

LexisNexis® Future of Work Report: 2024

# How Generative AI is Shaping the Future of Work

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## Why This Research Matters

Thank you for your interest in this report. The world of work stands at a compelling crossroads, with generative AI set to play a pivotal role in its future evolution. With this in mind, LexisNexis® embarked on this survey and report to shed light on how generative AI technology intersects with the realities of our professional lives.

In an effort to gain a comprehensive and balanced view of this paradigm shift, we enlisted help from the D<sup>3</sup> Institute at Harvard University for survey support and analysis. Their academic rigor and dedication to understanding the intricate facets of this topic have proved invaluable.

We believe that through collaboration and shared understanding, we can embrace the opportunities of the future of work with generative AI. Here's to a world where technology and human ambition walk hand in hand.

Sincerely,

**Snehit Cherian**, *Chief Technology Officer*  
Nexis® Solutions, a division of LexisNexis®

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Generative AI entered the digital landscape like a flash of lightning, taking the business world by storm. Why has it generated such a tremendous wave of interest?

Previous automation technologies primarily influenced physical work. Today, organizations around the world recognize that generative AI has the potential to transform the world of work for all.

Undeniably, the recent and rapid rise of generative AI marks a pivotal shift in how organizations operate and strategize. As these technologies continue to evolve, they present businesses with unprecedented opportunities. *Fast Company* recently noted, “The AI-ification of business is well underway. Whether you’re in sales, marketing, product innovation, or insights, generative AI has the potential to augment every

role, whether to save time or improve intelligence.”<sup>1</sup>

The reason for growing adoption becomes crystal clear when you look at value potential. According to McKinsey analysis, generative AI is poised to generate \$2.6 trillion to \$4.4 trillion in value across more than 63 use cases.<sup>2</sup>

Our exploration of this topic surfaced three key findings:

1. Positive Attitudes Reflect a Seismic Shift in Acceptance
2. Generative AI Expected to Deliver Measurable Productivity Gains
3. Despite Enthusiasm, Organizations Must Address Key Concerns to Build Trust in Generative AI

So, dive in and explore the future of work with generative AI.

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## Survey Methodology at a Glance

Our primary goal was straightforward: We wanted to answer some of the burning questions professionals have about the future of their work in an AI-influenced world.

Our survey was deployed from May 24 to August 24, 2023, and garnered 500+ responses from professionals across diverse industries worldwide.

The survey used random sampling to ensure a representative and diverse data pool and adhere to GDPR guidelines for data confidentiality and transparency. We thank Dr. Fabrizio Dell'Acqua, Maximilian Prokopp, and Prof. Karim Lakhani of the D<sup>3</sup> institute at Harvard University for their help in reviewing and offering feedback on the survey.

## Where is Value Potential Highest?

Generative AI is more than a technology trend; it's an operational game-changer with the power to redefine work across a myriad of industries. From automating complex analyses to simulating scenarios that aid in decision-making, its applications are as diverse as they are impactful, promising a future where efficiency and

innovation go hand in hand. With so many potential use cases, no organization is immune to the impact of generative AI.

Generative AI is already proving its value for use cases across the enterprise:



### MARKETING & SALES

Creating targeted ad content, optimizing customer engagement and conversion rates.



### CUSTOMER OPERATIONS

Automating response generation for customer inquiries, enhancing service efficiency.



### SOFTWARE ENGINEERING

Assisting with code generation and debugging, speeding up software development processes.



### STRATEGY & FINANCE

Conducting market trend analysis for strategic financial planning and forecasting.



### RISK & LEGAL

Performing risk assessments or legal document analysis for compliance and risk mitigation.



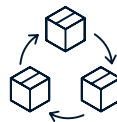
### TALENT & HR

Streamlining recruitment by analyzing resumes and matching candidates to job requirements.



### CORPORATE IT

Managing network security and automating IT support tasks.



### SUPPLY CHAIN & OPERATIONS

Optimizing logistics and inventory management through predictive analysis.



### PRODUCT R&D

Simulating and testing new product designs, accelerating innovation cycles.

McKinsey notes, however, that “Generative AI is likely to have the biggest impact on knowledge work, particularly activities involving decision making and collaboration, which previously had the lowest potential for automation.”<sup>3</sup>

Given the buzz around generative AI and our decades of experience in data aggregation and intelligence-

surfacing technologies, we were eager to explore its implications for the future of work. In this inaugural LexisNexis® Future of Work Report, we use survey data to better understand how organizations are harnessing the benefits and addressing the challenges that generative AI offers.

## Industries Poised to Benefit Most From Generative AI



CONSULTANCIES



FINANCIAL SERVICES



LEGAL



RETAIL & CONSUMER  
PACKAGED GOODS



PHARMA &  
MEDICAL MANUFACTURING



HIGH TECH &  
TELECOMMUNICATIONS



MEDIA &  
ENTERTAINMENT



ACADEMIC  
INSTITUTIONS

“I’m excited  
to see where  
generative AI in the  
workplace takes us in  
the future.”

– Surveyed Professional





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## KEY FINDING 1:

### Positive Attitudes Reflect a Seismic Shift in Acceptance

In the past, negative attitudes about AI technology often stemmed from fears of job displacement, ethical concerns, and the belief that it will be accessible only to those with specialized skills, thereby widening social and economic gaps. Skepticism also arose around AI technology's reliability and potential for misuse of biased decision-making.

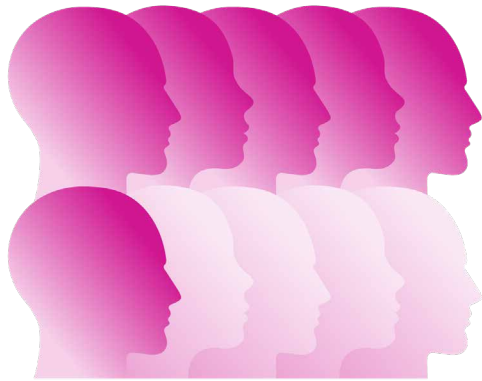
However, generative AI changes the narrative by leveling the playing field in terms of data access and decision-making capabilities. Bernard Marr, author and recognized business technology thought leader, points out that businesses and organizations no longer need to train their own elaborate models to benefit from AI; cloud platforms make these technologies accessible and affordable. Marr notes, "This means that unlike five years ago, AI learning and decision-making are now available to domain experts rather than only to AI and data experts, creating a 'democratizing' effect that is enabling far more businesses and organizations to reap the benefits."<sup>4</sup>

Our survey reflects this shift in accessibility, which has certainly generated interest among professionals who responded.



