

# **TOMORROW'S WORKFORCE:** **AI, 'Zombie' Jobs, and the New** **World of Work.**

Dr Paul Redmond

# 3 POINTS

# 1. SCALABILITY

‘In 1890, numerous local singers and actors made a living by performing locally. Today, more than 90% of singers and actors fail to earn anything. Is it because robots took their job? **No. It’s because technology enables the best singers and actors to grab a much larger share of the market.’**

Dror Poleg, *‘The Scalable Imagination,’* 2022



**‘LIAT’s multi-disciplinary team brings together sector-leading expertise in ... AI, robotics, engineering, crop science, environmental sustainability, food manufacturing, product development and supply chains. Our goals include supporting and enhancing the future of food and agriculture productivity, efficiency, and sustainability ...’**

# 2. THE MULTI- GENERATIONAL WORKFORCE

**BABY BOOMERS**  
1942-1965

**GENERATION X**  
1966-1980

**MILLENNIALS**  
1981-1996

**GENERATION Z**  
1997-2010

# 3. AMARA'S LAW



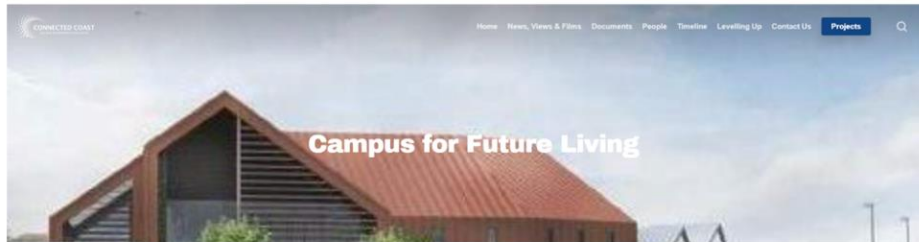
**'We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.'**

~~Knowledge is Power~~  
~~Information is Power~~  
**Attention is Power**

# **TOWARDS 2035: PREPARING GREATER LINCOLNSHIRE FOR THE NEW WORLD OF WORK**

**Three Points**

1. Technologists
2. Informers
3. Carers
4. Generators
5. Designers
6. Artisans
7. Coordinators



## Campus for Future Living

The Campus for Future Living is a flagship project for Mablethorpe and one that will position the area as an exemplar in med-tech and care.

The Campus will provide a base for the development and testing of Med-tech applications. It will also support the continued professional development of clinicians, with both clinical and non-clinical medical placements, strongly aligned to the new medical school at the University of Lincoln.

There will also be the opportunity for training and development of people working in care, and the campus will oversee a self-employed 'Care Network' of carers. A social enterprise coffee hub will be based at the campus too.

Led by a coalition of local, regional, and national partners, the development of the Campus for Future Living will put Mablethorpe at the heart of the provision health and care related jobs and businesses. Nottingham Trent and Lincoln Universities, Health Education England and the National Centre for Rural Health and Care are committed to the project, along



### CAMPUS FOR FUTURE LIVING

Direct new jobs created **15**  
Approximate additional capital investment value **£74,600**  
Number of new learners assisted each year **300**  
No. of businesses attracting investment since **40**



## SCIENCE, INNOVATION & INVESTMENT

Lincoln Science & Innovation Park is the hub of the science and technology community situated in the heart of Lincoln.



01522 437 100 [enquiry@lincolnsciencepark.co.uk](mailto:enquiry@lincolnsciencepark.co.uk)

Copyright © 2021 Lincoln Science and Innovation Park Limited  
Route Technology Centre, Beaver Street, Lincoln, LN6 7DZ, United Kingdom  
[Privacy Policy](#) | [Terms of Use](#) | [Site by Optima](#)

#1

# FUTURE-PROOF TEAMS

**DQ EQ**

**TIP:** Develop a Multi-Gen Plan



## **BOOMERS**

**Retirement planning, health screenings, flexi-work options, digital skills training.**

## **Gen X**

**Career development opportunities, financial wellness programmes, family support.**

## **Millennials**

**Work-life balance focus, mental health support, opportunities for skill development.**

## **Gen Z**

**Mentoring programmes, flexi-learning opportunities, recognition for innovation.**

# #2

## FOCUS ON THE '3Ms'\*

\*Millennial Middle-Managers

**“Train people well enough so they can leave, treat them well enough so they don’t want to.”**

**TIP:** 'Radical candor' training

# #3

# CULTURE

**“Culture eats strategy for breakfast” - Peter Drucker**

**“We used to hire people for their skills and sack them because of their attitude. Now we hire them for their attitude and train them the skills.”**

**TIP:** Reverse mentoring

[www.paul-redmond.co.uk](http://www.paul-redmond.co.uk)

© Paul Redmond 2023