Vibe Coding is the New Professional Baseline

Executing diagnostic...
Assessing the shift from legacy knowledge work to the AI-native builder.

"IF YOU'RE NOT USING CLAUDE CODE THIS YEAR, NO MATTER WHAT YOUR ROLE IS, YOU'RE UNDERPERFORMING COMPARED TO OTHERS ON THE COMPANY.

SPEAKER:
Geoff Charles, Chief Product Officer

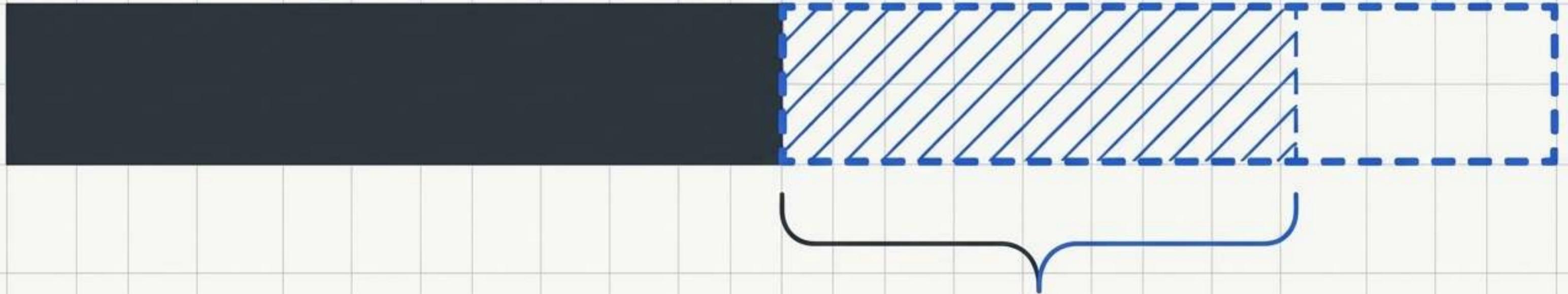**COMPANY:**
Ramp (AI Fintech)

CONTEXT:
$32B Valuation / Raised $300M in November (Backed by Lightspeed, Founders Fund, Coatue, GIC, Thrive, Khosla).

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The Output Velocity Shift

[Current_State]: 50% of Ramp's
code is built by AI.
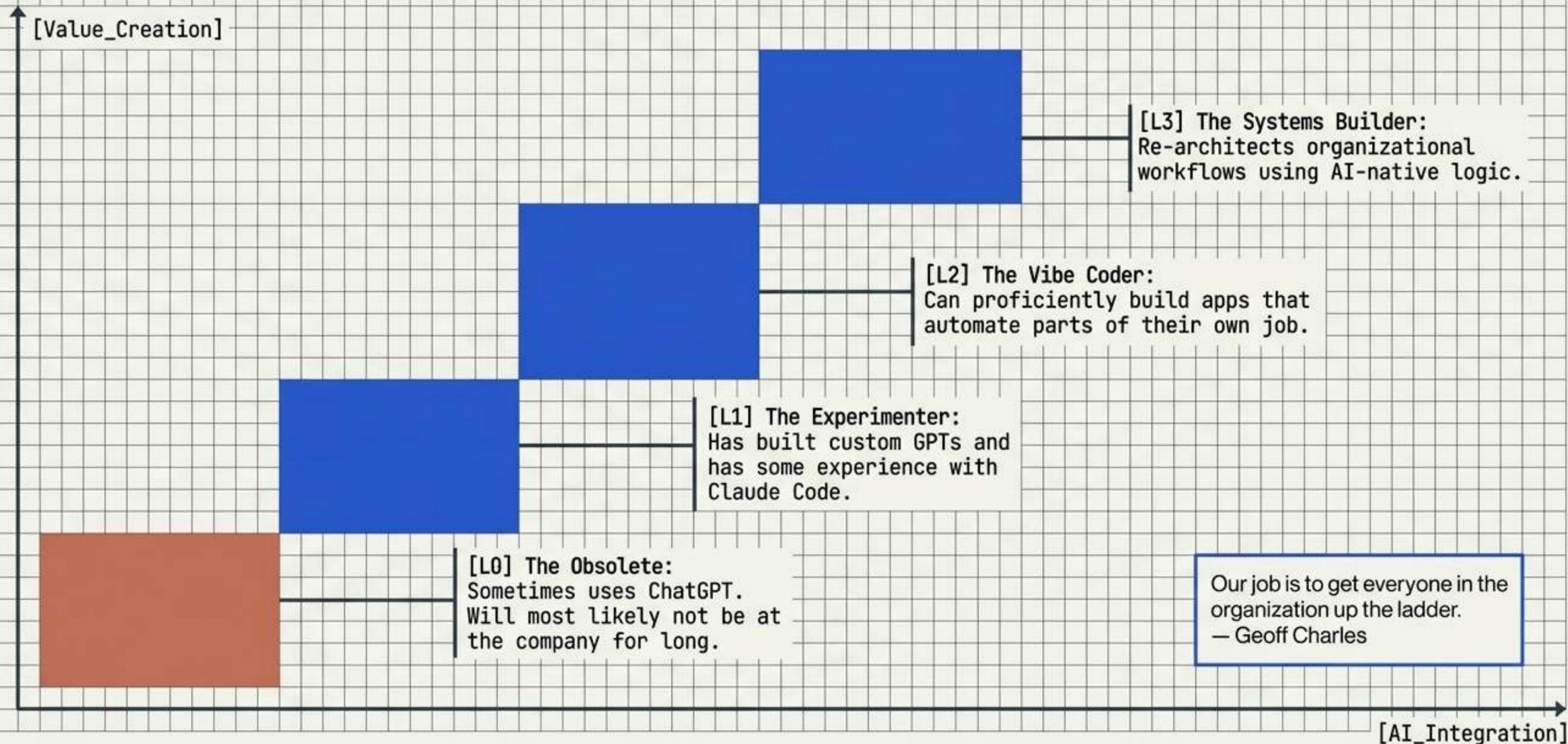
[Projected_Q1]: 80% by March.