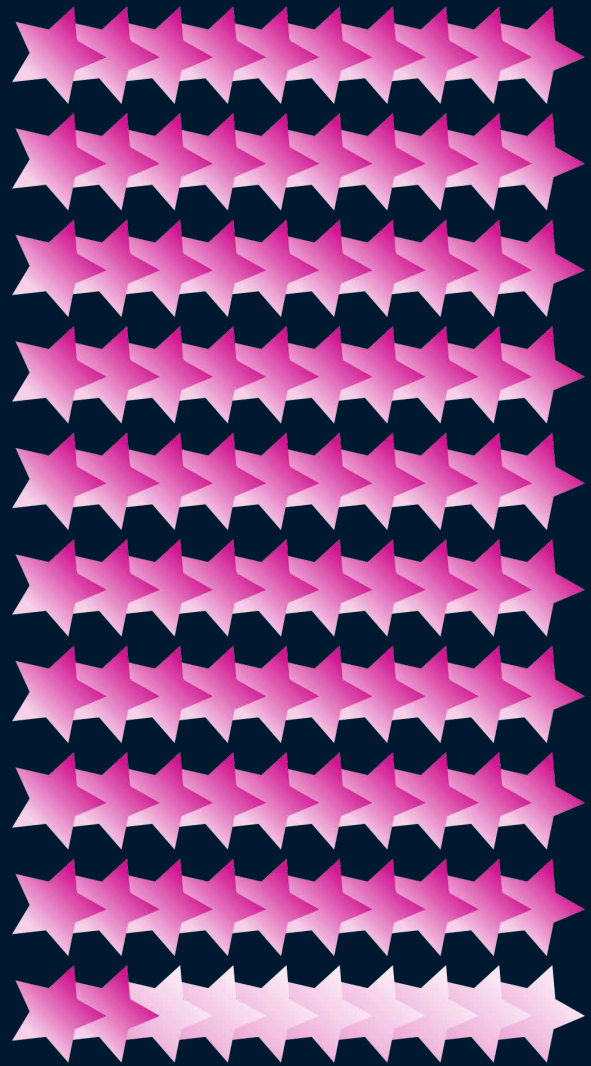
interested in  
adopting generative AI

Where do professionals fall in terms of how they want to use generative AI? Given generative AI's capacity to create, it is unsurprising that 61% of professionals lean in on projects that demand creative thinking.



**6 in 10**

professionals prefer  
creative over analytical



**92%**

curious about the creative  
potential of generative AI

What's more, 86% of professionals 'agree' or 'strongly agree' that they are willing to embrace generative AI for both creative and professional work.

This is also reflected by professionals' awareness that, increasingly, technologies like generative AI play a critical role in future growth.



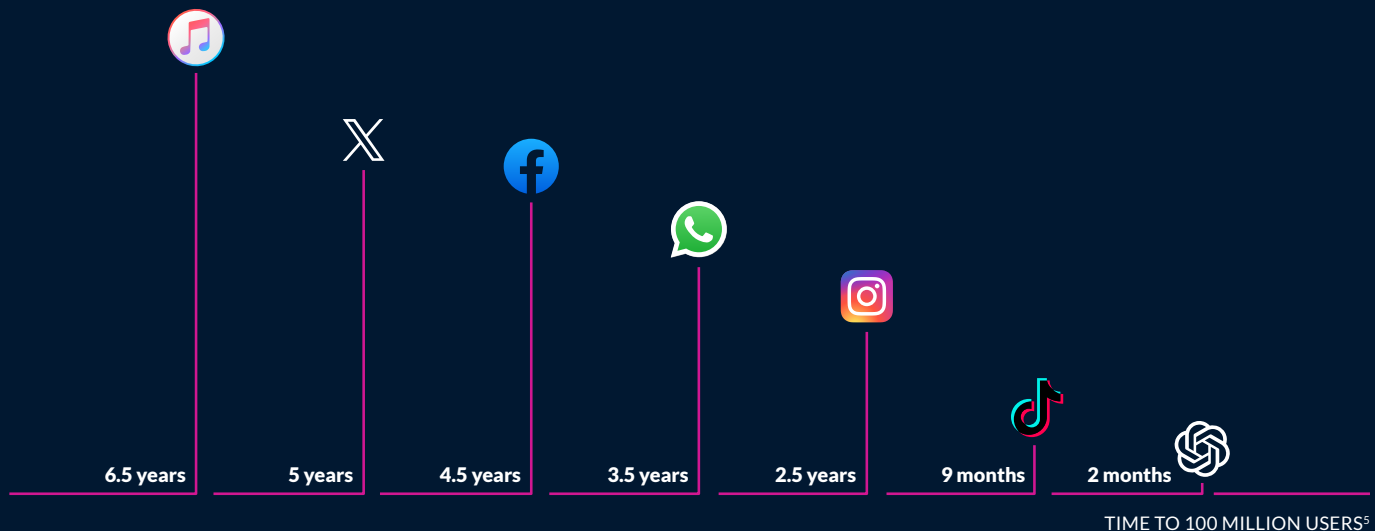
**96%** say technology is crucial to organizational success

## Gaining Familiarity with Generative AI

Generative AI technologies for both writing and image generation have swiftly ascended not just in the business world but also among individuals. As people experiment with and explore these free AI tools, the general public's comfort level with the technology has notably increased. In fact, generative AI adoption came on faster than smartphone and tablet adoption when they were first introduced.

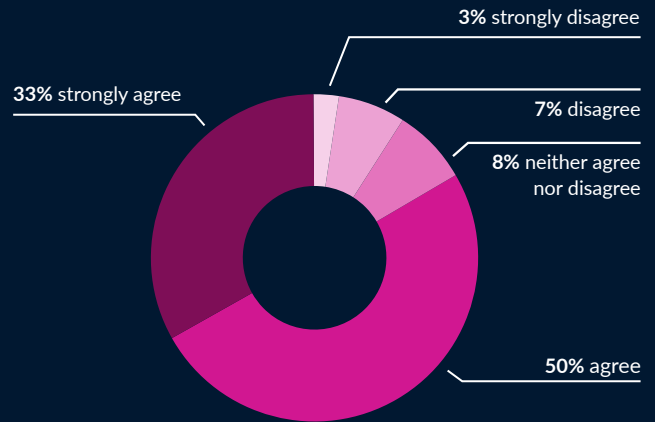
One reason: People can already use generative AI on devices they own. The curiosity fueling people to try out generative AI tools is aided by the low barrier point for entry. In turn, this benefits businesses, aiding the integration of such AI tools and gaining wider acceptance.

### Growth Comparison Reflects Enthusiasm for Generative AI

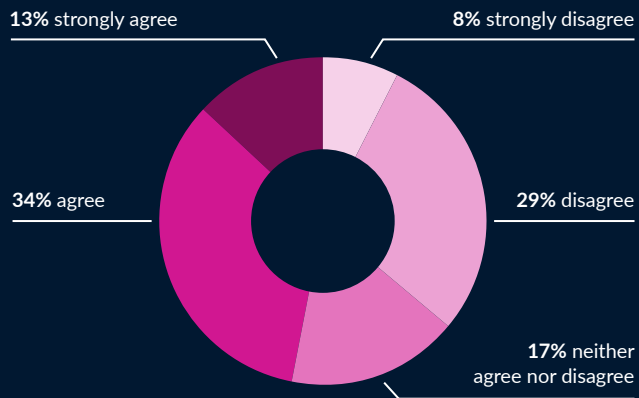


When asked about their familiarity with generative AI tools for writing or image generation, writing tools came out ahead at 83% compared to image generation tools at 47%.

Overall, I am familiar with generative AI tools for writing (like ChatGPT, Bard, etc.)



