**AI won’t take your job – but your skills do have an expiry date**

**The labour market is entering an era of *sweeping re-specialisation,* in which it is not jobs but specific skill sets that have an expiry date. This was the key takeaway from *Breakfast AI*, held a few days ago at The Warsaw HUB, where technology and HR experts discussed the future of organisations in an AI-driven world.**

*Breakfast AI* is a format designed to help participants better understand the opportunities and challenges arising from the rapid spread of increasingly advanced AI-powered tools. This is especially significant because, as noted by **Maciej Mazurek, CEO of Bee Talents**, an expert supporting HR processes for IT companies, who opened the meeting: *“The narratives about massive lay-offs caused by AI are exaggerated. However, ignoring the fact that – according to the World Economic Forum – nearly half of today’s skills will lose their value in the coming years would be a mistake. The key to success lies not in defending your job but in proactively managing your skill portfolio. The concept of ‘work for life’ is finally being replaced by the idea of ‘learning throughout your life’.”*

**A company of the future, or a skills-based organisation**

*“We must move away from thinking in terms of fixed positions and instead build a culture based on skills. Talent is not an asset to be managed – it is potential to be activated. Companies that understand this and invest in the development of their people will gain a huge advantage, especially as building talent in-house is up to three times cheaper than hunting for it on the market,”* said **Anna Proch, CEO of Edutailor.ai and Zeox S.A.**

The examples she gave included Unilever, which achieved USD 7 million in recruitment savings thanks to its internal project marketplace, and IBM, where every dollar invested in reskilling generated a return of 30 dollars. The Skill Gap Velocity – the speed at which a company can close key skills gaps – is emerging as a key metric for measuring the success of a modern organisation.

**Labour market: facts versus myths**

According to surveys conducted this year by NASK and the ILO (International Labour Organization), 41.3 per cent of respondents fear a decline in earnings in their industries due to the development of GenAI, while 29.3 per cent are concerned about job cuts resulting from task automation. Meanwhile, experts at *Breakfast AI* cited data indicating that the fear of job losses is greater than the actual risk.

*“In areas such as AI, Machine Learning, Data, and Cybersecurity, we are seeing a surge in job opportunities – by as much as 70 per cent. At the same time, there is stagnation in traditional office roles, clearly showing where the change is occurring and the direction in which the market is evolving,”* explained **Dagna Frydrych, Head of Growth Marketing at Just Join IT.**

Meanwhile, **Kamil Osiecki, CEO of Ideamotive**, noted that in a world where AI is increasingly automating tasks, distinctly human skills are gaining value.

*“Companies will always reward people who take responsibility – a quality that, alongside commitment, will remain in demand for ever. Technology may serve as a tool, but it will not replace humans in strategic thinking or in taking responsibility for the final outcome,”* said **Kamil Osiecki.**

**Conclusions for business**

The AI revolution presents a tremendous opportunity for those who can think in terms of skills, potential and continuous development. Here are the key takeaways for employees and employers:

* **Adaptability is the new currency –** ability to learn and unlearn quickly is now more valuable than many years of experience in a single, outdated technology.
* **Responsibility and commitment are in demand** – as AI automates tasks, human responsibility for processes and results is emerging as a critical asset.
* **An end to passivity** – employees must proactively test new tools, while companies should foster a culture of experimentation and internal mobility rather than relying solely on costly external recruitment.

*“In creating The Warsaw HUB ecosystem, we have focused from the very beginning on building a community and delivering added value to our tenants that goes beyond the office itself. We are pleased to be able to initiate discussions on such key topics as the impact of AI on the labour market. We believe that sharing knowledge and inspiring development are among the key roles a modern workplace can play today,”* concluded **Sylwia Wiszowata-Łazarz, Head of Marketing, Asset Services, Cushman & Wakefield**, a global real estate advisory firm, appointed as property manager for The Warsaw HUB.

- **ENDS -**

**About Cushman & Wakefield**

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of $9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that *Better never settles*, the firm receives numerous industry and business accolades for its award-winning culture. For additional information, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com/).