



Cairo Dreamin' Keynote Augmented, Not Automated: The Human-AI Partnership



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Asymbl

20+ years in Business Transformation

Salesforce MVP Hall of Fame

Leading Digital Workforce innovation at Asymbl



Salesforce Summit

\$7M+ AI cost savings
Partner

Deploying 146 AI Agents Alongside 170 Human Employee
978% ROI

asymbi.



| You're Already Using AI



How many opened Careem or Uber this morning?



How many checked Instagram or TikTok?



How many used Google Maps to get here?

| Egypt: Always Innovating



Pyramids



Nile Irrigation



Library of Alexandria

**10 Research
Centers**

**30,000 Trained
Annually**

250+ AI startups

The Fear Is Real

Will AI Take My Job?

Employment in the age of automation: Preparing labour with future-ready skills is essential



Alad Hake

Automation and the growth of technologies like artificial intelligence (AI) are reshaping the labour market and more efficient world. Investments in automation are pouring in. McKinsey estimates that such global workforce spent anywhere between \$20-30 trillion on AI in 2020.

Interestingly, one of the key drivers of these trends is the falling cost of capital. The unit cost of capital has dropped to less than 6% from the unit cost of labour. This means a 1% drop from the unit cost of labour in the early 1980s. This imbalance is fuelling research in AI and robotics with money. These technologies will revolutionise competition, wealth generation and employment.

direct job loss. The real numbers will be several times larger. For example, autonomous cars will result in direct job losses for drivers of taxis, trucks and buses. But autonomous cars will be programmed to adhere to local laws, and the size of the traffic police force can shrink substantially.

It doesn't take research to tell us that jobs that can be done by machines will see a fall in wages. But, it is interesting to note the timeline with which Nasseem predicted that automation would result in a 20%-25% reduction in IT jobs in three years. Labour intensive industries will become the first targets of automation.



publishing the economy towards recession. The only way to stem this trend is to increase employment and/or wages. What do you skill the unemployed for when 85% of the jobs that exist in 2030 haven't been invented as yet? The other problem, as the World Economic Forum (WEF) has pointed out, is that the number of new jobs created will not be the same as those lost. The forecast is worrisome. According to a 2016 WEF Jobs Employment, Skills and Workforce Strategy for the Future, India's economy is projected to grow by 7% in the next 10 years. The 21 million jobs that will be created by 2026, only 21 million will be created.

In India, we must brace for

renewed encouraging a culture of being versatile and adaptable. In addition, the process of job destruction and new job creation will be reversed and chaotic-making it essential to put in place the mechanisms that make job transitions smoother.

The structures can be altered to prevent the concentration of capital in the hands of corporations that save on employment costs. This can be channelled into employment creation or social security. It is also worth examining the idea of taxing robots that replace humans. Bill Gates had suggested that the tax could be used to fund certain types of employment such as those which take care of the elderly or those working in hazardous environments. Many may higher acceptance of a Universal Basic Income (UBI). UBI paid money – or what is called 'guaranteed income' – into the hands of all citizens. In the opinion of the author, the question asked, 'The idea is to create an equitable world, to ensure that everyone has the means to live a dignified life. In a changing society, this says to ensure everyone becomes a citizen in the use of technology followed by systems that deliver continuous and lifelong learning while stimulating

Scientists warn AI means job losses in every profession – including the oldest

CLIVE COOKSON – WASHINGTON

Scientists have warned of the prospect of mass unemployment affecting everyone from drivers to sex workers, triggered by strides in the development of artificial intelligence and robotics.

Intelligent machines would soon replace people in all sectors of the economy, computer scientists told a meeting of the American Association for the Advancement of Science in Washington at the weekend.

"We are approaching the time when machines will be able to outperform humans at almost any task," Moshe Vardi, computer science professor at Rice University in Texas, said.

"Society needs to confront this question before it is upon us. If machines are capable of doing almost any work humans can do, what will humans do? A

typical answer is that we will be free to pursue leisure activities. I do not find the prospect of leisure-only life appealing. I believe work is essential to human wellbeing."