Overall, I am familiar with generative AI tools for image generation (like Midjourney, DALL-E etc.)



Likewise, companies across industries are rapidly adopting generative AI technologies to automate tasks and drive efficiency.

From automating routine customer service queries with AI chatbots to generating insightful data analytics, these tools are revolutionizing the way we work.

69% use generative AI tools to assist with daily tasks 'occasionally,' 'frequently,' or 'always,' reflecting how rapidly generative AI has established itself as a useful tool.

Among surveyed professionals, corporate creatives—from marketing departments leveraging generative AI to support content creation to product teams using it to ideate visual designs—are more likely to feel more comfortable with generative AI and use it on a more regular basis, however as more use cases prove out, we anticipate usage rates to climb elsewhere.

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Do you use or plan to use any generative AI tools such as ChatGPT? You may select multiple options. Please choose all that apply.



**70%**

use/plan to use for personal purposes



**68%**

use/plan to use for work purposes

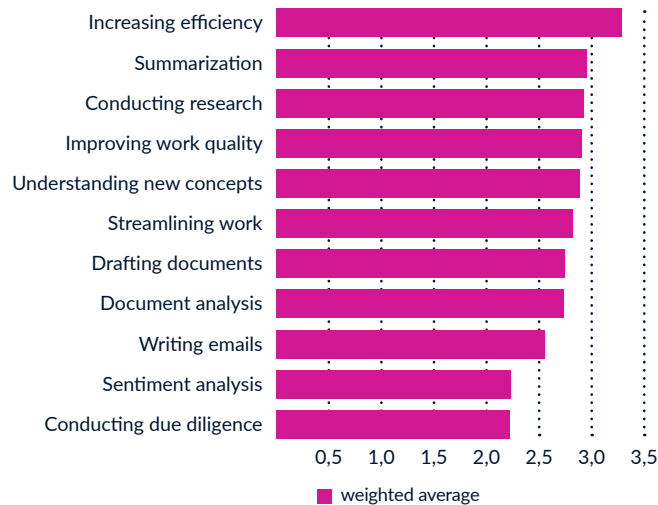


**12%**

have no plans to use it

Among professionals currently using or planning to use generative AI tools for work, we asked them what those uses looked like. While increasing efficiency earned top billing, the weighted averages suggest that current use or plans to use are relatively consistent across a variety of tasks, and as trust and confidence in generative AI grows, its use will only accelerate.

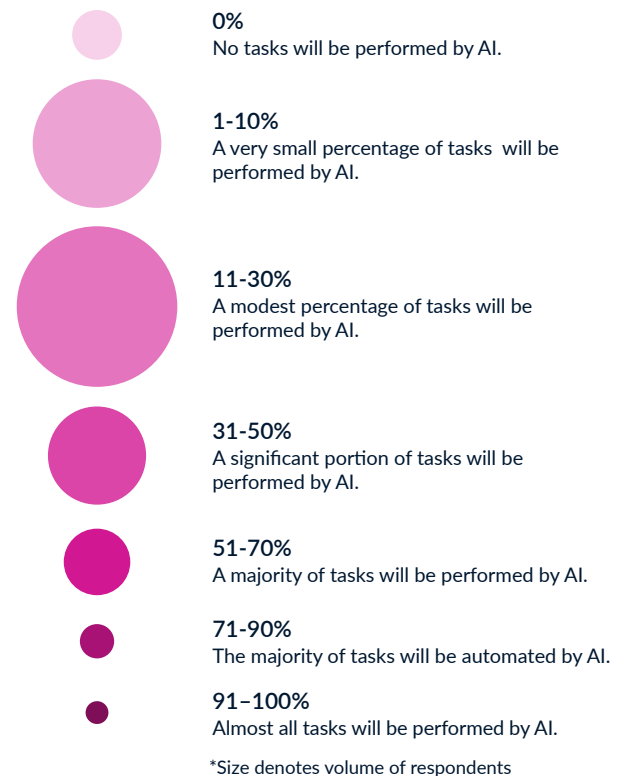
### How are you currently using or plan to use generative AI tools in your work/studies?



Furthermore, professionals have fairly balanced expectations on how far adoption will go. Asked to predict the percentage of current job tasks generative AI could perform in the next 2-3 years, more than half said between 11% to 50%.

As technology continues to evolve, experts predict a future where generative AI could even collaborate with humans in complex decision-making processes, opening new horizons for what is achievable in the workspace.

### What percentage of your current job tasks do you anticipate will be performed by AI in the next 2-3 years?



A large, white, stylized quotation mark icon consisting of two thick, curved lines that form the opening and closing of a quote.

For all the  
mind-boggling,  
sometimes comical misfires  
of the technology,  
there are just as many  
light-bulb revelations  
and hints of potential.”

— Survey Participant



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## KEY FINDING 2:


### Generative AI Expected to Deliver Measurable Productivity Gains

The willingness to use generative AI technologies emphasizes our second key finding: The potential for enhancing productivity through task automation.

As futurist Bernard Marr points out, “If you work (or are planning to work) in what is sometimes called the information economy—i.e., any role that involves creating, using, or exchanging information—then AI may significantly speed up and enhance your ability to do your job.”<sup>6</sup>

By automating routine tasks and data analysis, generative AI frees up professionals to focus on more strategic and creative aspects of their work.

Where is the potential for task automation highest? A majority of professionals (82%) pinpointed a range of repetitive tasks, sometimes role-specific, that have strong automation potential—from information gathering and report generation to document analysis and due diligence.



**82%**  
expect generative  
AI to take over a  
range of repetitive  
administrative tasks

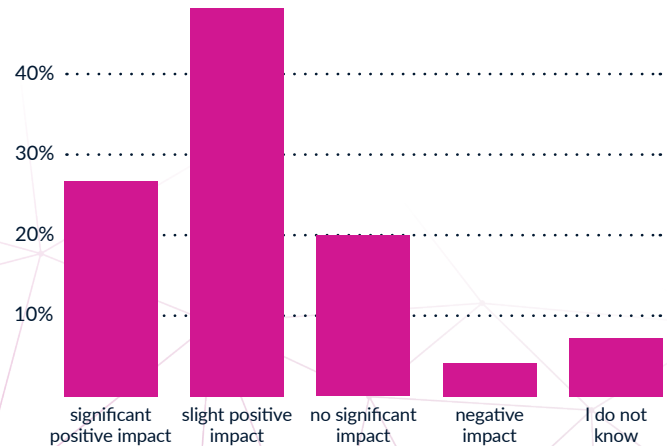


Professionals clearly recognize generative AI's potential to free up time for more rewarding, higher value work. As a result, they are embracing generative AI with a positive mindset.

When asked how they perceive the role of generative AI in the work environment, more than two-thirds of them see generative AI as a 'helpful tool' or 'supportive coworker,' which may accelerate adoption further.

In the near term, the impact of generative AI on day-to-day tasks leans positive as well. When asked, 72% of professionals anticipate a 'significant positive impact' or 'slight positive impact' on daily work.

What impact do you think generative AI developments like ChatGPT will have in the short term with your day to day work?



