

# CRAFTING THE FUTURE

*HOW JOB CRAFTING CAN  
UNLOCK ENGAGEMENT IN  
AN AI-DRIVEN WORLD*

BETHANY J. ADAMS

SCAN  
FOR  
SLIDES



# HELLO!

*I'm BETHANY J. ADAMS!*

**Assistant Professor at Villanova University** with more than 15 years experience in education & consulting in HR strategy, emotional intelligence, training, & organization development. **Certified Emotional Intelligence Practitioner.** Host of HR Tea Podcast.

Connect with me [@BETHANYJADAMS](https://twitter.com/BETHANYJADAMS)  
and learn more at [bethanyjadams.com](https://bethanyjadams.com).

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“Any customer can have any car  
painted any color they want,  
so long as it is black.”

*--Henry Ford*

“Any employee can have any job they want, so long as it fits the standard job description.”

*--Every HR Manager*

Let's make jobs *any color you want!*

If you could **customize** one thing  
about your job, what would it be?

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*It can't be your title, pay, or benefits.  
You must still complete all aspects of your job.  
It should also add value to your organization.*

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# OUR AGENDA

What is job crafting?  
How much do *you* job craft?  
How can AI enable job crafting?  
How can leaders encourage it?  
What now?

# OUR AGENDA

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## What is job crafting?

How much do *you* job craft?

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# JOB CRAFTING

the process by which employees actively shape, modify, or redefine their own jobs to better align with their skills, interests, and values

*(Wrzesniewski & Dutton, 2001)*

# TYPES OF JOB CRAFTING

①

## TASK CRAFTING

Adjusting  
responsibilities  
to align with  
strengths



# TYPES OF JOB CRAFTING

①

## TASK CRAFTING

Adjusting responsibilities to align with strengths

②

## RELATIONAL CRAFTING

Building relationships that enhance satisfaction and collaboration



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## TASK CRAFTING

Adjusting responsibilities to align with strengths

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## RELATIONAL CRAFTING

Building relationships that enhance satisfaction and collaboration

③

## COGNITIVE CRAFTING

Shifting perspective to find more meaning in the work



Proactive  
Personality



Performance

Proactive  
Personality



Performance



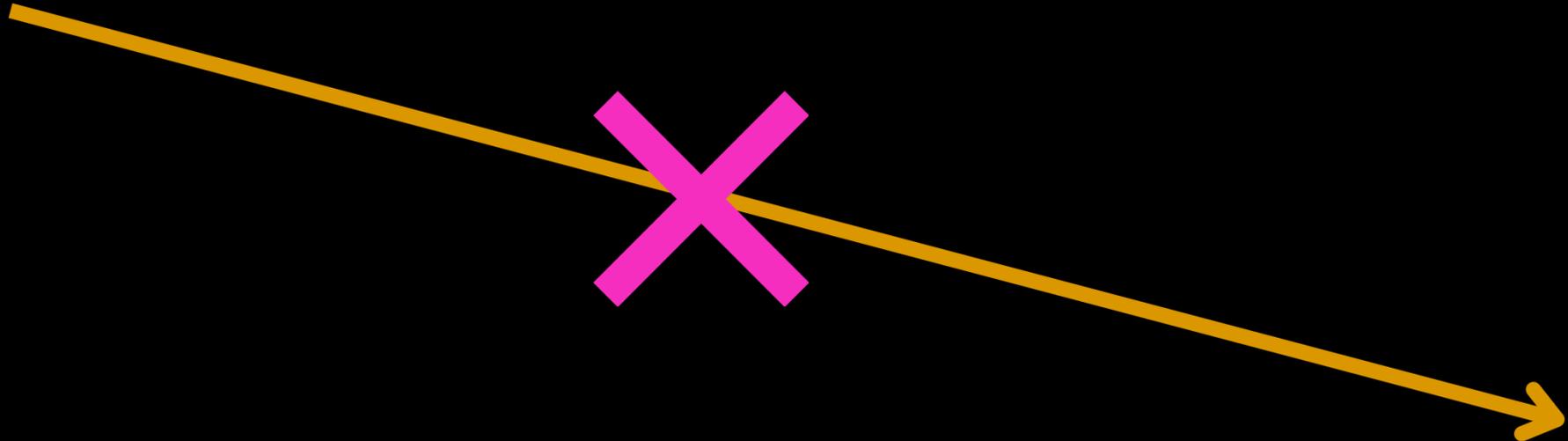
Engagement



Proactive  
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Performance



Engagement



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?