Bart Selman, professor of computer science at Cornell, said: "AI is moving rapidly from academic research into the real world. Computers are starting to 'hear' and 'see' as humans do... Systems can start to move and operate among us autonomously."

He said the likes of Google, Facebook, IBM and Microsoft were scaling up investments in AI systems to billions of dollars a year.

Professors Vardi and Selman said governments were not facing up to the acceleration of AI and robotics research.

Prof Selman helped draft an open letter last year from the Future of Life

Institute in Cambridge, Massachusetts, to policymakers urging them to explore the risks associated with increasingly intelligent machines.

According to Prof Selman, one of the fastest-advancing areas of AI is machine vision, applied to the self-driving vehicles that scientists predict will take over roads in the next 25 years.

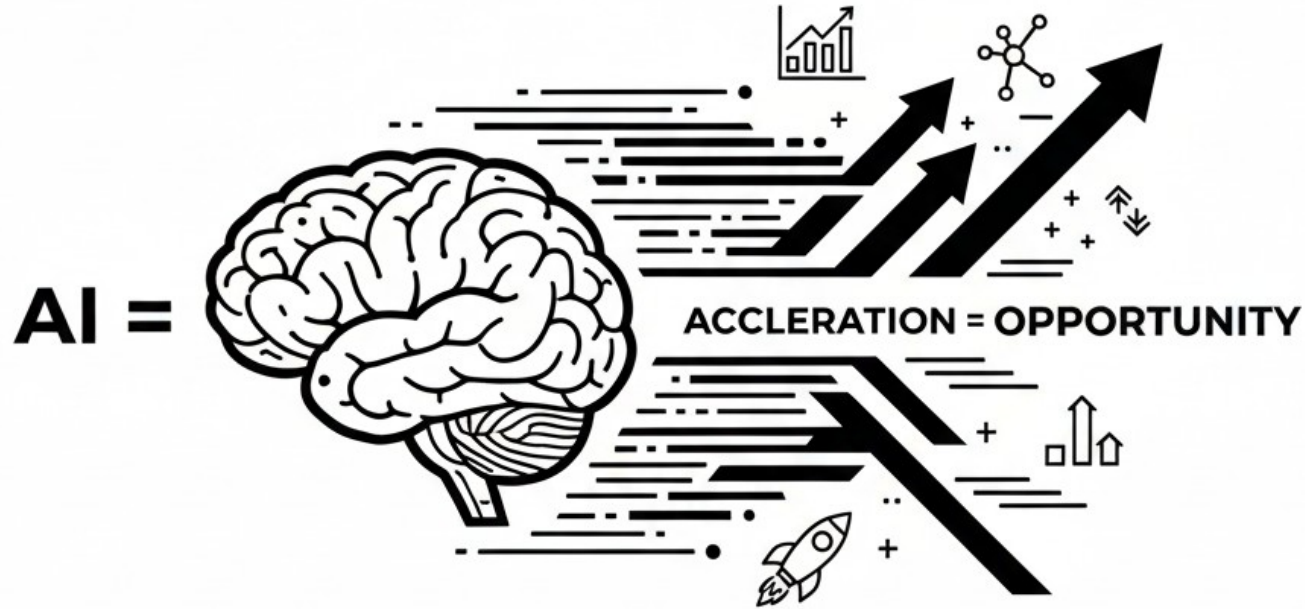
Advocates of automated driving argue that it will cut accidents by 90 per cent or more.

"With so many lives saved and injuries prevented, it would be very hard, morally, for anyone to argue against it," Prof Selman said. Yet about 10 per cent of US jobs involve driving a vehicle.

