

# HUMAN vs ROBOT

## How CEOs can Super Power Workforces in Ways AI will Never Replicate



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Up to 30% of UK jobs could be at strong risk of automation by the early 2030s according to PwC, while a recent Royal Society of Arts (RSA) survey in which bosses were questioned about the future of automation and Artificial Intelligence (AI) found that robots might take 4million UK private sector jobs within ten years.

But are some CEOs getting too wrapped up in the potential that AI can offer their businesses and forgetting the super human potential of their existing workforce - especially as humans can still build brain power that AI can't replicate? Shouldn't we be looking instead to leverage the uniqueness of the human brain by actually optimising brain agility, fitness and performance?

Although there's a lot of 'noise' about AI replacing people in the

workplace of the future, I believe humans do not have to fear the technological advancements of

AI - as long as we focus on doing what our brains do best. If we use the analogy of comparing apples

with apples, humans and artificial intelligence is not the same thing and should not be compared with each other. The human brain is very different from AI and both have different strengths.

The human brain was not designed to do what AI does, but has completely different functions. So we should not be focusing on what a machine can do, but on what people can do. The fear of humans losing their jobs to AI in the future is only valid if humans are trying to do what AI is best at. If people are going to do what AI is naturally better at, then some people will lose jobs. If humans instead continue to do what we are naturally good at, we have nothing to fear from AI. Person and the machine can instead complement each other. In fact, AI then becomes an accelerator of what man wants to achieve - to

Human Brain	Artificial Intelligence
Pattern recognition & matching	Linear and sequential processing
Creative	Linear & repetitive
Process information slowly	Process information fast
Good at coaching	Good at instruction
Finds meaning from information	Provides information/content
Good at innovation	Good at improvisation
Experiential learning	Rote learning
Focusses on the why & how	Focusses on the what & how
Thinker	Expert
Solve complex problems	Identifies problems
Limited memory	Unlimited memory
Emotion	Reason
People industries	Machine industries
Dynamic content	Set content