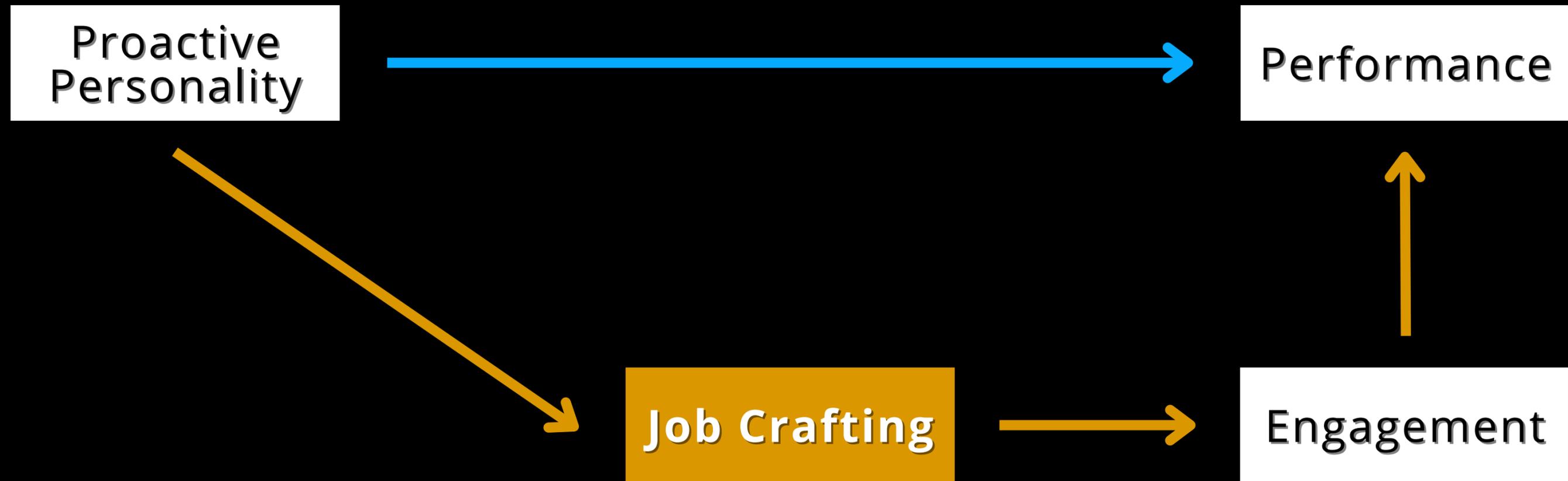


Engagement



# JOB CRAFTING MODEL

*(Bakker, 2012)*



# **BIG** *TAKE AWAY!*

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**Small shifts** in tasks,  
relationships, or  
mindset can unlock  
greater fulfillment.

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What is job crafting?

**How much do *you* job craft?**

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How much do you job craft?

For each statement, answer **yes**  
**only if** you do this **actively** and on  
a **regularly basis** in your role.

# How much do you job craft?

1. I actively take on projects that match my strengths & interests.

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8. I focus on the skills I'm building, not just the tasks I'm doing.
9. I reframe less enjoyable tasks by focusing on the value they create.

How much do you job craft?

+1 for a *yes*

What is your total score?

7+ Master Crafter

4-6 Active Crafter

0-3 Minimal Crafter

# How much do you job craft?

## Task Crafting

1. I actively take on projects that match my strengths & interests.
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## Relational Crafting

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## Cognitive Crafting

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# HOW AI CAN HELP US CRAFT

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AI can automate  
repetitive  
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AI as a co-creator  
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## TASK CRAFTING

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AI as a co-creator allows for skill expansion

*How can AI help me automate or improve parts of my work I find draining?*

## RELATIONAL CRAFTING

AI tools enhance network awareness

AI supports communication coaching

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## COGNITIVE CRAFTING

AI tools help employees see the impact of their work

AI democratizes personal coaching and reflection

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## COGNITIVE CRAFTING

AI tools help employees see the impact of their work

AI democratizes personal coaching and reflection

*How can AI help me see the meaning and impact of my work more clearly?*

# BIG *TAKE AWAY!*

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AI doesn't just *change* jobs, it gives us **new tools** to **craft** them.

