TOMORROW THEORY

Five Futures of Work in the Age of AI

1. Increased Workpace

AI used to intensify the pace of work

- 5 projects/month becomes 10
- Pressure to always do more, faster, with less

Work becomes digital Taylorism

- Meaning of work
- Talent war

This model may increase short-term output, but it undermines talent retention, engagement, and long-term performance. It creates a poor employee experience and ultimately a poor client experience.

2. Workforce streamlining

AI replaces, instead of enhances

- 50% of tasks automated
- Workforce reductions (e.g. Microsoft, IBM HR teams)

Short-term savings, long-term risks

- Loss of expertise / culture
- Employer brand damage
- Aging population

Companies need consumers
Governments need money

3. Reduced Working Time

AI creates time diviends

- Opportunity: 4-day week, more rest, better rhythms
- It's not about doing less, it's about doing better

Real-world examples

- UK trial: 90% kept the 4-day week, 30% made it permanent
- Tokyo: Government employees on 4-day schedules
- France: LDC, Welcome to the Jungle - pioneers

Reducing working time isn’t about laziness. It’s about performance, retention, and long-term mental health. AI lets us reinvent work rhythms to match human capacity not overload it.

4. Task Enrichment

AI gives us back time – how do we use it?

- Focus on impactful tasks, not repetitive ones
- Time to learn, mentor, reflect, collaborate

Work becomes a place to grow

- Build skill-based organizations
- Develop systemic thinking: not just your task, but its ripple effect
- Spend 10–20% of time on: Learning & upskilling. Trend monitoring,
- Cross-team understanding

The future of work isn't about job loss – it's about task reinvention. To stay relevant and impactful, we need to invest time in learning, awareness, and collaboration.

5. Societal contribution

AI frees time — what if we used it to serve the greater good?

→ Climate, inequality, inclusion: challenges we can't ignore
→ Companies start contributing beyond their core business

Early signals

- Crédit Mutuel: gives 1% of revenue to social causes (not profits)
- SAP - 5 & 5 by '25: 5% of procurement to social enterprises
- IKEA: buys from social enterprises

In the future, work won't just be about performance — it will also be about **contribution**. Companies that embed social and environmental impact into their operations will attract both **talent** and **trust**.

Towards the Quaternary Economy

The Evolution of Economic Sectors

What will be work tomorrow ?

Towards a New Role for Organizations

Thank you