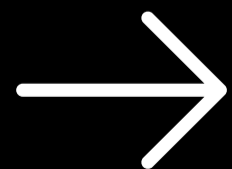


# AI Won't Kill Expertise. But It Might Break How We Learn It.

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**My Biggest Takeaway From Jim Sterne  
At Experimentation Elite.**



# TL;DR

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- AI can do more junior work.
- But junior work is where judgement gets built.
- So the real question is not “what jobs disappear?”
- It is “how does anyone become good?”

# AI Is Coming For The Bottom Rung.

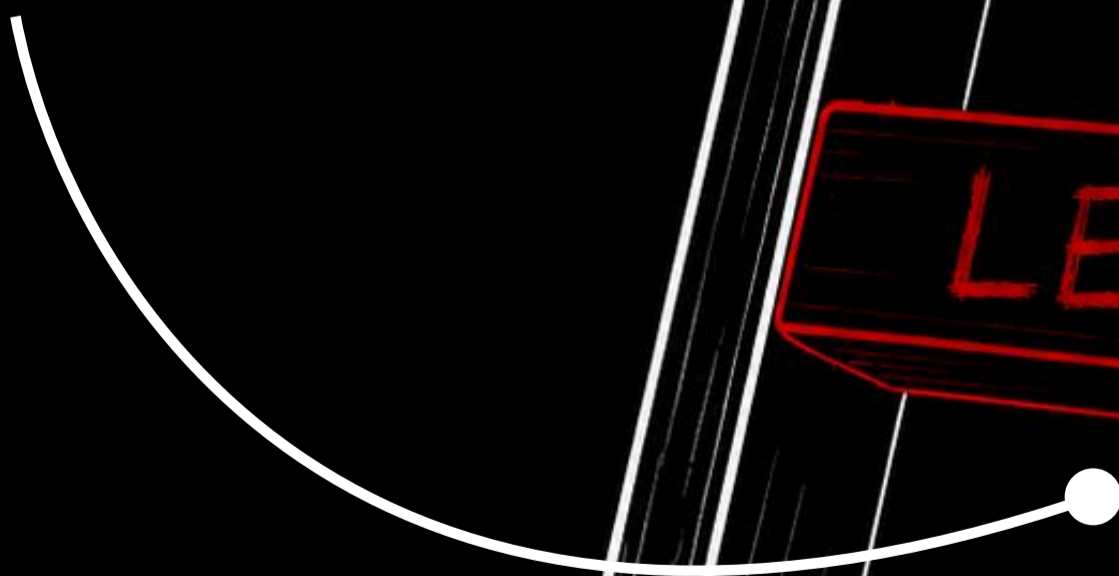
Data collection.  
Dashboards. First-pass  
analysis. Test ideas.  
Reporting.

The stuff juniors used to  
do badly before they  
learned to do it well.



# That Work Was Never Just Grunt Work.

It was  
apprenticeship in  
ugly trousers.



