

# The 3 R's of Synthetic Labor

Reconsidered Value Creation Through  
a Second Labor Source

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26 November 2024

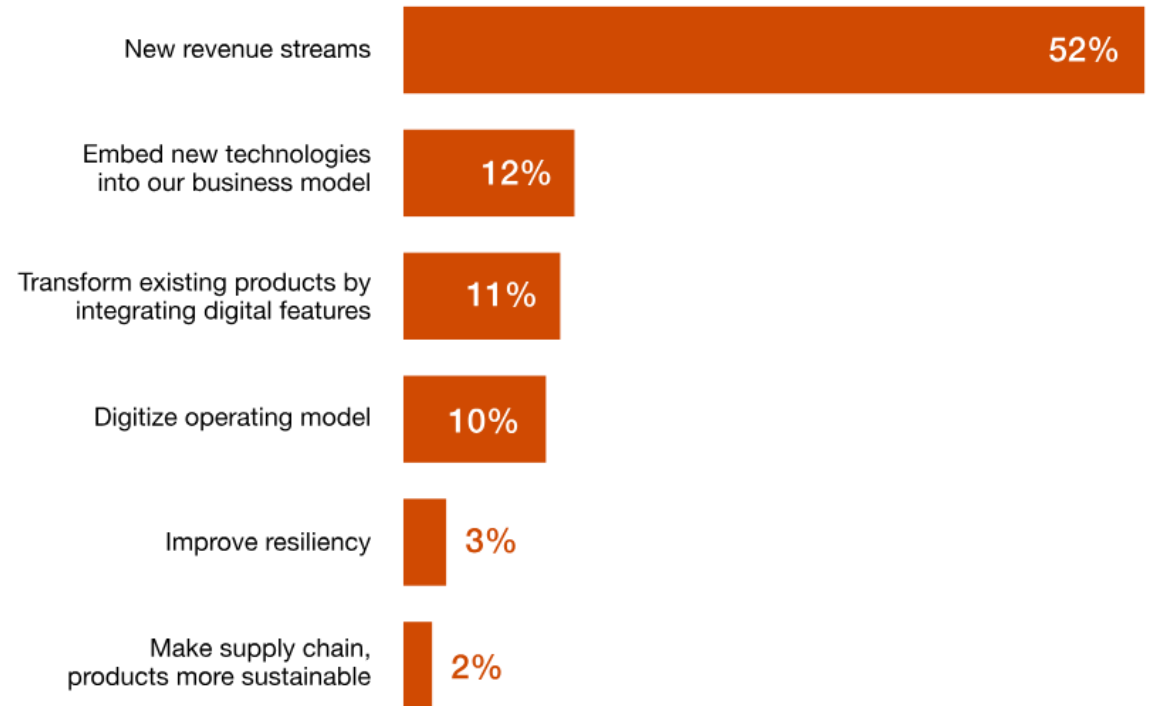




“2024 is shaping up as the year of business model reinvention.”

*“Efficiency gains, however, aren’t the highest use of GenAI to power enterprise transformation. **The bigger prize lies in making people more valuable.**”*

Growing the top line dominates US CEOs' short-term strategic priorities



\*Note: Showing 6 responses out of a list of 7, excluding 'none of the above'.  
Q: As you think about your business strategy over the next three years, what is your company's highest strategic priority?  
Source: PwC's 27th Annual CEO Survey, base of 4,702, US base of 231.

Source: PwC's 27<sup>th</sup> Annual Survey of CEO's

# Selling *Return on Reinvention*, Not ROI

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45%

of CEOs believe their company will not be viable in ten years if it stays on its current path.

CEOs among the 45% who are less confident of their company's viability are slightly more likely than other CEOs to take action aimed at reinventing their business models.

