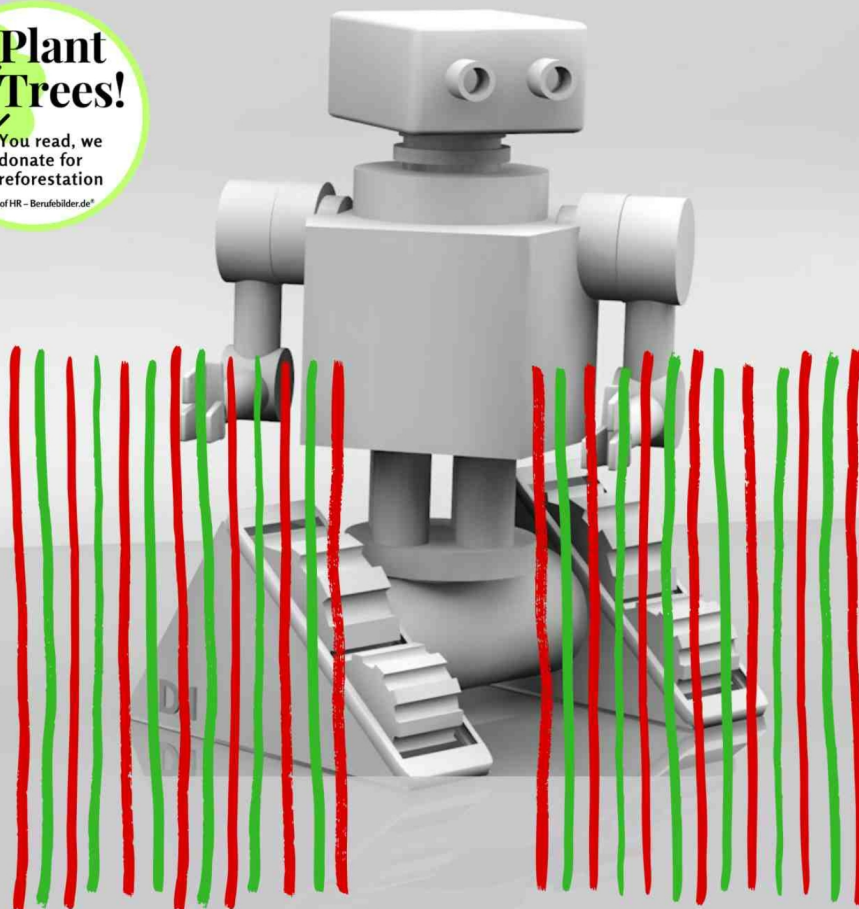


# **Robot as a Colleague?**

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## **No Fear of Job Loss**



**Simone Janson (ed.)**

**New career opportunities with automation, use  
digital skills training potential, gain future  
perspectives with artificial intelligence**

**Best of HR - Berufebilder.de®**

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Published by Best of HR - Berufebilder.de®

# Table of Contents

## Imprint

Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback  
Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Information as desired with Membership Discounts, eCourses, Workbooks,  
and custom, individual eBooks

Successfully use the AI Extension to the Book for your Goals and to make Money

Experience Success and Inspiration: Discover your Way and support Sustainability

New work, digitization and job search: people instead of degrees? // By Simone Janson

How automation changes the labor market: 10 job trends of the future // By Mariano Mamertino

Thus, automation changes human resources: 5 top competences of the recruiters of the future // By Simone Janson

Robots instead of recruiter and HR manager? 6 Megatrends of radical change // By Marco De Micheli

Digitization and Skills Shortage in Healthcare: New Opportunities for Care and Management // By Sina Lehmann

HR management and employees in the digital transformation: taking people with them // By Michael Wieden

Digitization in SMEs: Do robots take over our jobs? // By Hendrik Köhler

New jobs against the automation risk: These jobs need companies in the future // By Jörg Eugster

Workaholism, Automation and Digitization: Work as a Life Content? // By Simone Janson

Change Management Digitization Automation: changing thinking patterns - but how? // By Simone Janson

Digitization and Automation of Enterprises: 4 X 7 Tips for Change // By Fabian Linden

Social media time management and work organization: filtering filtering filtering // By Simone Janson

Physics of Change: 3 tips on how people can assert themselves better in the digital world // By Dr. Marion Bourgeois

Communication time management digitization: That's why video conferences are not enough // By Simone Janson

AI - Cooperative Intelligence: 3 good reasons for human-human cooperation // By Ulrike Stahl

Colleague AI?! How human-machine cooperation works // By Norbert Huchler

Conclusion: How to expand your Knowledge and Experience with interactive AI and discounted Add-on offers for free.