**But This Is Not A  
Nostalgia Argument.**

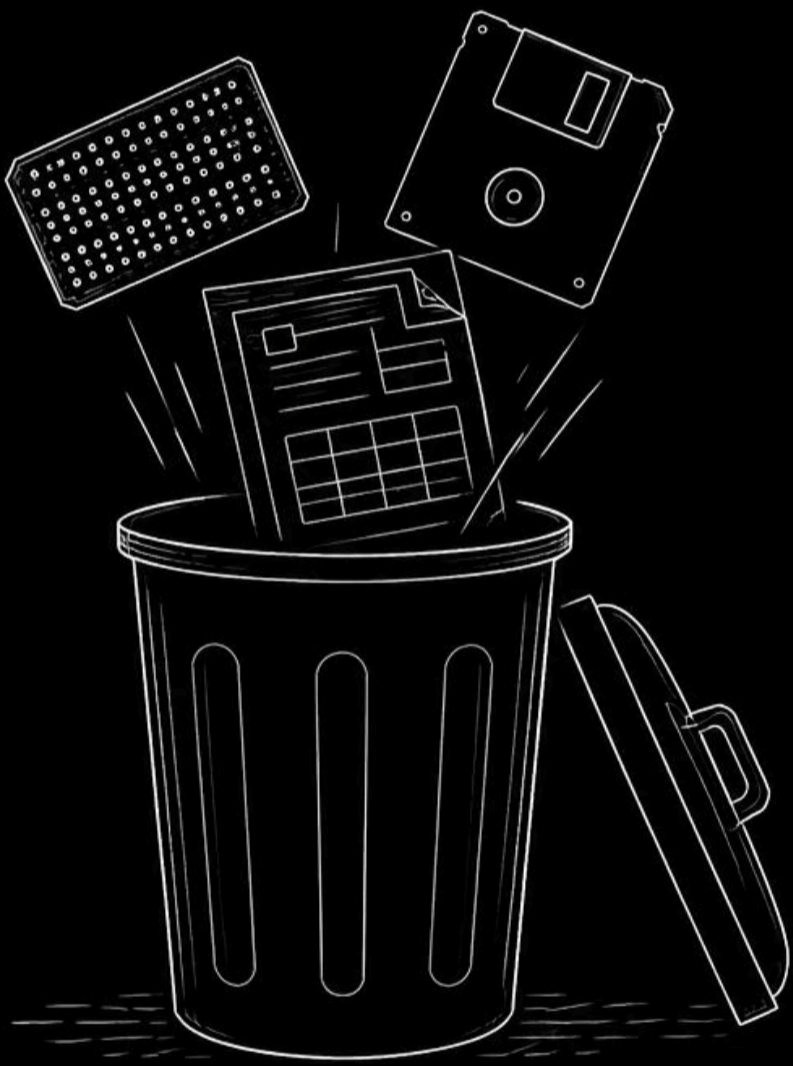
# Some Skills Can Disappear.



**We Do Not Need To Preserve  
Every Old Tool, Task Or Ritual.**

**The Question Is Which  
Losses Matter?**

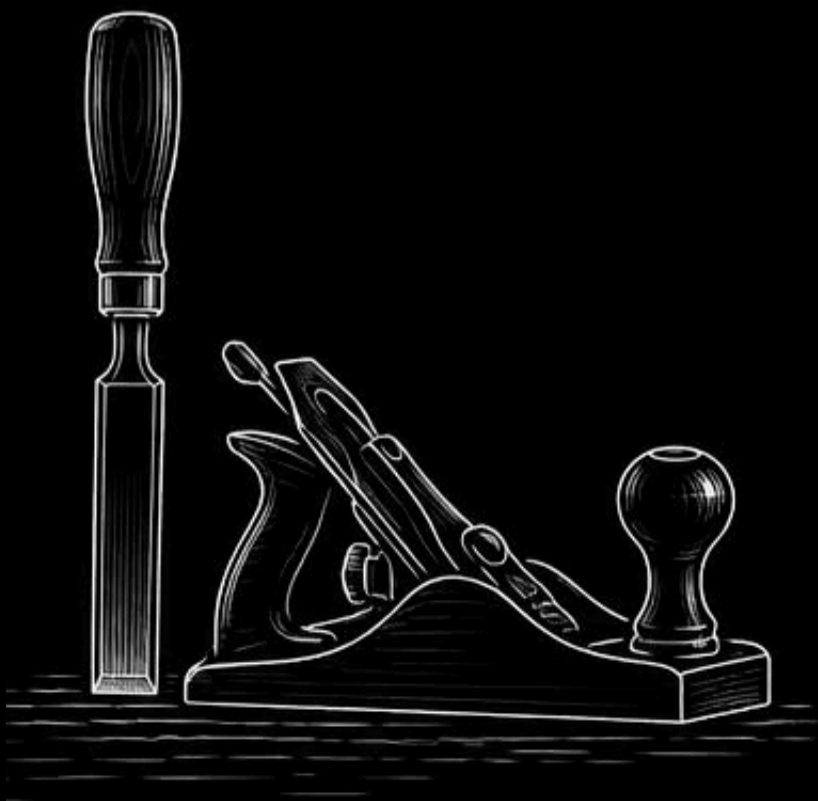
**Not Every Lost Skill Is A  
Tragedy.**



**But Some Lost Learning Paths  
Are.**

# The Cabinet-Maker Metaphor.

- One person works by hand.
- Another uses power tools.
- The second is faster.
- But speed only helps if they still understand quality.



