

# PA ENTERPRISE

DeskDemon's Magazine for Executive PAs, Office Managers and Secretaries

January 2024

## IN THIS ISSUE

New Year Resolutions to  
Inspire you at work

Tips to make your New  
Year Resolutions stick

Workplace trends for 2024

Must read books for  
career growth

How Artificial Intelligence  
is changing the workplace

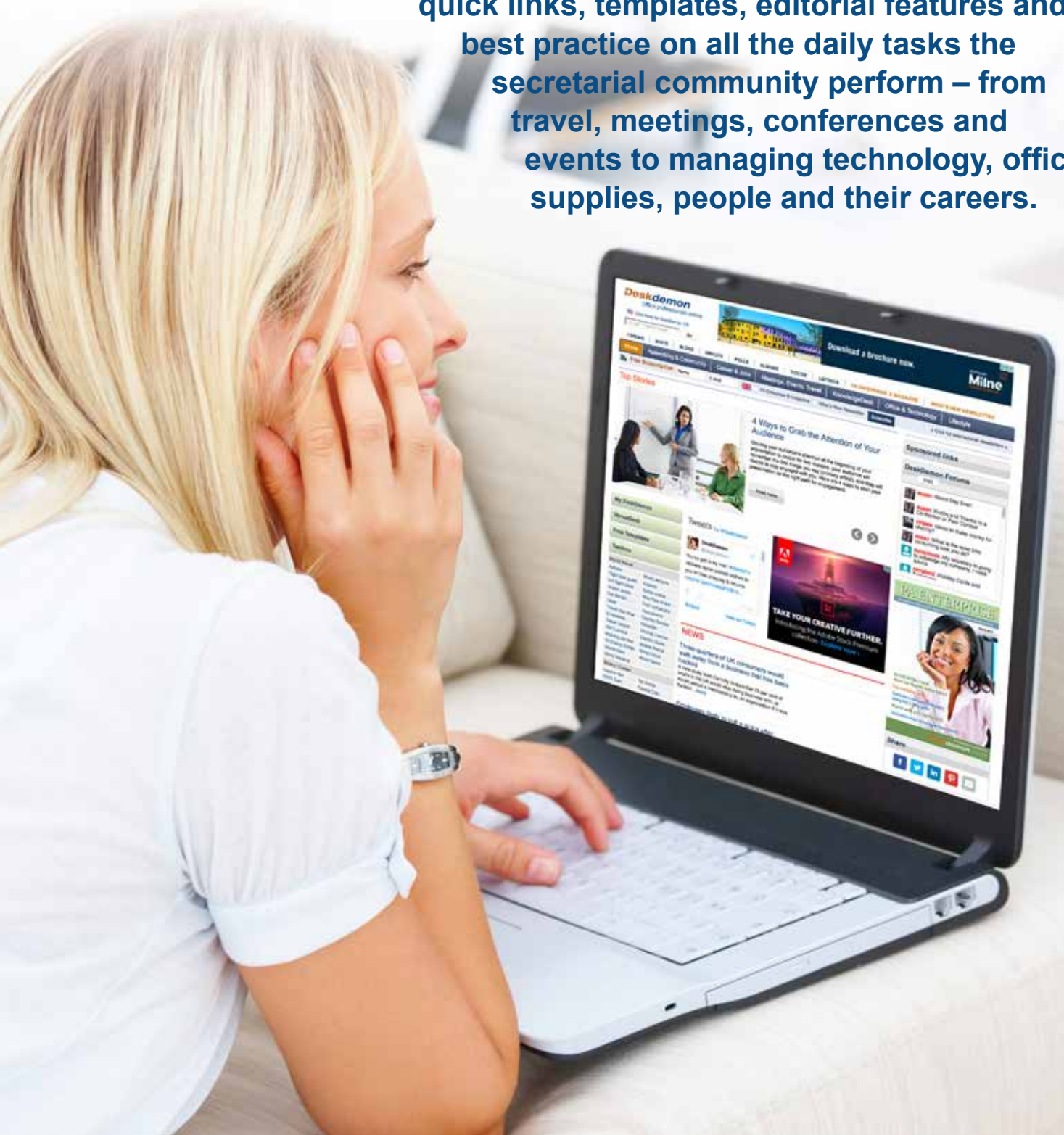
PA Enterprise is published by

**Deskdemon.com**



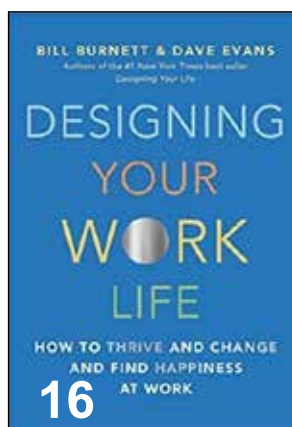
***As an office worker, where do you go for information, advice, tutorials, vital tools, training and relaxation?***

**DeskDemon is the world's largest resource, information and community site for Administrative Professionals, Executive PAs, secretaries, Administrators and Office Managers. Providing essential information, resources, tips, tricks, tools, quick links, templates, editorial features and best practice on all the daily tasks the secretarial community perform – from travel, meetings, conferences and events to managing technology, office supplies, people and their careers.**



# Contents

- 4 New Year Resolutions to Inspire you at work**
- 10 Tips to make your New Year Resolutions stick**
- 12 Workplace trends for 2024**
- 16 Must read books for career growth**
- 22 How Artificial Intelligence is changing the workplace**



## PA ENTERPRISE MAGAZINE

[www.deskdemon.com](http://www.deskdemon.com)

Terminal House, Station  
Approach, Shepperton,  
Middlesex TW17 8AS

### Editorial

[editoruk@deskdemon.com](mailto:editoruk@deskdemon.com)

### Advertising

Tel: 0870 410 4038

[mek@deskdemon.com](mailto:mek@deskdemon.com)

### Design & Production

Jane Bigos

Graphic Design

[janebigos@deskdemon.com](mailto:janebigos@deskdemon.com)

Kulasekaram Vimalarasa  
(Raj)

Web Developer

[raj@deskdemon.com](mailto:raj@deskdemon.com)

### Managing Director

Mek Rahmani

Founder, CEO

[mek@deskdemon.com](mailto:mek@deskdemon.com)

All rights reserved. No part of this Publication (whether in hardcopy or electronic form) may be copied, transmitted, or reproduced in any form or by any means, electronic, mechanical, recording, photocopying, or otherwise, without the prior written consent of DeskDemon.com. Whilst every care is taken in the compilation and publication of this publication, DeskDemon.com can not be held responsible for any consequences, mistakes or omissions. DeskDemon.com can not accept any responsibility for any inaccuracies or changes, or for consequential loss arising from such changes or inaccuracies, or for any other loss. Inclusion of any advertisements does not imply recommendations or endorsement by DeskDemon.com

Copyright 2024 DeskDemon.com



PA Enterprise is sent to DeskDemon UK e-newsletter, audited by ABCe (5th/6th July 2007) with a net distribution of 70,581 email addresses.