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***How can organizations  
proactively encourage  
job crafting?***



The logo for Connect Health, featuring a stylized blue 'C' icon to the left of the text.

# Connect<sup>®</sup> Health

Improving healthcare for all



***GET CURIOUS!***

# ***GET CURIOUS!***

## **TASK CRAFTING**

What are your  
favorite/least  
favorite tasks in  
your job?

What support or  
resources would  
benefit you the  
most?

# ***GET CURIOUS!***

## **TASK CRAFTING**

What are your favorite/least favorite tasks in your job?

What support or resources would benefit you the most?

## **RELATIONAL CRAFTING**

Who would be helpful for you to know at work?

What are your most challenging relationships in your role?

# ***GET CURIOUS!***

## **TASK CRAFTING**

What are your favorite/least favorite tasks in your job?

What support or resources would benefit you the most?

## **RELATIONAL CRAFTING**

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## **COGNITIVE CRAFTING**

How do you describe your work to others?

What elements of your work are you most proud of?

# **BIG** *TAKE AWAY!*

Great leaders **make space** for people to shape their own work.

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# **BIG** *TAKE AWAY!*

Great leaders **make space** for people to shape their own work.

*Great organizations design cultures that make this possible.*

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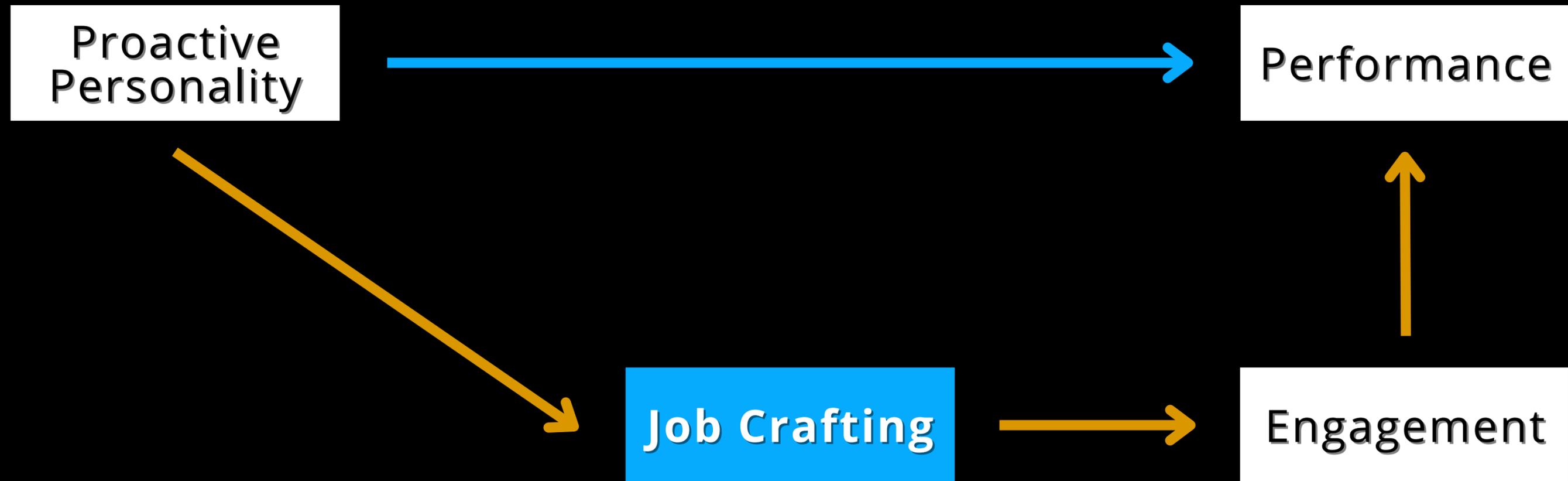


