Context to the conversation

Jaspreet speaks about the impact of AI on job destruction/creation and opines on what the careers in the future will look like.

Transcription

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Deepak Jayaraman (DJ): I want to move to careers Jaspreet as we look five years out, 10 years out, what's your take on the class of jobs that are gonna get created and the class of jobs that are likely to perish? Of course, there's a bunch of jobs where we need to augment ourselves using AI like you just said. But I'm curious about the extremes here.

Jaspreet Bindra (JB): No, so look, this thing is moving so fast that, my answer changes every week. I continue to get amazed by before ChatGPT brought its new image feature last week, I never thought that graphic designers would be in so much trouble as they are now. Okay? So you really don't. I can't predict. The only thing I would say is I look up to it in 4 ways. The first is that certain number of jobs are not going to exist. Different estimates, different dependent on who you believe between 10% to 25% and just, and every technology which has come as decimated jobs.

This is gonna be props a little bit more. Okay? So it's now, and so what if you're. Mostly jobs, which are either low skill, you're summarizing stuff, you are doing just basic research of something, or you are you are doing payroll software okay. Or whatever it's not going to, it's not going to exist. There are certain jobs which nothing will change. Okay. They'll continue to exist. So if you're a farmer, you are absolutely safe. Okay. Or if you're a construction worker,

DJ: I guess it's a knowledge worker that's,

JB: ah, though there's a evolution of AI, which sometimes is called physical ai or called there's another word for it, which I forget which might. But before that, so it's those are roughly about 30, 35% of jobs. Nothing is going to happen. Okay. The third is very interesting. Third and fourth are more interesting than the first and second. The third is every technology has created more jobs than it has destroyed, period. Every single technology and in every technology, we were this afraid of losing jobs.

At the time, at when it came in. At that time, computers. Automobiles, whatever the, but the thing is we don't know what are those jobs which are going to be created, which basically you didn't know. There'll be online reputation managers or search engine marketers before the internet or search came in. And that's why, again, literacy you'll need to, when they emerge, you'll need to be ready for

them. Okay. And that's why you need to know, okay, how to work with these things because jobs are gonna emerge out of that. How much percent we don't know because there's, we don't know the number, but the last is the most critical.

And many people say that's gonna be between 50 to 60% are the jobs which are gonna be impacted. And that's where what I spoke earlier, anyone using AI. Will be better. We'll take the job of someone not using AI. In whatever job it might be. Whatever. And so those are the four different ways you look at it. And which are those many people again, Kai-Fu Lee, whom I quoted, has this beautiful matrix and is given 10, 10 specific jobs, which will be like never hit by AI, in fact will be the jobs of the future. CEO is one of them for exam by the way. So then it's different.

Reflections from Deepak Jayaraman

DJ: Given what Jaspreet says, I guess all of us need to develop an entrepreneurial mindset as we move into the future. Whether we choose entrepreneurship as a profession or not, that mindset is likely to be useful. I spoke to Ravi Venkatesan (RV) who is one of the leading thinkers in the realm of how we stay relevant given AI and some of the other developments.

RV: *"So, look, the world is going through a period where the supply of jobs will not be able to keep pace with the demand for jobs partly because jobs as a construct is an industrial era thing, which is going away as companies want more fluid contracts. And also, we are doing a better job educating larger numbers of people. So, the supply side is increasing handily. So, if this supply-demand gap is not short term, but actually is structural and long-term and what you want to do is get more people becoming entrepreneurs and both to feed themselves as well as maybe create livelihoods for a few more, and of course, in some parts of the world, entrepreneurship is flourishing, in our own country it is doing very well in some of the larger cities like Bangalore or Gurgaon, but the question is how do you, is it possible to catalyse this so it spreads like wildfire to our smaller cities, towns and rural India, So, that's the whole purpose of GAME and our work is to try and make it aspirational, get more people to think about this as a conscious choice and number one or two on their choices, rather than a government job. And then how do you help them think about an idea and incubate it and how do you create an environment that promotes growth so on and so forth. That's what we are trying to do in GAME. But along the way we have realised that look, while not everybody may want to be an entrepreneur or capable of being an entrepreneur, in a very, very fast changing 21st century, everybody needs an entrepreneurial mindset. It doesn't matter what you are going to do but the chances are if you have an entrepreneurial mindset, you will be more successful. Now, what is it about the entrepreneur's mindset? I think there are four or five things. One is they are able to sense opportunity, every problem to an entrepreneur is an opportunity in disguise. To somebody else every opportunity is a problem. So, you want to help people make this shift. So, this garbage lying on the streets oh, it is an opportunity for a waste business, climate change is the mother of all opportunities. So, every, so get them to sense and see opportunity and then act on something that moves them. So, that's one aspect of an entrepreneurial mindset. A second one is this idea of resources versus resourcefulness. Don't get crushed by the fact that you don't have resources to start with. How do you bootstrap yourself is a very powerful idea? So, for instance, somebody may have an engineering degree from a not a particularly good college and they can't find a job. If you have this bootstrap mentality and say, look, I don't mind starting out as a Swiggy delivery person, but that's not where I am going to end my life, that's just how I am going to get going and bootstrap myself and then in the off hours I am going to do something else and then I am... so, that's why I point out that this mindset is very crucial, problem solving is another thing that every entrepreneur has to do. Every day there are new problems and you better figure out how to solve them fast. That's pretty handy in life as well. Tenacity, not giving up staying with it, staying with it until you encounter success is another*

attribute. So, what we are saying is every person will benefit and be more successful if they have some of these mindset and skills and we found that it is teachable."

DJ: Creatively skill stacking our various capabilities and going on a talent market dating process to discern how we can contribute to the world around us is a skill that is likely to be even more critical in the future. I discuss this approach in greater detail in my book – Play to Potential, that I published in Nov 2024.

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Nugget from Ravi Venkatesan EP2 that is referenced: [Unlocking Entrepreneurship.](#)

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About Deepak Jayaraman

Deepak seeks to unlock the human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work here.

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