Penta

AI Integration in Workforce

Quantitative Research

August 2024

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Project overview

Key insights from the corporate workforce across different company sizes, roles, and industry types regarding their views on AI in the workplace. Respondents provided perspectives on various aspects, including:

- Current usage of and sentiment around AI in the workplace
- How well they understand company encouragement of use and communication on AI in the workplace
- Their top concerns and the opportunities they see for a successful integration

Methodology

Penta fielded an online survey among 500 employees at companies with at least 5,000 employees between July 15 - 20, 2024 according to the following specifications:

- Ages 21+
- Based in the US
- Full-time corporate position
- Been in role and workforce for at least a year
- Minimum company size: 5,000+ employees
- Range of seniority level
    - C-Suite / EVP / SVP / VP (n=75)
    - Director / Manager (n=235)
    - Associate / Analyst (n=190)

Results from the survey reflect a representative sample of 500 employees with a margin of error of +/-4%

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NET-NET

As AI integration starts to take shape within corporations, there is cautious optimism among big company employees. **However, there is a gap in attitudes and behaviors by seniority-level, with senior executives wanting/knowing they need to implement AI and more junior-level employees unsure of expectations and effects of AI integration.**

+ **Senior executives have <u>significantly different attitudes and behaviors</u> on various aspects of AI integration**. They are more likely than junior employees to:

    + Be familiar with AI and various AI tools
    + Use or interact with AI on a daily basis
    + Be optimistic about AI integration
    + Trust in AI effectiveness

+ Senior executives are also **significantly more likely to report hearing about AI from leadership** including trainings and workshops

+ Senior executives are more likely to believe AI will lead to **job creation, enhanced employee satisfaction,** and **better decision-making**

OPPORTUNITY: Now is the time for companies to acknowledge this difference in perception among all employees in order to successfully integrate AI across the corporate structure.

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FUTURE FORWARD OPPORTUNITIES

The most critical factor for companies to successfully integrate AI in the workplace is to build an equitable and interactive framework through transparent communications, so that all levels of employees embrace the integration.

The following **general principles are critical for the successful integration of AI in the workplace**:

1. Deploy thorough company-wide trainings and workshops
2. Provide clear guidelines on the do's and don'ts of using AI at work
3. Provide an assurance of job security for all levels of employees
4. Build comfort on individual privacy and data security
5. Establish trust in the reliability and effectiveness of AI tools

WATCHOUT: While some general guidelines will apply across companies and industries, additional research is needed in order to customize the AI integration framework to fit within specific industries and companies.

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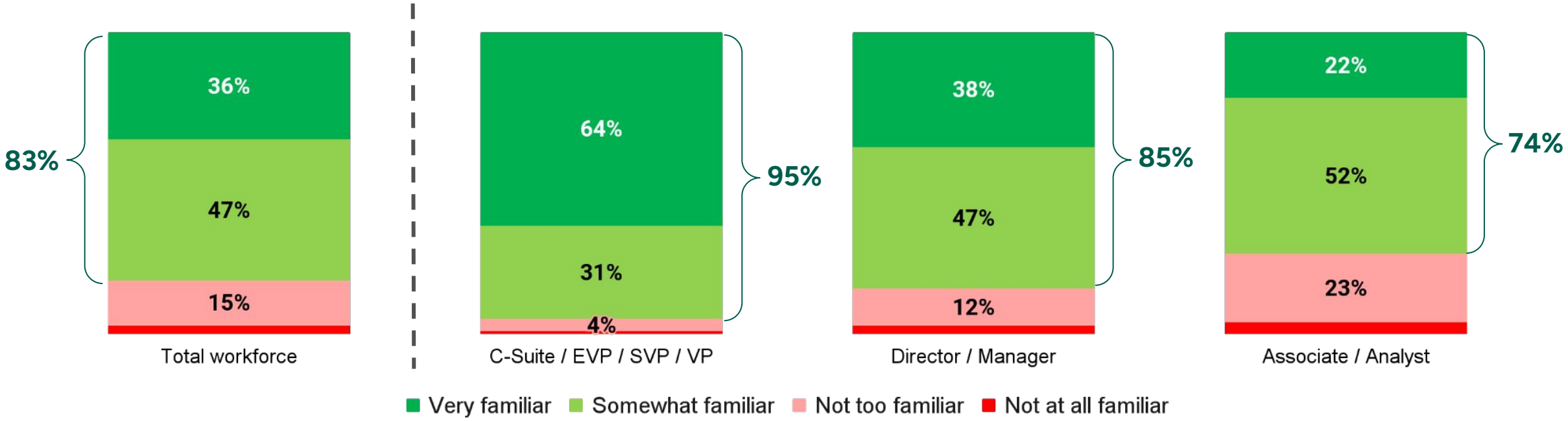
A majority of large-corporation workers are familiar with AI, but senior level executives report significantly higher familiarity

