

AI 屠殺潮真的開始了

這次不是發生在矽谷，而是發生在你我都熟悉的台灣電商圈



Don't think this is just a script for business gurus. This is a survival guide. If you don't change now, the next person 'optimized' out of a job might be you.

486先生的「無情」決定： 痛砍行銷與企劃部

- ✓ 事件：5月復出，直接裁撤原有行銷與企劃部門。
- ✓ 邏輯：開會一週的任務，AI 三分鐘生成多版本。
- ✓ 結果：人員轉崗至需要「人力判斷」的職位。
- ✓ 警示：若拒絕從「執行」轉向「判斷」，職場無座位。



EFFICIENCY
GAP



“不轉型，就消失。”

這不是個案，而是全球性的「優化」浪潮

IBM: Back-office roles replaced.

Amazon: -14,000 Employees.

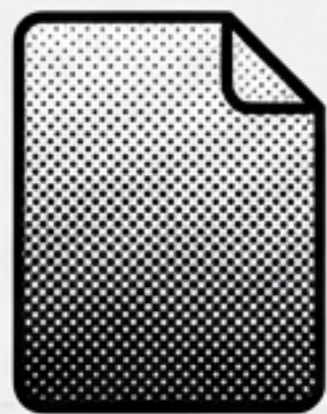
Meta: -600+ Roles.



台灣現狀：遇缺不補 (Hiring Freeze). The workload for remaining employees increases while headcount shrinks.

陷阱一：AI 不會讓你輕鬆，只會讓你「爆肝」

BEFORE



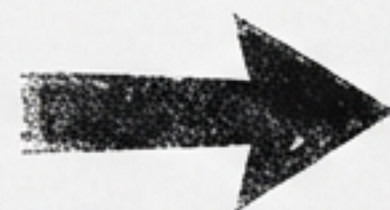
① Proposal



AFTER



③ Proposals



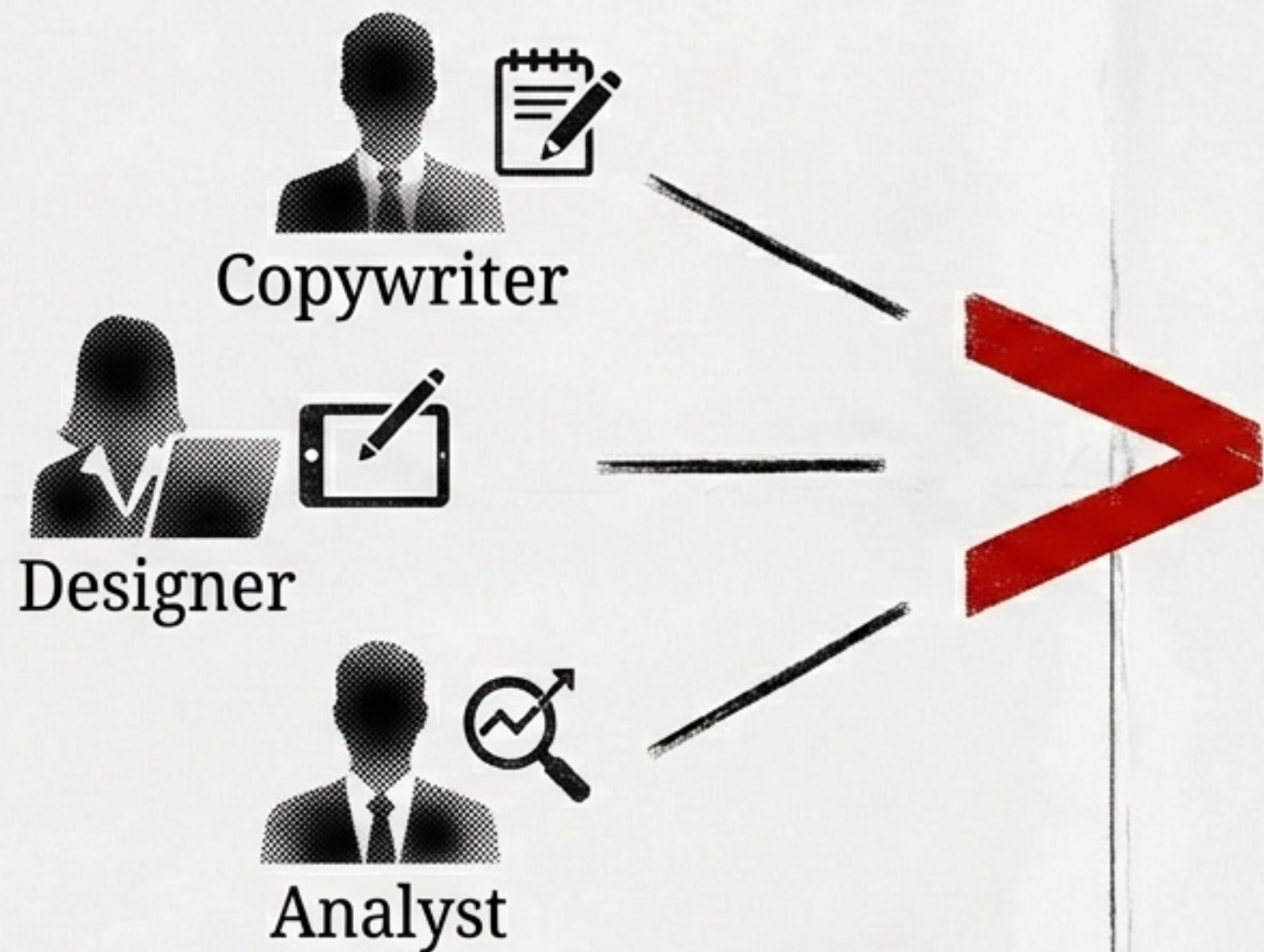
*Reviewing, Fact-checking,
Hallucination Fixing.*



