Generative AI in 2024

A potential lifeline amid workplace turbulence

Insights and challenges from a survey of 400 HR and business leaders in US and the UK

Generative artificial intelligence (generative AI) has emerged as **a transformative tool to overcome resource constraints, enhance training materials, and narrow the skill gaps** that will otherwise widen in this new era.

Key survey findings

Talent retention, staff well-being, and upskilling are top priorities for 2024.

| Talent retention and staff well-being are priorities for 2024.	Upskilling is the top priority for 2024.
40%	**35**%

Yet, many businesses don't have the resources to keep up with demand for training

76% of HR and business leaders report struggling to develop training courses and materials due to resource limitations. They see the greatest potential benefit of a larger L&D (learning and development) department as the ability to close skill gaps in their organization.

76%
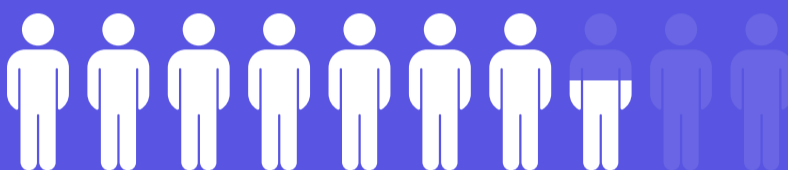
As a result, many businesses are looking to generative AI to help them do more with less and expand their L&D capabilities

86% of HR and business leaders' said either they or their team members use generative AI in their roles.

86%
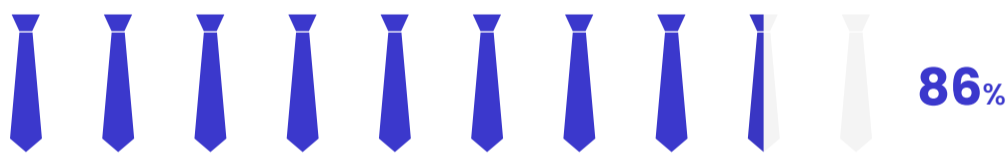
Respondents' companies already use generative AI to:

Gamify training courses.	Save time on course development.
58%	**54**%

Create more engaging and enjoyable professional development courses.	Develop assessments that evaluate learner progress.
53%	**53**%

But barriers to widespread adoption of generative AI still exist

Express concerns about data security and the accuracy of AI-generated outputs.	Lack the necessary skills and knowledge to maximize AI's potential to simplify their roles.
44%	**69**%

Worry about AI potentially taking their jobs.	Admit uncertainty regarding how AI could benefit their roles.
52%	**57**%

Businesses need a solution to lower barriers to AI adoption, promote more effective training, keep up with course demand, and prepare for a new era of turbulence

Would be more open to using generative AI if it were available in a more usable way*.	Would use AI more if they could authenticate the information it delivers.
87%	**77**%

*Built into a commercial tool, for example.

Read the complete Gen AI survey report

Download the report

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