

#getAI

}getabstract

# Your Expert Guide to Artificial Intelligence

## Includes:

- Nine pertinent questions on navigating technological disruption
- Curated expert knowledge and learning tools
- Reflection questions for team discussions



# Foreword

Artificial intelligence is changing the world faster than we could ever imagine. AI applications have the power to revolutionize industries, boost productivity and improve people's lives. But while the technology offers unprecedented possibilities, it also raises concerns, ranging from potential job displacement to ethical implications and an overall lack of control.

At getAbstract, we are committed to helping professionals understand the complexity of these topics by empowering them with relevant knowledge. Moreover, we want people to engage with the knowledge they acquire, share their insights and concerns with others, and hopefully end up feeling more confident about their ability to shape their professional and organizational future.

This guide provides the foundation for internal learning initiatives on AI and the skills needed to thrive in the face of its disruption. It offers curated and compressed expert knowledge on nine pertinent questions for leaders and employees navigating the rapidly evolving technological landscape. Additionally, the guide offers reflection questions on each topic to spark in-depth team discussions, prompting learners to come up with actionable steps to take on the future with courage and confidence.

AI is creating a lot of uncertainty but also many opportunities. In this new age of information, the future belongs to the curious!



## How do I future-proof myself in the age of AI and automation?

In an era of rapid advancements in artificial intelligence (AI) and increasing automation, you may be asking yourself: How can I remain relevant? Future-proofing yourself in this context not only involves acquiring new skills and knowledge; it also entails cultivating adaptability, staying resilient and understanding the symbiotic relationship between machine capabilities and skills that are uniquely human. As machines continue to excel in routine tasks, it is the uniquely human attributes – such as creativity, emotional intelligence and critical thinking – that will define your place in the evolving landscape.

### Reflection Questions

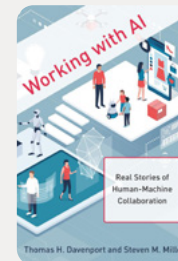
Looking at all the work tasks you are currently performing, which ones do you think can be outsourced to machines? What tasks cannot be easily replaced?

How can you become a high-impact contributor to your company's future success as it adapts to the new technological landscape?

How can you become more open-minded about the opportunities presented by AI, rather than seeing the technology as a threat?

What strategies can you apply to become a more efficient, lifelong learner?

How will you practice self-care to stay grounded and resilient in the face of rapid change?



#### FEATURED SUMMARY

### Working with AI

Steven Miller and Thomas H. Davenport

**Learn how AI might integrate with your role...**

AI systems use "if-then" rules to detect and act upon patterns in data. Be ready for AI to augment the prediction and decision-making scenarios in your work.

#### TAKE-AWAYS:

- AI is pushing deeper integration between business and IT processes, creating a demand for hybrid roles.
- Frontline workers' deep knowledge of their roles is essential for successful AI integration.
- There are still many things machines can't do.

*"Probably the most important skill to have is the ability to learn throughout your entire life and to have a growth mindset."*

**Bernard Marr**

Author of *Future Skills*



**We Need to Have Continuous Learning Built Into Our Lives**



## How can I be an impactful leader in an AI-driven world?

Effective leadership in the 21st century requires a combination of technical understanding and timeless leadership qualities. While a grasp of AI's capabilities and limitations is essential, the ability to foster trust and guide teams with empathy, vision and integrity is equally important. Impactful leaders succeed at ensuring that AI augments human potential rather than diminishing it. They promote trust by exercising transparency, demonstrating vulnerability and listening to people's concerns. Most importantly, they empower people to be part of the digital transformation process by encouraging experimentation and innovation.

### Reflection Questions

How can leaders clearly communicate and reinforce a shared purpose that inspires connection? What is an example of an organization that does this well?

What are some of the key differences between traditional command-and-control leadership and newer leadership styles focusing on stewardship and coaching? Why is the latter leadership style more suitable for disruptive times like ours?

What growth opportunities do you see for your company, and how do you intend to bring along your team?

What concrete measures will you take to reassure your team and help people deal with stress and anxiety?

What are some of the ways in which you can promote a growth mindset among your team?