Familiarity with AI in General



Q: In general, how familiar are you with Artificial Intelligence (AI)?

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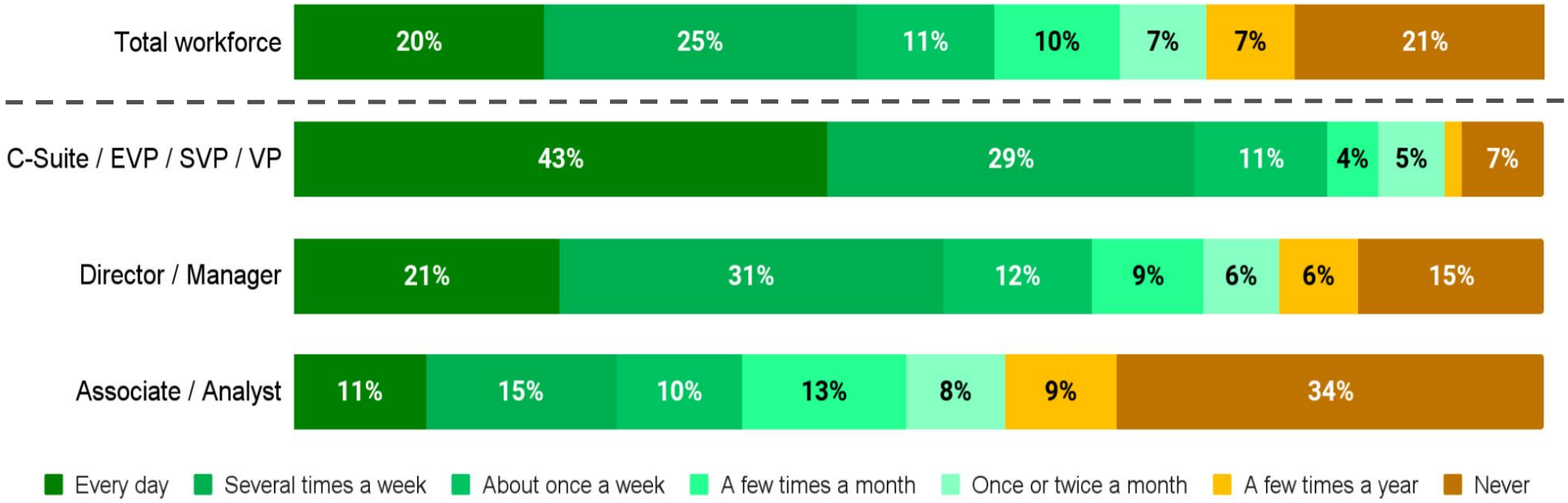
Senior executives are most likely to report using AI everyday, while junior-level employees report using it much less frequently, if at all

Frequency of AI Usage in Current Role



Q: How often do you use Artificial Intelligence (AI) tools in your current role? This could be for any usage such as information gathering, analysis, organizing, proofing, etc.

