



Organisational Strategy | Executive Coaching | Communications Strategy | Leadership Development
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Future Proof Your Job

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Throughout time jobs have always disappeared while others have emerged. To assess your future career prospects, futurist, Ross Dawson, says it's important to consider what can be done remotely and what can be automated.

Put another way, is it possible that your job could be automated or is it possible that it could be done by someone somewhere else (usually at a cheaper cost)?

To safeguard your job you should focus on what you are really good at doing, that is, finding one thing that you really love and ensuring that you are world class at it – make sure that it can't be replicated to your level of quality. To this end, you should be proud of the qualities that can't be faked or copied.

Dawson says it also really important that you “learn how to learn”. This is why *People At Their Best*'s coaching programs are so powerful – we strive for a self-directed, continuous learning loop.

We see some other ways to protect your future. These include:

- Prospect every day – look for opportunities
- Learn how to collaborate with others and look for partnerships
- Become the best communicator you can be
- Be charming – this is about doing things and behaving in a way that feels right rather than because statistics tell you that you should. It's about trying to engage others and being interested in them

Dan Pink in his book *A Whole New Mind* writes: “The Future belongs to a very different kind of person with a very different kind of mind – creators, empathisers, pattern recognisers and meaning makers”.



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