

Hey! What's New? 2026-17

Is AI Really Going to Take Your Job?

No, but your role is probably going to look a little different says Nadav Klein in a recent article in *INSEAD Knowledge*. “Whether it’s fielding basic customer complaints or generating sophisticated code, it seems like today’s AI tools can just about do it all. But as the technology keeps growing at a rapid clip, so have employees’ fears over its ability to make them redundant.”

These concerns aren’t unfounded, Klein adds. “Companies including Microsoft, Amazon and Salesforce have cited AI adoption as the reason behind over 50,000 job cuts in the United States in 2025. More recently, *The Wall Street Journal* reported that AI companies are asking subject-matter experts to train their models in everything from astronomy and psychology to video editing and financial investing. OpenAI has also apparently been asking contractors to upload projects from other jobs to train and prepare its AI agents for office work.”

Will humans be left in the dust as AI takes over? Klein argues that “history and simple economic analysis suggest otherwise, and that conventional wisdom about the technology annihilating jobs is almost certainly wrong.”

He suggests applying this logic to AI and knowledge work. “AI agents make non-routine tasks like coding prototypes, drafting reports and brainstorming campaigns cheaper and more accessible. This means that a small start-up can use AI to avoid shelling out significant resources on bespoke software, allowing it to tackle more projects, build more apps and input more features. Demand for coders doesn't drop. It rises because customized software is being used by more companies. Beyond writing code, coders will now do different things, such as testing code generated by AI, as well as providing oversight, integration and advanced tweaks.”

Klein points out that you can see a similar trend in the graphic design industry. “Prior to the invention of AI, graphic design was time- and cost-intensive. Now, companies can create ads quickly and easily. Graphic designers have to use AI to generate more ads within a shorter timeframe, but the need for human collaboration, good taste and a strong connection to the brand and audience will remain – things that AI has yet to fully replicate.”

He also notes that, Pre-AI, you often had to shell out a substantial fee for basic legal documents. “With AI making legal work cheaper, the demand for it will increase, and lawyers will have to assume a more advisory role rather than just executing legal documents. The same goes for mergers and acquisitions, where AI has brought down the cost of deal-making. Bankers will then act as advisers – not so much as writers of contracts and covenants. There will be more deals happening, and more work for bankers, but in a different capacity.”

So, take heart, Klein says. “All is not lost, not by a long shot. That’s not to say that the transition to an AI-infused world will be easy, or that there won’t be pain in the form of layoffs and reskilling. Some may gripe that a few companies and individuals seem to be reaping the spoils of AI, while the rest of the population is left having to adjust to a new technology that, frankly, many of us didn’t ask for.”

But what's clear, he adds, “is that AI will likely affect every job in one way or another, and employees must adapt as companies increasingly incorporate the technology into how they do

business. McKinsey, for instance, is piloting an AI skills test as part of its recruitment process by asking applicants to use the firm's AI tool, Lilli, to complete certain tasks. Candidates are evaluated on how they prompt the chatbot and what they do with the information it generates."

How can you ensure that you gain from AI? Klein offers some easy-to-implement tips:

Embrace it as a multiplier: "Use it for drafts and ideation, then add your human edge. By using AI to improve your performance and get work done better and faster, you can free up time for higher-level tasks."

Upskill in oversight: "Learn how to manage AI agents – which can be extremely useful if you use them well – such as by taking courses on prompt engineering specific to your job or industry. You can even ask AI agents to summarize the latest knowledge about how to make the best use of AI for your context."

Spot opportunities: "Ask yourself, 'What in my field will be unlocked if this task gets 10 times cheaper?' Capture these opportunities, either in your existing job or by becoming an entrepreneur. Indeed, it's not difficult to create custom AI agents that specialize in a particular job function."

Lead on AI adoption: "If you're running a team, normalize AI in workflows. Use it to share knowledge more quickly and solicit ideas from your employees on how to better use it."

It's true that AI will eliminate some jobs and reshape many others, Klein concludes. "But it will also increase demand for products and services that were previously cost-prohibitive, creating opportunities that didn't formerly exist. If you figure out how to use the technology to your benefit – rather than resist it – you'll be better positioned to navigate the changes and uncertainty ahead."