# New Year Resolutions to Inspire you at work

## NEW YEAR Resolutions

- *Make this new year count by creating a resolution that will help you improve at work,*
- *find a new job and develop your professional skills!*
-

### Revamp your social media profiles

Take a look at your online profiles — are they in line with your professional image? If not, don't fall into the trap of making well-known social media mistakes, and give your pages a revamp. A study from CareerBuilder revealed that 70% of employers now use social media to screen job candidates before hiring them, up from 60% a year ago and 11% in 2006.

Ensure you only have information that you would want your boss or potential manager to see — it's time to get rid of those embarrassing Magaluf photos and replace them with something a little more refined.

### Do something for you every day

It's human nature to get caught up doing things for others and forget to do something for yourself. This is your year to make a change and do something for yourself every single day. Whether it's going on a walk on every lunch break, treating yourself to a Starbucks coffee, or simply taking five minutes at the end of the day to gather your thoughts and unwind.

Find something that you will look forward to, and that will make your working day better — it's the little things that count!

### Give credit where credit is due

Are you constantly beating yourself up about what went wrong, rather than reflecting on the amazing job that you or your team did? If so, it's time to start giving more credit; whether it's a pat on your back or a well-done to your employees. It's mind-blowing how a little bit of recognition can motivate you to strive for success.

### Be more positive

Are you one of those people that think the grass is always greener on the other side? If so, it might be time to change your mindset to a more positive one. Be grateful for where you are and the job you have. You're there because you were really excited about it at one point, so find that fire inside you and list what's great about your current situation. You'll be amazed at the difference a mindset shift can have!

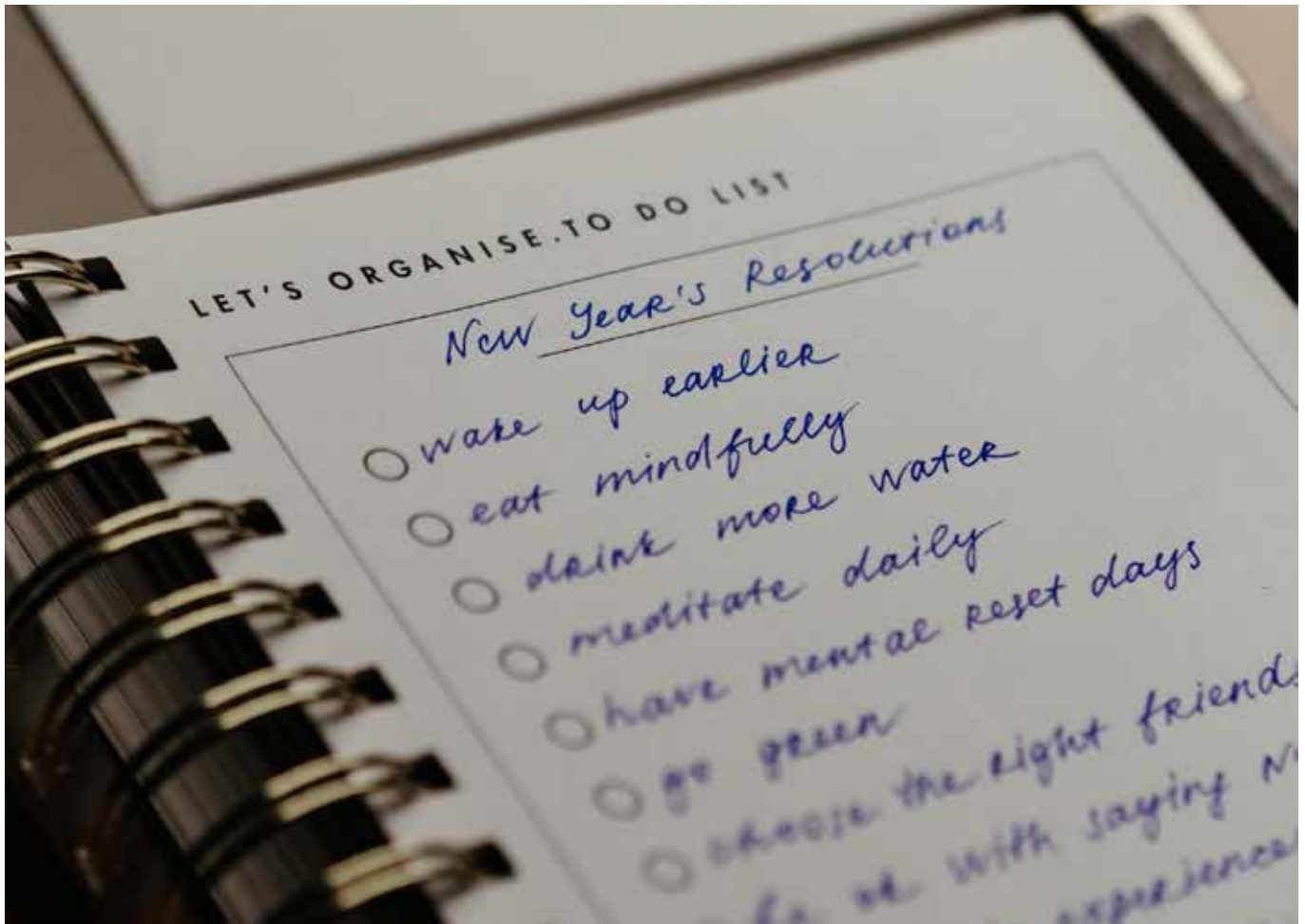
### Learn something new

Are you struggling to keep up with the new version of Microsoft Word and can't seem to figure out all the functions in Outlook? Maybe it's time to learn something new and develop your skills. If it's something that will enhance your current job, your company may even be willing to pay for it. If not, there are plenty of free or cheap online courses that can spruce up your knowledge. You could also dedicate 15 minutes of your day to read an educational article about your specific field or a new study.

