

A hand is shown from the bottom, holding a glowing, digital globe. The globe is composed of a network of white dots and lines, with several bright orange and yellow light points. Overlaid on the globe are white icons: a brain with gears, a gear with 'AI' inside, and a profile of a head with circuitry. Several blue speech bubble outlines with white dots inside are scattered around the globe. The background is a dark blue gradient with faint circuit patterns.

FUTURE-PROOF YOUR CAREER

Your personal AI strategy to stay relevant,
resilient, and one step ahead

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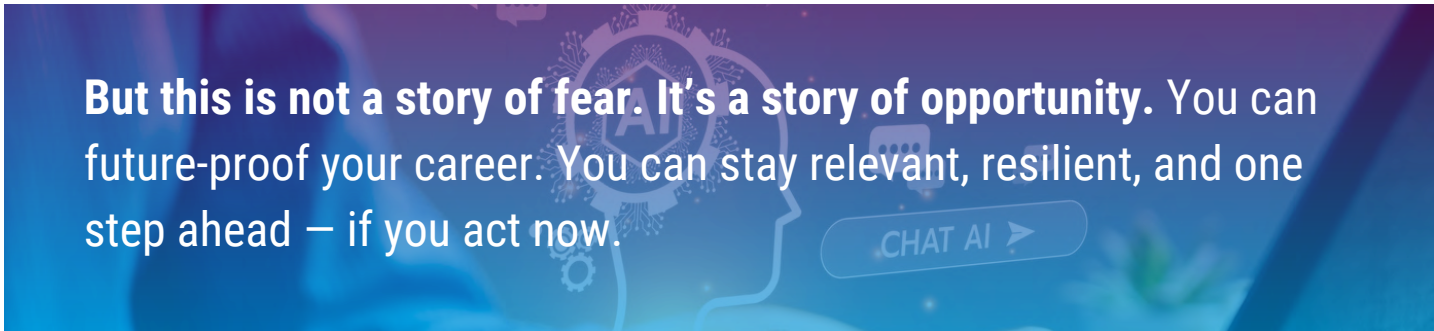
By Kim Seeling Smith

EXECUTIVE SUMMARY

AI is no longer a “future disruption.” It is here — reshaping careers, industries, and the very skills we need to thrive. The World Economic Forum projects that by 2030, nearly 40% of jobs worldwide will undergo significant change.¹

Companies are already making bold moves: Atlassian has cut 150 service roles citing AI efficiencies,² while Commonwealth Bank attempted to replace 45 call centre staff with a chatbot.³ The decision was later reversed — but the damage to trust and culture was done. It is a canary in the coal mine.

These shifts are not always strategic. Many are knee-jerk reactions as boards and shareholders pressure leaders to show quick ROI on AI. When that happens, employees get caught in the crossfire.



But this is not a story of fear. It's a story of opportunity. You can future-proof your career. You can stay relevant, resilient, and one step ahead — if you act now.

This white paper introduces a simple, empowering roadmap built from my 20+ years as an international recruiter, career coach, and now business futurist:

- Enhance what you do today with AI
- Evaluate your role and career's future trajectory
- Evolve into the next stage of your career with new skills



THE CASE FOR URGENCY

The disruption is accelerating:

- **Task Automation:** The WEF forecasts the human–machine frontier will be nearly equal by 2030 — one-third human, one-third AI, one-third hybrid.¹
- **Corporate Action:** Atlassian shed 150 roles to “AI efficiencies.”² Commonwealth Bank’s call centre experiment with chatbots may have been reversed, but it signalled the beginning of many such moves.³
- **Knee-Jerk Risk:** These decisions are often driven less by thoughtful workforce planning and more by boards and shareholders demanding cost cuts and AI ROI. You could be swept up in a decision made in haste rather than strategy.

CASE STUDIES

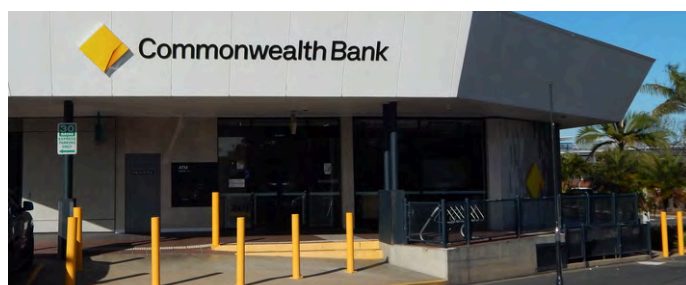
ATLASSIAN



In March 2024, Atlassian announced it would eliminate 150 customer service roles as part of a pivot toward AI-driven efficiencies. On the surface, it was bold and forward-looking.