MENTAL LOAD (精神損耗)

Productivity Paradox: Work hours don't decrease, but mental wear and tear skyrockets.

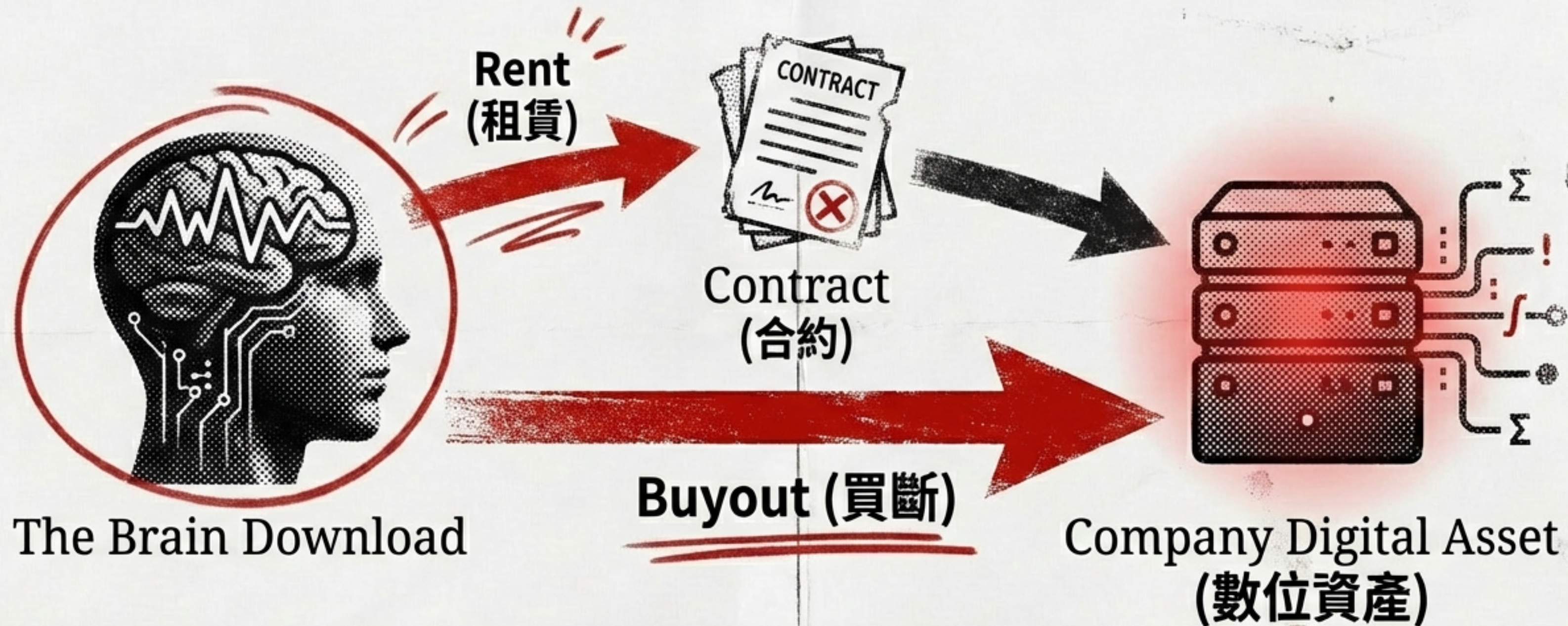
陷阱二：橫向分工崩塌，「萬能雜工」時代來臨



The Super-Temp
(萬能雜工)