# AI Can Make The Cabinet Faster.



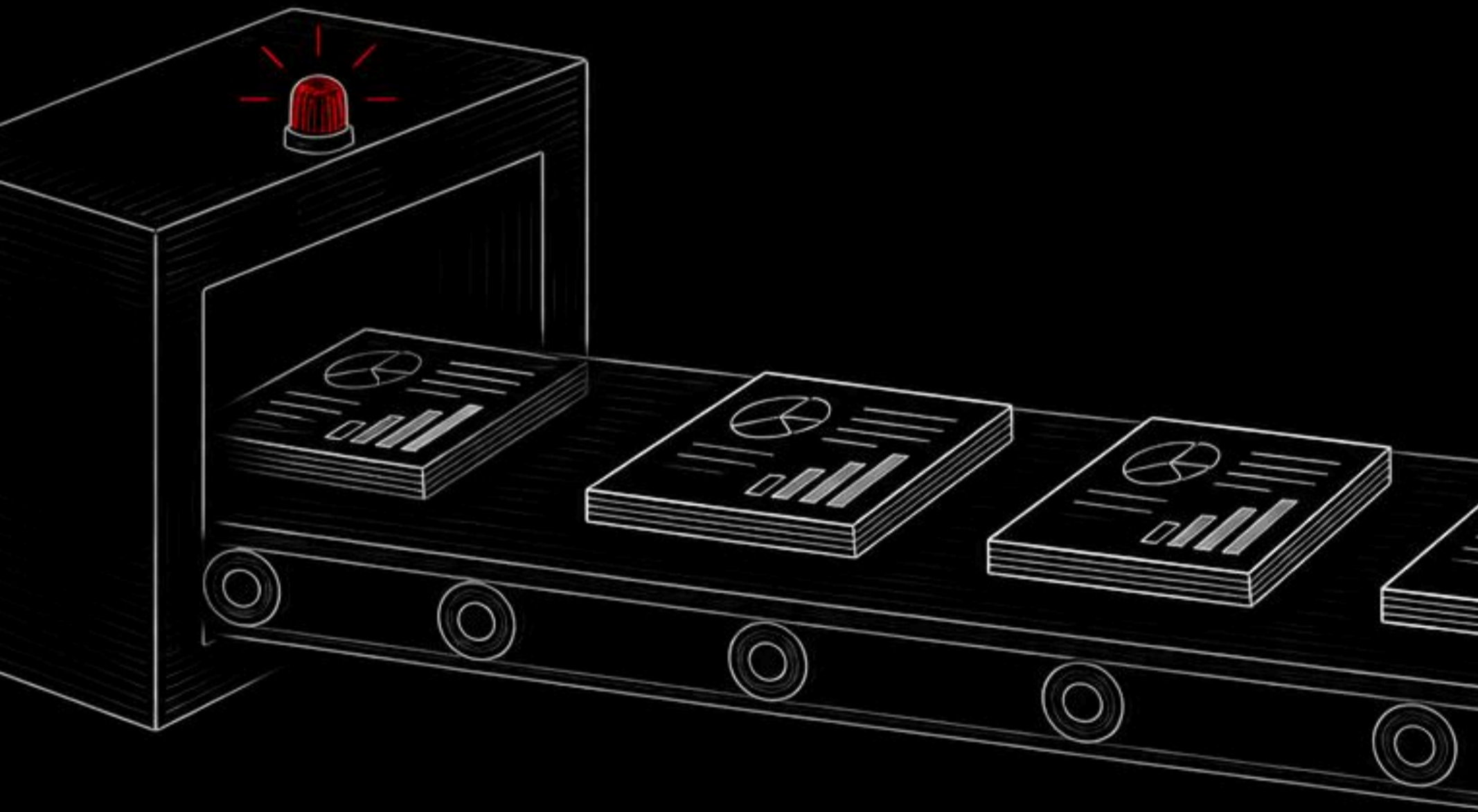
But It Can't Tell You If It's  
Heirloom Or Ikea.

# That's The Difference Between Output And Judgement.

- A dashboard is not insight.
- A test idea is not strategy.
- A summary is not understanding.
- A recommendation is not responsibility.

