

More with less

Workers needed at S&P 500 companies to generate \$1 million in revenue:



Chart: Bradley Saacks/Semafor • Source: Bank of America



Every week, my *Metatrends* newsletter presents compelling stories that support the **10 key Metatrends** shaping the decade ahead. Today's story focuses on the dematerialization of white-collar jobs in support of our 10-year vision in the realm of **Metatrend #2: AI & Quantum**.

What it is

AI will be coming for your job. There's no secret about that. **Over 40% of Microsoft's most recent layoffs were software engineers**, including directors for AI-related positions.

The truth is, **by 2030, about 30% of white-collar jobs are expected to be fundamentally transformed by AI** ([source](#)). Just last week, **OpenAI introduced Codex, a cloud-based software engineering agent** capable of handling various tasks simultaneously for coders. **We've seen similar trends with customer service, manual labor with humanoids**, and increasingly tech jobs.

There's a significant shift happening globally and being prepared for its initial impact will be crucial.

Why it matters

The AI displacement of white-collar jobs is upon us. The traditional career path is dying, and AI-driven productivity is redefining what's possible.

So, who survives this tsunami of change? And more importantly, who thrives?

Here are five implications and strategies for not just surviving, but thriving in this AI revolution:

1. Universal Basic Income Becomes Inevitable

As AI displaces human capital across industries, we're heading toward some version of [UBI](#). One possible idea: companies experiencing massive productivity gains could face new taxation based on profitability rather than headcount. These taxes might fund transitions for displaced knowledge workers as our economic infrastructure evolves alongside technology.

2. Will Single-person, AI-powered Companies Define Our Future?

By 2030, expect AI systems to create entire autonomous businesses: AI-only law firms, marketing agencies, and medical offices operating 24/7. The above chart tells the story: revenue-per-employee at S&P 500 companies has plummeted from eight employees per \$1 million in the 1980s to just two today. We'll likely see [one-person companies](#) where the entrepreneur conceives the vision and AI handles everything else. The future belongs to entrepreneurs who orchestrate AI rather than compete against it.

3. The Great Demonetization is Coming

Here's what most miss: as jobs transform, so will living costs. Healthcare, education, therapy, childcare—all will undergo radical demonetization. AI will make quality services more abundant and dramatically less expensive, offsetting job displacement with a new economic equilibrium.

4. Find Your MTP: From Employee to Entrepreneur

Discover your [Massive Transformative Purpose \(MTP\)](#). The entrepreneurs leveraging AI will thrive as company formation and acquisition cycles accelerate beyond anything we've seen. As businesses replace employees with AI, their efficiency metrics will skyrocket. Stop thinking about getting another job and start creating value *only you* can create. What problems do you care deeply about solving?

5. Develop a Curiosity Mindset – Your Ultimate Job Security

In a world of ubiquitous AI, the quality of the questions you ask is more valuable than memorized knowledge. Have you noticed how some people ask "Why?" while others just accept reality? The former

will own the future. Developing a Curiosity Mindset—approaching the world with wonder rather than assumptions—is your ultimate competitive advantage.

The most important asset in a world of AI isn't what you know. It's how rapidly you can learn, adapt, and reimagine what's possible.

Other Key Tech Developments This Week:

1

[World's first personalized CRISPR therapy](#) is given to a baby with a genetic disease

2

[Perplexity partners with PayPal](#) for in-chat shopping as the AI race heats up

3

[UAE and Nvidia join forces](#) to build Europe's largest AI data center in France

Until next time,
Peter

PS—Deal of the Week