### Make new connections

Even if you're not looking for a new job, networking is something you should still put effort into. Going to networking events and connecting with peers online will help give you credibility and will help you create valuable and meaningful relationships. You'll learn new things and will improve your social and professional skills. You could even network with colleagues in your office that work in a separate department outside of the office walls; when you need a favor, they'll be more inclined to help you if you already have an existing relationship.





### Improve your to-do list

Is your to-do list currently a few scribbles on a post-it note that always happens to disappear? It's probably time you upped your list and organized your time a little better. You need to find the best method that works for you and is something that you will stick to.

Why not move your to-do list online? You can add calendar notes with alerts or download an app on your phone. If online isn't your thing, buy yourself a diary and create a numbered to-do list at the end of your day and be ready to start fresh in the morning.

### Rethink your professional goals

Having professional goals to work towards can really help you advance your career. Do

you want to develop your career and get a promotion or move on to a new career path? Think about what it is you want to do in the new year and set yourself some goals to work towards your target. If you want to start a new career, gain the education that you require and learn what it takes to break through into that field.

### Build your personal brand

Your personal brand is a reflection of yourself, your experience, and the knowledge that you possess. If you don't have a brand, it's time to start building one. Use social media platforms to your advantage and create a strong and useful contact for your industry.

### Quit complaining

If you're that person that is always complaining about the state of the office kitchen or the fact that Jane's holiday was approved before yours, or any other irrelevant topic, it's probably time to quit complaining. If you've not noticed that people are avoiding you like the plague, now is your time to reflect and realize why.

### Stay out of office politics

Office gossiping really won't get you anywhere in life — so what if Jane and the IT guy got it on at the Christmas bash? From now on, if a colleague tries to engage in a little gossip sesh, give one-word answers that won't backfire, like "wow" or "interesting" and follow with an "I'm really busy. I'll catch up with you later."

### Get your career in shape

The start of a new year is the perfect time for a career check. You'd be surprised at how easy it is to fall into a routine of cutting corners, cruising at half speed and losing focus. Make a list of areas that you can improve and find solutions to those problems. Now is your chance to take charge of your career and be more successful within your company.

### Build your relationships

It's so easy to write a quick IM to John in accounting or shoot a swift e-mail to Greg in IT instead of getting up off your chair and having a face-to-face conversation. These unsociable ways we have succumbed to have taken away the personal touch to form an actual relationship. Wires can get crossed, and messages misread, so get up and walk those 10 steps to build valuable relationships within the workplace.

### Eat healthier at work

We are all guilty of over-indulging on junk in the workplace; whether it's a delicious chocolate cheesecake your colleague brought in for their birthday or the donuts a client kindly sent as a thank you. This year learn to resist temptation and swap the calorific options for healthy snacks that will keep you just as satisfied throughout your working day.

### Exercise at work

This one might be a long shot, but if you can't get yourself to the gym, why not squeeze in some exercise at work? If that's even a push, you can work out on the clock with simple desk exercises. Your colleagues won't even realize you're exercising with some of the routines!

### Get a raise or a promotion

If you've been in your current role for a while and have hit a bit of a slump, it's time to talk to your boss to understand what it will take to get a raise or a promotion.

### Reduce stress

If you're feeling super stressed at work, you need to take a step back and find out where the stress is coming from. You could be putting too much pressure on yourself for no apparent reason. Once you have identified the cause, find ways to eliminate the stress; this could be through better organization or more personal time to enjoy activities and unwind after work.

### Improve your work-life balance

Are you guilty of staying late every day and rushing home with a takeaway in hand because it's too late to cook anything? Work-



# RESOLUTIONS

life balance is important; you need to know when to switch off and figure out what you can leave until the next day. If you are a supervisor, delegate your tasks among your employees to lighten your workload. That'll ensure you're not staying hours later, playing catch-up.

### Develop your communications skills

If you're terrible at delivering presentations or interacting with your boss, try taking classes to improve your communication skills. It'll not only help you within the workplace but will also build up your general confidence.

### Volunteer more

Volunteering is a great way to feel good about yourself and will also look great on your résumé and social media platforms. Find a cause that's close to your heart and round up your colleagues to help out too.

### Make new friends

If you're the type of person that keeps their head down at work, it's time that you start taking small breaks to connect with your coworkers. Aim to make new friendships in the workplace — not only will it make your day more enjoyable, but you'll have an additional bond that will keep you motivated at work. Let's not forget that you'll have someone to

vent to when your boss is getting on your last nerve, too!

### Stop procrastinating

Are you guilty of procrastinating on the job? It's easy to get side-tracked by a news alert or a text from your best friend! We've all been there. That said, in the new year, set yourself a new goal to stop wasting time at work. You can use the help of some great tools, like a time-tracking app or a social media blocker, to keep you focused on the work at hand.

### Improve your mental skills

Improving your mental skills can help you stay more focused and alert throughout the day. So, if you want to start training your brain, you can use cognitive thinking tests, training games on your smartphone and herbal remedies that can increase your mental ability. For example, B12 is recommended for increased energy consumption and better functioning of your nervous system.

### Get more sleep

Are you always yawning on the job and end up in a midday slump while you're battling to keep your eyes open? If so, you most likely lack some much-needed quality sleep. To improve your overall energy levels and concentration, aim to get at least eight hours



of shut eye every night. This is an easy and effective New Year's resolution that you'll be thanking us for later.

### Start your pension savings

Even if you're in your 20s or 30s, you should definitely start thinking about your pension plans. It wouldn't be a bad idea to start investing in your future by setting some money aside each month. How you do this is up to you — you could consider opening a private pension plan or simply saving in a fixed ISA account. The most important thing is to start putting money into your pension pot.

