

AI Can Replicate What You Know. **Not What You Are.**

The career contract used to be: accumulate expertise, stay ahead through technical competence. That contract is being rewritten — here's what replaces it.

SWIPE →

The capabilities most professionals dismiss.

- 01 Curiosity
- 02 Courage
- 03 Creativity
- 04 Compassion & Communication

39%

Of core skills employers expect to change by 2030.

Drawn from over 1,000 employers representing 14 million workers. Reading, writing, and manual dexterity see the steepest projected decline.

83%

Of employees believe AI will amplify human skills.

Not diminish them. Social and emotional skills are both the hardest to automate and among the fastest-growing in demand.

89%

Of recruiters rate soft skills as important as hard skills — and 64% say candidates without them are harder to train.



In a world where AI can replicate what you know faster than you can acquire it, what differentiates a professional is no longer the knowledge they hold, but the human qualities they express.

Terence Kok

on where competitive advantage now sits

What AI absorbs vs. what stays human.

WHAT AI ABSORBS

Retrieval of accumulated knowledge

Pattern-matching and optimisation

Generation and drafting at scale

WHAT STAYS HUMAN

Attitude, passion, capacity to care

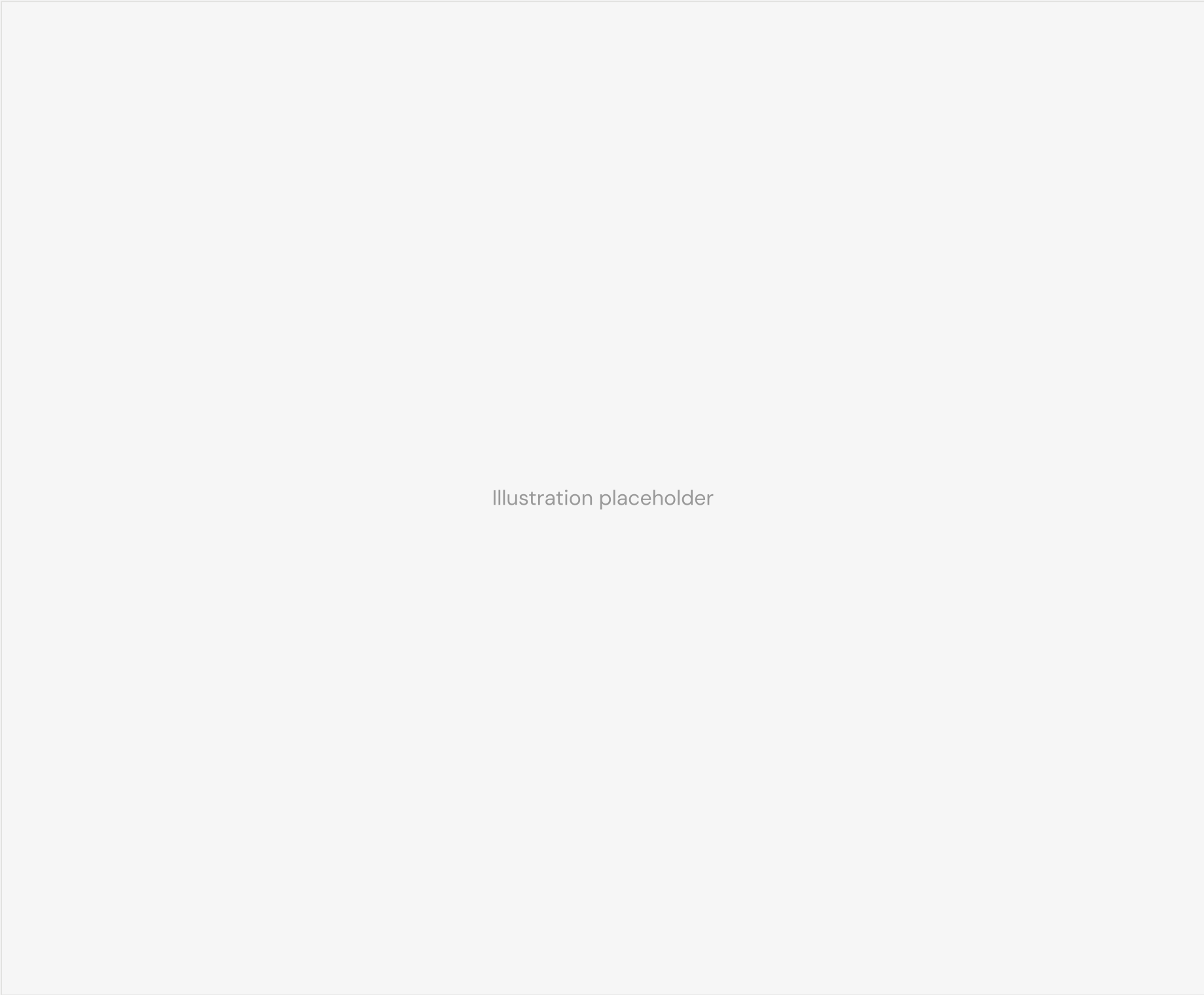
Trust-building and contextual judgement

The courage to decide and own it

Attitude, passion, and the **capacity to care.**

Knowledge can be retrieved from a database. Attitude, passion, teamwork, and the capacity to share, care, and transform under uncertainty cannot be automated — they're choices only humans make.

170 million new roles, WEF projects by 2030.



The full essay on where human value now resides in AI-augmented work:
terencekok.com/blog/human-advantage-age-ai

Not the end of human value. **A clarification of it.**

Across every stalled programme I’ve seen, the failure was never technical — it was trust, alignment, or leadership under pressure. AI didn’t produce the outcomes that mattered. People did.



Terence Kok · Enterprise AI Strategist

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