Prof Vardi said it would be hard to think of any jobs that would not be vulnerable to robotics and AI – even sex work. "Are you going to bet against sex robots?" he said. "I'm not."



| The Reframe

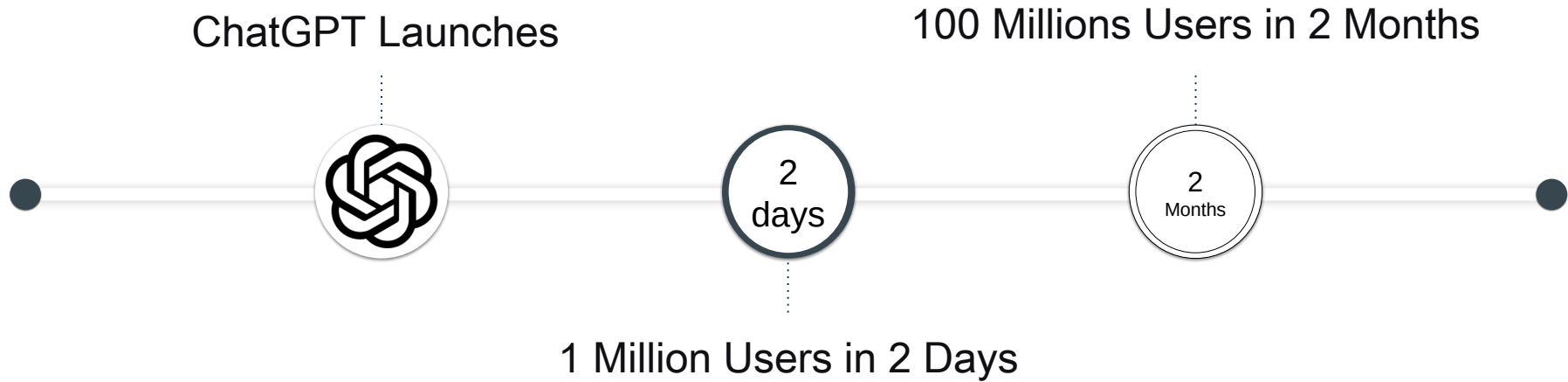




**November 30,
2022**

TRANSFORMATION

The Moment of Change

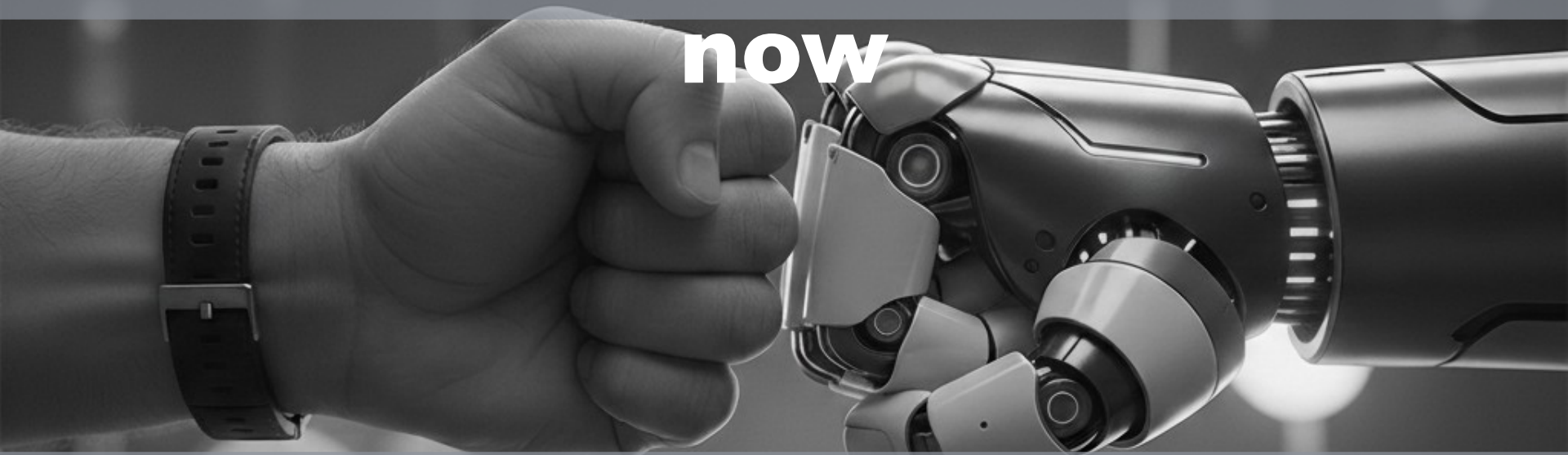


Historical Technology Adoption

	FIRST ADOPTERS	LAST ADOPTERS
Internet	Government	The Public
Mobile Phones	Businesses	The Public
Cloud Computing	Enterprises	Small Business
Generative AI	<u>The Public</u>	<i>Enterprises , Governments</i>