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Appendix: Tips and Prompts for using the AI Extensions

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# **Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book**

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

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For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because many people in a wide variety of industries are afraid of losing their jobs to faster and more efficient artificial intelligence. Digital development can also be positive for employees because automation helps them to work more efficiently and more quickly, so that they can concentrate on key areas of responsibility. Those who always qualify further, openly show career opportunities that are available, and recommend themselves for further tasks through increased motivation and personal branding, have the best chance of benefiting personally from digital development.

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# **New work, digitization and job search: people instead of degrees?**

*// By Simone Janson*

New work, automation, digitalization: The structures of our working world are changing. The result is new forms of work and changing work histories that offer opportunities and risks. But education also has to change.

## **New Work and other trends**

New work is such a trend buzzword that many use, and it is not even clear what exactly is behind it. Because the structures of our working world are changing decisively through digitization and globalization. The result is new forms of work and changeable employment biographies, in which opportunities as well as risks lie. The classic career is replaced by lifelong learning. How should politics and society react to this?

In the context of a research project of the new responsibility foundation entitled "Politics of Work" I was, for example, invited to a panel of experts as a discussant. The aim of the project is to develop ideas, concepts and recommendations for action for the changing world of work for politicians, employers and unions. The new responsibility foundation sees itself as a participatory think tank. To develop new ideas and solutions to the most important socio-political challenges, she brings thought leaders and practitioners from different areas and disciplines together.

## **Experts' meetings with Ursula Engelen-Kefer**

Also took part in the expert panel Dr. Ursula Engelen-Kefer, former chairman of the German Trade Union Confederation and lecturer at the University of the Federal Employment Agency, Dr. Agnes Dietzen of the Department of Competence Development at the Federal Institute for Vocational Training, and Dr. Stephan Pfisterer, Head of Educational Policy and Labor Market at BITKOM.

Under the moderation of Dr. Sonja Mönkedieck, Fellow of the foundation of new responsibility, we discussed the pros and cons of competence-based work, as many digital workers already live today, compared to traditional, clear job profiles with fixed training structures.

## **The difficulty with new job titles**

Here, people who change their jobs often and autodidactically continue to look, yes gladly looked at, because they still fall through the rendezvous - I have already

written here. Classic career paths also raise a number of problems, which is probably familiar to anyone who has already been looking for a job.

For the popular method of entering a search term in the job market of choice and then having the appropriate result spat out, may indeed be practical - but falls short. As a rule, many job seekers do not find the jobs that suit their skills, because it is often hard to guess what the job is that fits their qualifications.

## **What are companies looking for?**

Some time ago I came up with a nice example: someone was looking for someone to do organizational tasks for the management in the office, actually a kind of girl for everything. In the past, in times of classic professions, one would probably have said secretary. Today, however, you should also take care of Twitter, Facebook, Xing etc.

So, was the job advertised as a social media manager? Or with one of the more traditional names: Assistant to the management, project manager, project coordinator, personnel personnel or accounting? No. Since it is a non-profit organization and the person sought should also coordinate donation collecting, the place was advertised as a fundraiser. Honestly: Who would have come to it?

## **85% want better job findability**

According to a survey carried out by the job exchange job advertisements.de, 85% of the interviewed applicants want jobs to be easier to find. Again and again, a clearer language as well as more precise task descriptions and requirement profiles were mentioned among the suggestions for improvement. This is difficult because, due to technical progress, the areas of responsibility are changing faster than job titles or training and further education.

I remember that Professor a Hamburg university that trained journalists and admitted to me that he did not know what to teach the students - today they were learning app development, but one did not know whether the publishers would still be asking for that tomorrow. And employers are often at a loss because they don't even know how to label a job ad sensibly.

## **Digital Worker on competence-based job search**

No wonder many digital workers are looking for other solutions. As [Regine Heidorn](#), which has broken off several courses of study and an IT training and has worked successfully as a programmer for years without any formal qualification. She has found another, very efficient platform for job search: Twitter. Here she is successful as a bitboutique, is in constant exchange with her network and twitters about her hobbies and interests.

For example, she has tweeted about her hobby, geocaching; this resulted in a dialogue with Twitter, and she finally received a lehra job at a university. As she