The transition to AI-generated output is not a five-year roadmap.
It is scaling exponentially over a matter of months.

The Proficiency Ladder

[Value_Creation]

[L3] The Systems Builder: Re-architects organizational workflows using AI-native logic.

[L2] The Vibe Coder: Can proficiently build apps that automate parts of their own job.

[L1] The Experimenter: Has built custom GPTs and has some experience with Claude Code.

[L0] The Obsolete: Sometimes uses ChatGPT. Will most likely not be at the company for long.

Our job is to get everyone in the organization up the ladder.
— Geoff Charles

[AI_Integration]

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Crossing the L2 Threshold: What is Vibe Coding?

1. **Plain English Intent:** The user identifies a workflow bottleneck and articulates a solution in natural language, requiring zero traditional syntax knowledge.

2. **AI Generation:** Tools like Claude Code translate intent into functional backend logic and UI.

3. **Personal App Deployment:** The employee deploys a bespoke application that automates parts of their daily job function.

L2 is the inflection point. It shifts the employee from being an operator of software to a creator of personal operational leverage.

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Industry Contagion: The AI Enforcement Spectrum

It would be disingenuous to pretend AI doesn't change the mix of skills we need or the number of roles required... It does.
— Mike Cannon-Brookes, Atlassian CEO

[Node 2: Performance Mandates (Google)]. Managers told non-technical staff to incorporate AI into daily workflows. Usage will Usage will factor into performance reviews.

[Node 1: Incentivization (Checkr)]. Gave every employee a monthly stipend to try AI tools, alongside AI days and demos. Result: 95% use prompting daily after one year.

[Node 3: Workforce Restructuring (Block & Atlassian)]. Block cut nearly half its workforce due to AI advancements. Atlassian laid off ~1,600 roles (10%) to prioritize AI development.

The Bifurcation of the Knowledge Worker

Column 2: **The AI-Native PM** (Two Paths)

Skillset: Writing specs, wrangling tickets, manual alignment.

Output: Documents and Jira updates.

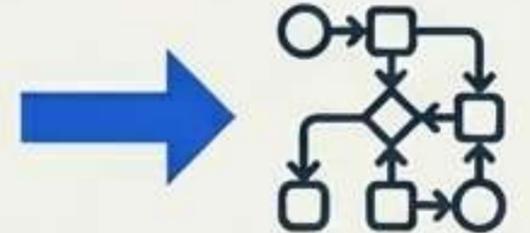**Trajectory:** Rendered <u>obsolete</u> by L2/L3 AI agents. 🚫

Path A: The Builder
Uses vibe coding to instantly spin up prototypes and operational apps without engineering bottlenecks.
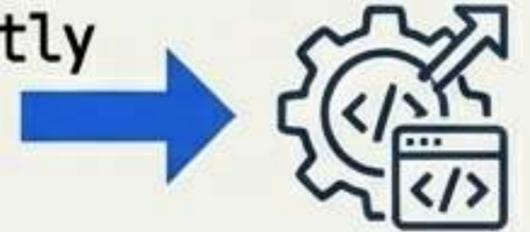
Path B: The Strategist
Focuses entirely on high-level business strategy, directing swarms of AI-generated output.