**The power is with YOU
now**



**The question isn't what AI will do TO
you.**

It's what YOU will do WITH this power

The Kipchoge Principle

Only the disciplined in life are free



Your Running Shoes



ChatGPT



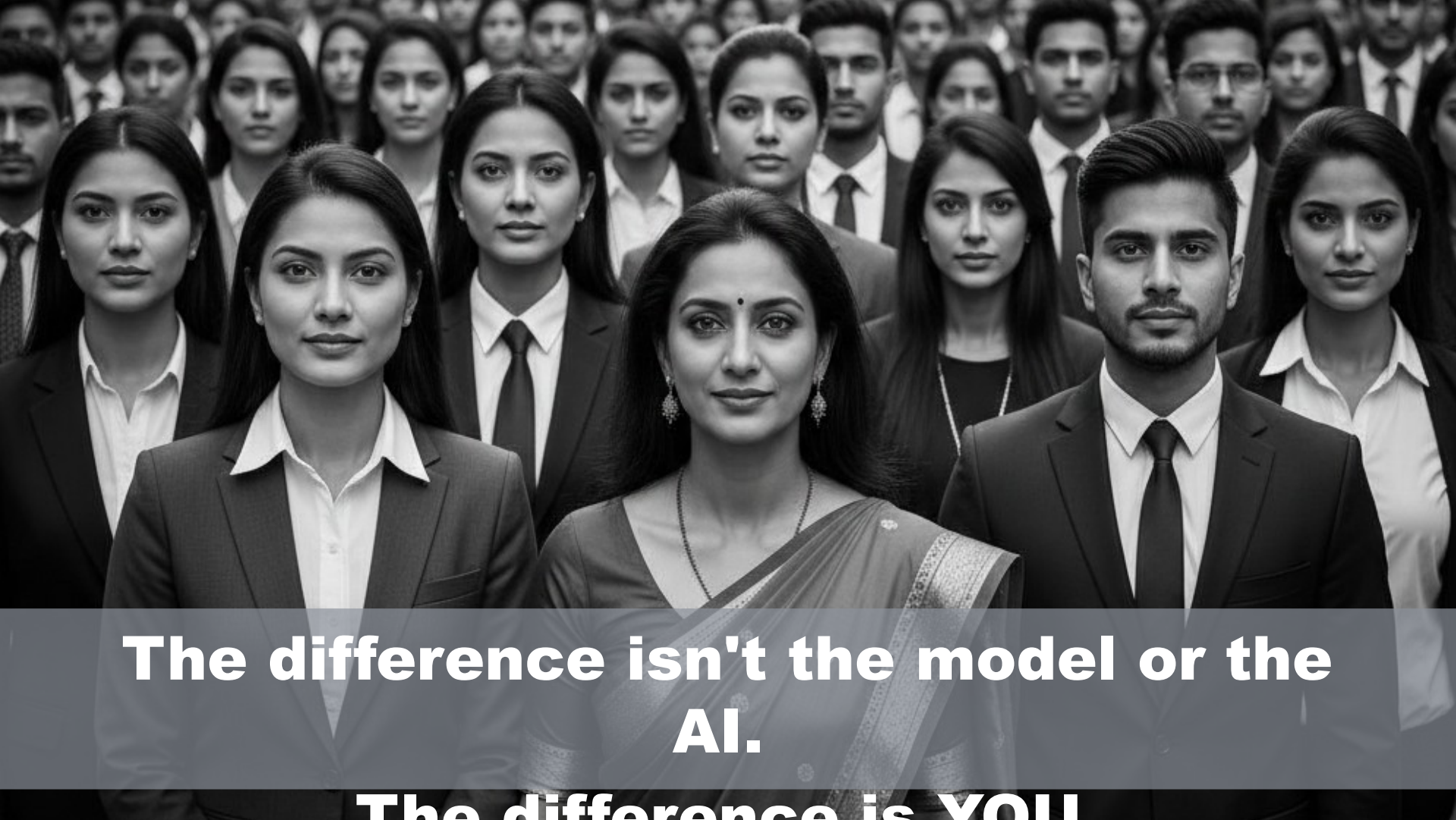
Claude



Gemini

Agentforce





**The difference isn't the model or the
AI.**

The difference is YOU

My Personal Journey



2021

**Sold My
Company**



H1

**Planning For
Retirement**



H2

**AI Felt
Threatening**



2025

**Can AI help me
do what I
ALREADY know,
but faster,
better, at scale?**



The Proof:

ROI on Sales Development

Agent

38x

In Operational Savings & Growing

\$7M
+

15x

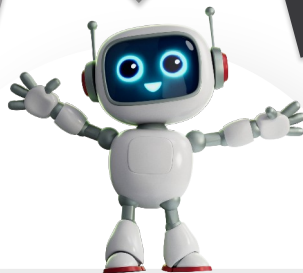
ROI on Recruiter Agent enabling 100 hires in 100 days

Total Digital Workers Across 30 Systems

146

58x

ROI in Engineering Capacity with Agents



Development
53 workers

Product Research
7 workers

Infrastructure
10 workers

Recruiting
6 workers

Testing/QA
5 workers

Business Ops
4 workers

People Ops
2 workers

Sales
2 workers

Marketing
1 worker3

Customer Success
1 worker

The Truth: Zero Layoffs



- **Humans redeployed to meaningful work**
- **AI handles the grunt work**