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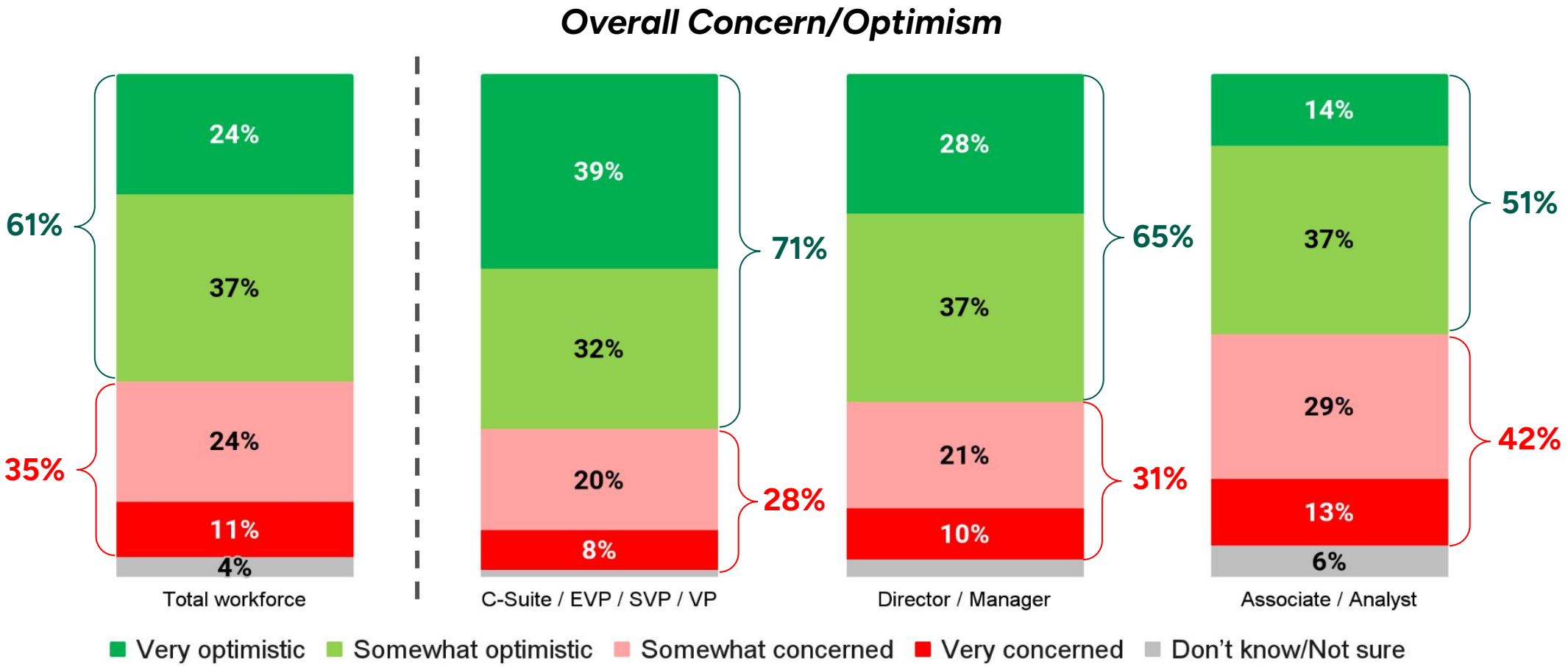
Senior executives are very optimistic about AI integration, while junior-level employees express nearly as much concern as optimism



Q: Assuming that your company was to integrate Artificial Intelligence (AI) in the Workplace, how concerned or optimistic are you about AI being integrated into the workplace?

