not the Bot: 21 Jobs of the Future Will Require Human Skills & Sensibilities.' What inspired this?

'A lot of the news, the zeitgeist, is overwhelmingly negative about the impact of technology on jobs... The whole narrative has been around destruction. But there's actually a story around productivity improvements.

So the application of AI and the application of industrial Internet of Things drives productivity up. And then there are new jobs that twenty years ago wouldn't exist - they are all based on how technology is impacting business and society," says Roehrig.

Two views inform Roehrig's optimistic jobs outlook:

- Almost all jobs will change, but they are likely to get more productive.
- New jobs will emerge based on the intersection of technology, society, humans and work.

The '21 jobs report' takes this forward.

One thing I like about Roehrig's optimism: it's informed by research and on-site client work. During their digital projects, Roehrig and colleagues have learned it's hard to replace an entire job with a machine; jobs are too varied and complex, loaded with barely-repeatable processes. I tend to agree with that optimistic view of the next decade or so."

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