- **Knowledge work becomes MORE valuable**

Be the Thought Architect

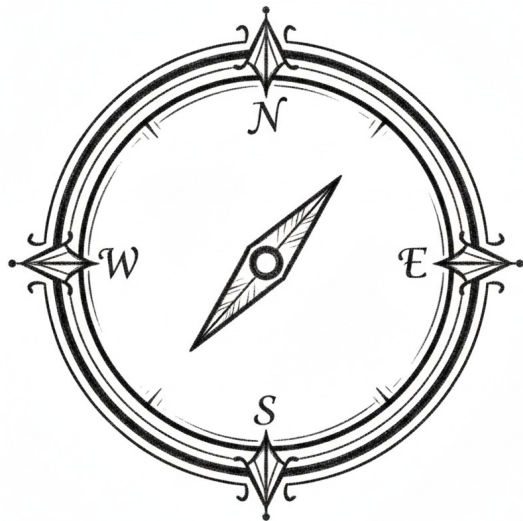
AI is a wormhole. It gets you there instantly. But if you don't know where 'there' is, you're just lost faster.

- **The best AI users aren't better prompters - they're better thinkers**
- **They know what good looks like. They know what bad looks like.**
- **They guide, steer, and partner with AI - not outsource to it**



| How to Think With AI, Not Just Use It

If you don't know where
you're going, AI gets
you lost faster



You don't need the
exact destination — you
need direction

Three Principals

Don't Outsource

Thinking

- AI accelerates whatever you give it
- Spend 50-70% of time thinking, planning, refining
- Then bring AI in, execution becomes almost trivial

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Gain Perspectives

Not Answers

- Old way: Google
- New way: 15 different perspectives in 5 minutes
- AI as sparring partner, not yes-man

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Learn at the Speed of AI

- Fundamentals matter MORE now
- Speed doesn't replace strategic thinking
- Your knowledge is your ultimate accelerant

The Contrast (What NOT to do)