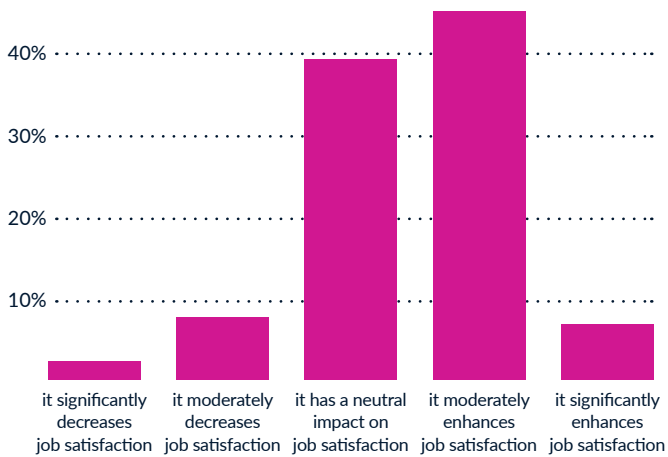
**72%**  
anticipate a  
positive impact  
from generative AI

**Only 4%**  
see generative AI  
as a threat to  
job security

Fortunately, most professionals do not see generative AI as a detriment to job satisfaction either. Over half (51%) say job satisfaction has improved 'significantly' or 'moderately', thanks to generative AI.

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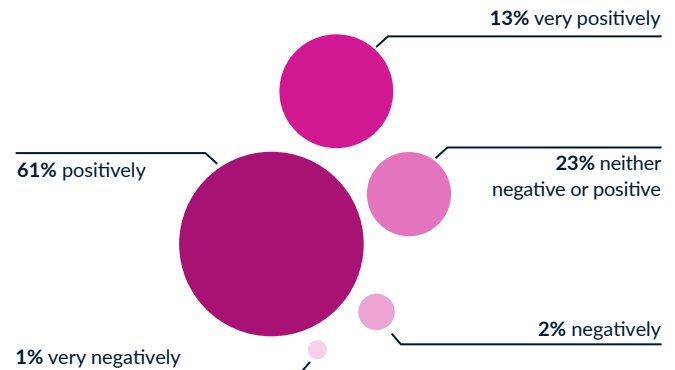
How do you perceive the impact of generative AI on job satisfaction in your work?



Not surprisingly, this positive perspective extends to the impact that professionals foresee for overall performance of their respective organizations, with 74% expressing some degree of optimism.

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To what extent do you believe generative AI will impact your company's overall performance?





Fostering a responsible approach to generative AI implementations enables organizations to preserve trust with customers, employees, and stakeholders. Trust is the currency of business.”<sup>7</sup>

— Varun Chhabra,  
Dell SVP of Product Marketing

## KEY FINDING 3:

# Despite Enthusiasm, Organizations Must Address Key Concerns to Build Trust in Generative AI

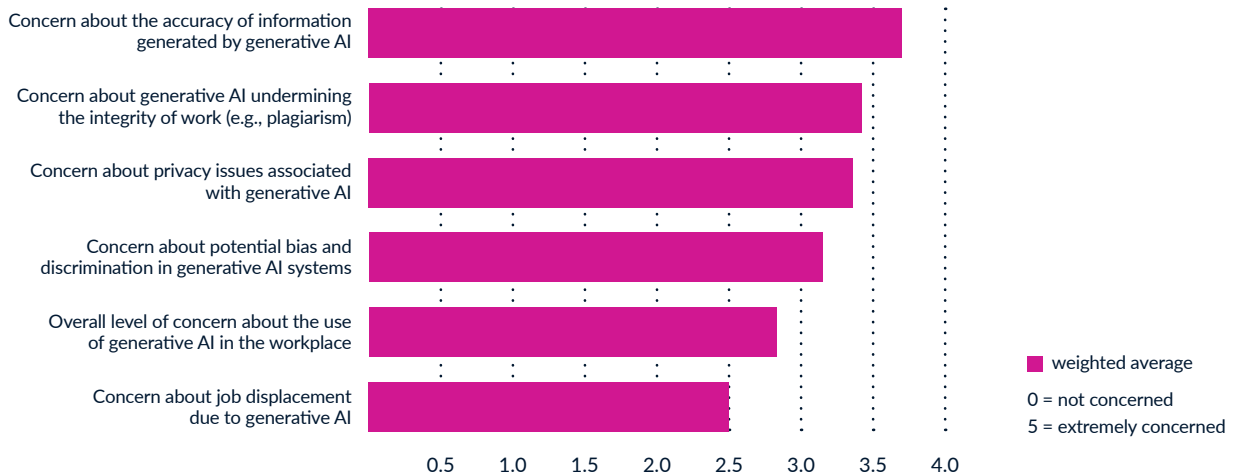
As we move swiftly into an era where generative AI becomes integrated into the fabric of daily operations, concerns about its role in the future of work rise to the surface. It is critical for organizations to address the apprehensions generative AI sparks to build trust and prepare their employees for the future of work.

While the benefits of AI integration are often lauded, emotional and ethical nuances that workers associate with the deployment of these technologies need

to be addressed as well. Concerns range from job displacement due to automation to data privacy issues, and even ethical questions about algorithmic bias and decision-making transparency.

Acknowledging such concerns remains a crucial step towards crafting AI policies that are efficient and human-centric, thereby ensuring that the future of work is shaped in a manner that is sustainable and equitable for all stakeholders.

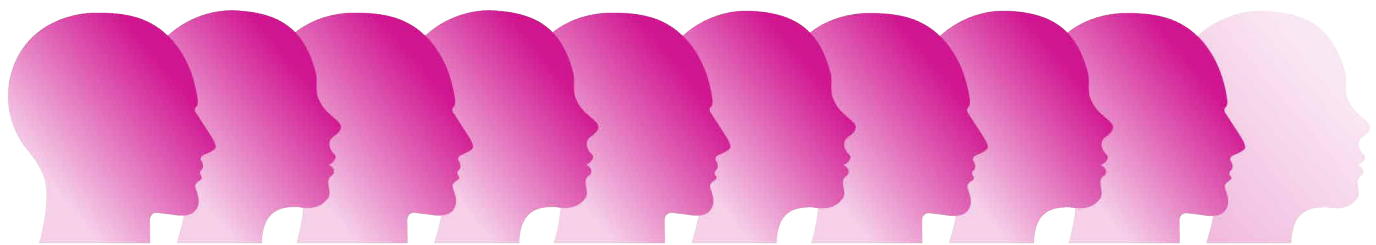
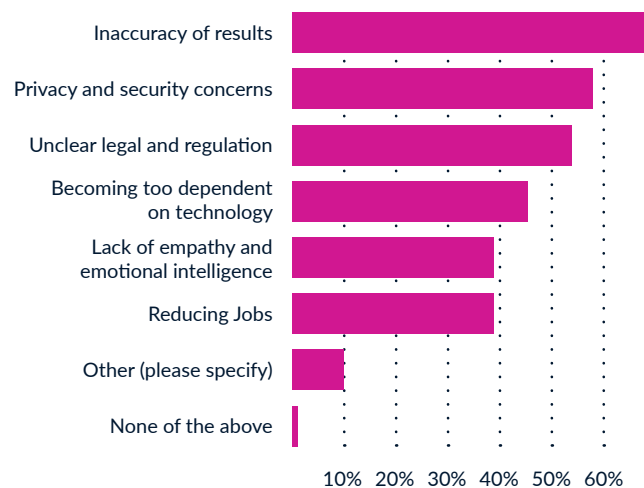
Please indicate your level of concern for each statement below in regard to the use of generative AI in the workplace?