You either build the systems (Builder) or direct the systems (Strategist). The middle layer of pure administration is collapsing. 📉

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The Final Mandate

The technical barrier to building software has dropped to zero. The new barrier is purely psychological.

[System_Ascension]

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> Analyzing L0 workforce
viability...
> Status: Unviable.

> "If you're not a self-starter
and you don't have that growth
mindset, it's going to be very,
very hard to train."
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⚠ [System_Failure]
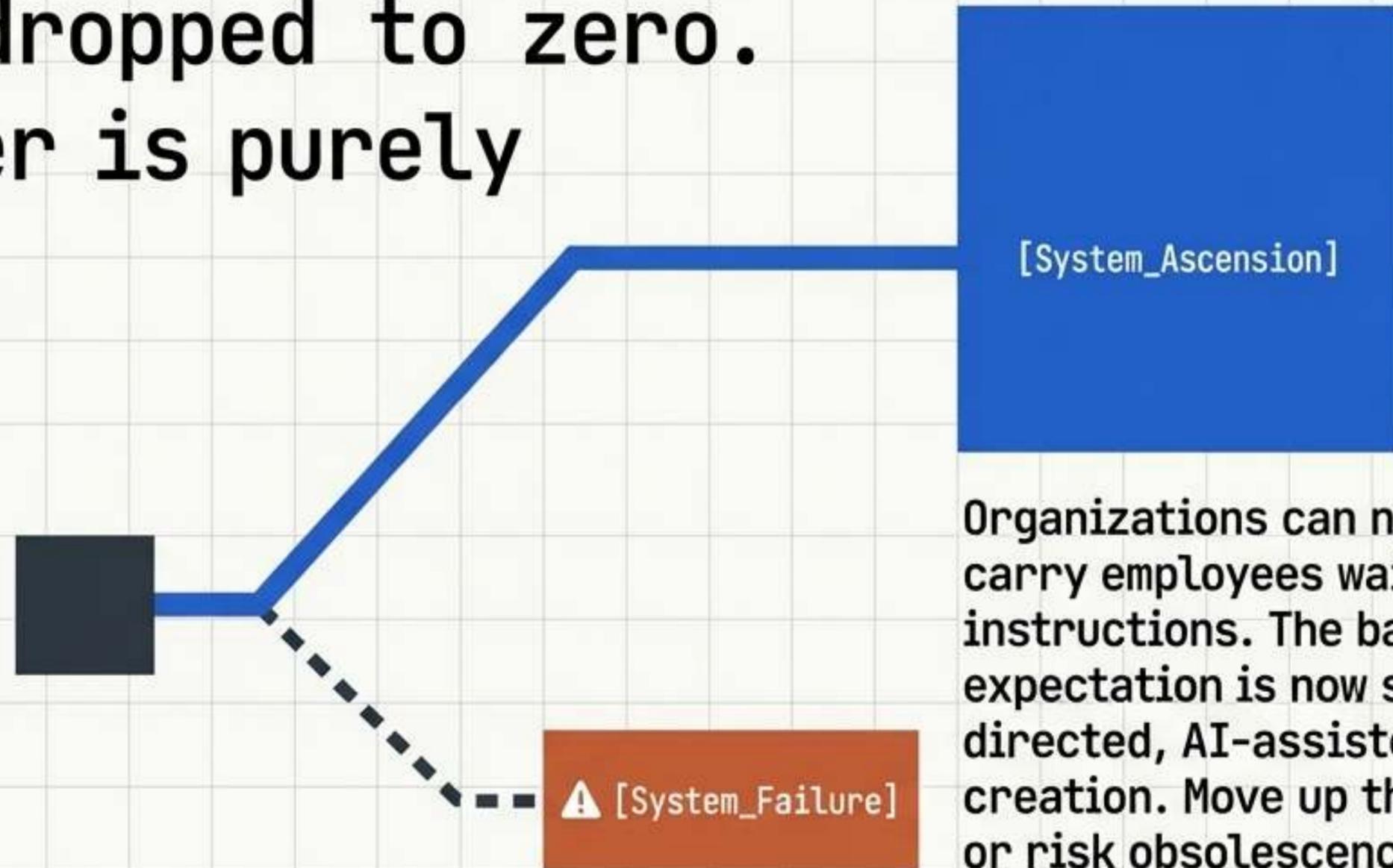
Organizations can no longer carry employees waiting for instructions. The baseline expectation is now self-directed, AI-assisted tool creation. Move up the ladder, or risk obsolescence.