But the hidden costs? Loss of institutional knowledge, customer relationships, and employee morale. These are not always factored into short-term investor reassurance.

COMMONWEALTH BANK OF AUSTRALIA



In May 2024, Commonwealth Bank attempted to replace 45 call center roles with an AI chatbot. After public backlash, the decision was reversed — but the trust damage was already done.

This was more than a staffing experiment. It was a signal: the first of many such calls that will be made under board and shareholder pressure to “show AI ROI.”



CBA was the canary in the coal mine — the first of many AI decisions that will be made under pressure, not strategy. You may be caught up in a knee-jerk AI decision driven by shareholder pressure, not strategy. The best defence is to be one step ahead.



Baxter: Who took career progression for granted at the expense of his health.



Graham: Who couldn't evolve with his role.

LESSON FOR INDIVIDUALS

You cannot rely on your company to protect your role. You must take proactive steps to enhance, evaluate, and evolve your own career path.

Don't wait for your employer to reskill you. Build AI fluency yourself so you're positioned for the new opportunities that follow disruption.

Even senior leaders are bracing for disruption:

- In PwC's 2025 Global CEO Survey, 42% of leaders said they do not believe their companies will be viable in 10 years without significant change.⁴
- Anthropic's Chief of Staff, Avital Balwit, has said she expects her own role may disappear within three years.⁵
- Bill Gates has forecast that AI agents will soon act as personal digital helpers and "upend the software industry," transforming how everyone works within the decade.⁶

Here's the deeper issue: after 15 years as an international recruiter and five years as a professional career coach, I've seen a striking truth.

“

Most people spend more time planning their holiday than planning their career.

That mindset is a relic of another era — a time when you joined one company, climbed a predictable ladder, and retired with a gold watch. That era is over. Unfortunately, our mindset hasn't caught up.

In the age of AI, careers are no longer mapped out for you. They must be mapped out by you.



S.P.A.R.K

A COMPASS FOR CAREER RESILIENCE

Through my own personal career journey,

[SEE VIDEO OF MY OWN CARRER JOURNEY](#)



and over 20 years of experience working with leaders and professionals, I've developed the S.P.A.R.K.™ Framework — a career compass designed to help people realign with who they are, what they want, and how to grow in a rapidly evolving world.

- S** — Settle your emotional state
- P** — Purpose and personal goals
- A** — Acknowledge your unique abilities
- R** — Reflect on meaningful moments
- K** — Keep evolving with resilience and AI



For this white paper, we'll focus on the final step — Keep Evolving — where AI becomes your partner in staying future-ready.

The Practical Toolkit: The 3Es Model

Inside “Keep Evolving” sits a simple toolkit I call the 3Es Model. It's a roadmap for putting AI to work in your career:

1. **Enhance** — Use AI today to make your work faster and smarter. Start small: emails, research, reports. Quick wins build confidence.
2. **Evaluate** — Audit your role. Which tasks are most at risk of automation? Which will be augmented? Which are uniquely human? Use AI to help map your transferable skills and future opportunities.
3. **Evolve** — Leverage AI as your coach to upskill and reskill. Build new capabilities, create portfolio work, and position yourself for the roles that are growing, not shrinking.

“
The risk isn't that AI will replace you. It's that someone who knows
how to use AI will.”

FROM FEAR TO CERTAINTY AND CONFIDENCE



Yes, disruption is real. But it's not all negative. The WEF estimates that while 92 million jobs may be displaced by 2030, 170 million new ones will be created.¹ Many of these aren't "tech" roles — they are the adjacent and hybrid roles that emerge when AI changes workflows.

But the research is clear: AI only helps when used in the right way. A Harvard/BCG study showed that workers improved on tasks "inside" AI's capability frontier, but their performance dropped on tasks "outside" it.⁶

The winners will be individuals who:

- See AI as a tool, not a threat.
- Continuously reskill.
- Position themselves at the human–AI frontier.
- AI Curious
- Make it go away!

“
Where are you in your AI journey?
– Power User

Regardless of where you are now, you CAN go quickly from fear to certainty and confidence – take it from me!



“
AI is not a substitute for human
capability — it is an amplifier of it.

MY OWN JOURNEY FROM FEAR TO CONFIDENCE



YOUR 90-DAY CAREER ACTION PLAN

Days 1–30 – Enhance

- Identify 3 tasks you repeat daily or weekly.
- Use AI to draft, summarise, or automate them.
- Track the hours you save.

Days 31–60 – Evaluate

- Map your role: tasks likely to be automated, augmented, or uniquely human
- Ask: What skills transfer? What excites me? Where could I pivot?