When asked about potential downsides to generative AI, surveyed professionals could select multiple concerns. Historically, the fear that technology could replace human jobs has dominated discussions about workplace automation. Surprisingly, however, the threat to jobs fell near the bottom of the list with only 39% selecting it. That’s actually the same percentage of professionals who express concern about a lack of empathy and emotional intelligence in generative AI. The lower concern about job displacement suggests that workers have grown more optimistic about how AI can augment, rather than replace, human skills.

As companies worldwide adopt generative AI technologies to enhance productivity, streamline operations, and foster innovation, organizations must prepare to counter mistrust. For example, when asked about important factors when selecting generative AI tools, nearly 9 in 10 ranked the quality and accuracy of the output as the #1 consideration.

What do you see as the key downsides to generative AI technology? You may select multiple options. Please choose all that apply.



**Nearly 9 in 10** ranked the quality and accuracy of the output as the #1 consideration

What else do professionals want from generative AI tools?

**63%** emphasized the importance of ease of use and accessibility, suggesting that intuitive interfaces could mitigate training gaps.

**48%** say cost effectiveness, illustrating a keen awareness of budgetary considerations.

**44%** value customizability and flexibility, which suggests a preference for tools that can adapt to a range of tasks and organizational needs.

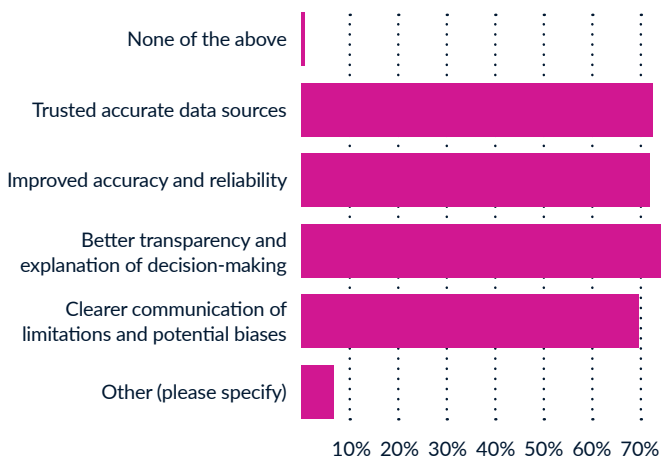
What could turn the trust deficit around? Trust is highest for organizations already using those tools. Generative AI tools like ChatGPT appears to have a trust advantage, probably because greater access has encouraged experimentation. The place where trust loses ground is with AI-generated insights and decisions.

Surveyed professionals offered clear direction on what will help earn trust including better transparency into AI-powered decision making, use of trusted data sources, and providing more insight into reliability versus limitations of generative AI.

First, organizations can feasibly implement the trust-building measures professionals have suggested. Second, less than 1% of professionals indicated that nothing could gain their trust, which bodes well for broader acceptance as these concerns are addressed.

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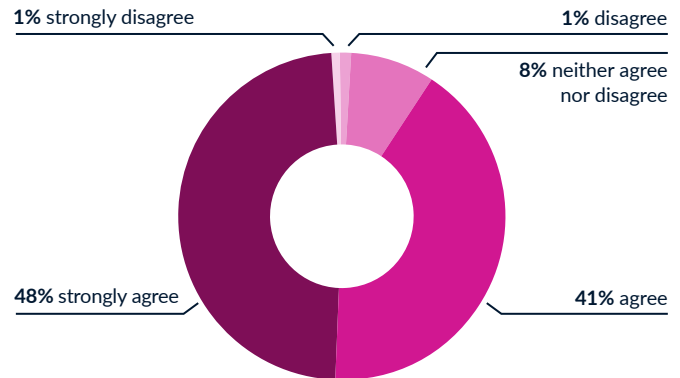
What could be done to improve your level of trust in generative AI outputs? You may select multiple options. Please choose all that apply.



Prioritizing transparency and accountability will be critical for organizations wishing to implement generative AI in the workplace.

According to surveyed professionals, 92% 'agree' or 'strongly agree' on the importance of transparency and accountability.

Please indicate your opinion on the following statement: "Companies should prioritize transparency and accountability when implementing generative AI in the workplace."



“Transparency by the company [on] how to best implement different AI tools at work and creating guidelines such as not entering private information into AI are extremely important.”

— Survey Participant

“As long as proper measures are in place to use the tool, generative AI can enhance efficiency. A cautious policy with regular audits must be part of the roll-out.”

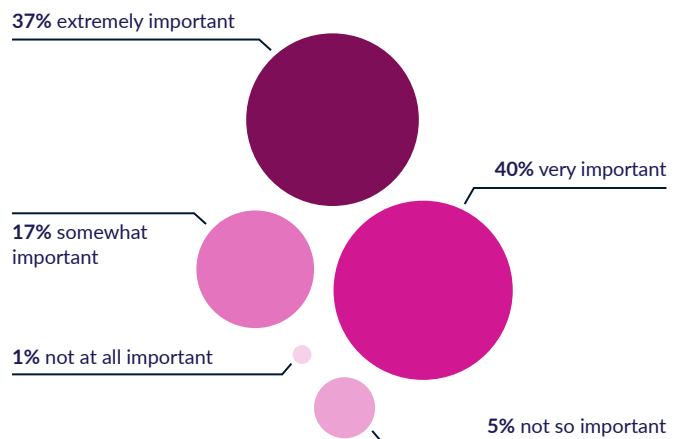
— Survey Participant

Opinions on how organizations can build trust comes down to guardrails:

- 86%** Establish ethical guidelines and standards
- 84%** Ensure AI systems are transparent and explainable
- 80%** Conduct regular audits to identify bias and discrimination
- 69%** Keep humans involved at every stage

A resounding majority (97%) say that human validation of generative AI outputs is 'extremely,' 'very,' or 'somewhat' important.

How important is it for you to have a human employee double-check or validate AI-generated results?