#### FEATURED SUMMARY

## Leadership by Algorithm

David De Cremer

**Combine AI strengths with human strengths...**

AI will never be able to adhere to a complex moral code, and there will therefore always be a need for strong human leaders. However, AI will "join the team" in the form of algorithms that contribute to key decision-making.

#### TAKE-AWAYS:

- Algorithms can help leaders execute decisions, but should not make them.
- Organizations need new kinds of leaders with advanced skills.
- To engender trust, leaders must help people understand the role, purpose and importance of algorithms.

*“Leverage the combined wisdom of your team to move you forward instead of relying solely on your instincts. Create the psychological safety your team needs to share their opinions openly. Bring out the best in the people you lead, so they can make you the best leader you can be.”*



**Danielle Goodrum**

Head of Sales America, getAbstract



## How can I improve my team's performance in the age of AI?

As technology evolves at high speed, you will need all hands on deck to apply new technology effectively and develop new business opportunities. Improving team performance in this context involves upskilling employees, fostering a culture of continuous learning and strategically implementing AI solutions that complement and amplify human capabilities. You will want to create an environment that encourages experimentation and innovation. Provide opportunities for people to explore new technologies, test innovative solutions and share their learnings with the wider team. By empowering people to be part of the digital transformation process, you can alleviate their fears and foster a sense of ownership. Make sure to acknowledge and reward team members who embrace new technology, adapt quickly and actively contribute to the digital transformation. Measure your team's results and impact rather than the time spent creating those results.

### Reflection Questions

Take stock of where automation adds efficiency and where human judgment and ingenuity add value. How can you leverage technology to boost your team's efficiency?

How can you implement a more results-based performance model? How do you incentivize and reward experimentation and innovation?

How can you support employees in venturing outside their comfort zone and thinking beyond the narrow confines of their job description?

How can you strengthen collaboration and idea exchanges both within and across teams? Are you making the most out of available collaboration technology?

How can you nurture curiosity among your team? How will you motivate people to be lifelong learners?



#### FEATURED SUMMARY

### How the Future Works

Brian Elliott, Sheela Subramanian and Helen Kupp

#### Foster human-machine collaboration...

Both humans and AI systems have complementary strengths that enable them to excel in different areas.

The key is a seamless collaboration between the two.

#### TAKE-AWAYS:

- Establish behavioral guidelines to ensure maximum flexibility for employees.
- Improve your skills to manage effectively in a virtual work environment.
- Monitor your employees' work progress, not their work activities.

*“Give people a clear sense of where you're going and give them the tools they need to take action. That is the only way a large organization can possibly adapt fast enough in today's world.”*

#### David Rogers

Author of *The Digital Transformation Roadmap*



**You Have to Keep Making Small Bets and Learning Quickly**



## How do I implement AI tools ethically?

AI lacks human judgment, ethics and societal considerations. When embedding AI in your work processes, you will want to harness the transformative potential of AI in ways that augments people's capabilities and promotes greater transparency and fairness. Responsible AI begins with organizations defining their values through a set of principles – and embedding them in their systems from the get-go. Ethical AI means creating algorithms that respect social values and goals, avoid bias and discrimination, explain their decisions and actions, and follow ethical standards. Ensuring an AI system's output is ethical will always remain a "people" job.

### Reflection Questions

In what areas of work does your company already rely on AI-generated data?

Does your company have checks in place to ensure the data is not biased?

In what ways have you witnessed or experienced the effects of machine bias in your professional or personal life?

Are people in your organization sensitized enough to catch AI-generated biases? What sort of training or regular reminders could you implement so that people don't take AI-generated output at face value?

What are some of the ways in which AI can help organizations become more transparent, fair and responsible?



#### FEATURED SUMMARY

### More than a Glitch

Meredith Broussard

#### Maintain human oversight and responsibility...

People must be empowered to intervene when algorithms produce unintended or dangerous recommendations.

#### TAKE-AWAYS:

- Machines “learn” to uphold the status quo and replicate oppressive systems.
- De-biasing machine learning systems requires actively building technologies that challenge social biases.
- Creating public interest technology that supports algorithmic accountability reporting and auditing could remedy some harms caused by machine bias.