Days 61–90 – Evolve

- Choose one skill to upskill/reskill in.
- Use AI to accelerate your learning.
- Create a tangible portfolio piece (presentation, report, analysis) to showcase your progress.



Addendum: Why Managers Should Care

The conversation about AI and careers isn't just about individuals. For managers and leaders, this is about the future strength of your workforce.

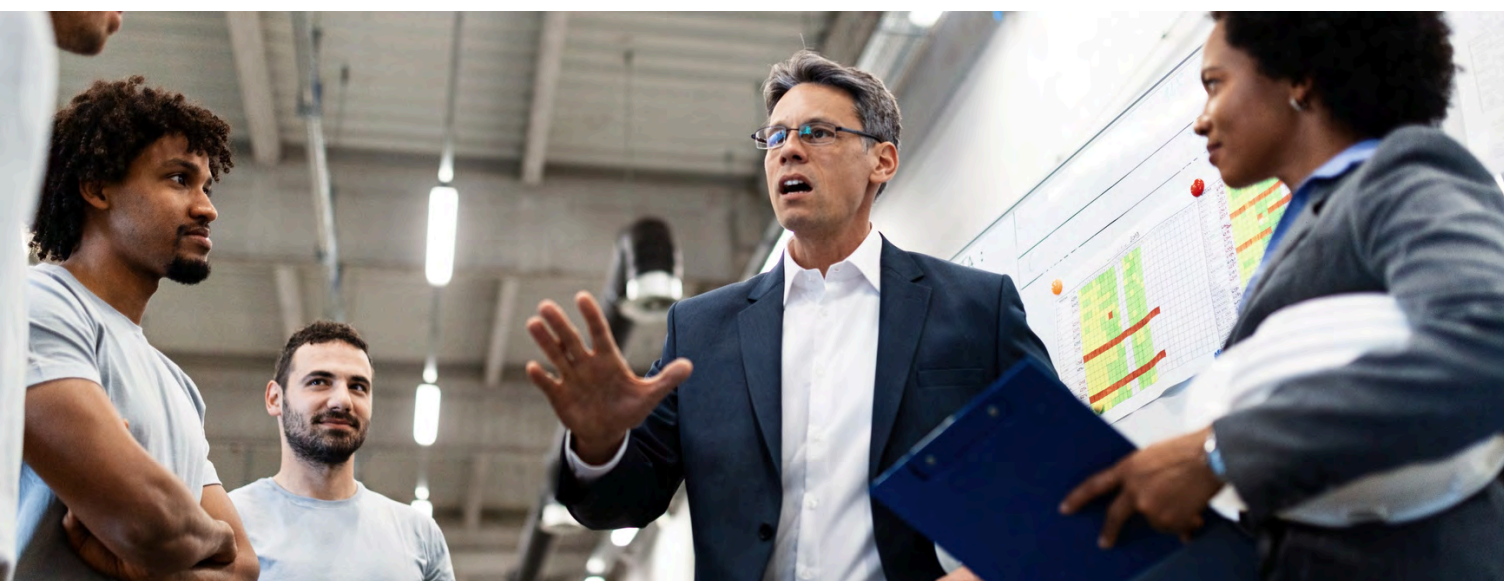
Many companies say they want employees to “own their careers.” Yet few provide a framework for what that actually looks like in practice. Without guidance, many people fail to look inside for opportunities and choose, instead to throw the baby out with the bathwater — abandoning valuable skills and relationships in lieu of the promise of a new job in a new company.

That's where this framework can help. It gives employees a **practical roadmap** to:

- Focus first on the opportunities **closest to them, inside their own organization** — where their knowledge, networks, and context already give them an edge.
- Build confidence by **enhancing their current work with AI** — creating momentum without requiring a complete reinvention on day one.
- Feel empowered to **upskill and reskill into higher-value work**, rather than fearing obsolescence.

For managers, the benefits are clear:

- **Retention:** Employees who see a future with you are less likely to leave.
- **Productivity:** Teams that use AI fluently deliver more, faster, and with fewer errors. In fact, research shows the potential upside when AI is used well. In one MIT/Stanford study of 5,000 call-centre agents, those with AI support were 14% more productive, with the biggest gains among junior staff.⁸
- **Capability:** Career-agile employees can pivot into new roles as needs change.
- **Culture:** Supporting career resilience builds morale and loyalty.



CONCLUSION & CALL TO ACTION

AI is the first and fastest disruption of our time. You cannot outsource your future. But you can own it.

The choice is clear: resist and risk obsolescence, or embrace and stay ahead.

