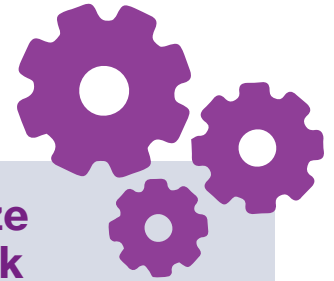
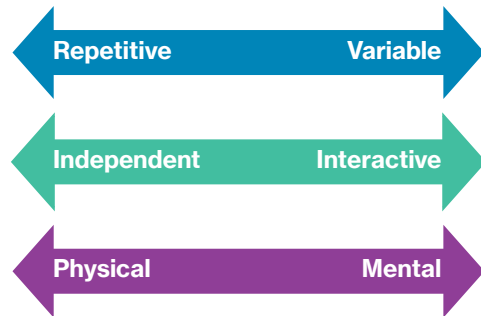


Optimizing work + automation

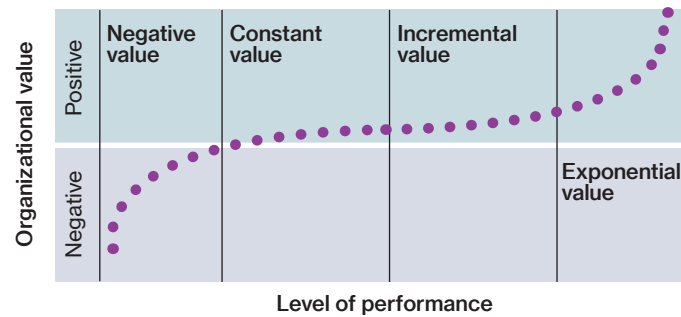


Deconstruct the work

Step 1 Automation compatibility



Step 2 Return on improved performance



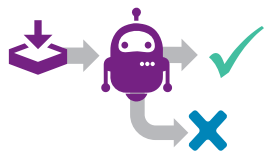
Optimize the work

- **RPA** substitutes for repetitive, independent mental work to reduce mistakes
- **Social robotics** substitutes for repetitive, independent, physical work to reduce variance
- **Cognitive automation** augments variable, interactive, mental work to incrementally improve productivity, etc.
- **Social robotics** creates new variable, interactive, physical work to exponentially improve performance

Automate the Work

Step 3: Automation type

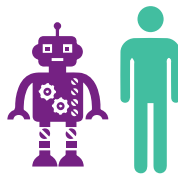
Robotic process automation



Cognitive automation



Social robotics



Step 4: Automation role

Substitute



Augment



Transform



Source: *Reinventing Jobs*, Jesuthasan and Boudreau, Harvard Business Review Press, 2018