

LEADERSHIP INSIGHTS

Better Questions About AI

Will AI really "kill us all by the end of the decade"? Are you being sure to say "Please" and "Thank-you" to win favor with your future robotic overlords?! Should we call it artificial intelligence (AI) or super intelligence (SI)? Have you had enough of the AI hype-cycle? I certainly have, but that doesn't mean we can bury our heads in the sand and ignore the impact AI will have on our world.

As a strategy advisor, an educator, and a parent, I believe the most interesting questions about AI are ultimately questions about people.

One question I hear often is: **What will AI do to our jobs?**

But I think there may be a better one: **How will AI change our work?**

Ultimately, jobs are collections of activities, decisions, relationships, judgment, and expertise... and AI won't affect them equally. Some work will accelerate or be reshaped. Some may disappear. And some distinctly human capabilities may become even more valuable.

We can't predict the future perfectly. However, we must prepare thoughtfully for several futures that are increasingly possible.

That's the idea behind Bâton's **AI Futurecasting**: anticipating where change may occur and making better decisions today about the people, skills, and capabilities we'll need tomorrow.

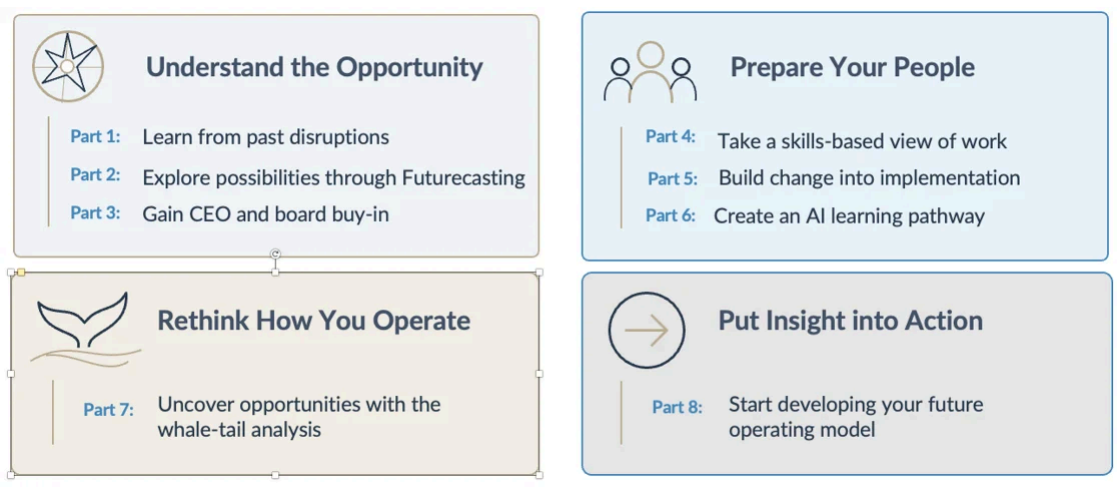
SERVING YOUR WORLD

AI Futurecasting

A practical way to prepare for changing work

AI is changing work, but its effects will not be the same across every role or workflow. First, AI Futurecasting helps leaders examine how emerging technologies may reshape their organization. Then, they are able to make more informed decisions about the people, skills, and work needed to succeed in the future.

Bâton helps leadership teams move beyond broad assumptions about AI and make more informed decisions about their people, work, and future priorities.



Explore Bâton's eight-part series on AI Futurecasting



Eric Demirjian, D.B.A., brings more than 20 years of experience across artificial intelligence, innovation, advanced technology, and organizational performance. As Bâton Global's AI expert, he helps leaders explore practical applications for AI, strengthen human-AI teaming, and identify opportunities to create measurable value. His work focuses on how AI can augment individuals and teams to improve organizational performance.

View Eric's Profile

The Bâton Experience: In Their Own Words

"We don't know what we don't know. We needed help with data. We picked the right partner to help build our in-house expertise."

- Chief Operating Officer, Banking

BÂTON IN THE COMMUNITY

COMMUNITY HOUSING INITIATIVES

Community Housing Initiatives is Iowa's largest nonprofit developer of affordable housing, providing quality rental housing and resident support in communities across the state. We are grateful to have partnered with CHI to develop its 2027–2030 four-year strategic plan and help chart the organization's direction for the years ahead.

Learn more about CHI

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