

An end to mediocrity

 ByLwazi Piti

9 Apr 2018

Are South African communication consultants ready to embrace well-deserved criticism before the emergence of no-collar consultants?



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The emergence of artificial intelligence has had a reflective effect on many, the pessimists strongly fear the loss of jobs – which is understandable in a South African context while the optimists look forward to AI and automation alleviating them of mundane tasks which will open room to expand on human capabilities.

I suppose there is no middle ground – it is either you are for or against it, which is great. For once industry professionals in our generation get to openly stick their necks out in favour or opposition of a technological advance that will potentially affect every industry in one way or the other.

Deloitte's 2018 Tech Trends clearly articulate that HR teams need to be equipped to deal with a mixed workforce, and this isn't a gender or racially mixed force but the cohesion of man and machine.

But is the workforce (people) ready to embrace and virtually shake hands with their new counterparts?



Are robots stealing our jobs?

Brian Timperley 6 Apr 2018



Reinvent worker roles

Anthony Abbatiello, Human Capital practice's digital leader and principal in Deloitte Consulting LLP argues, "as automation, artificial intelligence, and cognitive technologies gain traction, companies may need to reinvent worker roles, assigning some to humans, others to machines, and still others to a hybrid model in which technology augments human performance."

Optimisation has done nothing but drive the human race forward and I dare call it the father of all innovation – I strongly believe human capability is relative and far from limited to what we know today.

Whenever we've seen a real change in how we work there has always been prejudice and predictions that jobs will go away – the invention of the sewing machine to some meant the end of handcrafted garments and a great loss of jobs.

Clients don't want to hear what “clients want to hear”

When Elias Howe patented the first sewing machine about 200 tailors rioted on 20 January in 1831 destroying about 80 of his machines – the inventor had to flee for his life but, I suppose that comes with being the first to break the glass ceiling.



AI: Fears will fade, opportunities will surface

Craig Hannabus, Havas Johannesburg 15 Mar 2018



I am going out on a limb and challenging all communication consultants, whether in public relations, client services, marketing and even advertising to goddam consult before our clients look to AI to get valuable advisory!

Clients don't want to hear what “clients want to hear” every great consultant knows this; a diagnosis isn't necessarily a pleasing piece of information but the remedy should sooth it.

Tap into your expertise and understand your softer skills are extremely valuable in the digital age - show empathy and understanding – be persuasive with strong character, that what your clients pay for.

ABOUT LWAZI PITI

Lwazi Piti is a PR/ICT and B2B consultant with over four years experience. He started off doing consumer PR and Communication, consulting for a broad spectrum of clients. He spent a year working on a Multinational National Telecommunications client, Angola Cables, which helped him find his niche - tech. Currently, he is working as a Senior Account Executive on at WE Communications, working on a South African mobile communications company, providing voice, messaging, data and converged services.

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