

AI IS ***REVOLUTIONIZING*** **WORK**

You need a human value proposition for the age of AI.



WORK

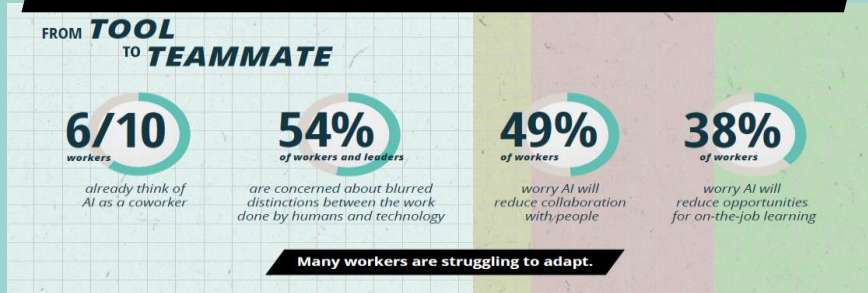
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A Human-Centered EVP for an AI World



With six in ten workers already viewing AI as a co-worker, the EVP must evolve to reflect growing human-AI collaboration. Over half (54%) of workers and leaders are concerned about blurred lines between human and machine tasks. Yet only 49% of leaders see this shift as a priority, and just 38% are making real progress. Organizations that help employees benefit from AI are nearly six times more likely to realize strong financial returns.

Do I need to update our employee value proposition for an AI-powered world, and if so, how?

Artificial intelligence is reshaping work and the worker-employer value proposition. As workers increasingly collaborate with AI, it is changing the very nature of the workforce experience – often creating silent, unintended impacts such as burnout, loneliness and increased workloads. *How can organizations create a compelling value proposition for workers that supports a mutually beneficial relationship between organizations and workers in an AI-powered world?*

Living the Trend: Making the EVP Real in Practice

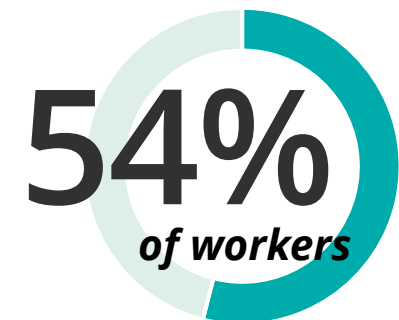
Organizations can begin by studying how AI impacts employees and redesigning work to enhance the human experience. Transparency about AI plans, along with strong collaboration between HR and tech functions, builds trust and alignment. Supporting learning, adaptability, and experimentation helps workers thrive, with leading companies already modeling how to share AI's benefits and foster human potential.

Automation  Augmentation
Control  Empowerment

WHAT THE DATA SHOWS



are more likely to join and stay with an organization if its employee value proposition helps them thrive in an AI-driven world.



are concerned about the blurred distinctions between what is done by humans and technology.

THE *POTENTIAL* SILENT *IMPACTS* OF AI

There can be positive or negative impacts on workers based on how AI is used

A COMMON NARRATIVE

- AI makes our work easier
- AI empowers us with new tools
- AI helps us learn with collective knowledge at our fingertips
- I get a new machine teammate
- AI reduces my workload to improve my wellbeing
- So much newly available and insights
- AI can help me generate content and learn from others' expertise

POTENTIAL SILENT IMPACTS

- AI can make work harder
- AI-structured work may decrease autonomy
- AI can become a "silent skills killer" and create an "experience gap"
- AI can blur the distinctions between what is done by humans and technology
- AI can increase workload and negatively impact wellbeing
- Privacy breaches and AI surveillance
- Loss of recognition for one's content and insights

Namibian Readiness Gap

The 2025 HC Trends survey conducted by Deloitte revealed that 32.26% of surveyed participants believe that creating a Human Value Proposition as AI Revolutionises work is critically important, yet only 20.93% are actively leading with innovation. While 30.23% are just starting to explore, 23.26% are still only considering it. Despite this, progress is slowed by barriers like insufficient understanding of the importance creating a Human Value Proposition, and internal misalignment.

Although 44% report an expanded HR influence, 14.29% say no efforts have been made at all from an HR influence point. These statistics highlight the need for clearer direction and stronger leadership alignment to unlock human value in an AI-driven future.

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ACTIONS

Adopting a new mindset

- Study workers' use of AI and its silent impacts on your workforce
- Share the plan for AI with workers to build trust
- Strengthen the relationship between the HR and tech functions



Consider global energy company Repsol, where workers at refineries analyze production options generated by AI, incorporate hard-to-quantify context, and feed their analyses back into the AI system—thereby changing its processes so it gets better at helping workers learn.

IN PRACTICE

Evolving the EVP

Look at evolving all aspects of your EVP to in light of AI:

- How can you share the rewards AI creates with worker?
- How can AI improve work-life balance?
- How can AI help provide coaching and growth opportunities for all?
- How can AI improve worker learning and in turn improve how AI is used?
- How can democratized access to AI empower all workers?



Waste Management is piloting a program that lets drivers stray from AI-optimized routes for various reasons but gives them a financial incentive for generally following the routes and picking up more trash. “We’re...sharing some of the productivity pickup in the form of wages back to the driver,” says one executive.



Shutterstock trained its Shutterstock AI image generator on the library it had built over years working with photographers—but only after securing their permission and offering them royalties for the use of licensed images.