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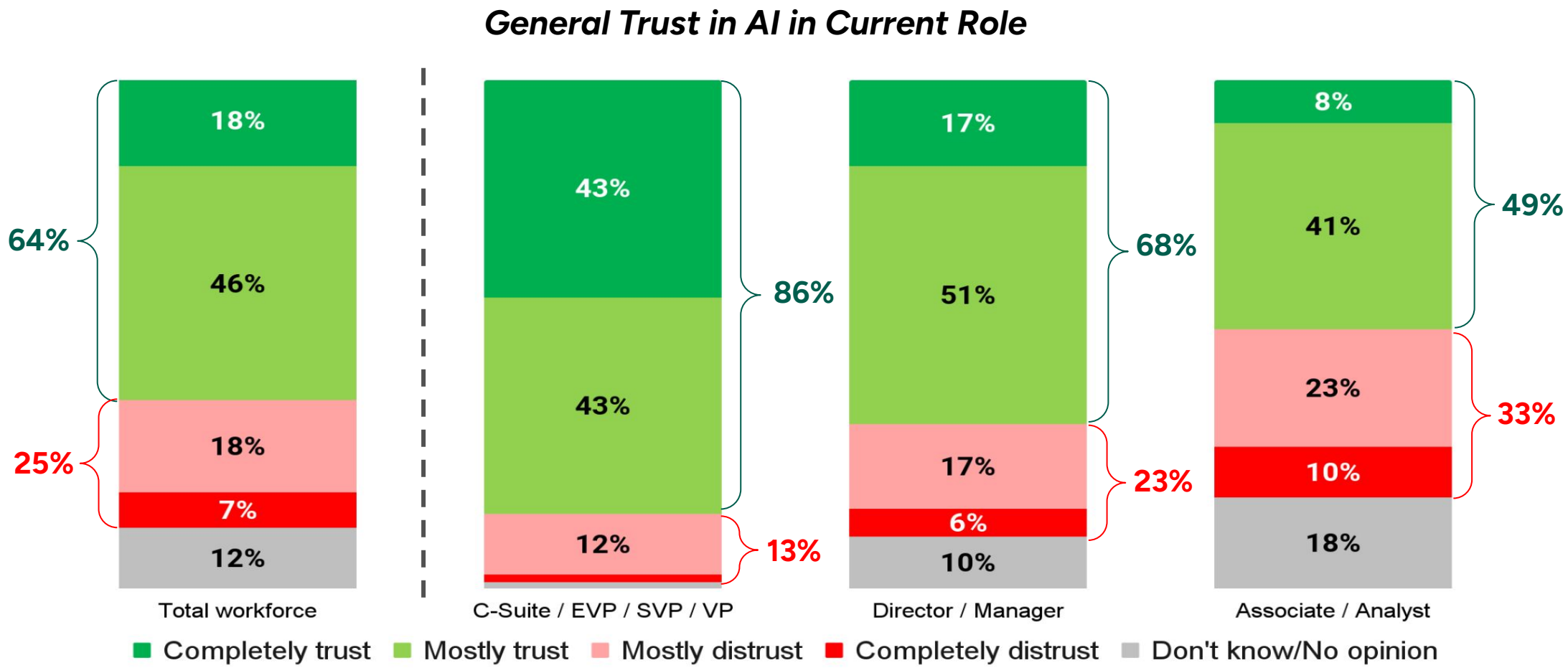
Senior executives are far more trusting of AI to assist in their job than are associates and analysts



Q: To what extent do you trust AI to assist in your job effectively?

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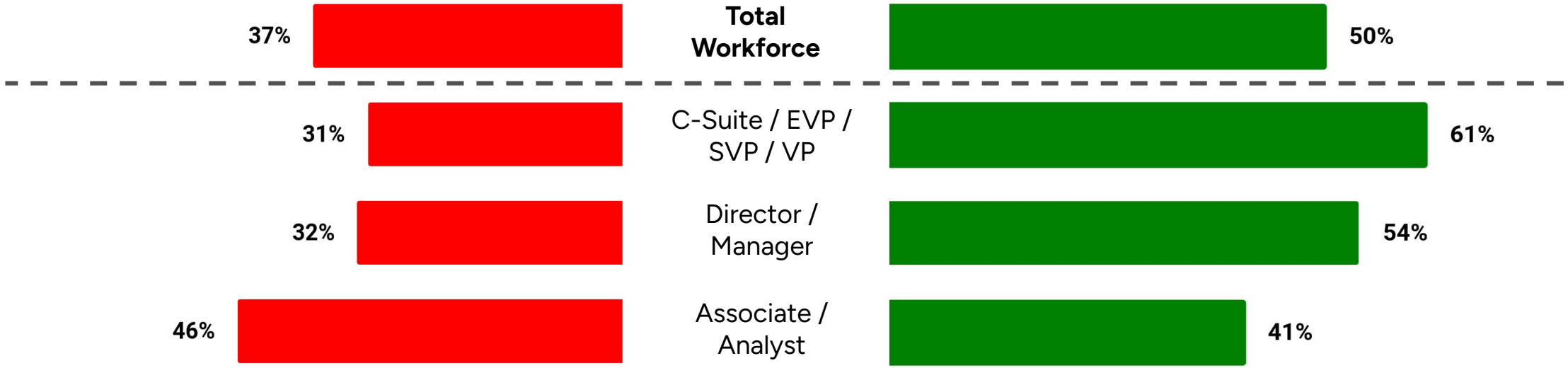
Senior executives believe AI will lead to *job creation*, while lower level employees are more likely to expect AI to lead to *job displacement*

Job Creation vs. Displacement

Integrating AI in the workplace will ultimately lead to **job displacement** as the technology will replace the workers.

Integrating AI in the workplace will ultimately lead to **job creation** as it will free up time for employees to focus on more meaningful and strategic tasks, which can enhance their roles and open up new opportunities.