### Set personal goals

Personal goals are essential if you want to have a good work-life balance. So, as well as outlining your professional goals, as mentioned above, it's important to set personal ones, too. Do you want to be healthier? Learn a new sport or skill? Write it down! At the beginning of the year, create a list of goals that you want to achieve and review your progress every quarter.

### Update your CV

Even if you don't plan on looking for a new job in the new year, it's never a bad idea to give your CV a refresh. You should update it yearly, based on the new tasks and skills you've achieved. It's a good idea to update your résumé periodically so you don't lose track of any achievements. If you leave it until you're searching for a new job, you may forget vital information to add.

### Get a new professional headshot

Unless your company forces you to pose in front of the camera, it's unlikely that you've updated your headshot in a few years. That

said, it's important to keep your headshot up to date, so hiring managers and connections have a good idea of who you are and what you look like. It's important to give an accurate representation of yourself. So, this new year, get out there and get yourself a new headshot to update your professional profiles.

### Embark on personal ventures

Is there a personal venture that you've been dreaming about, but you haven't actually put the ball in motion to see it through? Well, now is your time to branch out and try your own thing! It doesn't mean that you need to quit your job. Instead, allocate some time each week to work on your personal goals. You never know, your side-gig might eventually turn into a profitable business!

### Work on your time management

Even if you've got impeccable time management skills, they can always be improved further. There's always more time to accomplish new goals and do more with the time that we have. So, in the new year, try to improve your time management skills. You could do this with the help of time-tracking apps, to-do lists and other productivity tools. It's all about working smarter to work harder!

### Final thoughts

New Year's resolutions are often a fad that people tend to forget by the end of January and that they aren't able to keep. That said, this year, select a few that you really want to work on and try to achieve them. Be realistic and ensure your chosen goals are manageable.

# Tips to make your New Year Resolutions stick

*Chances are at some time in your life, you've made a New Year resolution — and then broken it. This year, stop the cycle of resolving to make change and then not following through. If your resolution is to take better care of yourself and get healthy, you will have a much better year if your resolution sticks. Here are ten tips to help you get started.*



## 1. BE REALISTIC

The surest way to fall short of your goal is to make your goal unattainable. For instance, resolving to NEVER eat your favourite food again is setting you up to fail. Instead, strive for a goal that is attainable, such as avoiding it more often than you do now.

## 2. PLAN AHEAD

Don't make your resolution on a whim, if you fail to plan, you plan to fail and your resolution will be based on your mindset that particular day.

## 3. OUTLINE YOUR PLAN

Decide how you will deal with the temptation to skip that exercise class or have that piece of cake. This could include calling on a friend for help, practicing positive thinking and self-talk, or reminding yourself how your temptations will affect your goal.

## 4. MAKE A "PROS" AND "CONS" LIST

It may help to see a list of items on paper to keep your motivation strong. Develop this list over time and ask others to contribute to it. Keep your list with you and refer to it when you need help keeping your resolve.

## 5. TALK ABOUT IT

Don't keep your resolution a secret. Tell friends and family members who will be there to support your resolve to change yourself for the better or improve your health. The best-case scenario is to find a buddy who shares your New Year's resolution and motivate each other.

## 6. REWARD YOURSELF

This doesn't mean that you can eat an entire box of chocolates if your resolution is to eat a better diet. Instead, celebrate your success by treating yourself to something you enjoy that doesn't contradict your resolution. If you have been sticking to your promise to eat better, for example, reward yourself with new fitness clothing or by going to a movie with a friend.

## 7. TRACK YOUR PROGRESS

Keep track of each small success. Short-term goals are easier to keep, and each small accomplishment will help keep you motivated. Instead of focusing on losing 30 pounds, focus on losing the first five. Keep a food journal to help you stay on track, and reward yourself for each five pounds lost.

## 8. DON'T BEAT YOURSELF UP

Obsessing over the occasional slip won't help you achieve your goal. Do the best you can each day, and take one day at a time.

## 9. STICK TO IT

Experts say it takes about 21 days for a new activity to become a habit and six months for it to become part of your personality. It won't happen overnight, so be persistent and patient!

## 10. KEEP TRYING

If you have totally run out of steam when it comes to keeping your resolution by mid-February, don't despair. Start over again! Recommit yourself for 24 hours. You can do anything for 24 hours. The 24-hour increments will soon build on each other and, before you know it, you will be back on track.

# Workplace trends for 2024

*Workplace dynamics are in a perpetual state of flux, with employee expectations driving constant evolution. As younger generations join the workforce, new technologies emerge, and the importance of work-life balance and mental health gains recognition, businesses must adapt to attract and retain the best talent, stay competitive, and keep innovating. So, what workplace trends should businesses expect to see in the coming year?*

## Employee wellbeing

Research from Champion Health reveals that stress levels in the professional world are on the rise, with 76% of employees experiencing moderate to high levels of stress, an increase of 13% from the previous year. Stress at work can take a serious toll on an individual's health, with 60% of stressed employees experiencing anxiety and 56% having symptoms of depression. Stress is also proven to have a serious impact on work productivity for 20% of employees, as does tiredness. In fact, 61% of employees state that they struggle with productivity for this reason.

As such, supporting employee wellbeing should not only already be a top priority for businesses, but efforts towards improving employee mental and physical health should increase in the coming year. There are a number of initiatives businesses can implement to support this, such as introducing Mental Health First-Aiders, brushing up on your diversity and inclusion policies, introducing employee resource groups, and networks. Not sure what your employees need? Run an employee feedback survey to find out!

## Recruiting based on skills

In 2024, the hiring landscape will witness a significant shift from traditional qualifications to skills-based hiring. This type of inclusive hiring approach will enable businesses to hire more diverse talent with greater potential for upskilling, rather than simply hiring based on academic credentials. In the technology industry in particular, the emphasis on upskilling emerges as a strategic solution to bridge the looming digital skills gap.

In fact, upskilling not only aligns the workforce with the demands of a tech-driven era but also ensures that employees remain agile and adaptable in an ever-changing professional landscape. Technology takes centre stage in this metamorphosis, with businesses harnessing its power for skill assessments and predictive analytics during recruitment to help them find the best talent. So, you should make sure you're keeping pace with all the latest recruitment tech as well.