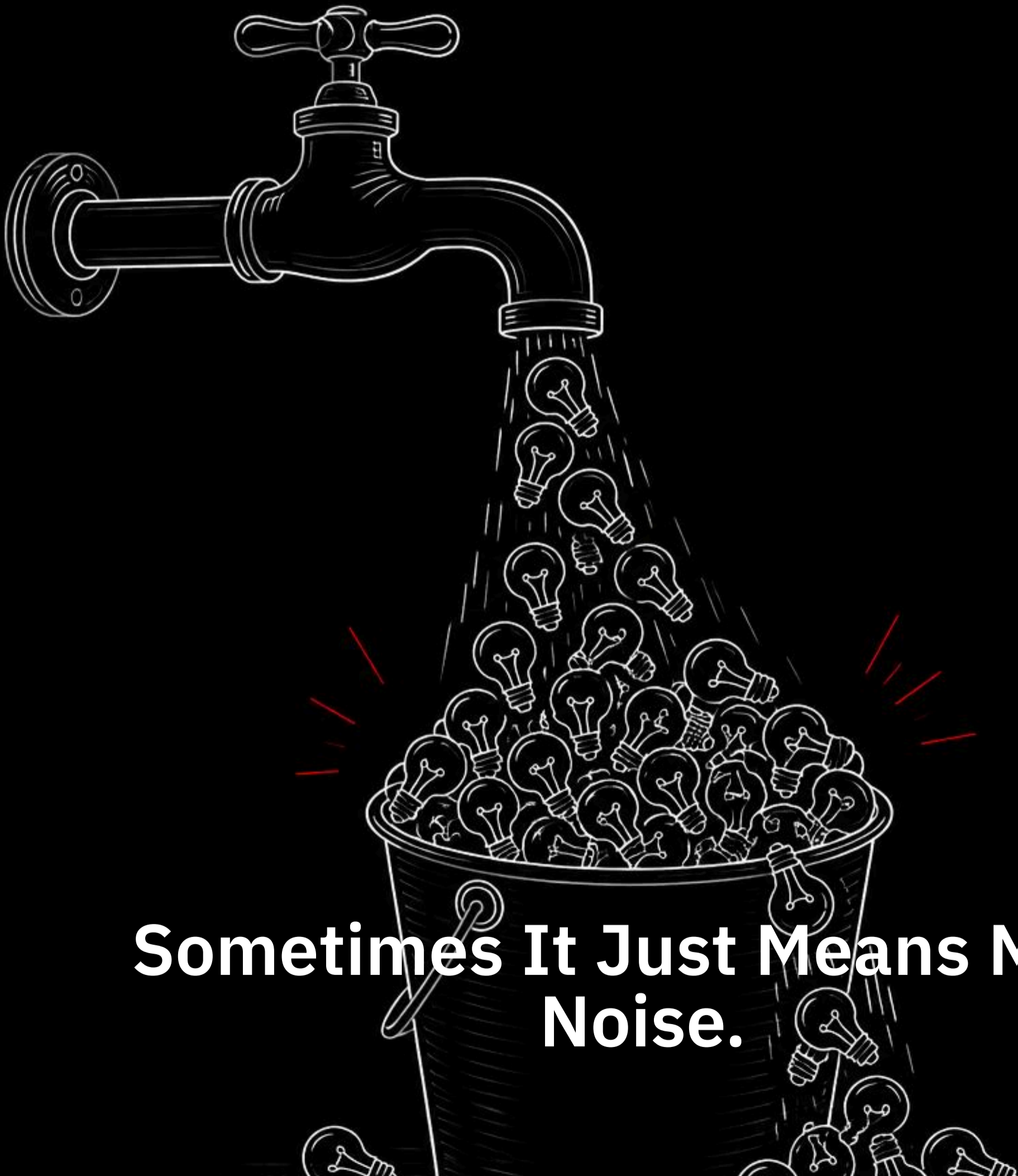


**More Output Does Not  
Mean Better Thinking.**



**Sometimes It Just Means Faster  
Nonsense.**

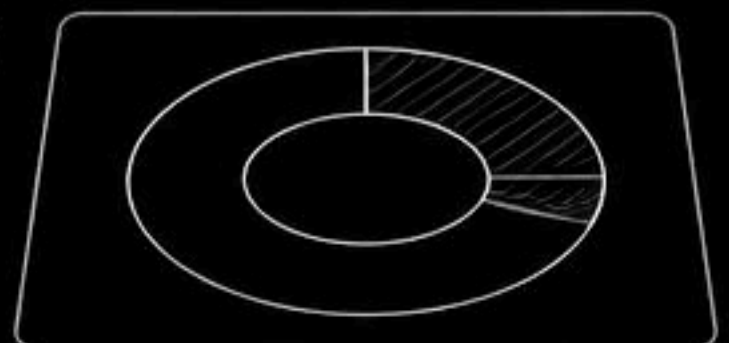
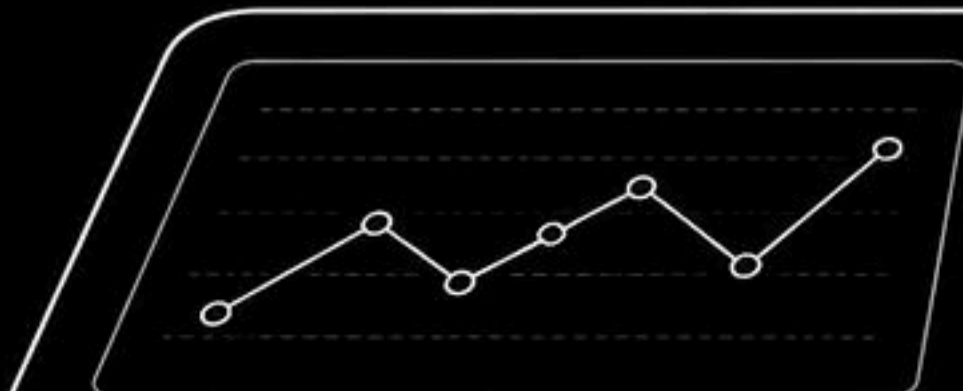
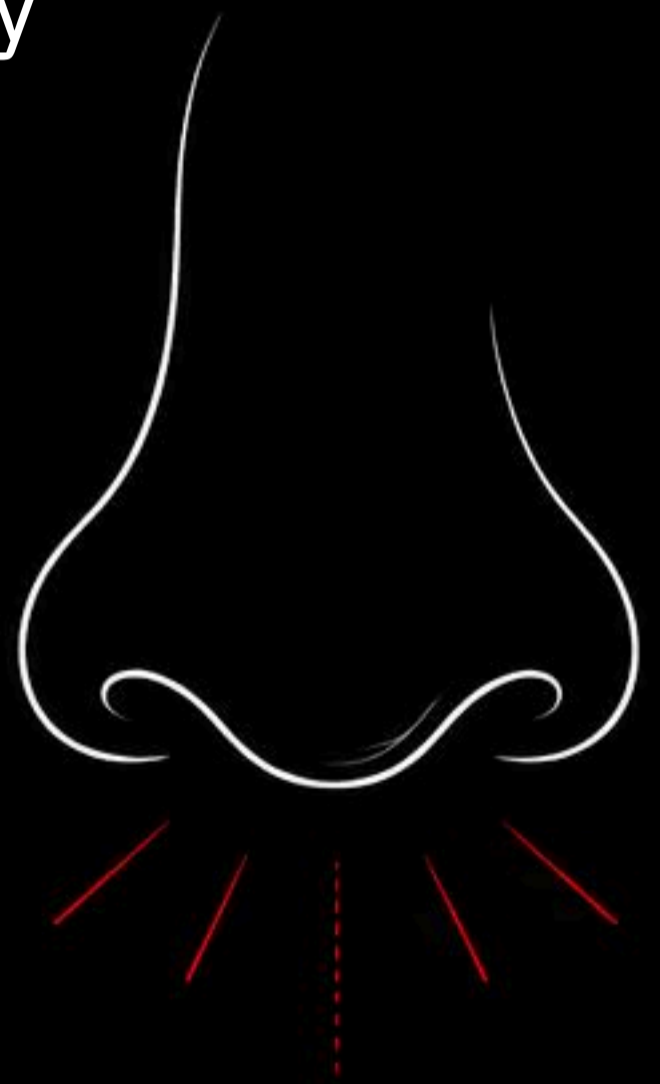
**More Volume Does Not  
Mean Better Value.**



**Sometimes It Just Means More  
Noise.**

# So, The Human Smell Test Still Matters.

- When the data looks clean but feels off.
- When the UX technically works but users struggle.
- When the test result is too neat.
- When the answer arrives too easily.