Q: Regardless of whether or not you currently use AI as part of your daily job, which of the following do you agree with more, even if you do not completely agree with either statement?

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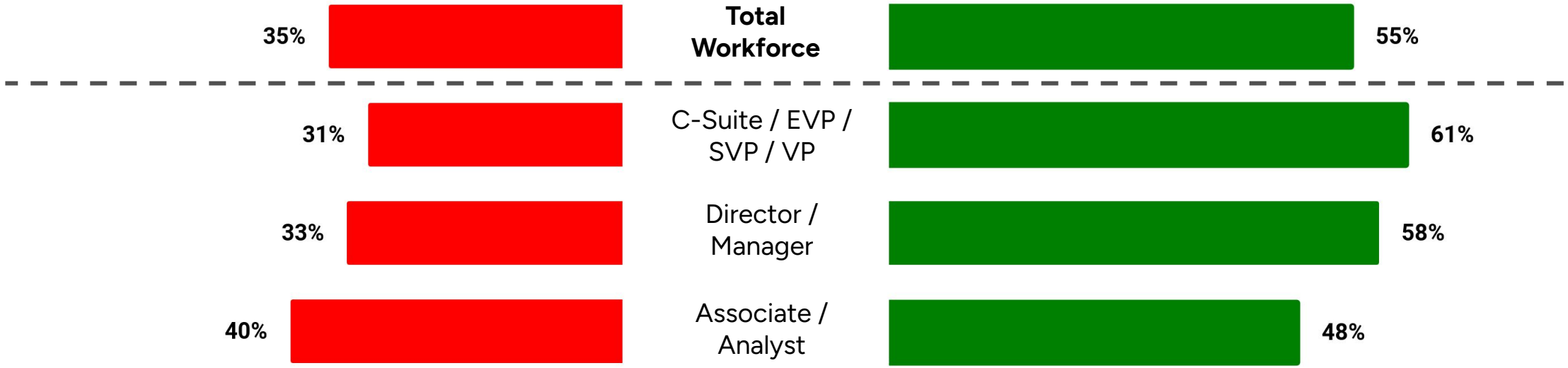
Senior executives are most likely to believe AI will *improve decision making*, while lower level employees are more skeptical of *overreliance leading to poor decisions*

AI's Impact on Decision-Making

The integration of AI will result in **overreliance on algorithms, diminishing human intuition and potentially leading to poor decisions** when AI systems fail or make biased judgments.

The integration of AI will lead to **better decision-making through data-driven insights**, ultimately improving the overall performance and competitiveness of the organization.



Q: Regardless of whether or not you currently use AI as part of your daily job, which of the following do you agree with more, even if you do not completely agree with either statement?