## Employee mentorships

Mentorships are becoming increasingly important for employees who place great value on continued learning and development. A professional mentor is on hand to provide mentees with knowledge and share their experiences to help them thrive in their role. They offer encouragement, constructive feedback, and can also help with goal-setting to help mentees reach success - whatever that may look like for them.

Cross-generational mentorships are particularly useful to foster diverse perspectives and are a must-have for your organisation. If you haven't already, now's the time to start integrating mentorship programmes into your onboarding process to help your new-hires get the most out of their role, improve job satisfaction, and retention. After all, fulfilled teams make better teams!

## Ongoing learning opportunities

Surveys reveal that approximately 86% of employees believe that job training is important to them and an astonishing 74% are even willing to use their own time for training, outside of work hours, to improve their job

performance. From improved self-confidence to the incentive of a pay rise, ongoing learning opportunities are highly sought-after by today's generation of professionals and the benefits of upskilling are endless.

If you're looking to hire the best talent and ensure they are engaged, you'll need to consider the learning opportunities you provide your staff. Consider introducing access to online courses, in-person workshops, and on-demand resources to ensure there's something to suit all learning styles and make sure everyone has the support they need for further education and upskilling.

### Automation technology

Automation technology is taking over business operations worldwide. Currently, around 67% of companies use business process automation to streamline day-to-day tasks and improve efficiency. Are you one of them?

Embracing automation not only expedites mundane processes but also liberates human resources to focus on more complex and strategic endeavours. Businesses should prioritise these initiatives in the coming year to stay competitive in an increasingly digitised landscape. Those who proactively invest in automation integration and reskilling programmes not only optimise their workflows but also foster a culture of adaptability. This forward-thinking approach will future-proof the workforce and position your company as an innovator, capable of harnessing the full potential of technology to achieve sustainable growth and maintain a competitive edge in a dynamic global market.

### Option for career breaks

LinkedIn surveys reveal that approximately 62% of employees have taken a career break at one point or another, and around 35% plan to take one in the future. These figures are representative of the growing popularity of career breaks for various reasons, such as mental health breaks, spending time with family, or travelling the world.

At FDM, we understand the value returners bring to the workplace and how hiring returners boost business productivity, but we're not the only ones. Employers are also beginning to realise the importance of sabbatical leave and career breaks and making the appropriate changes to facilitate this. For example, some organisations are implementing policies supporting extended leaves for personal and professional growth, while others are introducing strategies to ensure smooth transitions before and after career breaks, or even kick starting their own returners programmes to encourage more hires who have had career breaks!

### Diversity and inclusion

It's no secret that diversity inclusion should be at the heart of every organisation, not just as an ethical responsibility but to improve business performance. In fact, Forbes states that diverse companies are 35% more likely to perform better and 70% more likely to dominate new markets. Furthermore, diversity and inclusion also play a huge role in attracting top talent, with 80% of job candidates stating that workplace inclusivity plays a part in the decision-making process.

This is the year to up your focus on diversity, equity, and inclusion! This commitment

extends beyond mere rhetoric, with companies holding the responsibility to actively implement inclusive hiring practices aimed at breaking down barriers and fostering equal opportunities for all. In tandem with these hiring strategies, there is a conscious and ongoing effort to cultivate a culture of belonging and equality within the workplace. This not only involves celebrating diversity but also ensuring that every individual feels valued and respected, irrespective of their background. Check out some innovative diversity initiatives you can get behind!

### Generative AI

At least one-third of organisations have already adopted generative AI for at least one function and 40% say they are looking to increase their investments in AI too. Generative AI's popularity stems from its ability to revolutionise creative processes, automating content creation and enhancing efficiency. AI streamlines operations, automates mundane tasks, and provides data-driven insights, fostering agility and competitiveness. As businesses gear up for the coming year, AI's continued popularity is imminent.

Its evolving capabilities, from predictive analytics to personalised customer experiences, position it as a catalyst for growth. The demand for smarter, more adaptive solutions in an increasingly digital landscape ensures that AI will remain a cornerstone for businesses aspiring to stay ahead and unlock new opportunities in 2024.

That being said, businesses will also be faced with unique challenges when harnessing the potential of AI and will need to navigate this, especially when it comes to data security.

### Gen Z takeover

The surge of Generation Z entering the workforce is reshaping the professional landscape, bringing forth a wave of digital natives with unique perspectives and expectations. As this demographic cohort becomes more prominent, their influence on workplace trends becomes increasingly pronounced. Gen Z, characterised by a tech-savvy and socially conscious mindset, is driving changes in communication styles, work preferences, and the integration of technology into daily operations. This generation also places a premium on purpose-driven work, inclusivity, and flexibility, challenging businesses to adapt to these evolving norms.

To stay ahead, businesses must proactively accommodate Gen Z in their organisational structures. This involves fostering a dynamic and inclusive culture, leveraging technology to enhance collaboration, and reevaluating your recruitment strategies to attract and retain Gen Z talent, ensuring they resonate with Gen Z's core values.

In embracing these shifts, organisations can harness the full potential of this generation, driving innovation and cultivating a workforce that thrives in the ever-evolving professional landscape.

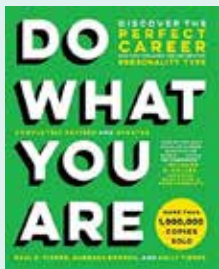
### Prepare for a year of change and growth

The workplace landscape of 2024 is set to be a challenging one with lots of twists and turns to be expected. Yet, with these trends in mind, you can start the year prepared, taking the appropriate steps to make 2024 a year of growth for your organisation.

# Must read books for Career Growth

*Career books are guides that help readers choose a fitting job field and develop professionally. These works cover topics like job searching, forming relationships, and building skills. The purpose of these books is to help readers find job satisfaction and flourish career-wise.*

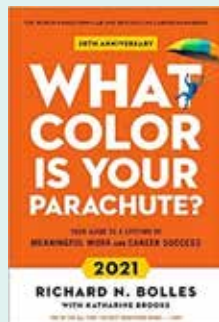
***Do What You Are: Discover the Perfect Career for You Through the Secrets of Personality Type*** by Paul D. Tieger, Barbara Barron, Kelly Tieger



*Do What You Are* uses Myers-Briggs personality types to give readers career guidance. The book starts with a personality test to determine readers' identities, then suggests professions and outlines strengths and weaknesses based on the results. There are chapters devoted to each type, with analyses of which careers are most motivating and fulfilling to different personalities.

