The Bold & Responsible Transformation Guide

How to Re-engineer Work for
an AI-Powered Future

Hello.

AI is reshaping work—changing tasks, shifting roles, and redefining workforce planning. But businesses aren't ready. They're making short-sighted AI decisions that leave their people behind.

Lacking real visibility into how work gets done, companies automate jobs instead of re-engineering work—stalling transformation and wasting potential.

As Josh Bersin said, "Just as Clark Kent learned to channel his powers, we must learn to harness AI for individual and team performance." That means rethinking work from the ground up—not just layering AI onto broken job structures but designing work for an AI-powered future.

We are standing at a once-in-a-generation opportunity to reinvent how work gets done. Companies that embrace this shift will unlock new levels of innovation and productivity. But transformation must be responsible—ensuring that as we automate, we also reskill, so we bring our workforce with us. AI should amplify human potential, not replace it.

This isn't just an HR initiative. Work transformation is a business-wide priority. HR has a seat at the table, but work belongs to the entire business.

That's why you are here:

- To make work visible—move beyond job descriptions and map the tasks.
- To align AI with business strategy—design work for AI, not just automate existing jobs.
- To reskill and redeploy talent—so people evolve with AI instead of being displaced by it.

This guide brings together Josh Bersin's research on The Rise of the Superworker with Reejig's Work Ontology™ to help you lead this change. The companies who lead boldly and transform responsibly will be the ones who ensure their workforce evolves as technology advances.

Siobhan Savage
CEO & Co-Founder

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This guide helps leaders understand where they sit in Josh Bersin's AI Maturity Model and actionable steps to transform your workforce for the AI era using Reejig's Work Ontology™.

Plus, scan the QR code on the back to book time with a Work Strategist to take this data to a deeper level.

Where Do You Sit on the AI Maturity Curve?

AI transformation follows a clear progression, the further a company moves along this model, the more AI shifts from basic automation to full workforce reengineering.

This framework, developed through extensive research by Josh Bersin, helps organizations understand where they are today and where they need to go.

> " **"For each dollar spent on machine learning technology, companies may need to spend nine dollars on intangible human capital."**
>
> Erik Brynjolfsson
> Stanford Digital Economy Lab

This transformation won't happen automatically. Academic studies show that 45% of change management programs fail, and 72% of the reason is "people resistance." Success with AI is a people problem, not a technology one.

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of change management programs fail

&

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of the reason is "people resistance."

Most organizations are stuck in Assistance or Augmentation—applying AI to existing processes instead of reengineering work.

But how do you move forward? First, you need to understand the work itself.

REDESIGN WORK | REENGINEER WORK

Increase in Quality and Output

300% Improvement **Autonomy**

AI agents do the work, and people manage the agents

100% to 200% improvement **Replacement**

Reengineer work to partner with AI agents

50% improvement **Augmentation**

Redesign jobs and remove steps for productivity

15% to 30% improvement **Assistance**

Make current jobs and workers more efficient

Amount of Job Redesign

Source: The Josh Bersin Company, 2025

Assistance
(15–30% improvement)

AI makes current jobs and workers more efficient.

Augmentation
(50% improvement)

Redesign jobs and remove redundant steps to boost productivity.

Replacement
(100–200% improvement)

Reengineer work to partner with AI agents.

Autonomy
(300%+ improvement)

AI agents do the work, with people managing the agents.

Unlocking Work Intelligence:
The Foundation For AI Transformation

Most organizations stall in AI transformation because they lack visibility into work at a role and process level, making AI adoption ineffective. Since AI automates tasks, not skills, companies must first understand work at a task and subtask level to apply AI strategically.

That's why we need a **Universal Language of Work.**

The Universal Language of Work

Work Ontology™

Reejig's Work Ontology™ is a comprehensive, AI-powered framework that maps every job, task, process, and career path across your organization. It provides a unified language of work, offering complete visibility into the work being done at every level of your workforce.

Trusted by the world's most ambitious companies:

APM   NSW GOVERNMENT   lendlease   KPMG   MTN   IKEA

WPP   TELSTRA   Deloitte.   reckitt   aws   Microsoft

Key Transformation Capabilities

Work Made Visible
Visualize every job, task, and process, making it easier to understand how work flows within your organization.

AI With Purpose
Design and drive your AI implementation strategy, ensuring alignment between AI initiatives and business objectives.