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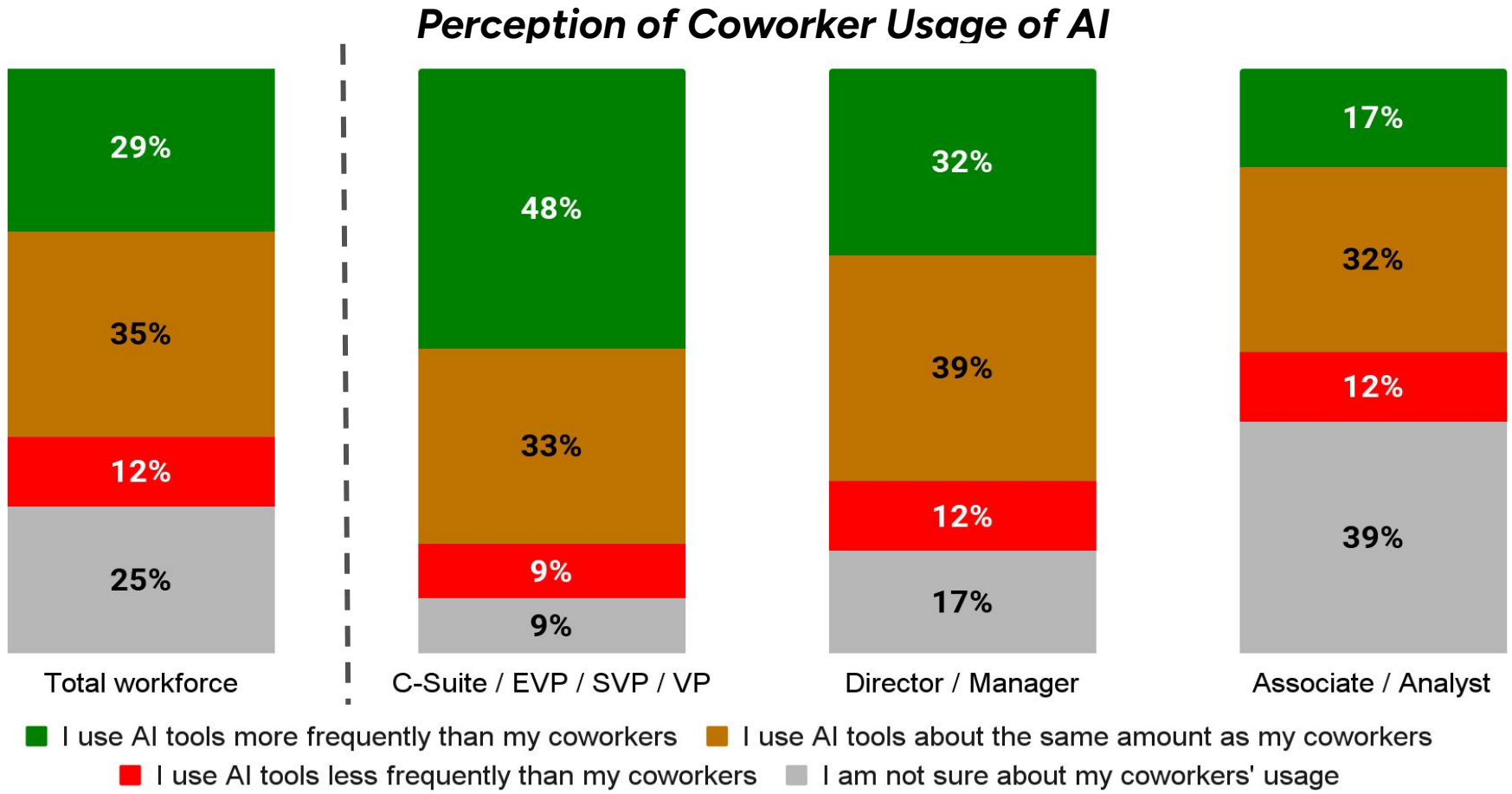
Senior executives perceive their AI usage to outpace other workers, while more junior-level employees are unsure how their usage stacks up



Q: How does your usage of AI tools in your current role compare to your coworkers' usage?

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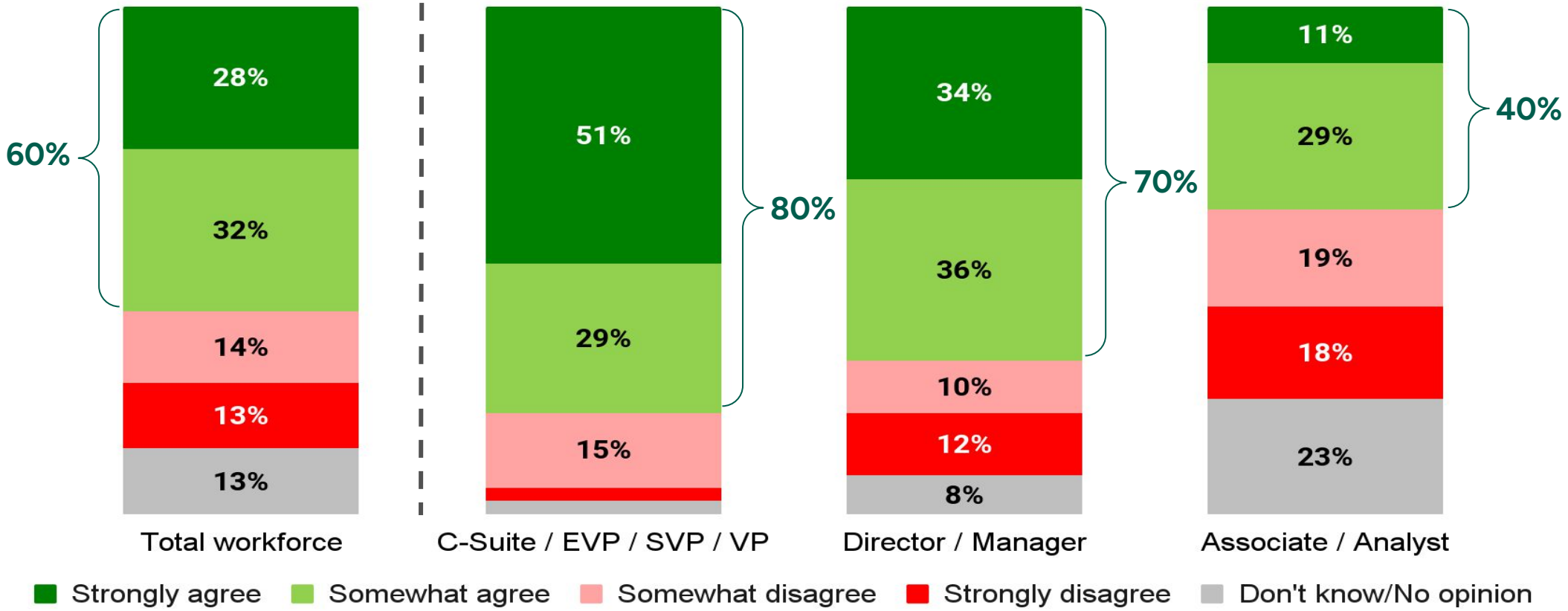
Senior executives are significantly more likely to say that their company encourages AI use compared to more junior-level employees