*“When we automate things, we should be doing good engineering practices and designing technology for particular use cases with an understanding of their social context. And I’m not seeing nearly enough of that in this space.”*

#### Emily M. Bender

Professor of linguistics, University of Washington



If It Sounds Like Sci-Fi,  
It Probably Is



## How will AI impact the way we learn?

AI is set to impact both how and why we learn. AI can help make learning more efficient by personalizing educational experiences and providing instantaneous feedback. Yet while AI holds the promise of making high-quality, personalized tutoring available to everyone, the ethical implications of relying heavily on machines in educational settings will also need to be addressed. Meanwhile, as AI takes over more technical tasks, human-centric skills like emotional intelligence, interpersonal communication and creativity will become even more valuable. Hence, soft skills training may feature more prominently in organizational learning initiatives. That said, completing a solid education and establishing a strong foundation of general knowledge remains vital for spotting mistakes and biases in AI-generated information. Perhaps the best line of defense against professional irrelevancy and AI encroachment is developing strong critical thinking skills.

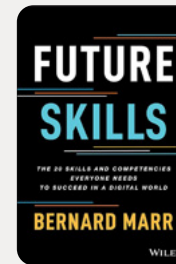
### Reflection Questions

Have you had AI-enhanced learning experiences? If so, could you share how AI helped you in the learning process?

How can AI be employed in your organization's learning offerings?

How do you think professional training programs will need to change to keep up with rapid technological change?

What are some ways for people to develop and work more on human-centric skills, such as creativity and critical thinking?



#### FEATURED SUMMARY

### Future Skills

Bernard Marr

#### Soft skills will become critical...

As AI takes over more technical tasks, human-centric skills like emotional intelligence, interpersonal communication, and creativity will become even more valuable. Very soon, soft skills training will become as crucial as technical training.

#### TAKE-AWAYS:

- You will need basic digital, data, technological and cybersecurity skills to work in almost any field.
- The digital world requires critical thinking, emotional intelligence and creativity.
- Adapt to the future with better time-management skills, a curious mind-set and healthy choices.

*“Knowledge is necessary for effective thinking.”*

#### Daniel Willingham

Author of *Outsmart Your Brain*



**Motivation Alone Doesn't Automatically Lead To Successful Learning.**



## How can AI revolutionize sales and marketing?

Emerging AI technologies, such as generative AI, have the potential to impact sales and marketing in three key areas: Customer experience, growth and productivity. By harnessing the power of AI-driven insights, marketers can anticipate consumer behaviors, tailor campaigns with remarkable accuracy, and drive sales through predictive analytics. The question isn't just about how AI can influence sales and marketing, but how businesses can strategically integrate this transformative technology to foster deeper customer engagement and unlock new avenues for revenue generation.

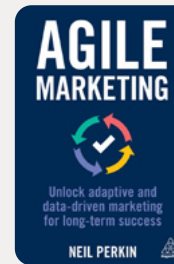
### Reflection Questions

To what extent do your marketing and sales teams already leverage AI? What would you still need to do to take your marketing activities to the next level?

How can you leverage data analytics – including real-time analytics – to finetune your marketing strategy?

What are the potential downsides and dangers to watch out for when using chatbots or relying on AI-generated content?

How do you expect your job role will change with increased automation? Is there a particular “future skill” that you would like to acquire?



#### FEATURED SUMMARY

### Agile Marketing

Neil Perkin

**The shift to agile marketing will accelerate...**

AI's capability to process and analyze vast amounts of data in real-time aligns closely with the agile approach of continuous learning and experimentation. This will lead to even more disruption of traditional marketing practices.

#### TAKE-AWAYS:

- Marketing can become more adaptable, effective and efficient through the application of agile processes and practices.
- Set an adaptive strategy aligned with the business's vision and goals.
- As you create workflows, prioritize adaptability, transparency, alignment and autonomy.