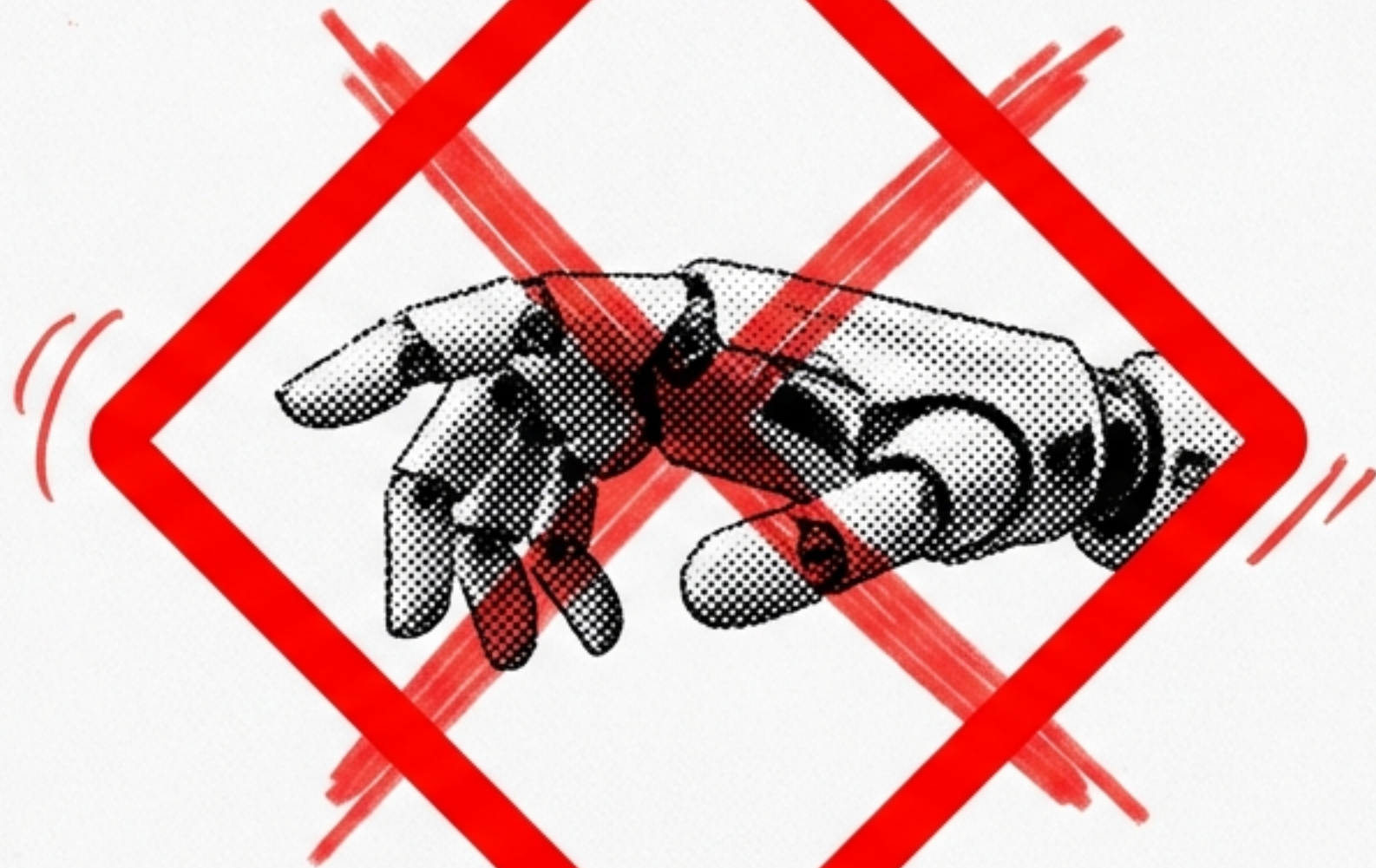
AI flattens the skill curve. Companies don't need three experts; they need one person commanding AI. Result: **Internal Battle Royale (職場大逃殺).**

陷阱三：知識去神聖化



如果AI能複製你的邏輯，老闆為什麼要怕你離職？!!

