

The AI Budget Blind Spot



Hi \$[UD:FIRST_NAME|]|\$,

AI budgets are skyrocketing. Human budgets are shrinking.

The World Economic Forum's latest research evaluated over 2,800 skills for automation. The number of core human behaviors at high risk of replacement? **Zero.**

Yet, enterprise data shows a massive misallocation of capital:

- **72% of L&D budgets** go to depreciating technical skills.
- **Only 28%** goes to timeless human capabilities.

We are underfunding the exact people required to run the tools. Deloitte confirms the strain: **95% of employees** view human skills as critical, yet **1 in 3** say their organization offers zero training for them.

When reviewing your strategy this quarter, remember these three realities:

1. Technical skills expire faster.

The WEF estimates 39% of core worker skills will completely change by 2030. Human resilience is what makes learning new software possible.

2. Behavior drives execution.

Proactive ownership and conflict resolution are the exact operational friction points where corporate strategy either thrives or stops.

3. AI raises the value of human judgment.

As routine tasks disappear into algorithms, navigating market ambiguity and relationship management cannot be automated.

The software updates itself. It's the people who need the intentional space, focus, and tools to adapt.

So even though human development is harder to track than software licenses... It is the only architecture keeping your business from breaking.

Be smart about where you invest.

FEATURED RESOURCE



Exclusive Guide
Elevating Human Skills
in the Age of AI

How to close critical skill gaps to future-proof your teams.

[Read the Free Guide](#)

UPCOMING COMPLIMENTARY WEBINARS

WEDNESDAY, SEPTEMBER 2ND | 14:00 - 15:00 CET

The 7 Habits Effect: Unlock Potential, Unleash Performance

AI shifts the landscape, but performance still depends on execution. Learn how this framework drives core talent capabilities, building shared habits around focus, ownership, and cross-functional collaboration.

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WEDNESDAY, SEPTEMBER 16TH | 14:00 - 15:00 CET

Trust Changes Everything: Your Greatest Performance Multiplier

Low trust functions as a silent hidden tax, slowing execution, complicating hybrid collaboration, and eroding alignment. Discover data-driven frameworks to measure trust gaps, eliminate organizational friction, and accelerate results.

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CLIENT SPOTLIGHT

Intratuin

How Intratuin turned stronger leadership into deeper trust, better alignment, and faster collaboration.

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