# The 3 R's - A Pivotal Change in Work Accomplishment

**RE-THINK**

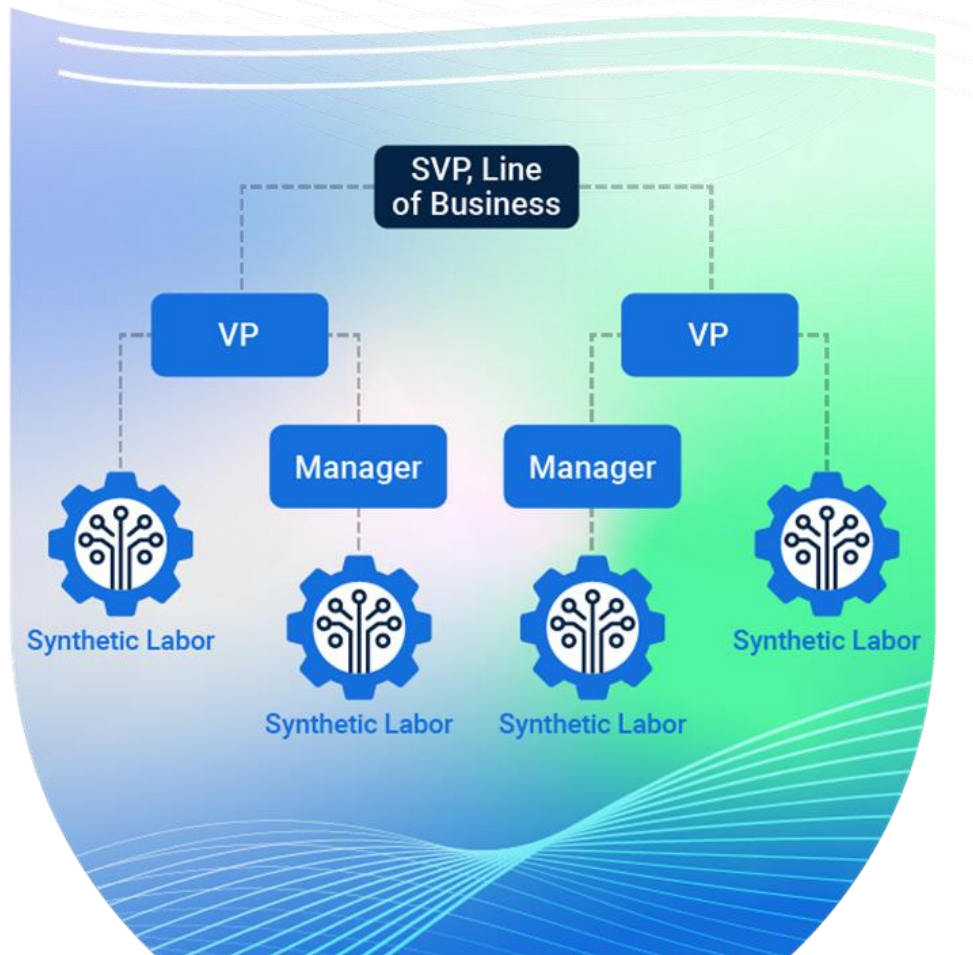
The image features the text 'RE-THINK' in a bold, black, sans-serif font. The word 'RE-' is positioned to the left of a large, orange rounded rectangle. Inside this rectangle, the word 'THINK' is written in the same bold, black, sans-serif font. The overall effect is a visual pun on the word 'rethink'.

# Re-Imagine



- People, Process & Technology is out-of-date
- There is no longer a single source of labor (humans)
- Growth, seasonality and profitability are functions of human labor, not technological scale
- Machines refining processes