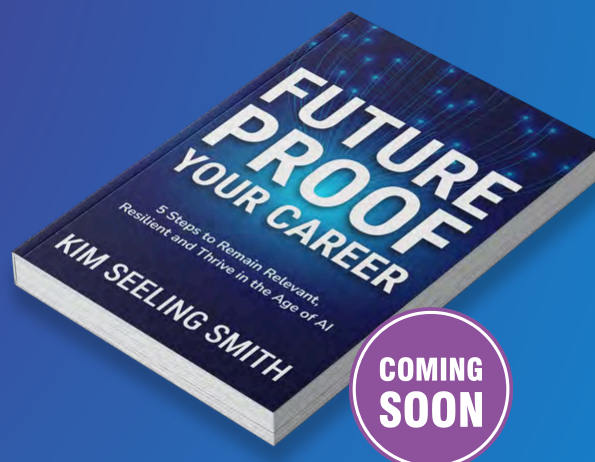
This white paper gives you the starting roadmap. My upcoming book, Future-Proof Your Career, dives deeper into the S.P.A.R.K.™ Framework and shows you how to turn AI into your lifelong career companion.

The window is now. What will you do in the next 90 days?

For managers, the message is just as urgent. Many organizations say they want employees to take ownership of their careers, but few provide the tools. Without a roadmap, most people throw the baby out with the bathwater — abandoning valuable skills instead of focusing on the opportunities closest to them. This book will help your people build confidence, focus on what's next inside your organization, and feel empowered to upskill and reskill.

In one MIT/Stanford study, call centre agents using AI boosted productivity by 14%, with the largest gains among junior staff.⁷

Note: This paper is written using American spellings for an international audience.



“
When employees have a roadmap, they stop fearing AI and start finding opportunities — right where they already are.”

BOOK A COMPLIMENTARY STRATEGY SESSION TODAY

TO DESIGN A CAREER ROADMAP / AI ADOPTION STRATEGY FOR YOU OR YOUR TEAM

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AI OVERVIEW MASTERCLASS

Curious about AI but unsure where to start? My AI Overview Masterclass is designed specifically for professionals looking to grasp the essentials.

In this practical and approachable session, you'll gain a clear understanding of what AI is, explore everyday business applications, and learn actionable strategies to leverage AI effectively—without getting lost in technical jargon.

It's the perfect first step toward harnessing the power of AI confidently.



[Click Here](#)

AI DEEP DIVE LAB

Ready to move beyond the basics? Join my hands-on AI Deep Dive Lab, where you'll actively build your skills and experiment with real-world AI tools.

This interactive session gives you direct experience with cutting-edge technologies, practical use cases, and problem-solving scenarios relevant to your business.

You'll leave empowered, capable of applying AI immediately to enhance your productivity and drive innovation.



[Click Here](#)

AI IN-HOUSE OR CONFERENCE EXPERIENCE

Want an AI session tailored precisely to your organization's unique challenges and opportunities? My bespoke AI In-House Experience or conference presentation delivers a deep dive designed specifically for your company or department.

We'll collaboratively address your business-specific use cases, implement targeted AI solutions, and create a clear roadmap for your team.

It's not just about understanding AI—it's about making it work seamlessly for your organization's goals.



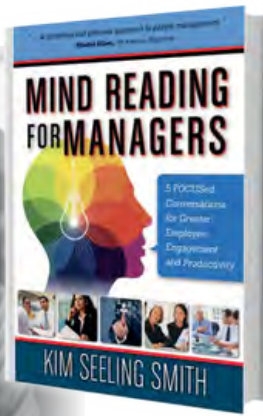
ABOUT KIM SEELING SMITH

Kim Seeling Smith is a Business Futurist who helps organizations thrive through the rapidly changing world of AI and the Polycrisis (where multiple crises intersect and affect each other).

Kim has literally held a seat at the table with Sir Richard Branson for her innovative work around the Future of Work. She was named a Top 100 Thought Leader by Thinkers360 and a Top 101 Global Influencer on Employee Engagement. She wrote THE how-to guide on 1:1 employee 1:1s: Mind Reading for Managers, and co-wrote a Career Development Guide with mega author Brian Tracy.

You will frequently see Kim on The Today Show, in Forbes, Fast Company, SmartCompany, CEO Magazine, CNBC Online, the Australian Financial Review, the Sydney Morning Herald and many other print and radio media outlets.

As a former professional accountant with KPMG, Kim is a rare individual who seamlessly blends her commercial acumen with cutting-edge Future of Work practices.





FOOTNOTES

1. World Economic Forum, Future of Jobs Report 2025.
2. Meade, Amanda. "Atlassian axes 150 roles as it begins using AI to replace customer service." The Guardian Australia, March 2024.
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