# Because “Technically Correct”

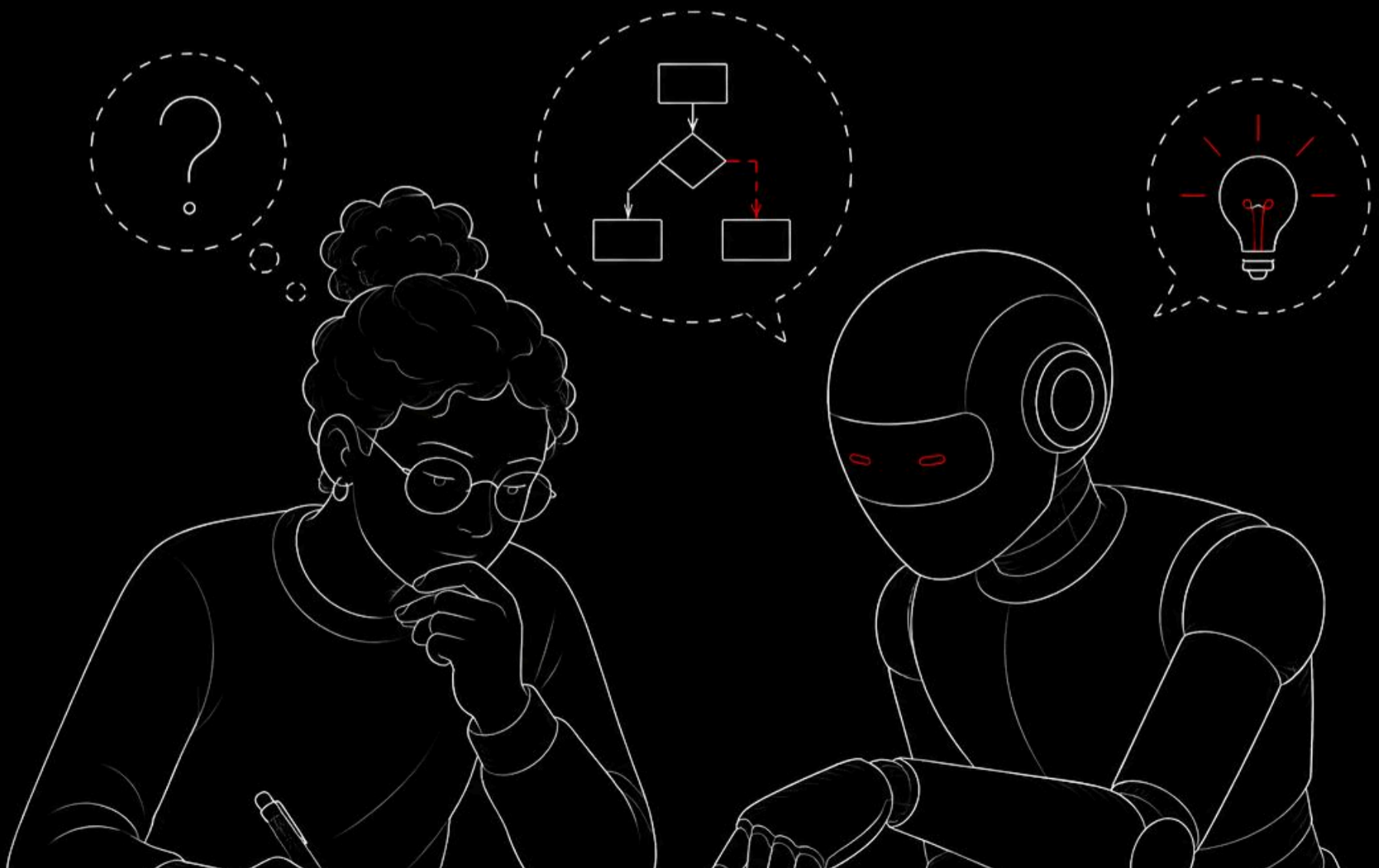


**Doesn't Mean It's Right.**

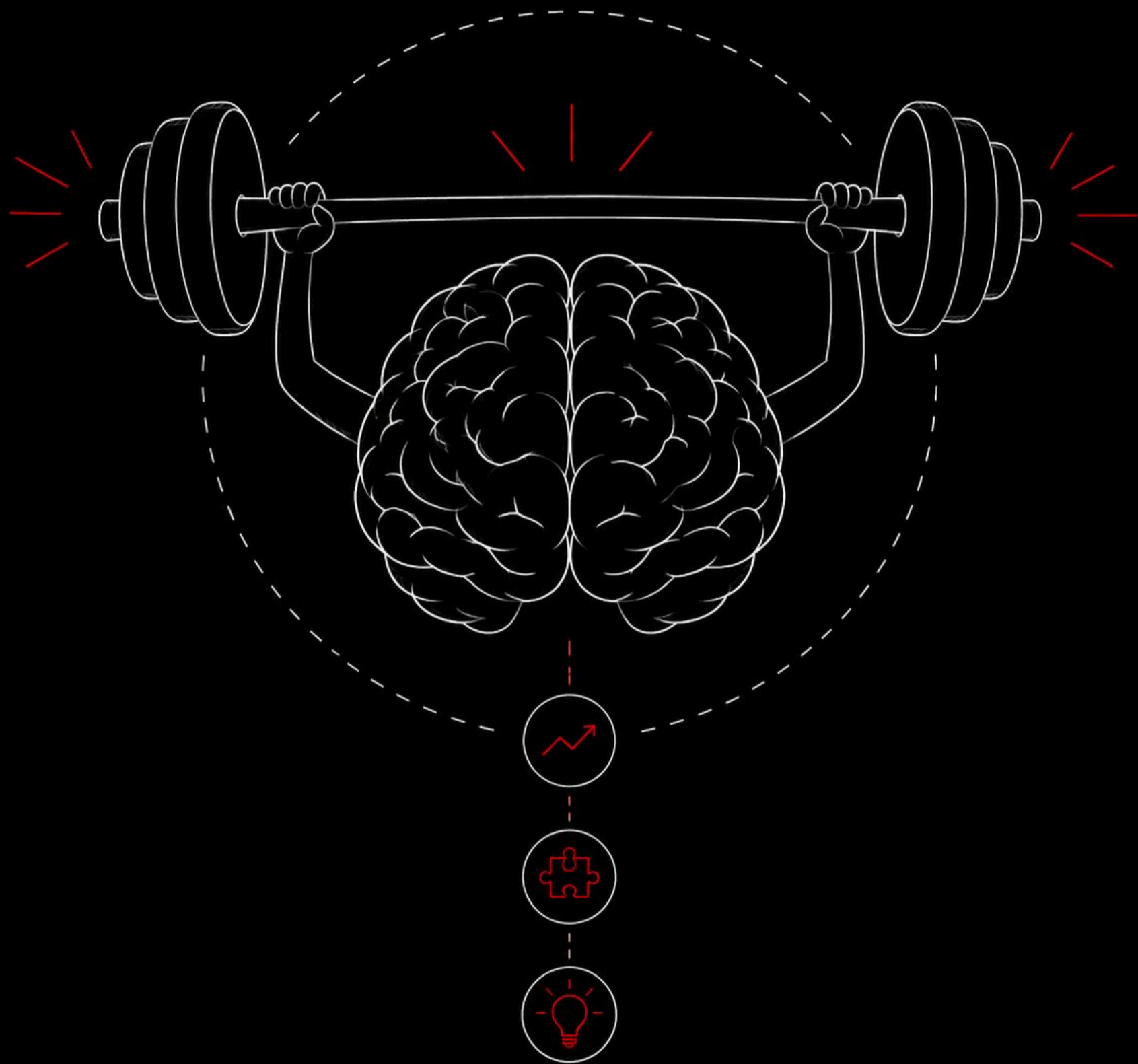
**So The Job Of AI Should  
Not Be To Skip  
Learning.**

# It Should Help People Practise Thinking.

- Challenge assumptions.
- Preserve context.
- Explain history.
- Force better questions.