*“Where I am in space and time matters and what I want in space and time matters. If you take a demand in space and time and match it with the satisfaction of that demand in space and time, you create value. [...] The most valuable companies in the world right now are context engines.”*

**Christopher Surdak**

Author of *The Care and Feeding of Bots*



**This Process is Relentless and You Will Either Adapt or Die**





## How should I adapt my business model to changes brought on by AI?

As AI continues to mature, businesses find themselves at a crossroads: adapt or risk obsolescence. The adaptation is not merely about integrating AI into current operations, but about rethinking the very essence of a business model – from value proposition and customer relations to revenue streams and core competencies. For business leaders, understanding how to recalibrate their business model in response to AI's disruptive potential is essential to ensure sustained growth, competitiveness and relevance in the market. This requires foresight, adaptability and a strategic approach to leveraging AI's vast capabilities

### Reflection Questions

In what areas of your business can you generate the most value by implementing big data and AI?

In which areas of your business do you think machines will replace humans, and in which instances will machines augment people?

How would your organization's culture and capacity need to change to be better able to adapt to the rapidly transforming workplace?

When reinventing your business model, you'll need all hands on deck – and the best insights may come from employees with no seat at the decision table. How can you involve everyone in your organization to share their ideas?



#### FEATURED SUMMARY

### The Automation Advantage

Bhaskar Ghosh, Rajendra Prasad and Gayathri Pallail

#### Emphasize human-AI collaboration...

Consider AI an assistant, helping professionals in their tasks. Businesses should foster a culture where AI is seen as a tool to enhance human capabilities, not replace them.

#### TAKE-AWAYS:

- The business goal for automation has shifted from boosting efficiency to supporting a quest for excellence.
- To identify good candidates for automation, look for “friction points” – impediments in a recurring task that undermine business success.
- Your automation roadmap should include plans for continuing to cultivate innovation and developing agility to adapt to changes in the marketplace.

*“A culture of innovation is a culture that understands that failure is symbiotic with innovation – they go together. You almost fail your way toward success. The term pivot is often used in startups. I’ll keep putting funds behind my product until I find a market niche that works. I think 30% of businesses don’t end up the way the original founder wanted them to; they find something different.”*

#### Aidan McCullen

Author of *Undisruptable*



**You Almost Fail Your Way Towards Success.**



## How will AI impact jobs in the near future?

Job displacement, skill obsolescence and the need for workforce retraining: As AI systems become more sophisticated and integrated into work processes, they will replace some human tasks while creating opportunities for new job roles. In the near future, AI is poised to both complement and challenge traditional roles across sectors. “Intelligent automation” can streamline processes, improve productivity and enable knowledge workers to focus on higher-value tasks. Proactive strategies from leaders are needed to ensure people have the necessary skills to take advantage of AI’s capabilities and to help people find novel ways in which they might apply their skills and talents.

### Reflection Questions

What roles in your organizations are likely to be transformed or even replaced by AI?

How will AI transform the way we work?

Do you share the optimism of experts who argue that AI will give rise to plenty of new jobs and job categories that currently don’t yet exist?

What steps are you taking to adapt to increased automation at the workplace?

How can managers and leaders support people as they transition to new job roles?



#### FEATURED SUMMARY

## The AI Organization

David Carmona

### Preparation for the AI wave is vital...

With the right preparation and understanding, businesses can harness AI's potential to their advantage. This means that jobs will need to evolve with a focus on continuous learning and adaptation to AI-driven changes.

#### TAKE-AWAYS:

- AI will transform every dimension of business, from operations to customer engagement to products.
- AI remains experimental and iterative, but still has applications in flexible systems.
- Employees are the heart of the AI organization.

*“Many leaders are already using AI to their advantage – but frontline employee upskilling is often lagging behind. As a leader, it’s important to ask: Have I effectively communicated to my team how AI will impact their work? How am I empowering my team to contribute to our AI strategy? And am I reassuring my team about their value and place within the organization amid AI disruption?”*



**Patricia Dietrich**

Global Head of Marketing, getAbstract

## How will AI impact diversity, equity and inclusion?

Promoting diversity, equity and inclusion (DEI) has become a top priority for organizations around the world. Diverse and inclusive work cultures are better able to attract and retain talent, foster innovation and cater to a diverse customer base. Furthermore, businesses increasingly recognize their role in addressing societal challenges and promoting social responsibility. As AI systems increasingly influence decisions, from hiring practices to content recommendations, it is crucial to ask: Will automated systems simply perpetuate biases, or will they offer avenues for more inclusivity and fairness? Since algorithms are only as good as the data they are trained on, proactive intervention and human monitoring are needed to ensure AI will advance, not inhibit, DEI efforts.