絕地反擊戰略：不要跟 AI 拼效率



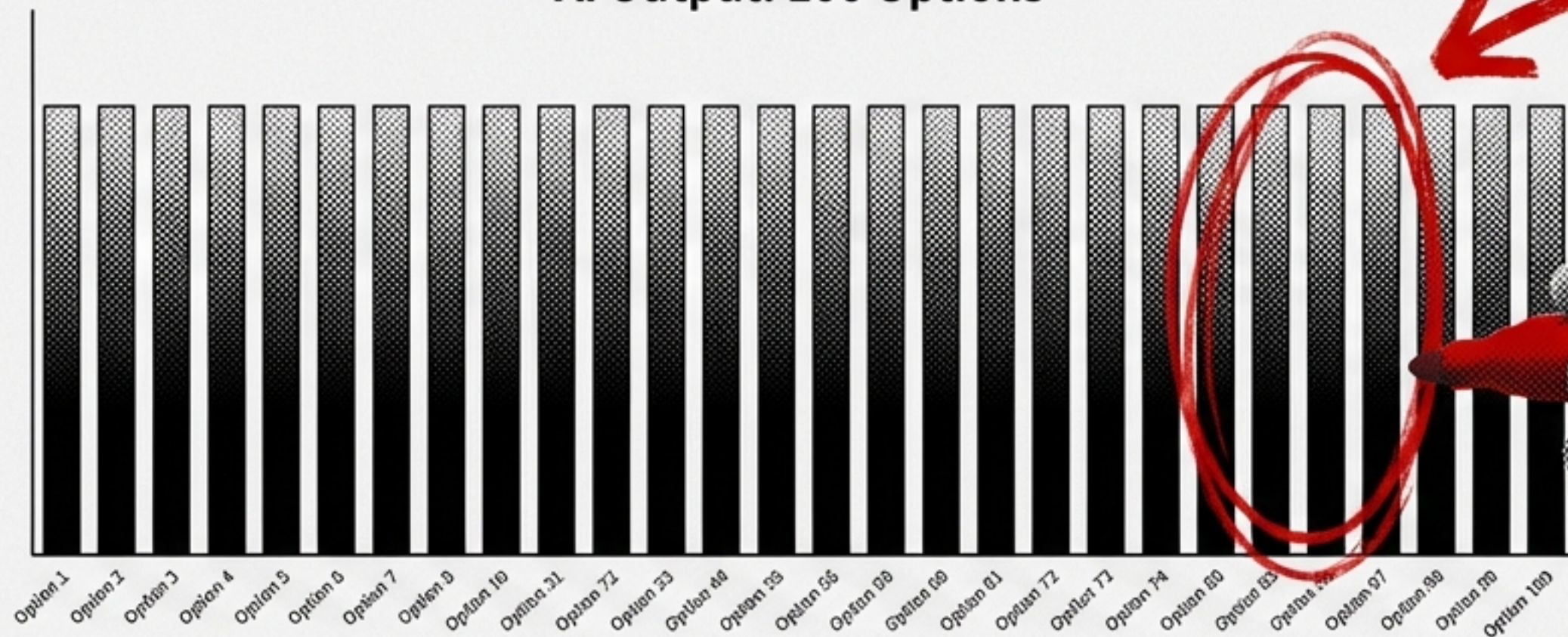
效率是機器的戰場，人要贏在「人性」。

Paper White

Stop competing on hand speed. Move to the Blue Ocean.

