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5 Steps to Succeed in Your **Career** Amid **Generative AI** Disruption:

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The problem

The ongoing Generative AI disruption is revolutionizing creative tasks and transforming various industries. As AI becomes more proficient, it will automate jobs that were once human-exclusive. This shift will require individuals to adapt, reskill, and potentially change careers to remain competitive.

Is there a framework one can follow to remain competitive?



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The five steps

- 1.Focus
- 2.Be present
- 3.Neutralize
- 4.Optimize
- 5.Differentiate

I adapted the final three steps from Geoffrey Moore's book, "Zone to Win," in which he shares insights on defending a company against disruption, such as the one we are experiencing right now - Generative AI. I've found that his business strategies are also applicable to personal career development. Enjoy!

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1) **Focus, Focus, Focus**

During technology disruption, news can often be overwhelming and diverting.

Concentrate on your specific market. If you don't know, find it in the NAICS database at <https://www.census.gov/naics/?58967?yearbck=2022> .

Learn about the current market trends, key participants, their strategies, their products, and the available ready-made Generative AI solutions. Additionally, it is important to note that research topics usually precede actual business applications by several years.

Unless you are involved in research, it is unnecessary to fixate on technologies that will become practical in 5 years.



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2) Be present

Times have changed; disruptions used to happen over the course of many years, like the advent of smartphones. Facebook took 4.5 years to attain 100 million users, but OpenAI achieved it in just 2 months. You might have only a few quarters or even months to establish your career. Dedicate yourself to learning! Spending 2 hours daily, 60 hours monthly for 6 months equates to 360 hours. Although it's far from the 10,000-hour mark, it will provide you with some time to refine your skills later. Gain a thorough understanding of your market and the relevant technologies inside and out.



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3) Neutralize

You must counteract the impact of those prominently promoting their "AI" or "Generative AI" expertise, who are gaining a competitive edge. Develop a strategy to quickly adopt their most significant advantage or skill. If it's prompt expertise, enroll in a course and master it; if it's MLOps, do the same. If you need help contact me. Remember, the goal is to adapt in less than a month without reinventing your career, ensuring potential employers see you as an active player rather than a bystander. This will buy you time to work on a long term plan.



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4) Optimize

Having secured some time, evaluate your strengths, weaknesses, opportunities, and threats (SWOT). Envision your ideal role in the Generative AI landscape and create a 6-12 month plan to leverage your strengths, address weaknesses, capitalize on opportunities, and mitigate threats. Implement your plan and consistently monitor your progress.



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5) Differentiate

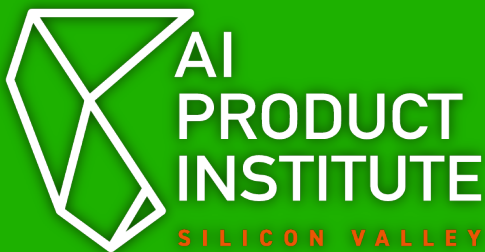
(Optional) If Generative AI renders your role obsolete, consider reinventing your professional role by identifying the new value demanded by employers or customers and thinking how the new technology can enhance your strengths, overcome weaknesses, uncover opportunities, or defend against threats. Focus on one aspect at a time.



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