

The Emergence Manifesto

Net zero unemployment:

At Emergence, we believe that technology is best enabled alongside people.

We directly challenge the rhetoric of using tech to replace people and instead focus on how new and emerging technology, like AI, can maximise the benefits and skills of both people and machines, working together to deliver brilliant experiences for customers, partners and employees.

Our net zero employment manifesto means we won't automatically recommend headcount reduction but instead:

- 1. AUTOMATE:** there are some tasks that can be done faster and more efficiently by machines. We will identify these quickly but also over time. Using different types of automation, we will work to automate the menial, time-consuming, transactional or formulaic tasks, freeing up time and headspace from your people to focus on more meaningful tasks but also allowing them to utilise automated processes to improve how they deliver those tasks.
- 2. IMPROVE:** the customer experience by looking at all the ways they interact with your organisation and how those interactions can be improved through a more personalised experience, using technology and skilled workers where each make sense.
- 3. ENGAGE:** your people in the process of tech transformation and automation, working with them to identify the frictions and forces they face and how and where we can use technology to improve their experience and well-being.
- 4. MAXIMISE:** how you use your knowledge workers in your business, focussing them on the more complex tasks, managing the most difficult situations but at the same time giving them access to effective processes, systems and resources they need to perform best.
- 5. (RE)TRAIN:** the people in your business to enhance their knowledge, understanding and practical usage of new and advanced tech that will improve how you do business and positively impact company culture now and in the future.