### Reflection Questions

Does your organization have an explicit DEI strategy? If so, what is its main focus? If your company hasn't articulated a DEI framework, what do you think would be the most pressing DEI-related challenge to tackle?

How would your hiring process need to change to make your workforce more inclusive and diverse?

Consider the entire hiring process – from crafting and placing job ads to filtering and interviewing job candidates: How may AI inhibit or increase a diverse job candidate pool?

In what ways can AI tools help people who are neurodiverse at your organization?



#### FEATURED SUMMARY

### DEI Deconstructed

Lily Zheng

#### Turn good intentions into tangible results...

The ultimate goal of DEI is to translate good intentions into tangible results. AI can play a pivotal role in this by providing tools, resources, and insights that help organizations move from mere awareness to actionable strategies that foster genuine inclusion.

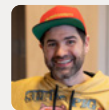
#### TAKE-AWAYS:

- Measurable progress matters more than good intentions.
- Invite widespread buy-in to your DEI initiatives to mitigate backlash.
- Move beyond “performative” DEI.

*“Organizations have a brilliant opportunity to increase diversity of thought by removing barriers. For example, a dyslexic job candidate will struggle if you ask them to write down a lot of information. But they may excel at the task if you ask them to share the same information by talking into a piece of technology.”*

#### Theo Smith

Co-author of *Neurodiversity at Work*



**The Conventional Recruitment Process Already Discriminates Against People Who Are Neurodiverse.**



## Take-Aways

- Future-proofing yourself not only involves acquiring new skills but honing uniquely human attributes that machines can't yet replace, such as creativity, emotional intelligence and critical thinking.
- Impactful leaders succeed at ensuring that AI augments human potential rather than diminishing it.
- By empowering people to be part of the digital transformation process, leaders can alleviate their fears and foster a sense of ownership.
- AI lacks human judgment, ethics, and societal considerations. Ensuring an AI system's output is ethical will always remain a "people" job.
- AI can help make learning more efficient by personalizing educational experiences and providing instantaneous feedback.
- By harnessing the power of AI-driven insights, marketers can anticipate consumer behaviors, tailor campaigns with remarkable accuracy, and drive sales through predictive analytics.
- For business leaders, understanding how to recalibrate their business model in response to AI's disruptive potential is essential to ensure sustained growth, competitiveness and relevance in the market.
- In the near future, AI is poised to both complement and challenge traditional roles across sectors.
- Algorithms are only as good as the data they are trained on. Proactive intervention and human monitoring are needed to ensure AI will advance, not inhibit, DEI efforts.

## Resources

How do I future-proof myself in the age of AI and automation?

 Working with AI  
[getab.li/wp1801](https://getab.li/wp1801)

 Seth Godin on The Song of Significance...  
[getab.li/wp1802](https://getab.li/wp1802)

 OpenAI CEO on GPT-4, ChatGPT, and the...  
[getab.li/wp1803](https://getab.li/wp1803)

 Meet DALL-E, the A.I. That Draws Anything...  
[getab.li/wp1804](https://getab.li/wp1804)

 Hardwired to Learn  
[getab.li/wp1805](https://getab.li/wp1805)

 Impact Players  
[getab.li/wp1806](https://getab.li/wp1806)

 A.I. Is Mastering Language. Should...  
[getab.li/wp1807](https://getab.li/wp1807)

 How to Use AI to Support your Career...  
[getab.li/wp1808](https://getab.li/wp1808)

 ACTIONABLE Build Your Resilience  
[getab.li/wp1809](https://getab.li/wp1809)

 REFLECTION GUIDE The Mental Toughness Handbook  
[getab.li/wp1810](https://getab.li/wp1810)

How can I be an impactful leader in an AI-driven world?

 How Leaders Delude Themselves About...  
[getab.li/wp1811](https://getab.li/wp1811)

 Hearts Touched with Fire  
[getab.li/wp1812](https://getab.li/wp1812)

 Trust & Inspire  
[getab.li/wp1813](https://getab.li/wp1813)

 10 Leadership Virtues for Disruptive Times  
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 The Digital Leader  
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 Upper Hand  
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 The Human Element  
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 Deliberate Calm  
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How can I improve my team's performance in the age of AI?

