**Helping Participants to Navigate Job Automation Displacement Risk**

May 15, 2025  
By Dislocated Worker and Federal Adult Programs

As noted in the data brief, “Jobs at Risk – U.S. Employment in the New Age of Automation,” by the Society of Human Resource Management (SHRM) linked in Partner Express Newsletter, June 2025, some jobs and/or industries are most likely exposed to being replaced by machines or software. As workforce professionals, we have been hearing more about how automation is changing the job market. While this isn’t a brand-new story, it’s becoming a much bigger part of the conversation, and we’re already starting to see its impact in some workplaces. Our job is to help participants not just find work quickly but also guide them toward stable, well-paying careers that can stand the test of time, even as technology continues to evolve.

Here are a few practical ways to keep participants on a path to lasting career success:

1. **Stay in the Know About Workforce Trends**  
   It’s important to stay updated on the latest workforce trends and technology changes. Subscribing to resources like the [MN DEED Labor Market newsletter, blogs](https://mn.gov/deed/data/regional-lmi/), and attending [training sessions](https://mn.gov/deed/data/regional-lmi/lmi-training.jsp) can keep you in the loop. This knowledge can help you guide participants toward careers that are less likely to be automated and more likely to grow.
2. **Assess Their Return to Previous Jobs**  
   As you know, not every participant can or should return to their previous line of work, especially if it’s at high risk of automation. Use tools like the [DWFAP Terms and Definitions](https://mn.gov/deed/assets/dwfap-terms-definitions_tcm1045-648050.docx) document to determine if a participant’s old job is considered “unlikely to return.” This assessment can be a crucial first step in helping them pivot to more promising roles.
3. **Create Personalized Career Plans**  
   Every participant’s situation is unique. If possible, take the time to develop both short-term and long-term career plans. A short-term plan can focus on getting back to work quickly, while a long-term plan can include more strategic goals, like gaining tech skills or moving into roles that are less vulnerable to automation. This dual approach helps participants stay focused while also preparing for the future.
4. **Leverage Individual Employment Plans (IEPs)**  
   IEPs are at the heart of what we do. Make sure you’re familiar with our [IEP policy](https://apps.deed.state.mn.us/ddp/PolicyDetail.aspx?pol=411) so you can guide participants effectively. For those in high-risk industries, consider integrating training in technology, leadership, or problem-solving into their plans. This kind of proactive support can make a big difference in their long-term success.
5. **Offer Training and Support That Makes a Difference**  
   Upskilling and reskilling are proven ways to boost participants’ employability. Make sure you review the latest [Training Services Allowable Activities](https://apps.deed.state.mn.us/ddp/PolicyDetail.aspx?pol=597) and [Supportive and Follow-Up Services](https://apps.deed.state.mn.us/ddp/PolicyDetail.aspx?pol=596) policies so you can connect participants to the right resources. Whether it’s a digital skills course or an apprenticeship, this kind of targeted support can help them stay competitive in the job market.
6. **Spread a Positive Message**  
   Finally, remember to share the good news: automation isn’t all doom and gloom. Yes, it’s changing the job market, but it’s also creating new opportunities for those who are prepared. Encourage participants to embrace lifelong learning, stay flexible, and focus on building the skills that will keep them relevant in the future.

**Conclusion:**  
By staying informed, creating personalized plans, and providing the right support, you can help participants confidently navigate the challenges of automation. Remember, the goal isn’t just to get them back to work quickly, but to set them up for long-term success in a changing world.