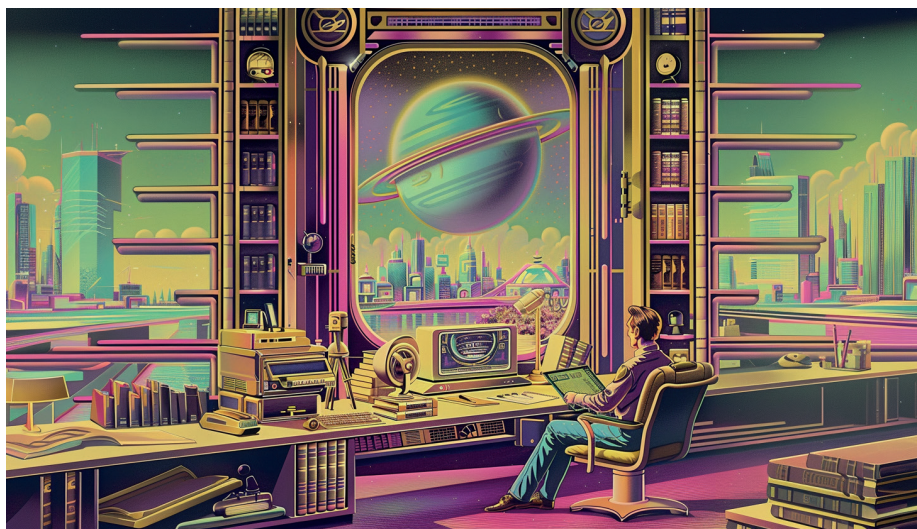


DISCLAIMER



This book is designed to be both a pedagogical guide and a practical exploration, aiming to deepen the understanding of the role of generative artificial intelligence at work, and more generally in our society. So as to walk the talk, we chose to integrate generative AIs into the creation process of this work.

Thus, approximately 50% of the text content has been generated by the GPT-4 algorithm. As for the illustrations, 100% were created using the latest generation algorithms such as DALL-E 3 and Midjourney v6. The French version of this book, published in 2023, was written with AI for over 85% of the content. However we did not enjoy this experience very much, which is why we chose to write a significant portion of the content ourselves in this new version.

For every piece of content produced by AI, we have systematically researched and documented sources to ensure the accuracy and reliability of the information presented. Academic sources, verified and referenced in APA format, are complemented by a DOI when available. Non-academic sources, also verified, are cited in footnotes with the precise date of consultation.

The methodology used for the creation of this book is detailed in an appendix, offering a reflection on the challenges encountered and the lessons learned from this experience. The structuring, writing, and graphic design of the work

were carried out over an intense period of about 30 hours of work by each of the human authors, demonstrating the ability to work effectively in tandem with AIs to produce a quality work in record time.

It is crucial to emphasize that the success of this project rests on a decade of expertise in HR innovation and management, seven years of experience in academic writing, and an in-depth practice of generative AIs since the advent of GPT-1 and GauGAN. The creation of this work is not merely a series of queries to GPT-4.

Aurora Silver, the fictitious third author, embodies the AI assistance in our creative process. GPT-4 generated this identity to symbolize the contribution of artificial intelligence to this work. This choice illustrates our intention to recognize the significant contribution of generative technologies in content creation.

This experience reinforces our belief that generative AIs can be valuable tools in creating structured and captivating works, provided they are directed by competent humans, equipped with a solid methodology and constant rigor.

We wish you an enriching reading experience.

ACKNOWLEDGMENTS



We would like to express our heartfelt gratitude to those who support our daily progress through their trust, kindness, and actions. We are especially grateful to certain individuals, without whom this work would not have been possible:

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- Our loved ones for their unwavering support.

FOREWORD



It's been a few decades, but now we can really feel it: we find ourselves uncertain about how to embrace tomorrow. And now more than ever. While humans are still often slowed down by the tedious task of having to think and reflect, machines now promise quick and efficient solutions to every problem that arises. Indeed, like all technologies before them, this innovation promises to revolutionize our lives at work and beyond. We will even need to learn how to make the most of the tools provided to us, to increase our productivity and eliminate as many obstacles as possible between us and success. Today, one must be as productive as possible to survive in a job market that is shrinking as technology rapidly advances.

However, we cannot help but wonder if all this is a blessing or a curse. By freeing humans from the burden of tedious work, are generative AIs simply prolonging our exploitation? Are we not just widening the gap between those who benefit from technological advancements and those who suffer from them? Why must we continually perform better, if not to satisfy the ever-increasing demands imposed by our superiors, who themselves receive these demands from their own?