Agreement with Current Company Encouragement with AI:
My company encourages me to use AI tools in my current role, where applicable.



Q: Do you agree or disagree with the following statement? *My company encourages me to use AI tools in my current role, where applicable.*

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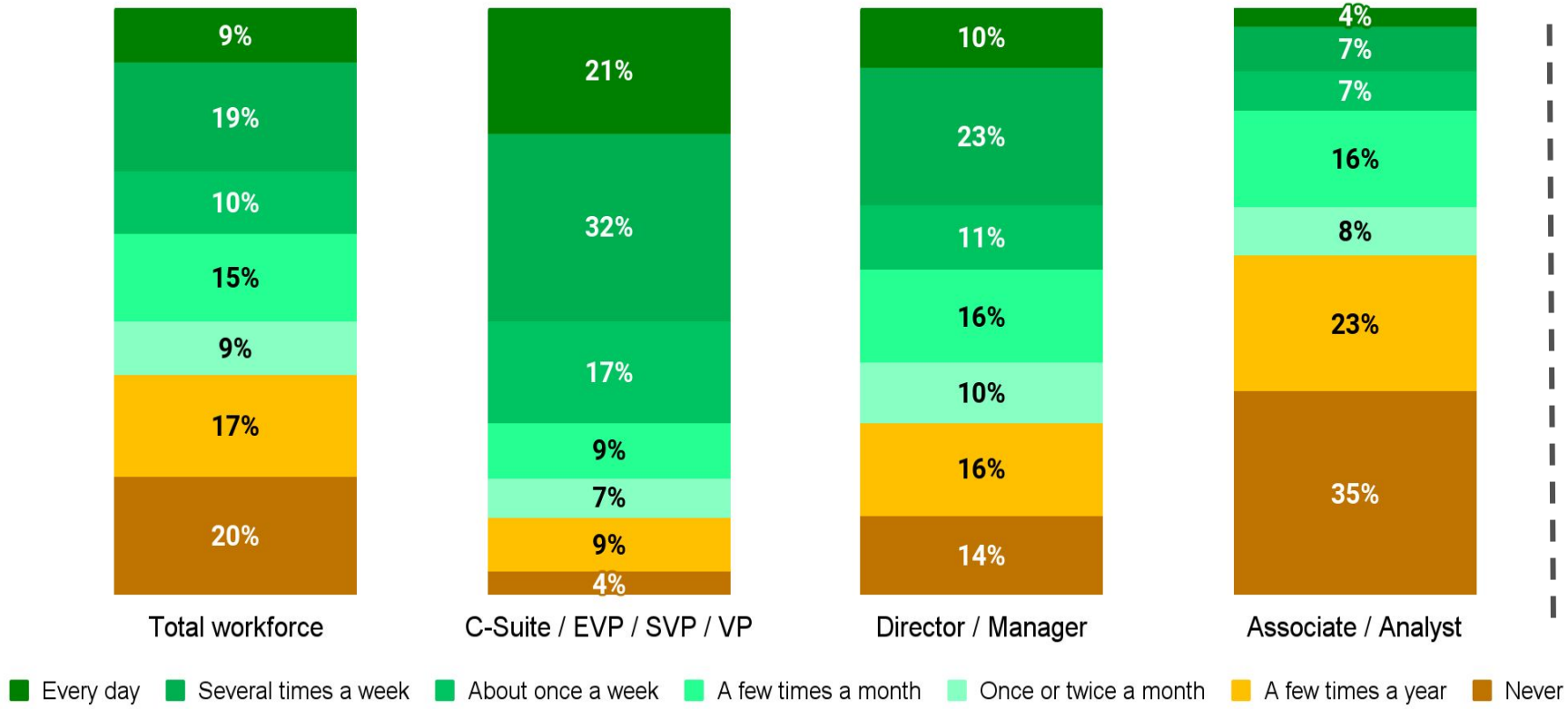
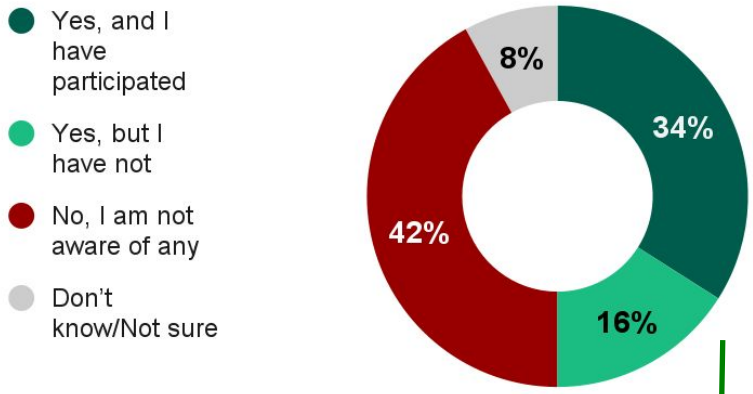
Senior executives are more likely than junior employees to say AI is discussed frequently, and are far more aware of training programs