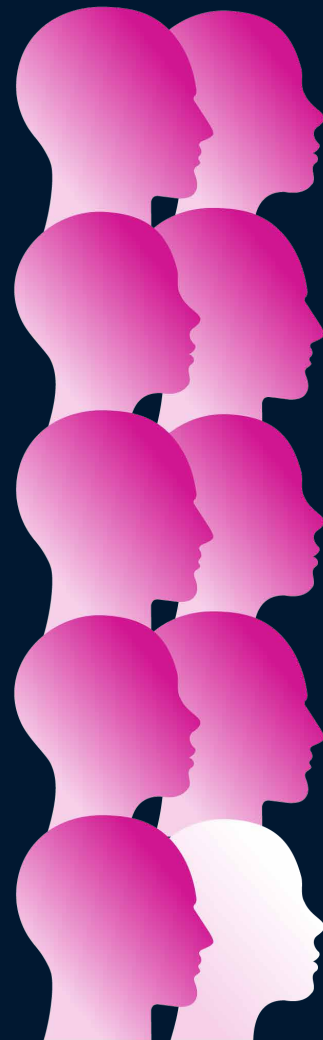
## Offer Training to Prepare Workers to Succeed with Generative AI

As generative AI continues to make inroads across a wide range of organizations, equipping workers with the skills and knowledge to effectively interact with this technology must be a priority. A proactive approach to training and education can help employees not just adapt to, but also thrive in, a work environment increasingly influenced by generative AI.

Among the 89% of professionals who foresee a skills gap, training needs vary.

Surprisingly, given outsize role of technology, the professionals indicate training needs that run the gamut from “soft” interpersonal skills around problem-solving, adaptability and communication to “hard” technical and data-led skills like proficiency in data analysis and programming.

- 70%** Critical thinking and problem-solving
- 64%** Data analysis and interpretation
- 61%** Adaptability and flexibility
- 53%** Creativity and innovation
- 49%** Technical skills (e.g., coding, programming)
- 42%** Communication and interpersonal skills



**Nearly 9 in 10**

professionals believe developing new skills will be critical for keeping up with generative AI

The good news? Among surveyed professionals, those who have received training:

- Are more likely to use generative AI daily.
- Expect a greater positive impact on company performance.
- Anticipate a higher percentage of tasks performed by AI in the next 2–3 years.

Clearly, training goes hand-in-hand with professionals' comfort level and willingness to embrace generative AI.

Unfortunately, organizations are behind on preparing their workforces for generative AI.

**Less than  
10%**

of professionals  
have received  
skill-specific  
or advanced  
AI training

**Nearly 50%**

of professionals  
say no AI-related  
training is offered

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## Where do organizations go from here?

Having taken the pulse of current attitudes and perceptions about generative AI technologies, we have seen a significant shift: the majority of people, who once viewed these technologies with skepticism, now accept and even welcome them.

Generative AI isn't just for tech wizards anymore; it's leveling the playing field by making potent tools accessible to everyone. Most of our professionals not only embrace the adoption of this groundbreaking technology but also see its transformative potential in automating tasks. Clearly, generative AI is carving out a pivotal role in shaping the future work landscape, teeming with efficiency gains and fresh opportunities.

What's your next move? Use these compelling insights to forge ahead. Whether you aim to build trust through

greater transparency, seek dependable data sources, set guidelines to counteract bias, or roll out targeted training to empower your team, the path forward is unmistakable. By actively addressing these key dimensions, we'll collectively broaden the societal impact of generative AI, democratizing the twin powers of data and technology for workers worldwide.

### **Need to jump-start your generative AI exploration?**

Take our Readiness Quiz for Organizations or Individuals to assess your needs and get actionable tips for addressing them.

See how LexisNexis is helping organizations like yours leverage our unrivaled data and technologies to support data-driven insights across the enterprise.

**For more information contact your LexisNexis representative or reach out to us directly**

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### **About LexisNexis® Legal & Professional**

LexisNexis Legal & Professional provides legal, regulatory, and business information and analytics that help customers increase their productivity, improve decision-making, achieve better outcomes, and advance the rule of law around the world. As a digital pioneer, the company was the first to bring legal and

business information online with its Lexis® and Nexis® services. LexisNexis Legal & Professional, which serves customers in more than 150 countries with 11,300 employees worldwide, is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

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# Appendix

## Glossary of Terms

**BIAS:** When an AI model generates a certain slant or prejudice in its outputs due to the nature of its training data. For businesses, this can lead to unintended and sometimes harmful consequences. In Financial Services, for example, an AI-driven credit scoring model trained on a narrow or biased dataset could contribute to higher interest rates for customers from specific demographics, leading to reputational damage and loss of trust among prospective and current customers.

**DEEP LEARNING (DL):** A subset of machine learning that uses neural networks with many layers—hence deep—to analyze various forms of data. Deep learning is behind the power of many advanced generative AI models. For instance, a pharmaceutical company can employ deep learning to analyze the interactions between drug compounds, helping to streamline the development of a new groundbreaking medication.

**GENERATIVE ADVERSARIAL NETWORK (GAN):** A type of AI model where two neural networks, the “generator” and the “discriminator,” work in competition to produce and refine data. GANs are especially popular for generating images. A consumer goods manufacturer, for example, could leverage GANs to visualize new packaging designs based on trends and consumer preferences—even testing the results among likely consumers—to gather consumer insights before launch.

**GENERATIVE AI:** A subset of artificial intelligence where algorithms create new data samples based on the information it's trained on. It can produce images, text, and even music that didn't exist before. A multinational corporation's marketing team could use generative AI to create ad copy variations, personalized for different market segments, to boost engagement rates.

**HALLUCINATION:** When a model generates something that's not grounded in its training data or the given prompt. Like daydreaming or going off on a tangent, the AI model could

create false news reports or make false assertions regarding persons, historical events, or scientific facts. Given the rate that misinformation can spread across social media, hallucinations can pose a significant problem.

**LARGE LANGUAGE MODELS (LLMs):** LLMs underpin generative AI tools. These models understand and generate text that sounds human, based on the data they've learned from, making them capable of assisting with everything from answering questions to aiding in creative writing. LLMs leverage huge amounts of data to serve as versatile tools for both individuals and businesses.

**NEURAL NETWORK (NN):** A computational model inspired by the human brain's network of neurons. It's a foundational building block for many AI systems, including generative ones. R&D professionals at a CPG manufacturing company could leverage neural networks to optimize ingredient combinations, leading to new product lines.

**PROMPT:** A user's input to a model like ChatGPT. It's like asking a question or giving a topic for the model to respond to or generate content about. Chatbots are one well-recognized example of generative AI responding to a prompt.

**TRAINING:** The process of feeding data into an AI model so it can learn patterns. Think of it as “teaching” the AI. Consulting firm analysts could train an AI model on historical business performance data from various industries to predict market trends and advise clients on future strategies.

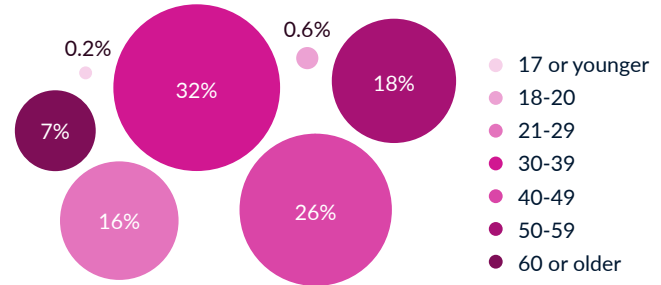
**TRANSFER LEARNING:** A shortcut in training AI, where a pre-trained model is fine-tuned for a new, but related task. It's like tweaking a general business strategy for a specific market. For instance, sales representatives at a pharmaceutical manufacturer can use a pre-trained AI model, fine-tuned with their specific product data, to forecast sales in emerging markets.

