

DON'T BE LEFT BEHIND
(AGAIN)

WHAT THE PC REVOLUTION TAUGHT US ABOUT DIGITAL BUSINESS SKILLS



A FAMILIAR PATTERN

Picture the mid-late 1990s. Offices were buzzing with a new machine that sat on desks and changed everything: the personal computer. At first, many workers thought they could get by without learning to use it. But before long, companies stopped asking if you knew your way around a PC, they started assuming you did.

Those who failed to keep up found themselves sidelined. Today, we're at that same turning point again—this time with AI.



WHAT HAPPENED IN THE 90S

By 2001 more than half of U.S. workers were already using a PC.

Even the act of job hunting itself moved online. Applying by newspaper classifieds or in person became less effective, while online searches overtook them. The U.S. government was so concerned that it issued warnings: access to digital tools was becoming “critical to finding a job.” Public programs sprang up to help adults learn PCs—because those who didn't were simply being left out.



RECEIPTS

- Cornell survey (1997): 83% of recruiters said computer literacy was important for new hires.
- Employers stopped asking whether you knew PC skills and simply began expecting them
- Workers without PC skills were being retrained or risked being left behind



RECEIPTS

- Workplace PC use (2001): 53.5% of U.S. workers used a computer.
- Job search moved online by 1998.
- NTIA: “Access to information resources... critical to finding a job”.
- Federal training programs targeted PC skills.



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WHAT THE PC REVOLUTION TEACHES US ABOUT AI BUSINESS SKILLS



HISTORY REPEATS WITH AI

AI is where PCs were in the late 90s, rapidly becoming essential.

Across millions of job postings, positions requiring AI expertise pay nearly a 30% premium. Mentions of AI in listings are climbing every quarter.

LinkedIn and Microsoft report that AI skills are no longer “bonus”—they are raising the bar for what employers expect in everyday professional roles.



WHAT THIS MEANS FOR JOBSEEKERS

History gives us a clear warning: when technology moves from optional to essential, lagging behind closes doors.

In the 90s, people who ignored PCs found themselves unqualified for many jobs. Today, ignoring AI carries the same risk. The good news is: it's not too late.

Just as training helped workers back then, accessible AI tools and training exist now. Even basic applied AI skills, like using AI for research, analysis, or workflow automation, can lift your career prospects.



RECEIPTS

- AI wage premium hits 28% - BEYOND tech!
- AI spreading across sectors with 3.5x increase in “AI Skills Required” for non-tech jobs.
- AI job postings rising across all industries.
- Employers want AI skills, Leaders need a pathway forward.



RECEIPTS

- Employers struggle to find AI-qualified candidates, yet demand is high
- Jobs listing AI skills offer an average 28% higher salary—about \$18,000 more per year
- AI roles are twice as likely to offer parental leave and three times as likely to include remote work.
- From 2018–2023, AI roles grew by 21% of all postings while mentions of university degree requirements dropped 15%.



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WHAT YOU CAN DO TO GAIN THE AI BUSINESS SKILLS YOU MUST HAVE TODAY



HOW TO UP-SKILL

AI is already reshaping your industry, and ignoring it means falling behind, so:

- Learn the applied basics. Prompting and Simple AI Tools.
- Then move past prompts into your own repeatable AI frameworks, where the tools work the way you do.
- Finally, build something real you can show. Something that proves your skills and your value.



GET HELP UP-SKILLING

"I'll figure it out, I'll just ChatGPT it"

If this is you, that's great!!

It took most of the industry years to work it out using ChatGPT.....hope it takes you less!

For those who are looking to get the skills, get the framework, get the evidence and move on....good news!

We've got a clear, step by step path to get you on the right track....FAST!



ACTION STEPS

- Understand trends already emerging in your industry.
- Learn applied skills like basic prompting, automation, and AI-powered analysis
- Move past Prompting and build your own AI framework
- Build something real to show to your skills and improved value



RECEIPTS

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