Real Skills Data
Power your skills strategy by ensuring highly accurate skills data based on the actual work being done across your company.
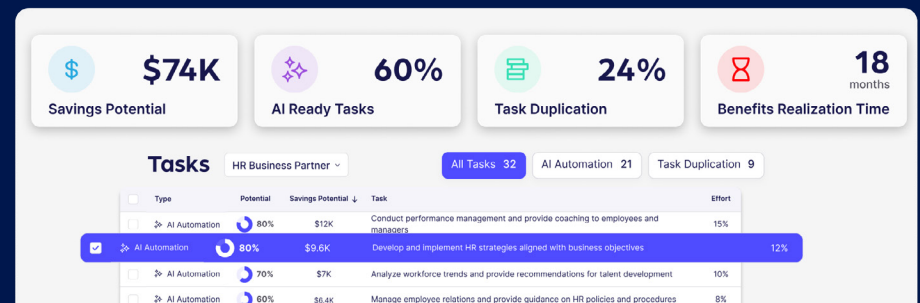
Unite AI + HR
Bring together AI and HR strategies by using data to align workforce management, skills development, and AI deployment.

Dynamic Work Design
Eliminate outdated job architectures that hold back transformation, evolving into a dynamic common language of work that adapts to the changing nature of work and drives organizational success.

Reejig's Work Ontology™ maps over 23 industries, capturing every job, task, process, and career path. In simple terms, Work Ontology™ is the source of truth for how work is structured within your organization.

$74K	60%	24%	18 months
Savings Potential	AI Ready Tasks	Task Duplication	Benefits Realization Time

Tasks   HR Business Partner ⌄   All Tasks 32   AI Automation 21   Task Duplication 9

	Type	Potential	Savings Potential ↓	Task	Effort
☐	⚡ AI Automation	80%	$12K	Conduct performance management and provide coaching to employees and managers	15%
☑	⚡ AI Automation	80%	$9.6K	Develop and implement HR strategies aligned with business objectives	12%
☐	⚡ AI Automation	70%	$7K	Analyze workforce trends and provide recommendations for talent development	10%
☐	⚡ AI Automation	60%	$6.4K	Manage employee relations and provide guidance on HR policies and procedures	8%

A Bold & Responsible Implementation Blueprint

Now that you've mapped work—what's next? AI-driven job redesign follows a structured progression, balancing both technical and human elements of transformation. **Here are the 5 phases of Bold & Responsible Implementation.**

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Phase 0: Creating a Universal Language of Work

- Deploy Reejig's Work Ontology™ to efficiently map your organization's unique work structure (and achieve 80%+ accuracy in task–skill–role mapping)
- Identify tasks and roles with high–value AI and automation potential using the AI Potential Index (AIPI)
- Estimate the overall efficiency gains from AI and automation using the Operational Efficiency Index (OEI)
- Detect redundant tasks across roles and departments to streamline work through task duplication analysis

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Phase 1: Assistance

- Target high–volume, repetitive tasks across 1–2 departments
- Implement AI tools for immediate productivity gains
- Introduce employees to AI collaboration
- Measure impact and refine approach

2

Phase 2: Augmentation

- Identify transactional processes with repetitive steps
- Remove unnecessary steps and enhance human capabilities
- Begin reskilling efforts for employees in changing roles
- Expand AI adoption based on lessons learned

3

Phase 3: Replacement

- Re–engineer work with truly collaborative human–AI systems
- Restructure teams around high–value human contributions
- Reallocate capacity to growth initiatives
- Implement continuous monitoring of AI performance

4

Phase 4: Autonomy

- Establish AI governance frameworks
- Develop AI oversight roles leveraging employee expertise
- Implement predictive workforce planning
- Create feedback loops for continuous improvement

How an HRBP Evolves Through the 5 Phases

Now, what does this look like in action? Here's how the HR Business Partner role evolves—step by step—as AI shifts work from administration to strategy.

Before AI

- 60% of time spent on administrative tasks and reporting
- Limited capacity for strategic workforce planning
- Reactive approach to employee issues and business needs

Human Resources Business Partner

👥 Human Resources Services

Workforce Intelligence

⚡ AI Potential 34%	📈 Efficiency Gain 28%	🚀 Task Velocity Increase 33%	📄 Tasks Duplication 9%
⏳ ROI Realization Time 8-14 Months	💼 Avg. Salary $95K	$ Potential AI Savings (10 Jobs) $304K USD	📷 Total Annual Salary (10 Jobs) $950K

Tasks ⓘ

Preparation of data and reports utilizing dashboards and insights for talent activities	⚡ 60%	Facilitation of roundtables	30%
Working with business leaders on the outcomes arising from talent activities	20%	Involvement in reward outcomes from hires through employee lifecycle	⚡ 40%
Involvement in business aligned people initiatives	30%	Consulting with the business to identify and develop HR solutions to align with business strategy, optimise workforce performance and productivity.	20%
Working with COEs to consult and co-design products for business and stakeholder needs	30%	Implementation of HR solutions to meet business needs...	⚡ 30%
Guidance and coaching senior leaders on people matters, across the employee lifecycle.	⚡ 20%	Line 1 support for assessing and reviewing talent issues	⚡ 15%
Recommendations on business change programs including associated risks that impact people and culture	20%	Identification and consulting on organisational design and workforce planning opportunities and changes	40%
Management of HR service delivery, simplifying processes, and identifying opportunities for continuous improvement	⚡ 50%	Account management of HR services, including contribution in leadership teams for a specific client group in a business line or region	20%
Guidance and coaching to HR team members on day-to-day HR activities	20%	Management of relationships with external vendors providing HR services.	25%
Generation data-driven insights and recommendations to support decision-making	60%	Generation of data and reporting for business needs	⚡ 60%
Administering and gaining approvals across employee lifecycle activities	50%		