Frequency of Leadership Discussion of AI



Awareness of AI Training Programs or Resources



Total Aware:

Total Workforce: 50%
- C-Suite / EVP / SVP / VP: **77%**
- Director / Manager: **56%**
- Associate / Analyst: **31%**

Q: How often does the leadership at your company discuss AI with employees?
Q: Are you aware of any AI training programs or resources provided by your organization?

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Job security is the top concern among junior employees, while senior executives cite transparency and potential bias resulting from AI integration

Primary Concerns about AI Integration

	C-Suite / EVP / SVP / VP (n=75)	Director / Manager (n=235)	Associate / Analyst (n=190)
Job security	29%	**49%**	**59%**
Lack of trust and reliability of the specific tools being used	27%	**41%**	**48%**
Privacy and surveillance of employees' personal data	28%	**42%**	**46%**
Lack of transparency on how the tools are being used	**35%**	33%	39%
Negative impact on work quality and creativity	20%	31%	29%
Creation of skill and competency gap	27%	29%	27%
Unrealistic workloads or job expectations	28%	25%	29%
Economic inequality by benefiting only those with advanced technical skills	**36%**	24%	26%
Negative ethical or moral implications	27%	23%	25%
Bias and fairness leading to unfair treatment and discrimination	**32%**	23%	20%

Q: What are your primary concerns about AI being integrated into the workplace? Please select all that apply.

Top opportunity **Secondary opportunities**

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There is consensus that training and workshops are critical for successful integration followed by pilot programs and demonstrations

	C-Suite / EVP / SVP / VP (n=75)	Director / Manager (n=235)	Associate / Analyst (n=190)
Training and workshops	49%	67%	57%
Pilot programs and demonstrations	44%	54%	45%
Regular updates on usage and developments	41%	50%	42%
Collaboration and innovation sessions	40%	49%	39%
Employee forums and Q&A sessions	43%	46%	37%
Ethics and governance committees	43%	43%	37%
Internal communication platforms	33%	42%	38%
Leadership promotion and presentations	37%	34%	31%
Making it part of the overall company mission and vision	28%	33%	27%

Q: Which of the following do you think are critical for successfully integrating AI in the workplace at your organization?

Top opportunity | Secondary opportunities

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