The book gives advice on how to choose a job that compliments interests and natural skill sets and how to get promotions and leadership positions within that chosen path. *Do What You Are* provides instructions for picking a professional that brings out your full potential and customising your career.

***What Color Is Your Parachute? 2021: A Practical Manual for Job-Hunters and Career-Changers*** by Richard N. Bolles

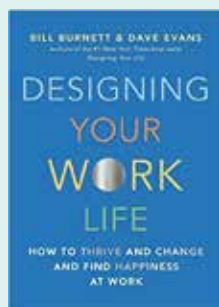


*What Color is Your Parachute* is one of the most well-known career change books. This handy guide teaches how to conquer the job search and find meaningful work. Using a self-inventory called the Flower Exercise, the book helps readers reach the heart of their work identity and find what motivates them professionally. The book also gives advice about resumes, job interviews, salary negotiations, and starting self-run businesses. *What Color is Your Parachute* is the ultimate guide to finding the right career fit.



## ***Designing Your Work Life: How to Thrive and Change and Find Happiness at Work***

by Bill Burnett and Dave Evans



*Designing Your Work Life* is an offshoot of the bestseller *Designing Your Life*. While many other self help career books center on finding the perfect position, *Designing Your Work Life* shows readers how to find happiness in current roles by adjusting attitude and behavior. The book reframes dysfunctional thoughts in more productive ways, and helps readers stop labeling workplaces as “good jobs,” or “bad jobs,” and start looking for ways to change unhappy circumstances. *Designing Your Work Life* deals with topics like the balance between money and meaning, office politics, and resilience. The book also explores how to quit gracefully when the suggested steps do not lead to fulfillment.

---

## ***So Good They Can't Ignore You: Why Skills Trump Passion in the Quest for Work You Love***

by Cal Newport

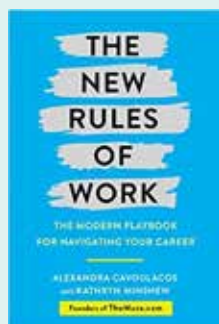


*So Good They Can't Ignore You* is a manifesto for skill-building. Cal Newport argues that while most people believe that “following passion” is the key to job satisfaction, ability and competency are the elements that help people find meaning and fulfillment in work. In other words, most professionals do not know what they like to do until they start doing it. Excitement about work comes as a result of building skills and honing the craft, not waiting for inspiration to strike. The book examines case studies of professionals who love what they do and lays out a formula for getting good at and enjoying work more quickly. *So Good They Can't Ignore You* reveals the characteristics that contribute most to helping workers stand out among other employees and find a career that stands out from other jobs.

---

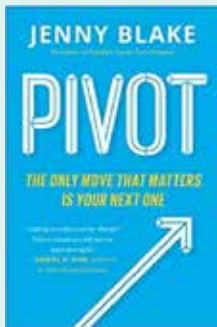
## ***The New Rules of Work: The Modern Playbook for Navigating Your Career***

by Alexandra Cavoulacos and Kathryn Minshew



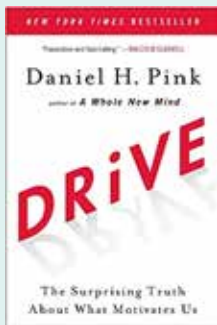
*The New Rules of Work* is one of the better books for career guidance in the modern age. The traditional wisdom of “get a good job and work hard to rise in the ranks over several decades” rarely applies in an era of ever-shifting opportunities. Instead, many professionals think more strategically and change jobs more frequently in an effort to keep growing and have more control over their careers. This book lays out blueprints for finding and landing desirable positions, networking, and making positive impressions. The authors are the creators of popular job search resource The Muse. *The New Rules of Work* is a helpful tool for any reader looking to master the job search and achieve modern career success.

***Pivot: The Only Move That Matters Is Your Next One* by Jenny Blake**



*Pivot* is a manifesto for changing course and taking control of your career. The book explains how to take small steps that position you for a better career path. For example, reduce decision fatigue, clarify your vision statement, identify work-history highlights, and expand your sphere of influence. The book teaches readers how to change direction and pursue new opportunities, either by moving positions or redefining roles in the current company, or switching jobs and industries altogether. *Pivot* is a step-by-step guide that makes the process of professional reinvention much less daunting, since the book advocates for a gradual approach over a quit-and-start-from-scratch method.

***Drive: The Surprising Truth About What Motivates Us* by Daniel H. Pink**



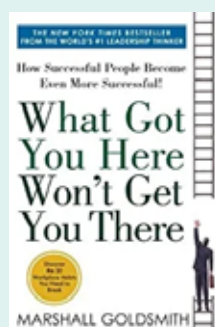
*Drive* is a deep dive into the world of motivation. Drawing on decades of behavioral research, the book explores the psychology behind the forces that spur people to action. For instance, material rewards like money are much weaker motivators than the need for self-expression and the desire to make a difference. The book seeks to find a deeper understanding of how the brain functions and optimize employee mindsets. By identifying true motivations and sources of satisfaction, workers can find more fitting professional missions and employers can more effectively inspire team members. *Drive* unlocks the keys to passion and high performance at work by helping professionals care about work and find work that they care about.

***Give and Take: A Revolutionary Approach to Success* by Adam Grant**



*Give and Take* seeks to rewrite the definition of success. Adam Grant insists that beyond luck, hard work, and talent, relationships are the factor that determines career success. The most high-achieving individuals provide value to professional contacts, and simply put, give more than they take. This generosity inspires gratitude, which pays off in the form of a reliable reputation and increased opportunities. The book outlines the three types of professionals: “takers,” who receive more than they contribute, “matchers,” who seek to make all exchanges equal, and “givers,” who put in maximum effort without counting up the returns. Grant argues that contrary to popular expectation, these “givers” become consistently high performers and reap numerous rewards in their careers. *Give and Take* presents case studies and statistics that prove the benefits of being professionally generous and genuine.