戰略一：AI 懂數據，但不懂「江湖」

AI Output: 100 Options



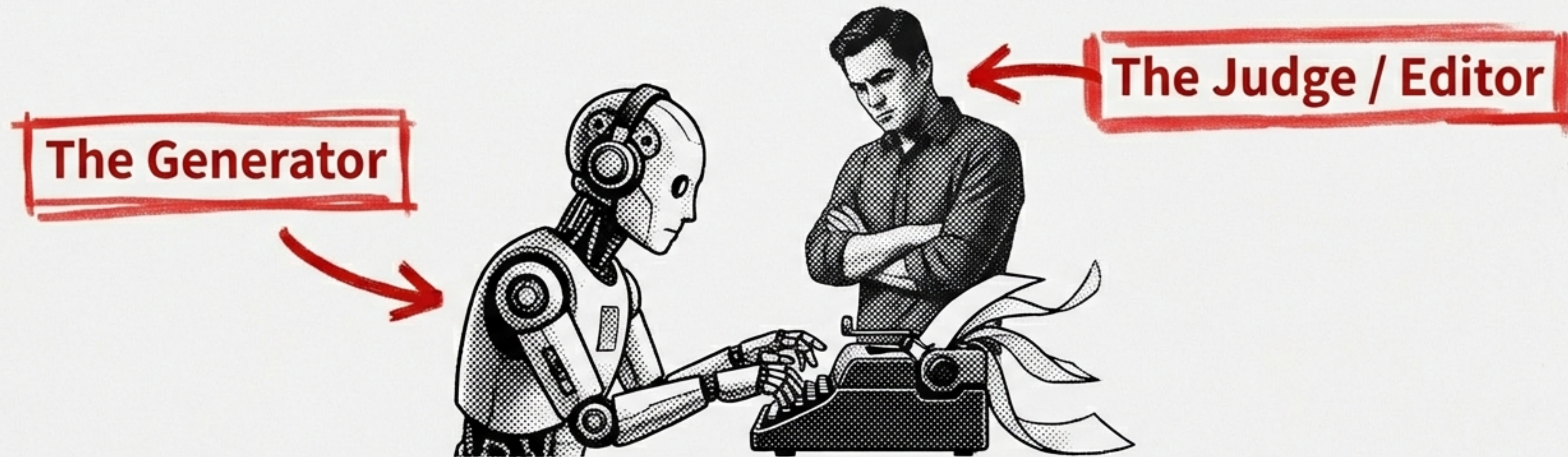
Boss's Preference
(老闆的偏好)

AI gives options; You provide the Political Filter.

Understand the unspoken rules. ⚠️

Focus on Deep Communication (深度溝通). ⚠️

戰略二：從「創作者」進化為「AI 訓練師」



Stop writing the draft. Start deciding if it is good.

Build a 'Decision Model' (判斷模型) that cannot be replicated.

You are paid for Judgment, not volume. ⚠️ ←

戰略三：建立個人品牌，做你自己的人生保險



Trust Paradox: AI replicates skills. It cannot replicate stories, reputation, and face.