We wanted to write a book on this subject at this critical moment in history, without resorting to despair. This work is intended to be pragmatic and

descriptive, fully aware of the real and potential contributions of generative AIs. With this healthy approach, we strive to navigate a world where it becomes difficult to know what kind of “progress” – human or technological – can still be considered progressive. To illuminate the future, we propose a path, a ridge line that drives us and in which we still deeply believe if enough people walk it.

To make our stance clear from the beginning of your reading, we believe that in the long term, this technology will probably be less beneficial for Humanity than initially thought. But to avoid condemning a technology that can be neither good nor bad, we choose to describe it in its potentials and imperfections, to then question the model of society towards which we collectively wish to head. In our view, that is where the real issue lies, with or without this new technology.

This book therefore offers a detailed analysis of this new era of robotization in the workplace, playing the game of opportunities, but above all providing a cautious and protective outlook for our society, in order to lay the neo-humanist condition sine qua non of our participation in this great adventure: it is human beings who must govern and give meaning to our society – not machines!

INTRODUCTION



We have reached an era where it is possible to win an art contest without any talent or artistic knowledge, thanks to generative AIs. In this era, one can create in a few seconds a piece of music that will become the next hit, without understanding anything about music. And in the same era, it is possible to write a substantial book in just a few days, with the help of generative AIs.

Information and communication technologies have transformed the way we communicate, work, and interact. They have also opened new avenues for innovation and progress. Artificial Intelligence (AI) is one. To start with what should be, let's remember that AI is the simulation of human intelligence processes by machines, especially computer systems. These processes include learning, reasoning and interacting. Some would even say reflecting. AI encompasses a broad range of technologies capable of performing tasks that typically require human intelligence, enabling machines to learn, think, and interact with the world.

In recent years, artificial intelligence and its derivatives have experienced explosive growth. Generative technologies, which can learn and create models from data, are increasingly popular. We are moving closer every day to a future where generative AI (GenAI) will be an integral part of all our tasks and activities.

In the introduction to our exploration of GenAI's transformative role in society, we encounter a nuanced linguistic choice: when to refer to “artificial intelligence” in the singular, and when to use the plural “artificial intelligences.” This distinction is not merely grammatical but deeply conceptual, reflecting our approach to understanding AI's impact.

“Artificial intelligence” in the singular frames AI as a unified field, a collective force reshaping every facet of work and society. It embodies the idea of AI as a singular, overarching phenomenon, driving us towards new horizons of innovation and understanding.

Conversely, “artificial intelligences” emphasizes the diversity within AI, acknowledging the myriad of systems, models, and applications each with distinct roles and effects. This plurality highlights the specialized, individual contributions of various AI entities to our world, offering a lens into the rich, varied landscape of AI's influence.

In navigating between these terms, we articulate a vision of AI that is both singular in its transformative potential and plural in its manifestations. This choice enriches our narrative, inviting readers to appreciate the complexity and multifaceted nature of AI's role in reshaping the future of society. GenAI as itself can be considered AIs amongst all AIs that may coexist.

That very same GenAI is capable of learning and performing specific tasks without being programmed to do so. Potentially, it can make decisions and solve problems autonomously, without human supervision or intervention. Most importantly, it can accomplish in seconds what would take us hours or days to achieve, or even what we would not know how to achieve, as with artworks.

But what does this sudden power mean for work? How can generative technologies influence the world of work and how we do things? What are the benefits and challenges it poses? Will jobs disappear, or will they be transformed? Are we going to experience a great wave of creative destruction, or rather a massive shift towards an emerging quaternary sector? Most importantly, how can these technologies effectively and globally address the major social and environmental challenges of our civilization?

These questions, still theoretical a few years ago, now make complete sense since the arrival of ChatGPT and its successors. But to look beyond and understand how generative AI can bring real net societal benefits, it is important to understand how this technology works and what it can bring, for better or worse.

In this book, we explore in depth the implications of generative AI on the world of work, and even on the world at large. On one hand, we attempt to understand how individuals and collectives can take advantage of these technological advances to improve productivity, creation, and even our abilities to learn, think, and interact.

On the other hand, we devote a significant portion of the book to understanding the challenges that the era of generative AIs will confront us with. To move beyond simple observations and Cassandra-like predictions, we then establish a series of recommendations, so that everyone can use generative AIs consciously and responsibly.

Much more than a theoretical and practical introduction to the use of generative AI technologies for productivity, innovation, and transformation, this book aims to be a constructive alert launcher for a civilization at a major crossroads of its existence. The contract we propose here is to embark on exploring the world that is emerging on the horizon, to better understand the conditions that will make it a desirable future rather than the opposite.