

# EXPERTS' PREDICTIONS FOR THE FUTURE OF TECH IN 2024

## AI DOMINANCE LEADS DIRECTLY TO EMPLOYMENT CONCERN

The AI \_\_\_\_\_ [orivnscatneo] this year will be flooded with debates over the \_\_\_\_\_ [jetcs] of AI and its \_\_\_\_\_ [timapc] on jobs held by humans. Zsuzsa Kecmar argues that "opportunities will open up for those who can \_\_\_\_\_ [rsaeshn] and amplify AI's potential." VP of Talent Solutions at Upwork makes a \_\_\_\_\_ [slraim] claim:



In 2024, everyone should be pushing themselves to boost their AI skills, at least just to be safe.



### A "GREAT AI RECKONING" SPURS COMPANIES TO CREATE UNIFIED AI POLICIES

Everyone's is using AI, the \_\_\_\_\_ [objpemr] is that everyone's taking an everyone-for-themselves \_\_\_\_\_ [aochprpa]. Businesses need to get their AI \_\_\_\_\_ [useho] in order through a standardized \_\_\_\_\_ [cipoly] for AI use within their workplace. CRO at Grammarly has the numbers on this problem, as well as the solution:



2024 will be "the year of the AI thud." Simple standardization can ensure that a business knows what its \_\_\_\_\_ [toehliisnapr] to AI is, and can prevent mere \_\_\_\_\_ [ehpy] from taking over.

## DATA ANALYTICS TRAINING BECOMES KEY TO AI ADAPTION

VP of Data Science at Assurance IQ \_\_\_\_\_ (predict) that data and analytics \_\_\_\_\_ (train) \_\_\_\_\_ (become) a core need for tech company employees in 2024. Once again, we \_\_\_\_\_ (have) the rise of AI \_\_\_\_\_ (thank).



A few points \_\_\_\_\_ (harp) on: how AI tools \_\_\_\_\_ (function), what types of information the tools \_\_\_\_\_ (access), and what limits \_\_\_\_\_ (expect) from the technology.



### PHISHING ATTACKS ARE BACK WITH A VENGEANCE

According \_\_\_\_\_ GetApp's 5th Annual Data Security Report, 2023 saw a surge \_\_\_\_\_ enterprise security, as companies finally fixed issues that had plagued them \_\_\_\_\_ the Covid-led retreat \_\_\_\_\_ remote work back \_\_\_\_\_ 2020. But that just means that hackers will be forced \_\_\_\_\_ pivot \_\_\_\_\_ technical vulnerabilities \_\_\_\_\_ human ones \_\_\_\_\_ a little extra social engineering. That means a \_\_\_\_\_ more phishing attacks.



## ZERO TRUST WILL BE FURTHER SOLIDIFIED ACROSS ALL VERTICALS

The "Zero Trust" approach \_\_\_\_\_ (refer) to a security protocol that \_\_\_\_\_ (not/take) any chances. It \_\_\_\_\_ (remove) any implicit trust of a digital interaction, and instead \_\_\_\_\_ (demand) constant validation for bolstered security. It \_\_\_\_\_ (be) a pain, but it \_\_\_\_\_ (be) effective.



Businesses \_\_\_\_\_ (need) \_\_\_\_\_ (track) all their devices, networks, data, and user profiles, all of it without fail, in order \_\_\_\_\_ (stay) secure.

### AI CAN LEAD THE CHARGE TOWARDS PREDICTIVE CYBERSECURITY, TOO

Artificial intelligence giveth and artificial intelligence taketh \_\_\_\_\_: just as AI opens \_\_\_\_\_ greater security risks, it can also help shore \_\_\_\_\_ cybersecurity.



We'll move \_\_\_\_\_ predictive measures because cyber threats are getting \_\_\_\_\_ sophisticated \_\_\_\_\_ quickly. Finding and closing vulnerabilities \_\_\_\_\_ they're exploited is the only way \_\_\_\_\_ stay a step \_\_\_\_\_ of bad actors.

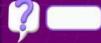


### WE'RE ALL LESS EASILY IMPRESSED BY AI TOOLS

AI is a \_\_\_\_\_, so companies have repositioned their existing \_\_\_\_\_ as AI, even when they're not. The result is a \_\_\_\_\_ understanding of what the tech does, with a resulting \_\_\_\_\_ the "checkbox exercise" instead of an \_\_\_\_\_ change.



Technology rationalization will increase, too:



In other words, AI and cybersecurity \_\_\_\_\_ will both see a renewed focus on getting results, with a lower \_\_\_\_\_ granted to \_\_\_\_\_ or showy new tools.

## THE EXPERIENCE ECONOMY TAKES OFF

The experience economy refers to an \_\_\_\_\_ (emphatic) on selling \_\_\_\_\_ (memory) experiences, rather than simple \_\_\_\_\_ (produce). CEO of TeachMe.To \_\_\_\_\_ (belief) that \_\_\_\_\_ (technology) \_\_\_\_\_ (innovate) should be making our real \_\_\_\_\_ (live) \_\_\_\_\_ (good), not just keeping us online.



There's no \_\_\_\_\_ (denial) that \_\_\_\_\_ (escape) is popular these days, and more people than ever need to touch grass, as one might say.