# Repatriate

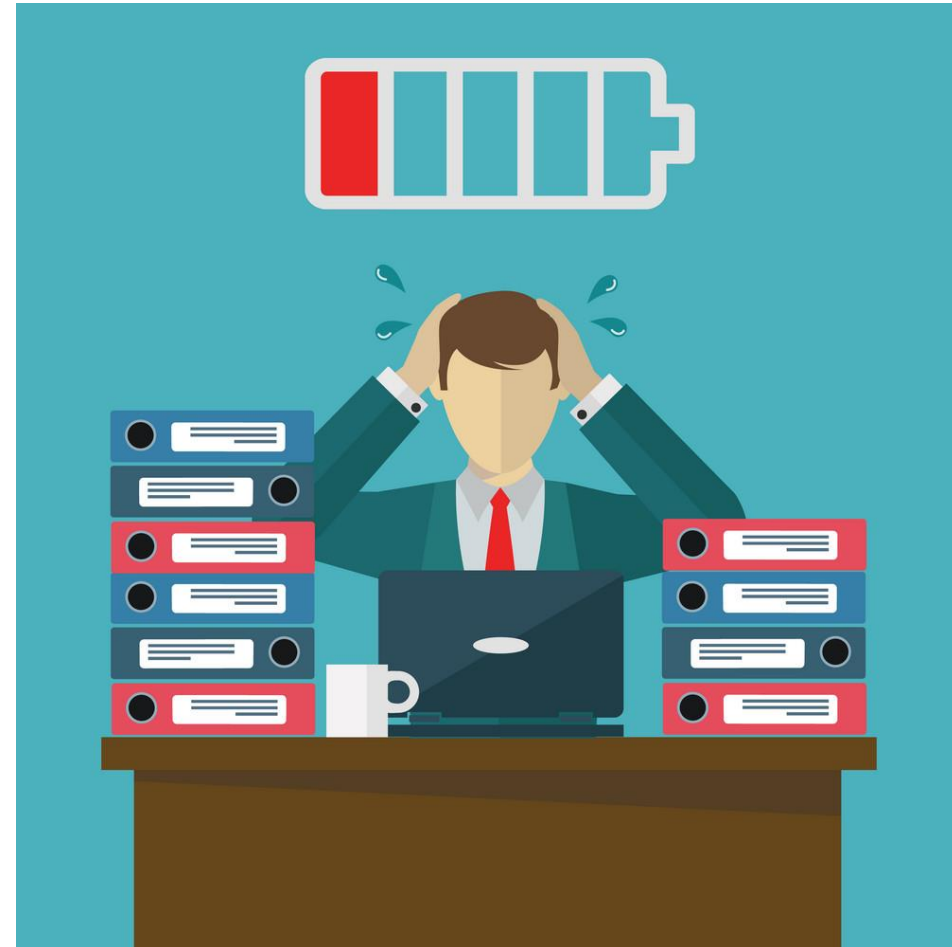


- Geo-political implications
- Centralizing the quality of work product, not commoditizing it
- Further reduced cost of labor
- Maintain the organizational mission through insulating work (your DNA)
- The Organizing Principle: People *and* Synthetic Labor will become the measure of value, compared to a People only work capability

