



Best Use of Thought Leadership

Deloitte - 'Future of work' thought leadership series

What is the true impact of technology on work? As artificial intelligence and robotics advance apace, more of the work we do can be performed by smart machines. Optimists argue that these technologies will create new jobs by augmenting human intelligence and relieving people of the tedium of dangerous and repetitive activity. On the other hand, the pessimists argue that technology will decimate the workforce, leading to greater inequality and mass unemployment.

Until recently, the debate was still largely theoretical. Deloitte's clients told us they wanted to know what the future was most likely to bring and how their workers should adapt. That's why, in September 2015, Deloitte published the first report in our 'Future of work' series: From brawn to brains: The impact of technology on jobs in the UK, which was featured on BBC One's Panorama. In 2016, we published two further studies: Transformers: How machines are changing every sector of the UK economy and Talent for survival: Essential skills for humans working in the machine age.

Deloitte's methodology for this research was data-driven: it was vital to base it upon empirical evidence rather than subjective judgement to convince clients of the need for change. However, calculating the potential impact of automation at a macro level is difficult because different technologies affect different.