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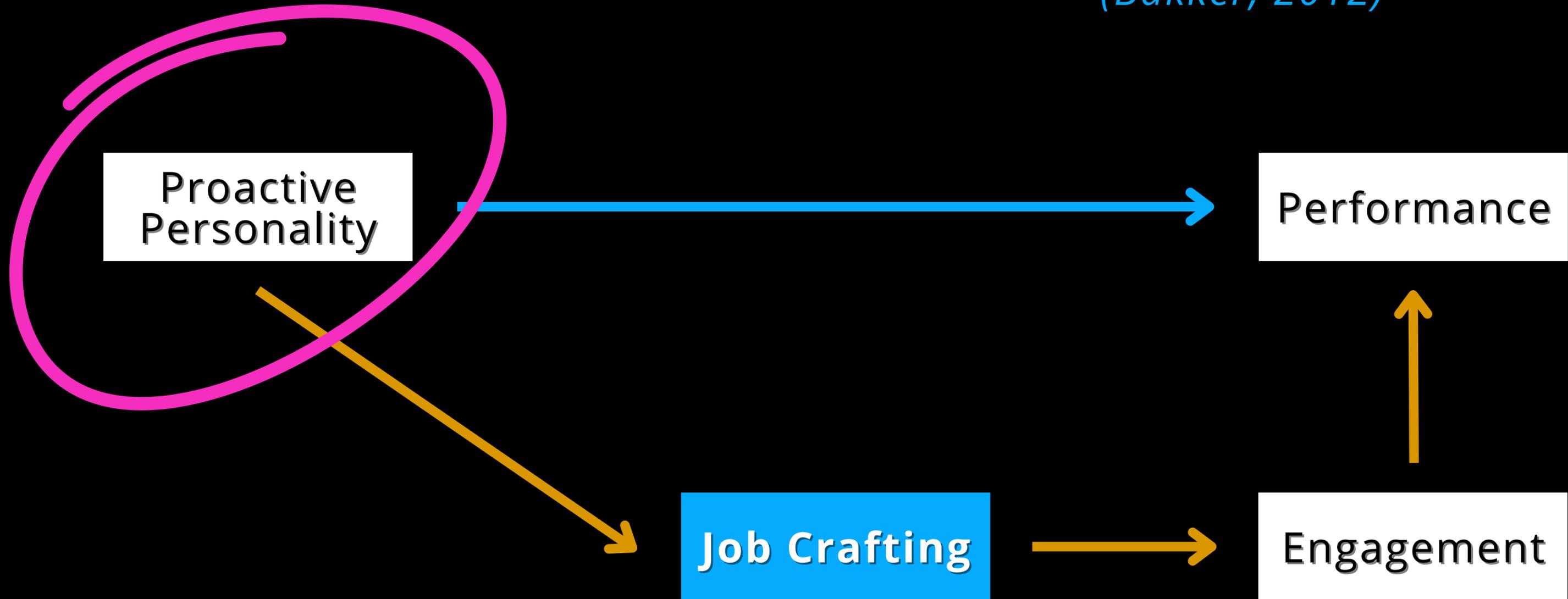
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Job crafting requires  
**intentional** action.

# BIG TAKE AWAYS!

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- 1 **Small shifts** in tasks, relationships, or mindset can unlock greater fulfillment.
- 2 **AI** gives us **new tools** to craft jobs.
- 3 Great **leaders make space** for people to shape their own work.
- 4 Job crafting requires **intentional action.**

# RESOURCES FOR MORE LEARNING

## Job Crafting Resources

[DIY Your Job: Using Emotional Intelligence to Craft Meaningful Work \(Adams, 2025\)](#)

[Personalization at Work by Rob Baker](#)

[The Unexpected Upside of Letting Employees Define Their Jobs \(MIT Sloan\)](#)

[Embracing AI with Job Crafting \(Li et al, 2024\)](#)

[You 2.0 Dream Jobs | Hidden Brains Podcast](#)

## Artificial Intelligence Resources

[Building AI Literacy | LinkedIn Learning Path](#)

[AI Prompts for HR Managers \(Udemy\)](#)

[How to upskill your workforce with Artificial Intelligence \(Forbes\)](#)

[AI and the Future of Human Resources \(IBM\)](#)

[How Generative AI Productivity Will Change Your Workforce \(Gartner\)](#)

Thank You!



Connect with me [@Bethanyjadams](#) and stop by the [Villanova University](#) table!

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