Silver Bullet Mindset

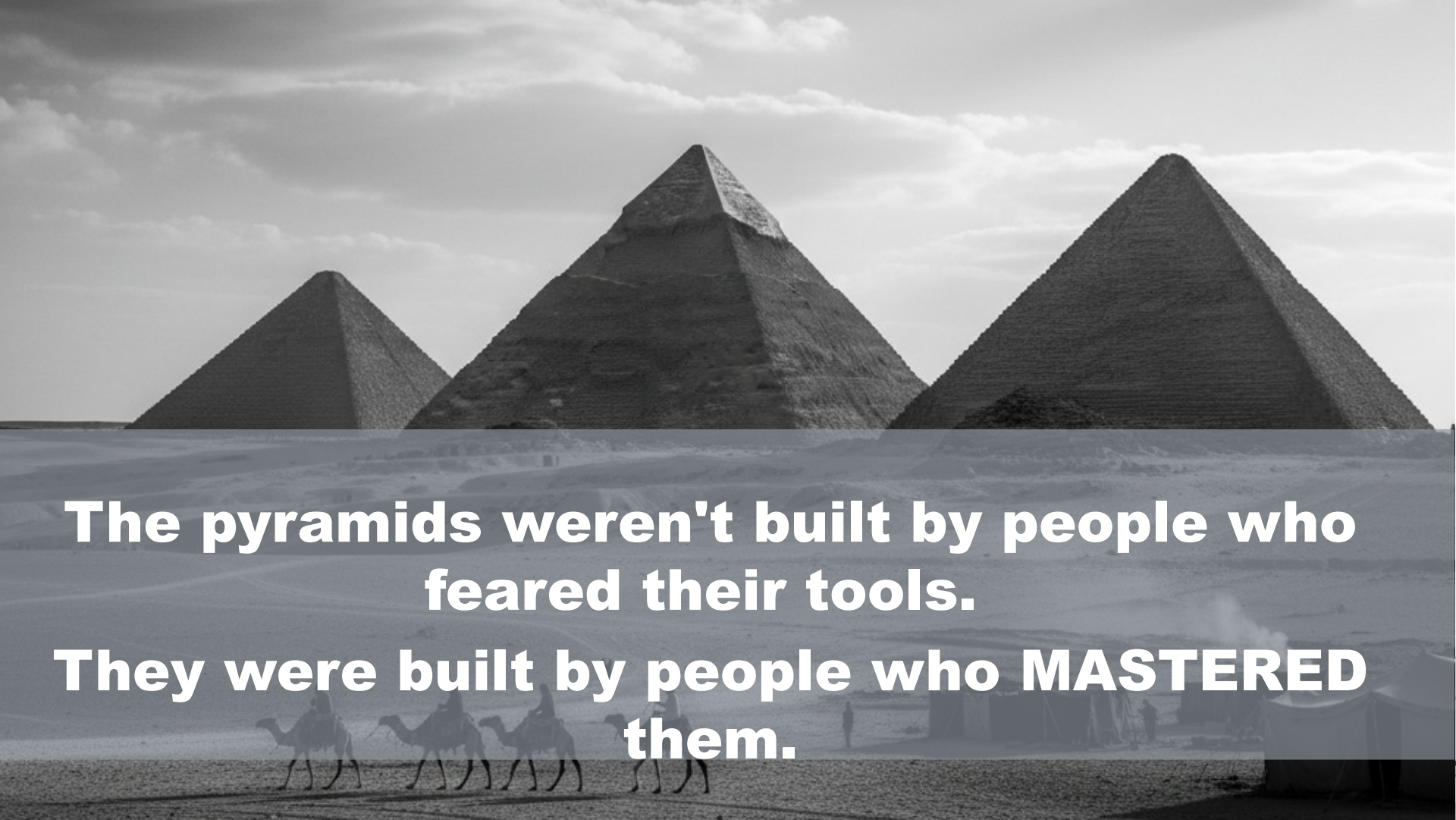
- "AI, write me a strategy"
- Hopes for magic
- Outsources thinking
- Gets lost faster

Thought Architect Mindset

- "Here's my thinking - help me stress-test it"
- Knows what good looks like
- Partners with AI
- Arrives with precision