Skills ⓘ

● General ● Human ● Technical

| 📊 Talent Management | 📊 Employee Relations | 📊 Change Management | 📊 Organizational Design | 📊 Recruitment & Selection | 📊 Workforce Planning |

Phase 1: AI Assistance > Make jobs more efficient

- Deploy Reejig's Work Ontology™ to map your organization's unique work structure
- Achieve 80%+ accuracy in task–skill–role mapping
- Identify task duplication and inefficiencies
- Establish baseline metrics for current productivity

Phase 2: AI Augmentation > Redesign work for productivity

- AI–powered candidate comparison and leadership identification.
- Scenario planning for workforce optimization.
- Proactive talent risk management.

Phase 3: AI Replacement > Partner with AI agents

- Manager self–service for HR needs through AI interfaces.
- Automated compliance monitoring and reporting.
- Virtual HR assistants for employee questions.

Phase 4: The Superworker HRBP > AI agents do the work, and people manage the agents

- HRBPs shift to strategic workforce planning, culture, and complex employee relations while AI handles routine operations. This transformation delivers 3–5× the business impact with the same headcount.
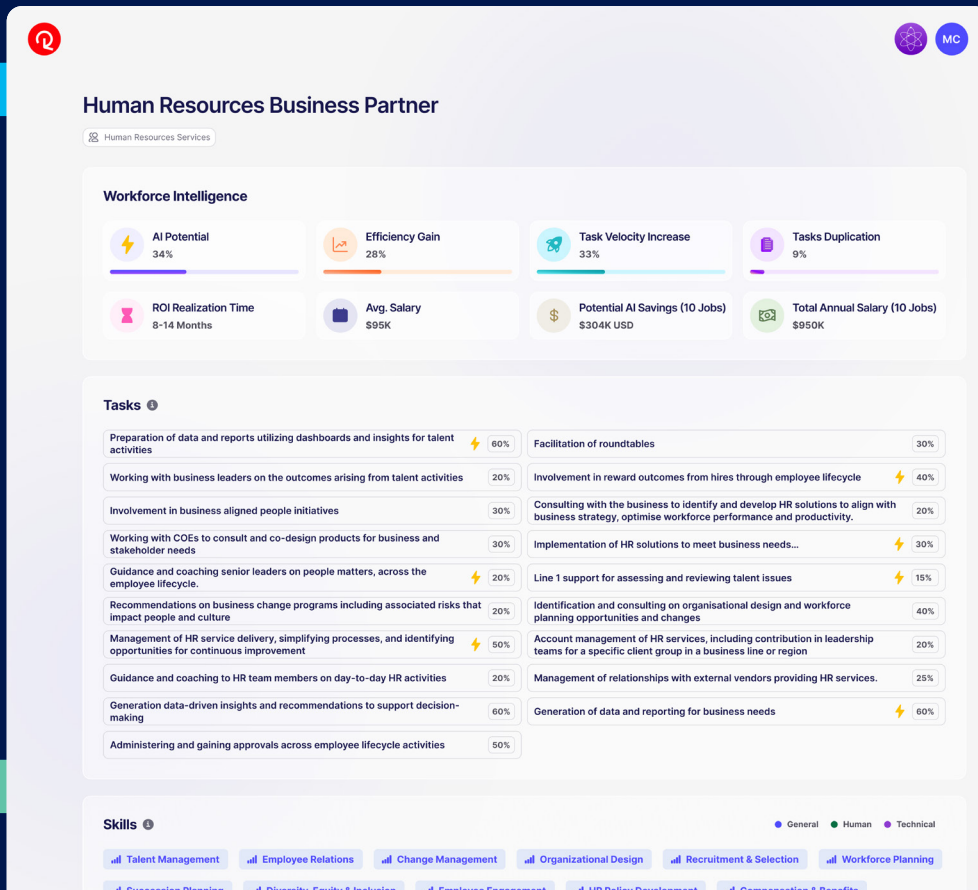
This is Your Moment.

To make work visible.
To re–engineer work for the AI era.
To transform boldly, and responsibly.

Talk to a Reejig Work Strategist

Scan now