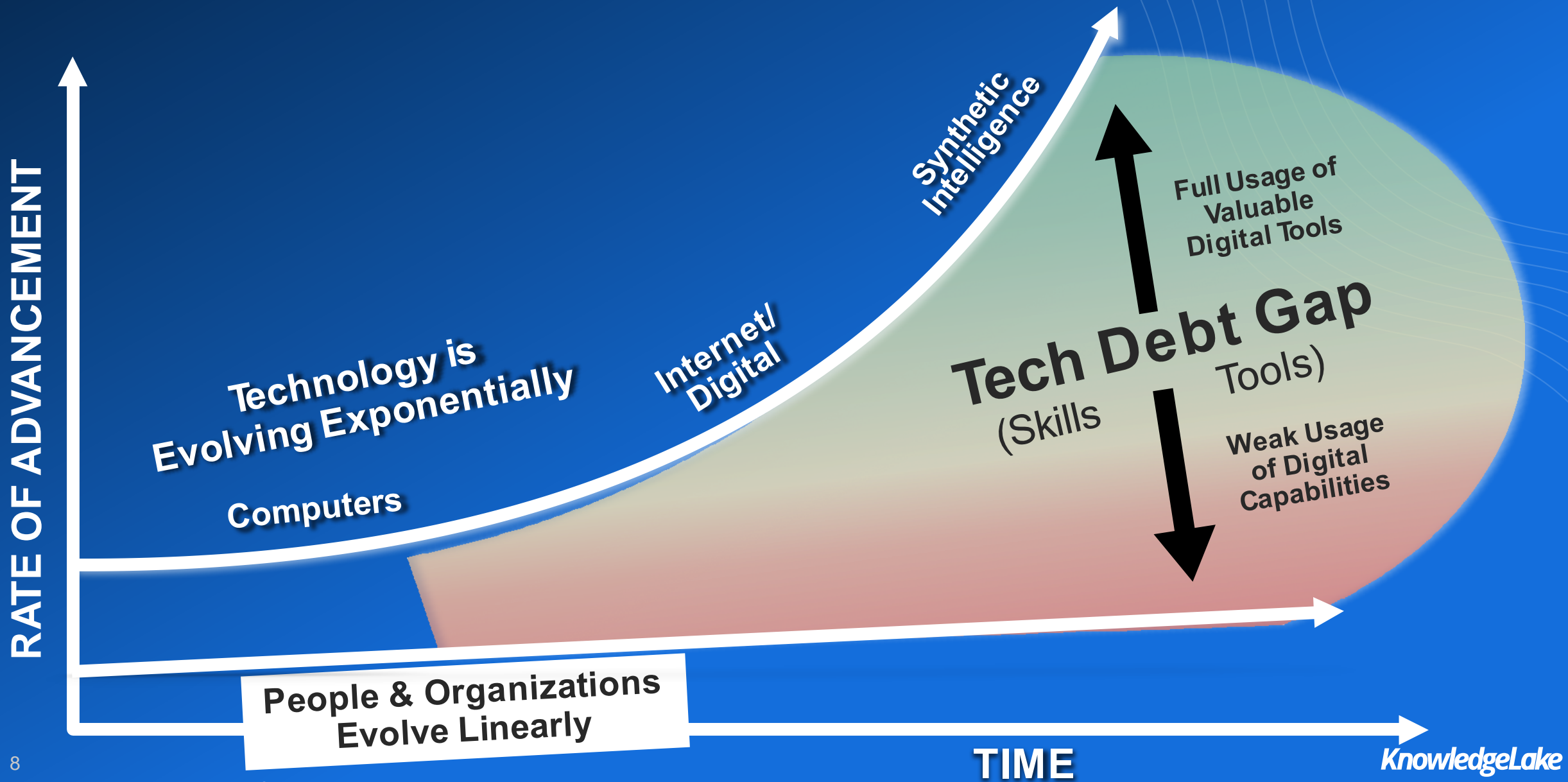
# Relief

- “77% of employees in the survey say AI tools have *actually decreased* their productivity and added to their workload. And 47% of employees using AI in the survey say they have no idea how to achieve the productivity gains their employers expect.”
- “...of 9,615 knowledge workers across Australia, France, Germany, Japan, the UK and the US, it found that, of those that use six to 15 different apps in the workplace, 15% say they miss messages and notifications because of the number of tools.”

