

AUTOMATION IN ACTION



Are Canadians concerned about how automation may impact their job prospects? More importantly – should they be?

Artificial Intelligence (A.I.) and Automation have become trendy buzzwords for businesses, but much of the conversation has focused on the negative. Are the robots really coming to take our jobs? Or are these new tools more likely to help improve the way we work, instead of replacing the people who do the work? ADP Canada and Leger asked 851 working Canadians for their opinions, and the results may surprise you.

Impact on Workforce



58.7%

of Canadians believe that artificial intelligence/machine learning/automation will have a positive impact on the workforce and job market in the future.

Expect A.I./automation to have a positive impact on workforce and job market.

BC
61.8%

AB
59.8%

MB/SK
62.9%

ON
58.8%

QC
57.4%

AT
49.7%

Top technology Canadians use to work each day:

- Smartphones – **83%**
- Laptop computers – **80%**
- Desktop computers – **79%**
- Social media – **61%**
- Remote conferencing – **57%**

Top technology Canadians crave to make their jobs easier:

- A.I./Machine Learning – **31.2%**
- Tablets – **27.4%**
- Messaging Apps – **24.5%**
- Smartphones – **20%**
- Social Media – **18.1%**

Fears

Even with a positive outlook, some fears remain. Today one in four Canadians (**27.3%**) believe their job is at, or will be at, risk because of artificial intelligence/machine learning/automation.

33.5%



workers in Quebec are the most likely to worry about their current or future job prospects due to automation.

Workers under the age of **45** are substantially more concerned than those **45 and older**.



18-34: **33.4%**
35-44: **34.5%**
45-54: **21.1%**
55-64: **19.2%**



30.1%



24.2%

Men (**30.1%**) are more likely than women (**24.2%**) to worry about how automation may impact their roles.

Organizations adopting new technologies may see some resistance or concern from employees that may fear how these tools will impact their roles. Often an added focus on communication can be the key to improve employee adoption. ADP Canada offers the following recommendations for managers to help alleviate concerns and improve employee satisfaction and confidence in both their day-to-day roles and long-term job prospects:

1. Communicate early

Ensure there is a clear roadmap outlining plans for when and how new tools will be adopted, and when employees will begin to see their roles evolve with the introduction of new technologies.

2. Communicate clearly

Ensure employees understand how these new tools will make their jobs better and promote greater success for both the employee and the business. Identify day-to-day tasks that will be improved, and how these tools will support the employee in increasing business success.

3. Communicate often

Keep employees up-to-date on how new technologies are improving productivity and employee success. The more employees understand how these tools are benefiting the work that they are doing each day, the more employees will see the value in their use.

ADP Canada is a total HR partner. We provide people and organizations of every size with the tools to help their people thrive, and the data and expertise to support business operations.

