How to stay proactive as generative AI transforms the workplace

Article

"Every tool that exists right now is getting AI infused into it," our analyst Henry Powderly said on a recent episode of the "Behind the Numbers" podcast. Indeed, 24.0% of people in the US will use generative AI at work next year, per our June 2023 forecast.

From email platforms with AI-driven proofreading and tone adjustments to advanced data analysis tools, AI integration will be everywhere. The key to success lies in balancing

productivity gains with ethical considerations and employee well-being.

By fostering a culture of continuous learning and open dialogue, organizations can harness the full potential of generative AI while addressing the challenges that accompany its adoption.

"**The writing has jumped out to me,**" said Powderly. "When ChatGPT first came out...it felt like it was at a sixth-grade writing level, and even though the drafts were workable, it really wasn't quite there." But GPT-4o has presented a vast improvement in writing quality, Powderly said.

This leap in AI capabilities enables businesses to reduce time spent drafting communications and reports. "By and large, I think people are really excited about [generative AI] because there are those low-value tasks that folks in our line of work are saddled with every day."

Automating mundane tasks like drafting emails, editing documents, and managing schedules will free up time for more creative and strategic work, enhancing overall productivity.

Protecting sensitive information and ensuring data protection compliance are critical when working with generative AI, said our analyst Dan Van Dyke.

"It's important as we all race to realize those efficiency gains, to also see some of the risks of sharing data that shouldn't be shared," Van Dyke warned.

Organizations must be vigilant in addressing ethical considerations. Developing robust policies and ensuring transparency can help build trust and foster a responsible AI-driven work culture.

Listen to the full episode of "Behind the Numbers" for more insights on the power of generative AI in the workplace.

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