Source: BBC, 22 October 2024 – Upwork Study of 2,500 knowledge workers



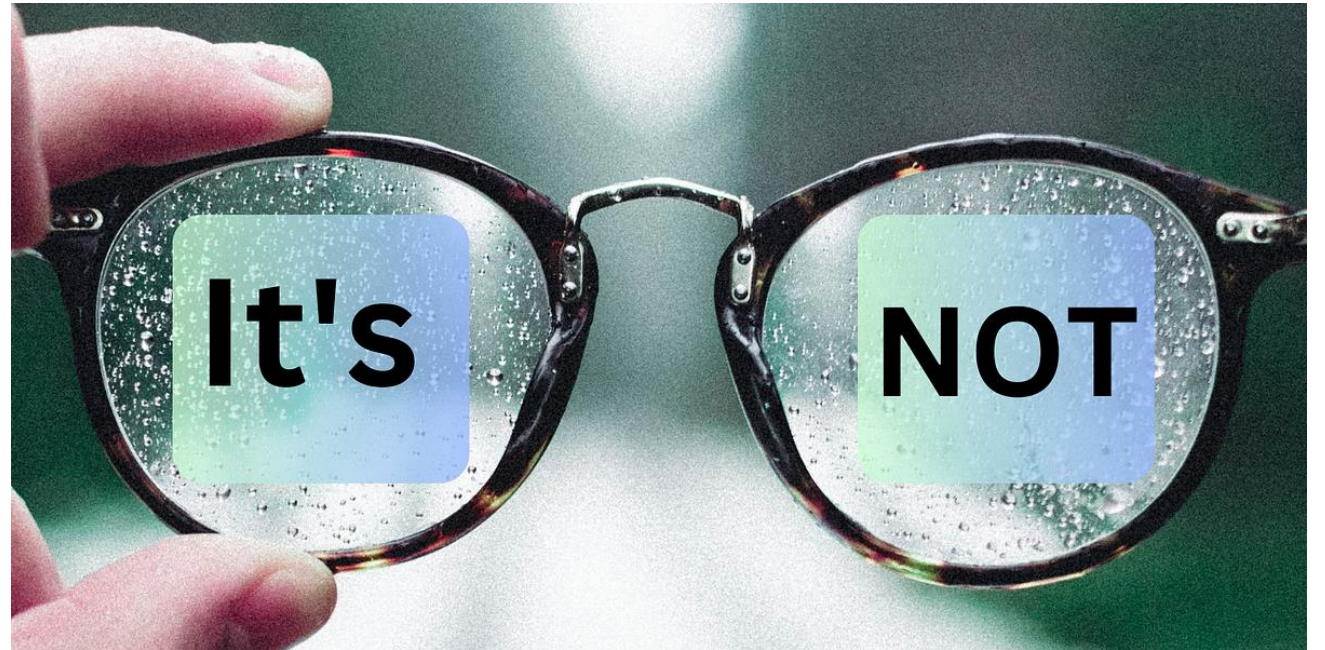
# DIGITAL DISRUPTION EXAMINED





# A Closer Look

- Typically, the domain of the Advisory Consultants
  - Don't rush to judgement
  - Practical vs. Theoretical
- We're the inventors of a new platform that changes work
- Labor-as-a-Service
- It's a discussion, not a demo



# Two Examples of Synthetic Labor Changing Organizations

# How Does Synthetic Labor Differ to RPA?

Function	Work Automation 1.0 (RPA)	Work Automation 2.0
Workflow and Assignment Optimization	Not available	<b>Native</b>
Best Labor Source Based	<b>No – Human Centric</b>	<b>Yes</b>
Synthetic Labor doing end-to-end (STP) work as governable, but independent functions ( <b>Synthetic Labor-as-a-Service</b> )	Task-based and human dependent	<b>Yes</b>
Incorporate unstructured data from hand-written forms, email, PDF documents and scanned images, indexed for use	<b>Not Available</b>	<b>Yes</b>
Create unlimited, on-the-fly forms as dialog interaction across all processes	Only with purchase and integration of other third-party tools. Very brittle.	<b>Yes, native</b>
Data governance, retrieval and indexing facility	<b>Not Available</b>	<b>Native</b>
Intuitive AI	Integration to bolt-on to the respective platform and limited	<b>Natively incorporated with easy ability to change/add AI engine</b>

# How to Get Started?

**Schedule a Free Consultation and Customized  
Demo Today!**

## **TO SIGN UP:**

Complete sign-up form via QR code  
or URL in attachments section

or

email: [pamela.benke@knowledgelake.com](mailto:pamela.benke@knowledgelake.com)



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Thank You!