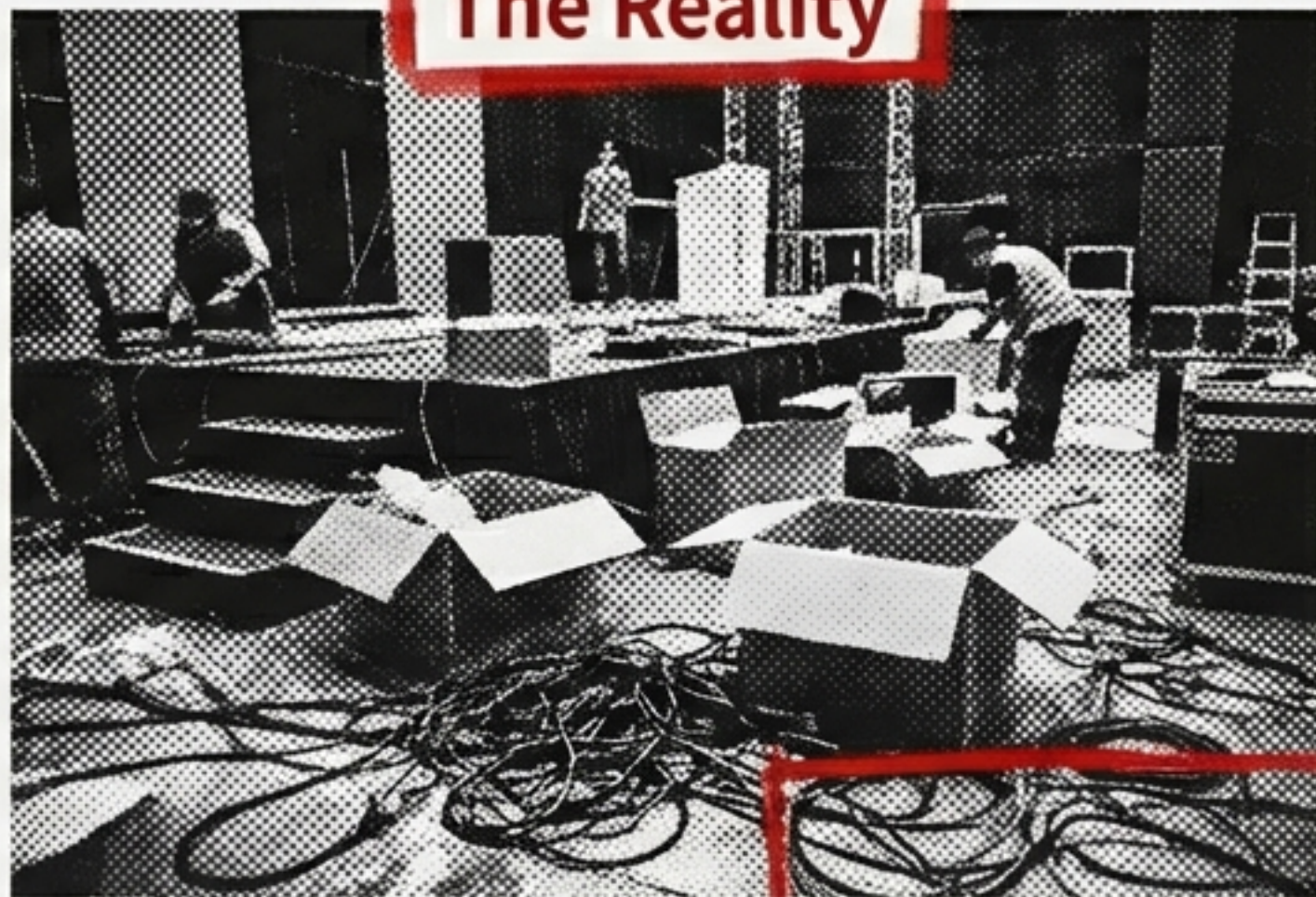
People trust people, not algorithms. Be the person the client calls first.!

終極護城河：創意很廉價，「執行力」才是稀缺資源

The Perfect Plan



The Reality



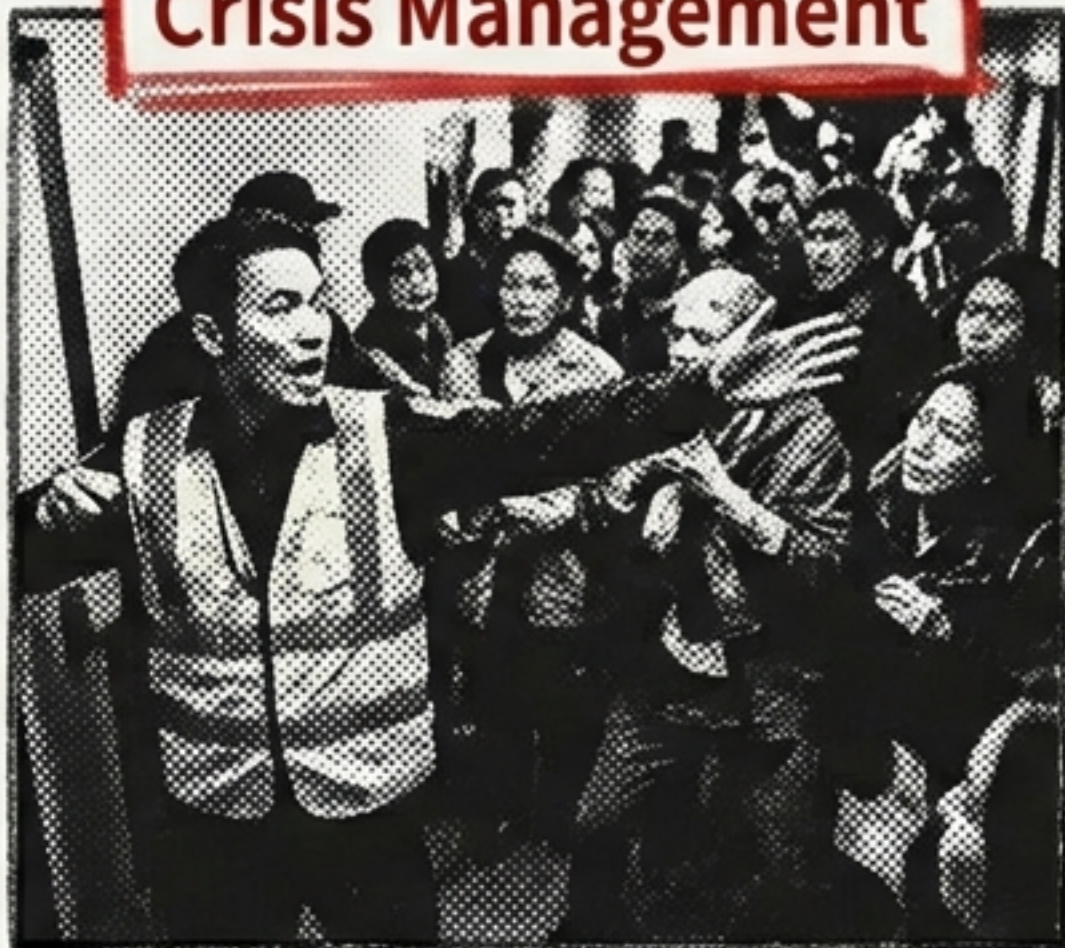
Simulation is meaningless until it drives on a real road.
Get Shit Done (把事情搞定)!