### ***What Got You Here Won't Get You There: How Successful People Become Even More Successful*** by Marshall Goldsmith and Mark Reiter



*What Got You Here Won't Get You There* is an instruction manual for next-level career growth, and is one of the best career development books. Often, the behaviors that result in early career accomplishments are not enough to sustain success or push workers to higher tiers. To succeed in the competitive business world, professionals need to constantly learn and grow. This book defines the qualities that separate top performers from the pack. The guide explores twenty common habits that prevent high achievement and prescribes behaviors for self-improvement such as listening, thanking, and following up.

*What Got You Here Won't Get You There* is full of practical, candid advice to reach the higher ranks of any profession.

---

### ***Presence: Bringing Your Boldest Self to Your Biggest Challenges*** by Amy Cuddy



*Presence* teaches readers how to project confidence and competence in professional interactions. Amy Cuddy, Harvard professor and the speaker in the viral “power pose” TED Talk, explains physical and mental hacks that can make huge differences in interactions and first impressions. This book lays out subtle changes individuals can make to body language and mindsets that can help professionals perform better in high stakes situations like job interviews or deal negotiations.

*Presence* is a how-to-guide for overcoming professional challenges and embodying the best version of yourself at every juncture of your career.

---

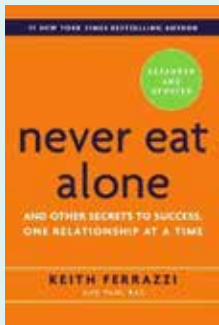
### ***The Unspoken Rules: Secrets to Starting Your Career Off Right*** by Gorick Ng



*The Unspoken Rules* is a guide to unexplained professional etiquette. Workplaces have a set of unwritten rules and behavior standards which managers may not explain. Often, colleagues consider these behaviors common sense, however the etiquette may not be obvious to every worker. Violating these implicit rules can hold back careers and slow down professional progress. Gorick Ng teaches readers how to avoid these missteps and faux pas by laying out the silent laws of the workplace in simple terms.

For example, show you want to learn and help, know your context and your audience, and think multiple steps ahead. *The Unspoken Rules* is a playbook for making a good impression and fast tracking your career.

***Never Eat Alone, Expanded and Updated: And Other Secrets to Success, One Relationship at a Time*** by Keith Ferrazzi and Tahl Raz



*Never Eat Alone* insists that relationships are the key to personal and professional success. To advance in your career, you must be able to get along and work well with others. *Never Eat Alone* outlines techniques for building bonds with colleagues and collaborators, such as creating a network before you need it, communicating consistently, and seeking to serve as well as be served. This book points out opportunities to connect with others authentically and breaks the task of networking into more manageable steps.

***You Majored in What?: Designing Your Path from College to Career*** by Katharine Brooks



*You Majored in What?* is one of the best career books for college grads. The link between receiving a diploma and launching a long term career is rarely a straightforward or obvious journey. The book shows graduates how to “wander wisely,” in the years following college and explore career possibilities beyond the most common paths. Career counsellor Katherine Brooks teaches readers how to leverage liberal arts degrees to get jobs by focusing more on skills than degree knowledge and embracing exploration. The book shares proven methods for gaining employment and provides helpful diagrams and exercises to help readers uncover professional goals. *You Majored in What?* is a book of advice for emerging professionals without a clear plan.

***Invaluable: Master the 10 Skills You Need to Skyrocket Your Career*** by Maya Grossman



*Invaluable* provides a clear roadmap for becoming an indispensable asset to any company. The book describes 10 skills that make employees stand out, such as planning, extreme accountability, and lifelong learning. By following these actionable steps, professionals can garner golden reputations, earn the esteem of colleagues, win praise and appreciation from bosses, and advance more quickly through the ranks of a chosen field. *Invaluable* is a masterclass in becoming a model employee and the best professional version of yourself.

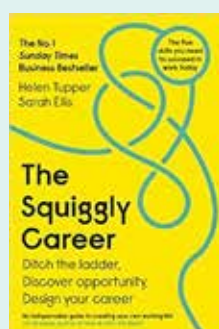
## ***The Common Path to Uncommon Success: A Roadmap to Financial Freedom and Fulfillment*** by John Lee Dumas



*The Common Path to Uncommon Success* is a career book for individuals who choose entrepreneurial life over more traditional professional paths. John Lee Dumas draws on material from his podcast *Entrepreneurs on Fire* to identify the patterns, qualities, and behaviors that help founders achieve greatness. The book lays out a 17 point plan to help startups enact meaningful missions, achieve financial stability, and survive competitive landscapes. *The Common Path to Uncommon Success* is a useful crash course in career counseling for any aspiring entrepreneur.

---

## ***The Squiggly Career: Ditch the Ladder, Embrace Opportunity and Carve Your Own Path Through the Squiggly World of Work*** by Helen Tupper and Sarah Ellis



*The Squiggly Career* ditches the myth that following a prescribed path is the only way to achieve professional success. Many accomplished individuals had nonlinear careers. The authors show readers that it is never too late to pursue a new path, change direction, or switch tactics to take control of your professional destiny. The book provides a blueprint for identifying values and strengths, overcoming doubt and imposter syndrome, building support systems, and uncovering a wealth of potential. *The Squiggly Career* is a modern reimagining of the career self-help guide.

***Choosing a career can feel overwhelming, especially in the modern work world where options abound and the interviewing process can be intensive and competitive. However, your initial job does not have to be your career. Working gradually towards a dream profession is acceptable, as is changing careers. Career books can help readers feel less stressed and more confident in the job search, and can make the path between first job and dream job less confusing.***



# How Artificial Intelligence is changing the workplace

*Since OpenAI launched ChatGPT, its conversational AI chatbot, many have used it to lose weight, plan vacations, and even land dates. Now, some companies are embracing AI – though not without precaution – as business leaders begin to wake up to the technology’s impressive capabilities.*

In a 2023 IBM study surveying 3000 executives on generative AI, 75% of respondents said it would give their businesses a competitive edge and 43% are using AI to make strategic business decisions. But not all workers are ready to use AI. In the IBM study, 57% of the executives said they had reservations about data security, while 48% said they were also concerned about bias. Nevertheless, workers and companies are starting to deploy AI for business purposes in myriad ways.