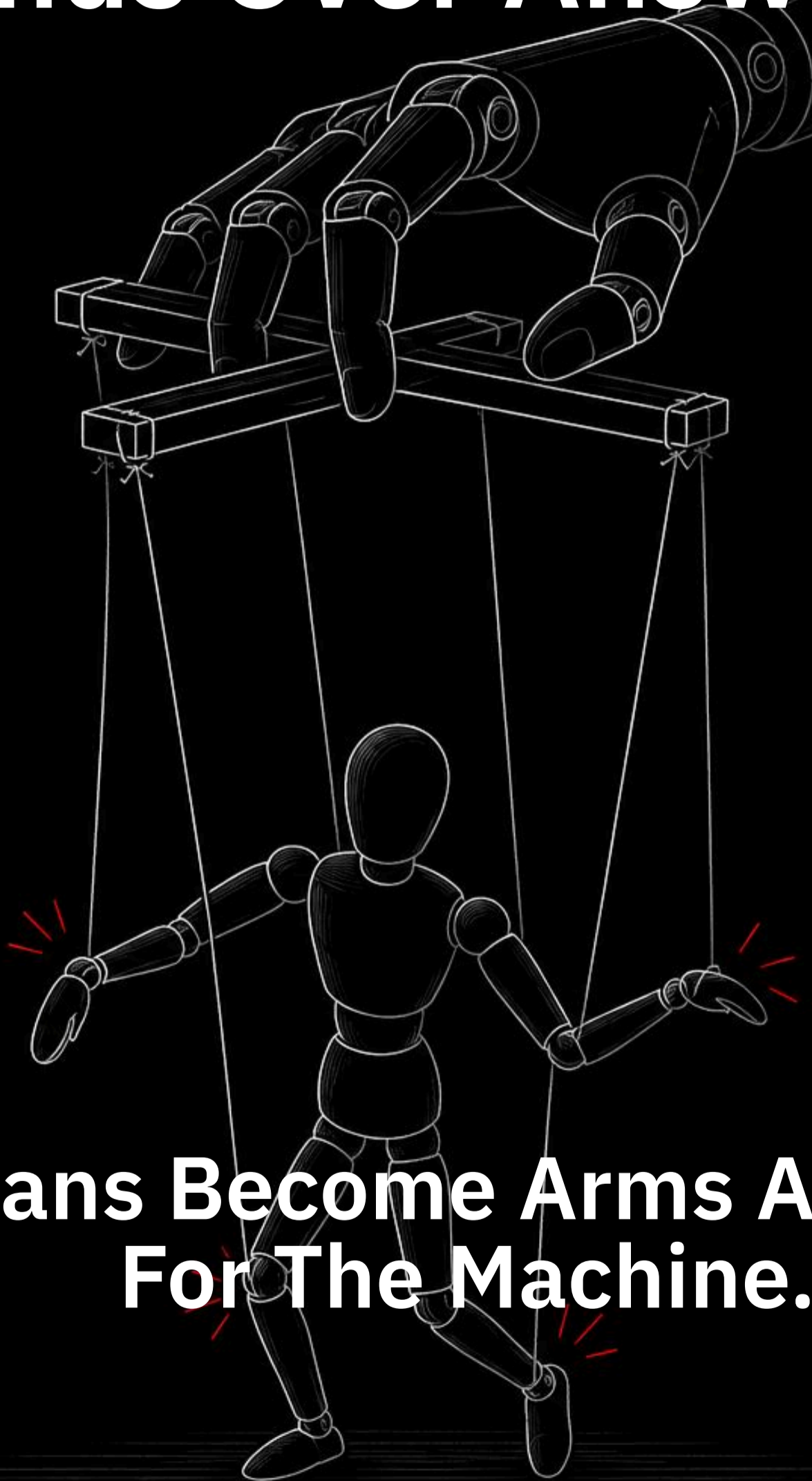


# AI Should Build Cognitive Muscle.



## Not Outsource It.

**Because If AI Only  
Hands Over Answers...**



**Humans Become Arms And Legs  
For The Machine.**

**The future skill is  
judgement.**

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**Not Because Humans Are  
Magical. Because Humans Are  
Accountable.**

# Hi. I'm Abi.

I'm the founder of **WeAreCorpus**.

We help teams make better digital decisions through sharper UX, research and upstream optimisation: understanding the signals, assumptions and expectations that shape behaviour before people reach your website.

I also write up the best things I hear at conferences, so people who couldn't be in the room can still learn from them.

If this was useful, share it with someone who'd appreciate the notes.

**Good ideas travel further when we pass them on.**