

# Enhancing Human Intelligence, Potential, and Purpose through the Appropriate Deployment of Artificial Intelligence

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## Abstract

In an era of rapid technological change, artificial intelligence (AI) offers transformative potential not only as an engine for automation but also as a tool to augment human cognition, unlock latent potential, and help individuals fulfill their purpose. Let us examine how the appropriate deployment of AI can enhance human intelligence, foster personal and professional growth, and contribute to achieving societal goals. Drawing on theoretical frameworks and empirical examples from global contexts, AI should be harnessed to complement human capabilities while governed by robust ethical guidelines.

## 1. Introduction

Advancements in artificial intelligence have ushered in a new era in which technology is increasingly integrated into everyday life. Traditionally, AI has been viewed primarily as a mechanism for automating routine tasks. However, a growing body of research suggests that AI can augment human intelligence, extend human potential, and enable individuals to achieve a more profound sense of purpose when deployed appropriately. As we navigate the challenges of the 21st century—including information overload, rapid economic changes, and complex social problems—it is imperative to reframe our understanding of AI as a partner in human development<sup>1,2</sup>.

Let us explore AI's potential to enhance human intelligence, unlock individual potential, and promote meaningful

human purposes. It also considers the ethical implications of AI deployment and offers recommendations for integrating AI technologies in a manner that upholds human dignity and societal well-being.

## 2. Enhancing Human Intelligence

### 2.1 Augmenting Cognitive Capabilities

Human intelligence is multifaceted, comprising the ability to learn, reason, and solve problems. AI systems—designed to process vast data and identify patterns—can act as cognitive amplifiers. For instance, decision support systems in healthcare leverage AI to analyse complex medical data, thereby aiding clinicians in making more informed decisions<sup>1</sup>. This synergy between AI and human cognition is reminiscent of Engelbart's concept of “intelligence amplification,” which proposed that technology could extend human intellectual capacities<sup>3</sup>.

### 2.2 Improving Decision Making

AI-driven analytics provide timely insights that help overcome cognitive biases and enhance decision-making. In financial markets, for example, algorithmic trading platforms use machine learning to predict market trends, which allows investors to make better choices<sup>2</sup>. Similarly, in education, adaptive learning technologies harness AI to provide personalised instruction, ensuring that students receive support tailored to their learning styles, thereby promoting higher levels of academic achievement.

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### 3. Unlocking Human Potential

#### 3.1 Personalized Learning and Growth

One of the most promising applications of AI is in education. Personalised learning platforms can analyse a student's performance data and adjust content in real-time, ensuring that learning is aligned with individual strengths and weaknesses<sup>4</sup>. This approach not only improves academic outcomes but also fosters a sense of empowerment, enabling students to reach their full potential. Moreover, lifelong learning initiatives supported by AI can facilitate continuous professional development, ensuring that individuals remain competitive in a rapidly evolving job market.

#### 3.2 Enhancing Professional and Creative Capacities

In the workplace, AI tools can support employees by automating repetitive tasks, thus freeing up time for creative and strategic endeavours. For instance, AI-powered project management systems and predictive analytics enable organisations to optimise operations and stimulate innovation. By reducing the administrative burden on professionals, AI allows them to focus on tasks requiring creative problem-solving and interpersonal skills, essential for personal growth and professional advancement<sup>4</sup>.

### 4. Fostering Human Purpose

#### 4.1 Addressing Global Challenges

Beyond individual benefits, AI can address broad societal challenges. Climate change, public health crises, and social inequality are complex problems that require innovative solutions. AI can help design more efficient energy systems, enhance disease surveillance and management, and facilitate data-driven policymaking to improve social outcomes. By contributing to solutions that serve the common good, AI deployment can help individuals and communities align their efforts with a larger sense of purpose<sup>5</sup>.

#### 4.2 Promoting a Collaborative Future

Integrating AI into society should not be viewed solely as a technical upgrade but as a catalyst for collaborative progress. Interdisciplinary approaches that combine AI with human creativity and empathy can lead to breakthroughs in medicine, education, and social services. These collaborations solve immediate problems and foster a culture of innovation and collective purpose<sup>4</sup>.

### 5. Ethical Considerations in AI Deployment

The potential of AI to enhance human capacities must be balanced with ethical considerations. E.g., algorithmic bias, data privacy, and accountability must be addressed through transparent and responsible practices. Ethical frameworks and regulatory guidelines—such as those proposed by the IEEE and other institutions—are essential in ensuring that AI augments human potential without undermining individual autonomy or exacerbating inequality<sup>6</sup>. A human-centric approach to AI ethics is critical for sustaining trust and ensuring that technology is deployed for the benefit of all.

### 6. Conclusion

The appropriate deployment of artificial intelligence has immense potential to enhance human intelligence, unlock latent potential, and guide individuals toward fulfilling their purposes. By serving as cognitive partners, personalised educators, and collaborative innovators, AI can help address the multifaceted challenges of our time. However, to realise these benefits fully, adopting ethical practices and ensuring robust regulatory frameworks that protect human dignity is essential. As we move forward, a human-centric approach to AI will elevate individual and collective achievements and drive societal progress, ensuring that technology remains a powerful ally in our quest for a better future.

This paper demonstrates that AI can significantly enhance human intelligence, unlock personal and professional potential, and guide individuals toward achieving a more profound sense of purpose when deployed appropriately and ethically. By building on international examples and ensuring a human-centric approach, we can harness the power of AI to transform lives and drive societal progress.

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