### **Workers are using ChatGPT to help do their jobs**

*Workers across industries – from education to law – are using AI technology such as ChatGPT to automate their workflows to save time and boost productivity.*

Nick Patrick, the owner of the music-production company Primal Sounds Productions, told Insider he used ChatGPT to fine-tune legal contracts for clients. Shannon Ahern, a high-school math and science teacher, said she used the AI chatbot to generate quiz questions and lesson plans. Others have used the chatbot to write listings for luxury real estate, assist in recruiting efforts, draft social-media posts, and develop code.

In fact, many workers are even secretly using AI to help do their jobs. At the beginning of the

year, Fishbowl, a workplace-discussion app, surveyed more than 11,700 workers, including those from companies such as Amazon, Google, Meta, and Twitter, to gauge whether they used AI at work. Out of the 43% of respondents who said they used AI to accomplish their work tasks, 68% of them said they hadn’t told their bosses they were using them.

### **Companies are looking for ChatGPT expertise in their workers**

*Companies across various industries – including healthcare, education, and insurance – are looking to hire workers with experience using AI.*

As of June, more than a dozen of companies were hiring workers on sites such as Indeed and LinkedIn with ChatGPT expertise listed in their job postings, paying as much as \$800,000 a year for the skill. Executives at these companies told Insider that job candidates with knowledge of AI might be more productive, creative, and open to change than those without AI expertise.

The move to hire AI-savvy workers seems to be gaining traction. In a recent survey from the job site Resume Builder of business leaders who were hiring, 91% of respondents said they wanted to bring on workers who knew how to use OpenAI’s chatbot to save time and



enhance productivity.

**Employers are encouraging workers to learn how to use AI**

*Executives are asking their workers to integrate AI into their workflows. That way, companies can save time and money on their business processes.*

Jensen Huang, the CEO of the chip giant Nvidia, said workers should learn how to use AI to improve their performance. "Everyone is a programmer now," Huang said during this year's Computex conference in Taipei, Taiwan. "You just have to say something to the computer."

Akash Nigam, the CEO and founder of Genies, an avatar-tools company, previously told Insider he purchased ChatGPT Plus accounts for all of his 120 employees and encouraged them to make learning the AI chatbot a priority so they could "effectively accelerate" their departments. "You really got to find time to, like, learn this skill," Nigam previously told Insider.

**Job applicants are using AI to write their résumés and improve their applications**

*AI can help you land your next gig by improving your job application.*

To test his company's recruiting efforts, Neil Taylor, the founder of Schwa, a communications consultancy, said that he secretly submitted a job application written by ChatGPT to recruiters at his firm and later learned that ChatGPT was one of the few applicants chosen for an interview.

"It was more competent than a lot of the bad people who apply to us," Taylor told Sky News.



Insider's Beatrice Nolan conducted a similar experiment, in which she asked ChatGPT to write cover letters for real jobs and sent the letters to hiring managers for them to review. The managers told Nolan they would've offered her an interview even though they said the letters lacked personality. AI enthusiasts have also expressed on social media how impressed they are with ChatGPT's ability to write cover letters, resurfacing a long-held debate on whether cover letters should be removed from the job-application process.







### **Companies are using AI to write their performance reviews**

*Managers may find writing performance reviews for their employees a tough task. But what if AI could do it for you?*

Companies behind HR-management software are starting to integrate AI features that can help managers write performance reviews that are fair, accurate, and personalized for their direct reports.

For instance, Textio, an HR-management tool with an AI-assistant feature for performance reviews, is used by companies such as Hulu, Spotify, T-Mobile, and McDonald's, WorkLife reported. AI-generated performance reviews are nothing new. In 2018, the cloud giant Oracle launched Digital Assistant, an AI chatbot that HR professionals can use to complete employee evaluations. AI expertise may also be taken into consideration during a performance review. Nigam, the CEO of the avatar-tools company, expects to make

decisions on who gets promoted based on how well they know ChatGPT, he told Insider.

### Experts say AI could help make the 4-day workweek possible

*A four-day workweek may be on the horizon thanks to ChatGPT.*

AI tools can help workers be more productive, which, in turn, cuts down the time it takes to accomplish any given task – a “necessary condition for us to work less,” Oded Netzer, a professor at Columbia Business School, previously told Insider. Carl Benedikt Frey, an Oxford economist, echoed the sentiment. He told Insider: “Any technology that increases productivity, ChatGPT included, makes a shorter workweek more feasible.” But some experts say that AI’s prospective productivity gains may not shorten the workweek. Michael Chu, a partner at the McKinsey Global Institute, previously told Insider that employers might expect employees to work even harder to maximize their output because of AI.

### Companies are restricting their employees from using AI at work

*Some companies have set rules around how their employees can use AI in the workplace, in part to protect confidential data from being leaked.*

While firms such as Apple and Spotify have been said to restrict their workers from using AI, other companies, such as JPMorgan and Northrop Grumman, appear to have outright barred their employees from using the tech.

“Although AI, including ChatGPT and other ‘conversational’ AIs, can be enormously helpful and truly transformative, we want to be smart about how we implement these

tools to protect ourselves, our partners, our company’s information and our user data,” executives at iHeartMedia wrote in a June memo explaining why it’s restricting its workers from using AI.

### Many are questioning whether AI will replace their jobs

*As AI becomes more advanced, many workers may be wondering whether the tech will replace their jobs down the line.*

A recent Goldman Sachs report on the state of AI found that generative-AI tools could lead to a “significant disruption” in the labor market and affect 300 million full-time jobs worldwide. White-collar workers — particularly people in law and those part of an administrative staff — are most likely to be affected by new AI tools, Goldman found. Other labor experts told Insider that workers in media, marketing, and finance — jobs that require writing and number crunching — were at risk of replacement by AI. AI job replacement may already be occurring. Suumit Shah, the CEO of the e-commerce platform Dukaan, tweeted earlier this month that “we had to layoff 90% of our support team” because an AI chatbot was able to do its work faster. But not all experts believe AI will wipe out jobs.

Anu Madgavkar, a partner at the McKinsey Global Institute, told Insider that AI should be viewed as an imperfect productivity-enhancing tool that could produce bias and error. Richard Baldwin, an economist, said at the 2023 World Economic Forum’s Growth Summit that while AI might not replace your job, workers who know how to use AI may replace those who don’t.