那些 AI 做不到的「髒活累活」

Social Lubrication / 應酬



Crisis Management

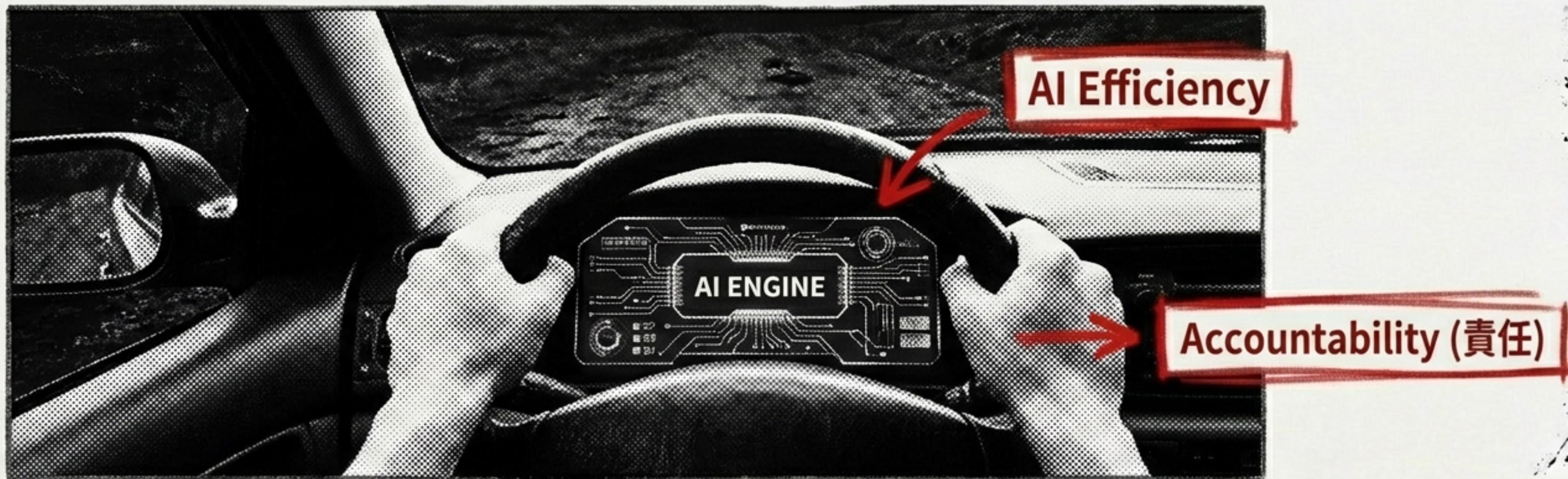


Logistics



AI cannot hold a drink. AI cannot shake a hand.
These 'inefficient' moments are your safety net.!

老闆需要有人來「背鍋」



Success needs applause; Failure needs a scapegoat.
AI cannot be fired effectively. You are paid to own the risk. !

結論：別等水淹過來，現在就造你的船

1. Stop Competing on Speed.

Don't be a screw.



2. Master the Tools.

Be the pilot.

AI TOOLS



3. Own the Execution.

Make things happen.



HUMAN ACCOUNTABILITY

成為駕馭 AI 的執行者，而不是被 AI 取代的勞工。 !