

C H A P T E R I

When AI becomes a mirror

Who are you when your role is taken away?

This is not the future.

This is already happening.

As technological acceleration and global permacrisis unfold, more and more people find themselves asking: Are we still the ones we believed ourselves to be? Or have we been living someone else's life all along?

In any situation that forces change — whether external or internal — a deep identity check arises. And only those identities that are conscious, internally stable, and capable of redesign can truly adapt over time. We don't need to keep "shedding skins" endlessly. We need to recognize the core self: to know who we are, what we're capable of, what we enjoy, and what we are truly seeking in the world.

Artificial intelligence is not merely replacing tasks — it reaches into the deepest layers of our identity. **When you lose your job, you're not just losing your salary — you're also losing the certainty that you matter, that you are valuable, and that you are needed.** More and more leaders and teams are experiencing: AI is no longer a distant future, but a present-day reality. And the question is no longer when it will reach us — but how we will receive it, and what we will do **when algorithms take over our jobs, our decisions, or our areas of competence.**

One of AI's most profound impacts is that it challenges our sense of value: *What do we bring to the table that a machine cannot?*

This shows up with particular intensity in leadership roles. More and more clients ask me during coaching: *What does it even mean to be an authentic leader — when algorithms make the decisions instead of us?*

No wonder many today experience the age of AI not as a technological, but as a **psychological crisis.**

And then you are left with the question:
Who are you now? Who are you really, when none of your roles remain? How do you stay human?