

The Ripple Effect

GenAI's Expanding Influence on the Future of Work

When generative AI (GenAI) surged into wide availability, it came on like a technological tsunami, sweeping across traditional practices like a powerful wave. The sudden inundation of innovative possibilities, from enhancing risk management workflows to synthesizing new pharmaceutical compounds, quickly became pervasive.

Now, with the initial wave behind us, GenAI will continue to reshape workplaces to deliver tangible and transformative benefits for all.

GenAI projected to create **\$2.6 trillion** to **\$4.4 trillion** in value annually¹

3 KEY TAKE-AWAYS

from the LexisNexis® Future of Work Report 2024: 'How Generative AI is Shaping the Future of Work'

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

Explore why enthusiasm is high and what you can do to get—and stay—ahead of the GenAI curve.

1 Positive Attitudes Reflect a Seismic Shift in Acceptance

Surveyed professionals see enormous potential in generative AI, spurring adoption.

The creative potential of GenAI is particularly appealing.

87%



of professionals express interest in adopting GenAI

92%



of professionals express interest in GenAI's potential applications and creative possibilities

In fact, survey analysis by the D³ Institute at Harvard University found that professionals in marketing, product design, research and development, and other corporate creatives have the greatest familiarity with GenAI, driving use.

Nearly **9 in 10**

creative professionals have used GenAI in the past month

Departments most impacted by GenAI



MARKETING



SALES



R&D



SOFTWARE ENGINEERING*

*corporate IT and product development

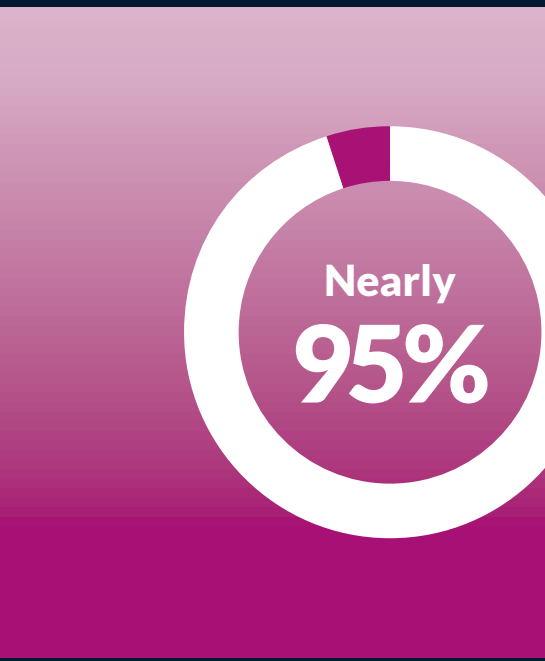


CUSTOMER OPERATIONS

75% of total annual impact likely from 5 departments¹

Since bursting onto the scene, GenAI has rapidly gained traction:

69%



of surveyed professionals use generative AI tools to assist with daily tasks

45%



Nearly half (45%) say job satisfaction has improved 'significantly' or 'moderately', thanks to generative AI.

7 in 10 marketers (71%) expect generative AI will help eliminate busy work so they can focus on strategic work²

This contributes directly to our next key take-away.

2 Generative AI Expected to Deliver Measurable Productivity Gains

A strong majority expect GenAI to take on more mundane tasks, leaving professionals more time for higher-value, strategic work.

8 in 10 expect GenAI to automate:

- administrative tasks
- data entry
- document analysis
- research summarization
- report generation

72%

believe GenAI will have a positive impact on the future of work

What's more, they recognize the value GenAI brings to the enterprise.

Nearly **95%**

of professionals say technology is crucial to their organization's success

Despite the rush of acceptance and high expectations for GenAI's productivity potential, organizations do face hurdles, which leads to our final key take-away.

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

From transparency into how GenAI operates to training that prepares professionals to get maximum benefit from GenAI tools, organizations need a strategic approach.

75% of surveyed professionals expressed concern about results accuracy

Professionals largely agree on how organizations can build trust in generative AI.

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

41%

agree

48%

strongly agree

8%

neither agree nor disagree

1%

disagree

1%

strongly disagree

92% also 'agree' or 'strongly agree' on the importance of transparency and accountability.

86%

ethical guidelines and standards

84%

transparency and explainability

80%

regular audits to identify bias and discrimination

83%

human oversight of generative AI outputs "very" or "extremely" important

Training is critical to preparing for generative AI, yet few organizations are meeting this need.

Nearly **9 in 10** professionals believe developing new skills will be critical for keeping up with generative AI.

Yet, nearly **5 in 10** professionals say no AI-related training is offered.

The Future of Work ... Transformed

Generative AI is poised to change how professionals—and organizations—work. **Are you well-prepared to take advantage of generative AI's potential?**

Get the LexisNexis® Future of Work Report: 2024 'How Generative AI is Shaping the Future of Work' for more insights into professionals' perspectives and how organizations can maximize the value and minimize the risks of generative AI.

Download your copy today!

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