## Survey Demographics

Who responded to our survey? We captured demographic and professional characteristics to help contextualize the data and gauge its broader relevance.

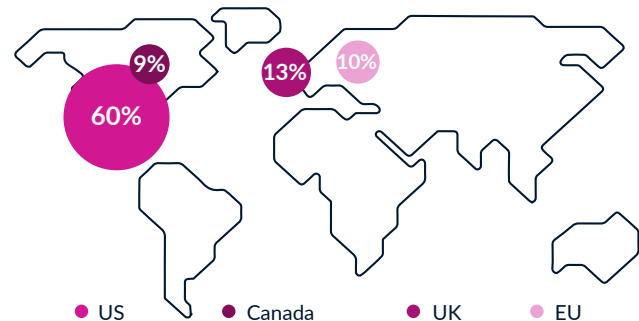
### AGE

Gen-Z and Millennials may be embracing generative AI faster than older generations, but Gen-X and Baby Boomers are getting involved too. Our survey respondents ranged from younger than 17 to 60+. Based on generational lines, 51% of respondents represent the oldest Millennials, Gen-X and Baby Boomers with the other 49% falling into the under 39 age ranges.



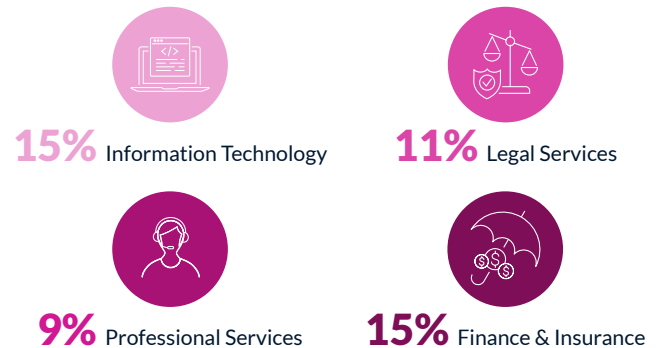
### LOCATION

Approximately 60% of respondents live and work in the United States. Another 9% are in Canada and 13% are in the UK. Most of the balance came from across the EU, although we did receive responses as far ranging as American Samoa to the United Arab Emirates.



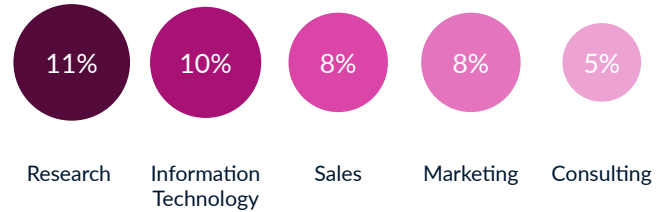
### INDUSTRY

Among our survey respondents, professionals in Information Technology and in Finance & Insurance lead the way with 15% each. Legal Services and Professional Services were close behind at 11% and 9% respectively. The balance reflected a broad range of industries—from Accounting, Advertising, and Arts and Entertainment to Consulting, Educational Services, Manufacturing, and Scientific R&D. Clearly, generative AI is a topic that resonates with many workers, regardless of industry.



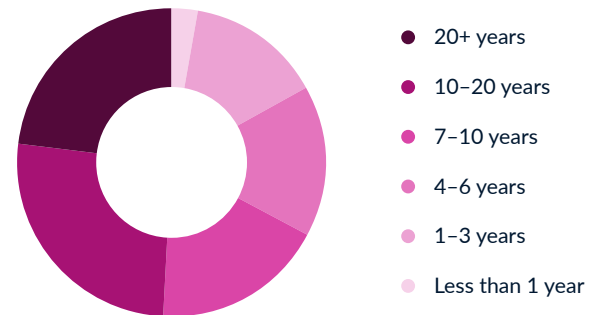
## JOB FUNCTION

Similarly, the roles survey respondents play in their organizations showed great range. Research roles came in at 11%, Information Technology at 10%, and Marketing and Sales at 8% each. Other roles represented ran the gamut from Product Management, Operations, and Media and Communications to Program and Project Management, Support, and Administrative.



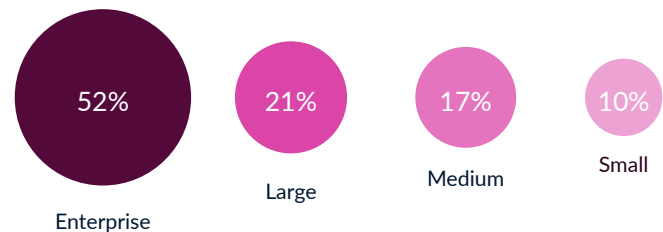
## EXPERIENCE

Just as the age demographic leaned older, with more than half of respondents over the age of 40, professionals with decades of experience represented half (50%) of those surveyed, with 23% of them reporting 20+ years. In addition, those with 7-10 years of experience came in at 18%, 4-6 years at 16%, and 1-3 years at 14%. Only 3% were true novices.



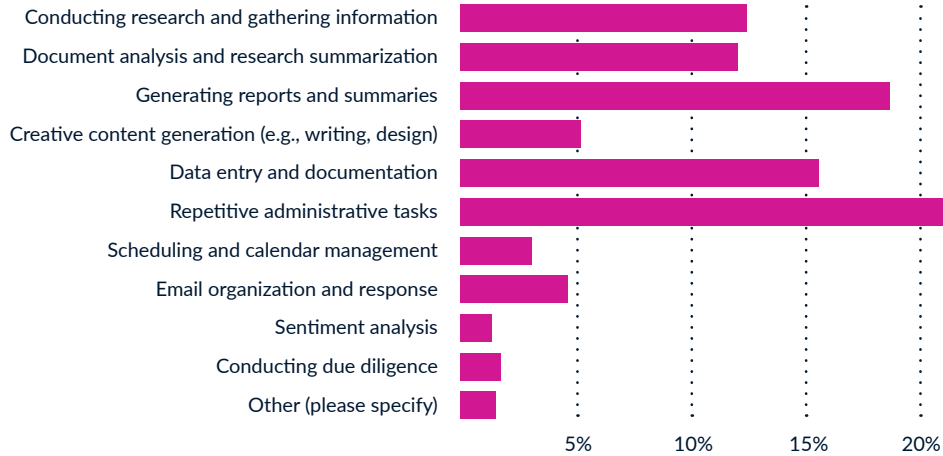
## ORGANIZATION SIZE

Not surprisingly, 52% of respondents hailed from Enterprises with 1000+ employees. The balance were fairly evenly distributed across Small (1-50 employees), Medium (51-250 employees), and Large (251-1000 employees) organizations.

