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## WHILE THE WORLD IS TRANSFORMING, SO SHOULD YOUR CAREER

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In an era when technology is advancing faster than ever before, consumer preferences are changing, and the value of goods and services is also shifting. In that regard, our careers, too, must evolve to keep up with the changing demands and continue providing valuable and relevant services to the market.

The future of work is going to look very different from what we once knew. We are likely to see many traditional roles becoming redundant, while some may only be maintained due to the delay of organizations to match the market changes. I think this should be a heightened risk to any business because those who fail to adapt, risk falling behind and losing out on productivity and subsequently market share.

We have often heard of Blockchain, Artificial Intelligence (AI), and the Internet of Things (IoT) amongst many other technologies which are the most disruptive platforms driving the automation and digitization shift. According to a McKinsey and Company article, it is estimated that AI alone could automate up to 70 percent of business activities across almost every occupation by 2030. While this may lead to increased efficiency and productivity across industries, it will also demand that workers develop new skills and adapt to novel ways of working. From enhancing processes to reshaping workflows, AI's impact will be felt everywhere. Whether in administration, healthcare, manufacturing, or creative industries, the nature of work is undergoing a profound transformation. As technology continues to integrate deeper into the workforce, the demand for both technological and digital skills is rising. However, the necessary skills to thrive in the modern workplace extend beyond the technical. Social and emotional intelligence, critical thinking, problem-solving, and communication are becoming increasingly vital, and organizations now seek individuals who can think on their feet, ask the right questions, and solve complex problems in real-time. These are skills that can be nurtured and developed. Moreso, I believe these are skills that individuals need to invest in outside of the working environment to position themselves as leaders in the future.



A growing number of leaders understand that the ability to be agile and adaptable is critical to remaining relevant and subsequently leading to sustainable performance and success. However, many organizations are not fully prepared to transform their traditional businesses to build resilience.

The accelerated pace of change was driven partly by the COVID-19 pandemic, that forced organizations to rethink the way they operate particularly from an automation efficiency standpoint. However, since the pandemic settled, we have seen many businesses resorting back to their comfort zones whilst industry leaders continued to forge a way forward to manage the market transformation risk.

The impact of digitization and automation has often raised concerns regarding the loss of jobs and the replacement of human capital across many industries. While research shows that as many as 25 percent of workers globally may need to switch occupations by 2030, this means workers will need to acquire new skills and transition into different roles to optimize their efficiency in the workplace and remain relevant. It is essential that professionals develop expertise beyond what can be achieved by automated systems and machines, and this requires continuous learning and a mindset of adaptability.

To thrive as a professional and as an organization, you must develop a set of skills that will allow you to adapt to an ever-changing environment, have the ability to define problems brought by a change in customer preference and innovation, understand the digital world, and the new technologies and how to identify opportunities to operate leveraging the technology, and building strong relationships in the workplace as these will support collaboration and growth.

The road ahead may be unimaginable to many but the reality is that the transformation of the workforce is inevitable, and professionals must recognize that traditional skills will no longer suffice as new occupations and working models emerge. The most successful individuals will be those who continually learn, adapt and grow. The evolution of careers is an ongoing process, one that requires openness to change and a commitment to self-improvement. We should see a medical doctor learning about data analytics and actuaries leveraging machine learning and coding to build more reliable financial models as these technologies provide a blank canvas for many solutions making life easier for mankind.

In conclusion, as the world transforms, so too must our careers. The age of automation and AI presents unprecedented opportunities for growth, innovation, and success, but only for those who are willing to evolve with time will thrive in this new world of work. The future belongs to those who are ready to transform alongside it.

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