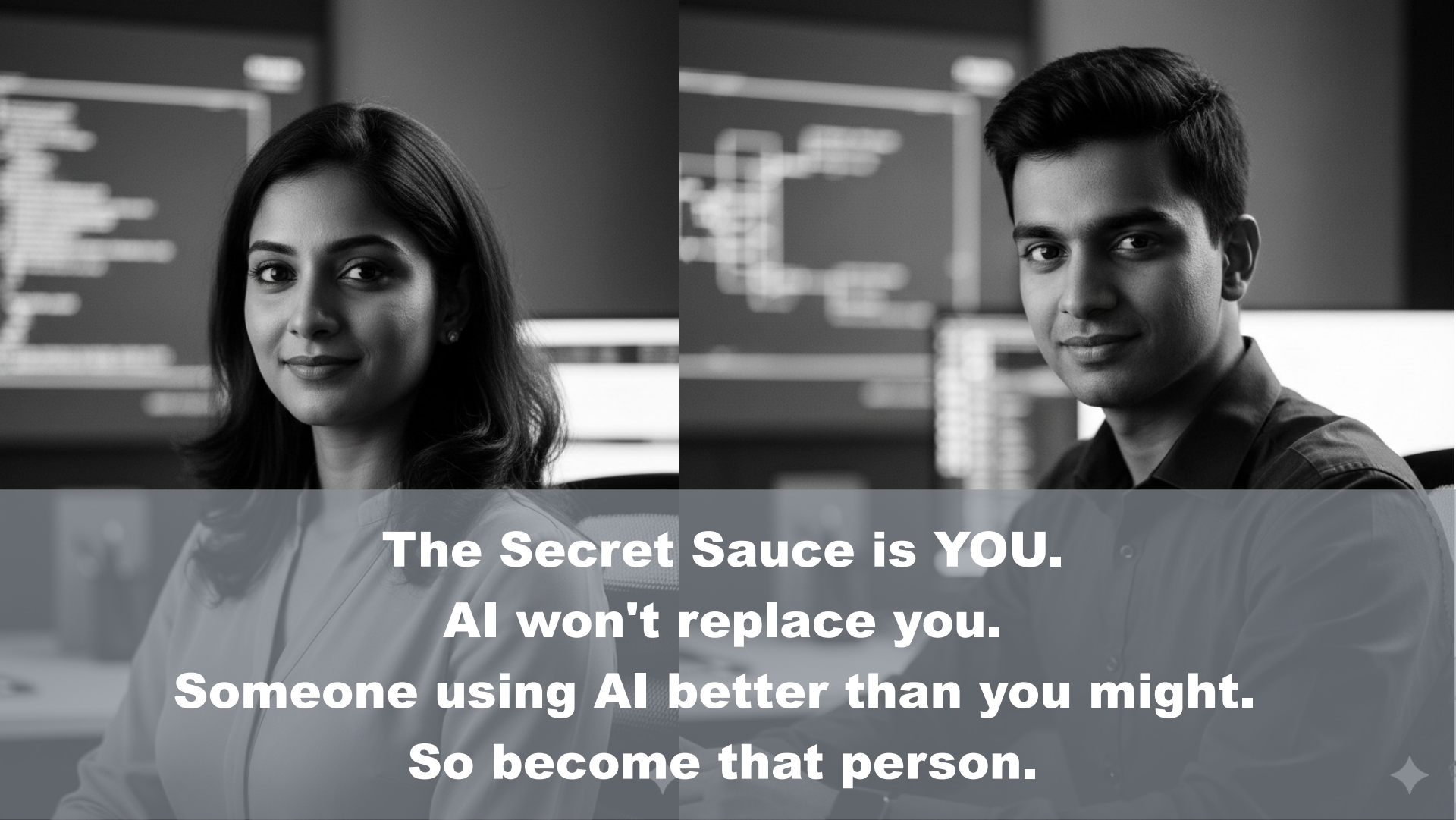
| Start Here

- 1 This Week: Pick one problem. Ask your AI for 5 perspectives
- 2 This Month: Learn one skill 10x faster with AI
- 3 This Year: What will YOU build that couldn't exist without you?



**The pyramids weren't built by people who
feared their tools.**

**They were built by people who MASTERED
them.**



**The Secret Sauce is YOU.
AI won't replace you.
Someone using AI better than you might.
So become that person.**



Over to Bashar

I've Shown You How To
THINK with AI



Bashar Will Show You The
HEART of What AI Can Do



Thank You

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