 Humility Is the New Smart  
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 Work Without Jobs  
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 How the Future Works  
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 Confident Data Skills  
[getab.li/wp1824](https://getab.li/wp1824)

 How to Win Friends and Manage Remotely  
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 The Next Rules of Work  
[getab.li/wp1826](https://getab.li/wp1826)









 Simple Habits for Complex Times  
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 Using Artificial Intelligence to...  
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 ACTIONABLE Foster Workplace Curiosity  
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 REFLECTION GUIDE Work Without Jobs  
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### How do I implement AI tools ethically?

-  **More than a Glitch**  
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-  **Practical Fairness**  
[getab.li/wp1832](https://getab.li/wp1832)
-  **Responsibility: Responsible AI in...**  
[getab.li/wp1833](https://getab.li/wp1833)
-  **The Ethical Algorithm**  
[getab.li/wp1834](https://getab.li/wp1834)
-  **How AI Can Be a Force for Good**  
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-  **OpenAI CEO Sam Altman | AI for the...**  
[getab.li/wp1836](https://getab.li/wp1836)
-  **Ethicists were hired to save tech's soul. Will...**  
[getab.li/wp1837](https://getab.li/wp1837)
-  **An AI Tool to Make Clinical Trials More...**  
[getab.li/wp1838](https://getab.li/wp1838)

 **ACTIONABLE Understand Unconscious Bias**  
[getab.li/wp1839](https://getab.li/wp1839)

 **REFLECTION GUIDE More Than a Glitch**  
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### How will AI impact the way we learn?

-  **Learning at Speed**  
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-  **How AI Could Save (Not Destroy)...**  
[getab.li/wp1842](https://getab.li/wp1842)
-  **Stave Off Attrition with an Internal...**  
[getab.li/wp1843](https://getab.li/wp1843)
-  **Future Skills**  
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-  **The Nexus**  
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-  **The Art and Science of Training**  
[getab.li/wp1846](https://getab.li/wp1846)
-  **Stand Out**  
[getab.li/wp1847](https://getab.li/wp1847)
-  **L&D's PLAYBOOK for the Digital Age**  
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 **ACTIONABLE Foster an Organizational...**  
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 **REFLECTION GUIDE Learning at Speed**  
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### How can AI revolutionize sales and marketing?

-  **The Algorithmic Leader**  
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-  **AI Has Launched a \$200 Billion...**  
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-  **Quantum Marketing**  
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-  **Marketing Metrics**  
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-  **Agile Marketing**  
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-  **Marketing 5.0**  
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-  **Tech-Powered Sales**  
[getab.li/wp1857](https://getab.li/wp1857)
-  **The Role of Artificial Intelligence in...**  
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 **ACTIONABLE Master Business Storytelling**  
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 **REFLECTION GUIDE Marketing 5.0**  
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

### How should I adapt my business model to changes brought on by AI?

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-  **The Next Generation AI**  
[getab.li/wp1862](https://getab.li/wp1862)
-  **OpenAI CEO on GPT-4, ChatGPT, and the...**  
[getab.li/wp1863](https://getab.li/wp1863)
-  **How Generative AI Is Already...**  
[getab.li/wp1864](https://getab.li/wp1864)
-  **The AI-Powered Enterprise**  
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-  **Business Made Simple**  
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-  **The Automation Advantage**  
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-  **The Executive Guide to Artificial Intelligence**  
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 **ACTIONABLE Foster Innovation**  
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 **REFLECTION GUIDE The AI Factor**  
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### How will AI impact jobs in the near future?

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-  **The Globotics Upheaval**  
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-  **Jobs of Tomorrow**  
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✉ [info@getabstract.com](mailto:info@getabstract.com)

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### USA

getAbstract, Inc.

☎ +1 305 936 2626

📍 One Aventura

20900 NE 30th Ave. #315  
Aventura, FL 33180 / USA

### EUROPE

getAbstract AG

☎ +41 41 367 5151

📍 Alpenquai 12

6005 Luzern  
Switzerland