



IDENTITY MATRIX

From Chapter 5 of *AI and the Art of Being Human*

WHAT IT IS

A map to help distinguish what AI can automate from what makes you irreducibly you—not to compete, but to know where to focus your growth.

WHERE YOU WOULD USE IT

- When AI replicates your professional style or signature
- When questioning your value, as machines match your skills
- When deciding where to invest your development energy
- When your expertise feels suddenly replaceable

THE TOOL:

Four Quadrants (Be Brutally Honest)

- **Enduring Essence:** Core qualities that persist across contexts—your particular way of seeing, your specific flavor of curiosity. These sound simple, but are infinitely complex
- **Evolving Expression:** How your essence shows up differently as you grow—same core, but different manifestations over time
- **Replaceable Skills:** The techniques you’ve mastered that AI can learn; even the ones you’re proud of. Being honest here is crucial
- **Yet To Be Cultivated:** Latent abilities you’ve thought about developing but haven’t pursued—the engineer who suspects they could teach, the analyst who wants to write

The Identity Matrix

Replaceable Skills	Yet To Be Cultivated
Enduring Essence	Evolving Expression

HOW TO USE IT

List your capabilities and qualities across all four quadrants. You may resist putting hard-won skills in “Replaceable”—that’s normal. The insight comes from seeing the whole picture: Are you defending Replaceable territory while ignoring your Enduring Essence? What possibilities in Yet To Be Cultivated have you been postponing? Focus development on Essence and unexplored potential, not on competing, where AI will eventually excel.