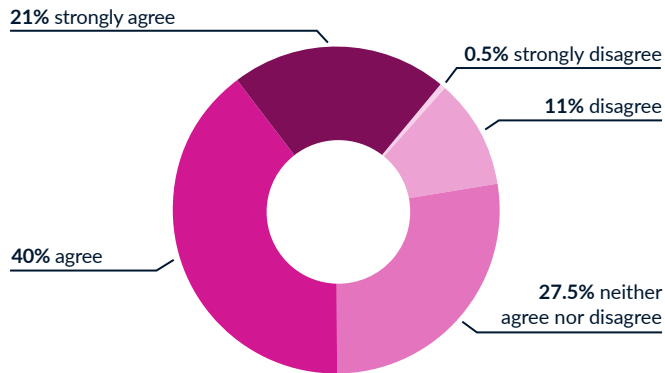


## Full Survey Results

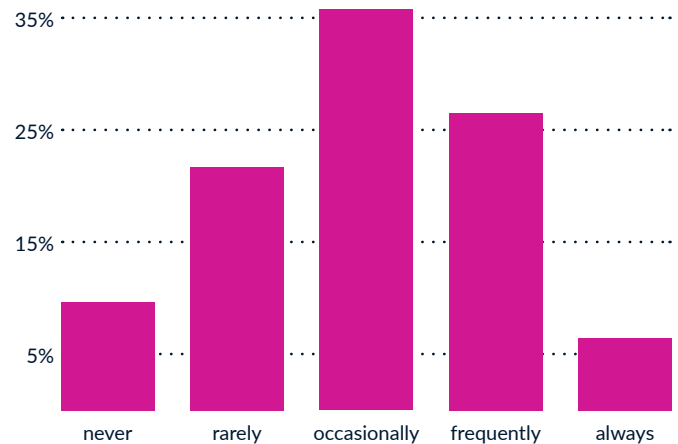
If technology could take away one task for you in your day to day work what would that be?



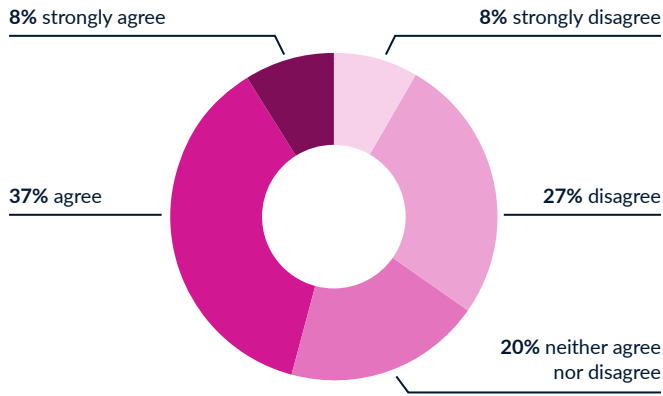
I prefer projects that allow me to think creatively (vs. analytical/logical)



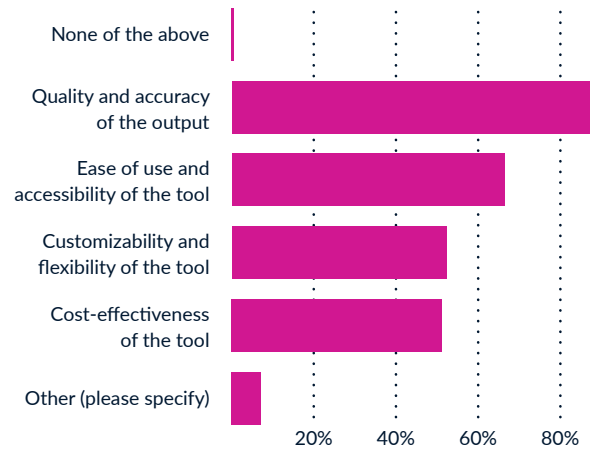
How often do you personally interact with or use generative AI-based tools in your daily tasks?



I understand how large language models (LLMs), which underpin generative AI tools for writing, work.



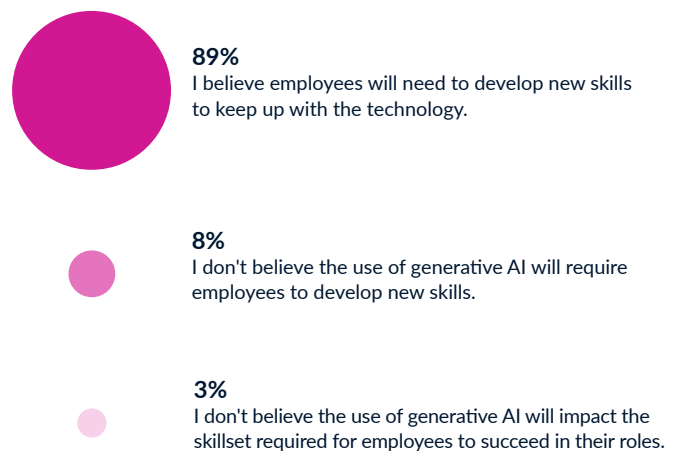
In your opinion, What are the most important factors in selecting a generative AI tool? You may select multiple options. Please choose all that apply.



What measures should companies take to ensure that the use of generative AI in the workplace is ethical and fair? You may select multiple options. Please choose all that apply.



How do you think the use of generative AI will impact the skillset required for employees to succeed in their roles?



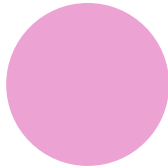


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Please select one option that best represents the current extent of generative AI adoption in your company:



**0%**  
Generative AI is not utilized in any aspect of our work.



**10% or less**  
Generative AI contributes to 10% or less of our overall work processes.



**11-30%**  
Generative AI contributes to 11-30% of our overall work processes.



**31-50%**  
Generative AI contributes to 31-50% of our overall work processes.



**51-70%**  
Generative AI contributes to 51-70% of our overall work processes.



**71-90%**  
Generative AI contributes to 71-90% of our overall work processes.



**91-100%**  
Generative AI plays a significant role and contributes to 91-100% of our overall work processes.

## Endnotes

- <sup>1</sup> Barry, Ryan. "AI will end the modern insight department - and make room for something better," Fast Company. September 8, 2023. Accessed at: <https://www.fastcompany.com/90950177/ai-will-end-the-modern-insights-department-and-make-room-for-something-better>
- <sup>2</sup> "The economic potential of generative AI: The next productivity frontier," McKinsey. June 14, 2023. Accessed at: <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier>
- <sup>3</sup> IBID
- <sup>4</sup> Marr, Bernard. "Debunking AI Myths: The Truth Behind 5 Common Misconceptions," Forbes. July 5, 2023. Accessed at: <https://www.forbes.com/sites/bernardmarr/2023/07/05/debunking-ai-myths-the-truth-behind-5-common-misconceptions/>
- <sup>5</sup> Hutchinson, Andrew. "How Long Did It Take Apps to Reach 100 Million Users," Social Media Today. July 17, 2023. Accessed at: <https://www.socialmediatoday.com/news/how-long-take-apps-reach-100-million-users-infographic/688171/>
- <sup>6</sup> Marr, Bernard. "Boost Your Productivity with Generative AI," Harvard Business Review. June 27, 2023. Accessed at: <https://hbr.org/2023/06/boost-your-productivity-with-generative-ai>
- <sup>7</sup> Chhabra, Varun. "How enterprises can navigate ethics and responsibility of generative AI," CIO.com. April 27, 2023. Accessed at: <https://www.cio.com/article/474973/how-enterprises-can-navigate-ethics-and-responsibility-of-generative-ai.html>