

Navigating the Workforce Experience with GenAI

Cape Cod Tech Council

May 2024



Introductions & Objectives



Anthony Abbatiello

PwC, Workforce Transformation Leader

Today's Topics & Objectives

- 1** Discuss the evolution of AI and
- 2** Review how AI impacts the world and the opportunity for HR
- 3** Outline practical steps on how organizations can get started

The evolution of AI and GenAI



AI will have a global impact, and many workers are ready to embrace new ways of working...

WHAT ANALYSTS ARE SAYING:

\$15.7 trillion

of projected contributions to the global economy by 2030 from AI

[PwC's Global Artificial Intelligence Study](#)

WHAT HR LEADERS ARE SAYING:

84%

of HR Leaders consider Gen AI enhancing the productivity of existing HR processes

[GenAI in HR Market](#)

WHAT YOUR WORKFORCE IS SAYING:

52%

of employees selected at least one positive impact that they expect artificial intelligence (AI) to have on their career in the next five years

[PwC's Global Workforce Hopes and Fears Survey 2023](#)



Generative AI is outperforming people today...

...and it is accelerating.

Generative AI Platforms Boost Worker Productivity by 14%¹

Productivity is much higher in key areas across a company's value chain

MSFT has invested \$10B in OpenAI

GPT-4 production in Azure will accelerate growth in Data and AI Services²

ChatGPT has the largest, fastest user base than any other technology in history³

100M user in 60 days, and 1B monthly views in third month

ChatGPT gets an "A"

- LSAT 163 (88%)
- Bar exam 298 (90%)
- SAT score of 1410 (>90%)
- 99% GRE score
- AP Macroeconomics 84 (100%)⁴

In 4 years, AI language systems advanced 10,000x...

...at lower costs; 67% drop in Aug 22, 90% drop in Mar 23 and 25% drop in June 23⁵

Google Has Released Bard for consumers and PaLM2 LLM

We are one of the first companies in the world with access

¹ Per National Bureau of Economic Research for customer service roles

² Bloomberg, Microsoft Invests \$10 Billion in ChatGPT Maker OpenAI, 1/23/2023

³ Ars Technica, ChatGPT sets record for fastest-growing user base in history, report says, 2/1/2023

⁴ Businessinsider.com, AI models like ChatGPT and GPT-4 are acing everything from the bar exam to AP Biology, 6/23/2023

⁵ Hugging Face, Large Language Models: A New Moore's Law?, Oct. 26, 2021

⁶ CONTACT Software Blog, Big, bigger, giant. The rise of giant AI models, Oct., 28, 2022

⁷ cerebras, Harnessing the Power of Sparsity for Large GPT AI Models, Nov. 28, 2022

⁸ Nvidia Developer Technical Blog, Scaling Language Model Training to a Trillion Parameters Using Megatron, Apr. 12, 2021

Let's level set...

AI is...

a subset of Deep Learning that involves training a model to generate new data that is like the training data it was given. This type of AI can be used to create art, music, text and even entire virtual worlds, among other applications.



PwC

Each element has an intended audience

Artificial Intelligence

Artificial Intelligence

the field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence.

Machine Learning

Machine Learning

subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions.

Deep Learning

Deep Learning

a machine learning technique in which layers of neural networks are used to process data and make decisions.

Generative AI

Generative AI

a capability of using prompts to create, improve, and interact with text, images, video, and sound using large trained models

Generative AI has the power to transform businesses

- Scale further
- Work faster
- Reduce costs
- Enable new business models

Businesses can...



Scale without resource constraints

Empower your people to **focus on high value work**

Enable workers to have access to industry-leading knowledge

Enhanced customer experience: Combine unique knowledge of your business in **services you can provide to customers**

Improve the speed and quality of all text and coding work

Improve the **speed and quality** of decisions

Automate for efficiency and lower costs

Accelerate time to realize value

Organizations have an opportunity to lead through the Generative AI-led transformation



Top of mind questions for Leaders

- How should current **process and delivery** be reimaged for GenAI? What is our **functional maturity and appetite** for GenAI?
- How should we manage our **vendor and technology** to maximize and enable business impact?
- What **skills and learning programs** are needed for a successful future?
- How can we get our people to **accept, adopt, drive** GenAI?

GenAI Impacts on the Workforce



Generative AI will impact significant portions of the workforce, touching anyone who consumes, distributes or produces knowledge

Knowledge worker tasks



Knowledge Production:

Creation and development of new content through research, analysis and synthesis

Knowledge Distribution:

Sharing of knowledge or information to those who need it in a consumable format

Knowledge Consumption:

Process of acquiring, processing and ingesting information/knowledge



Illustrative Workforce Representation

Tasks impacted/automatable by

Hypothesis Generation

Content Creation

Data Analysis

Translation

Experimentation

Personalization

GenAI can deliver on unique needs and provide radical efficiencies



I will use GenAI to generate **job descriptions, interview questions, and personalized learning pathways** for employees.

HR Business Partner



I will use GenAI to **extract, analyze, and summarize key financial data** for reports to my leaders.

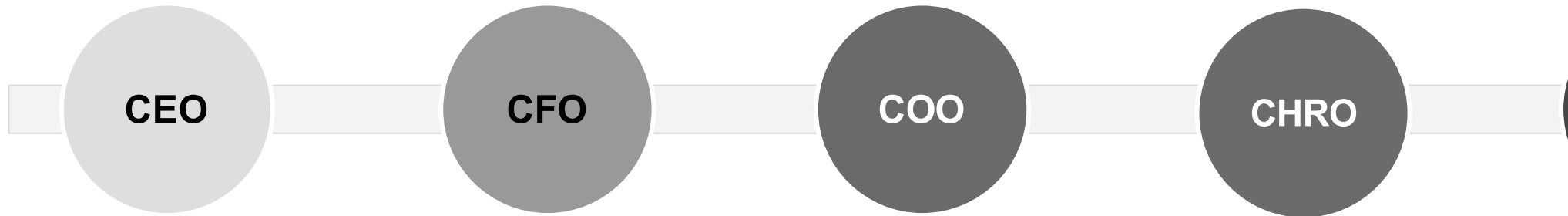
Finance Analyst



I will use GenAI to **generate code, build tests, and use historical data to identify defects** within our systems.

IT Manager

As a leader, GenAI can help you realize organizational value



- **Reimagine the future of workforce offerings**, processes, enterprise performance mgmt., enterprise risk mgmt.
- **Champion tech-enabled processes** inside and outside the enterprise

- **Gain productivity from employees** by automating accounting, control, and compliance tasks
- **Make more informed decisions** and drive insightful reporting that impacts business decisions

- **Optimize customer experience**, reduce service costs, and enhance service staff productivity
- **Catalogue and analyze** internal operational capabilities, highlighting areas for quick-win AI opportunities

- **Personalize** the employee experience, from interviews, to offers, to onboarding and performance reviews
- **Balance** return-to-office plans with workforce streamlining

- **Improve** the employee experience, from interviews, to offers, to onboarding and performance reviews
- **Balance** return-to-office plans with workforce streamlining

illustrative & non-exhaustive

Practical Steps to Getting Started

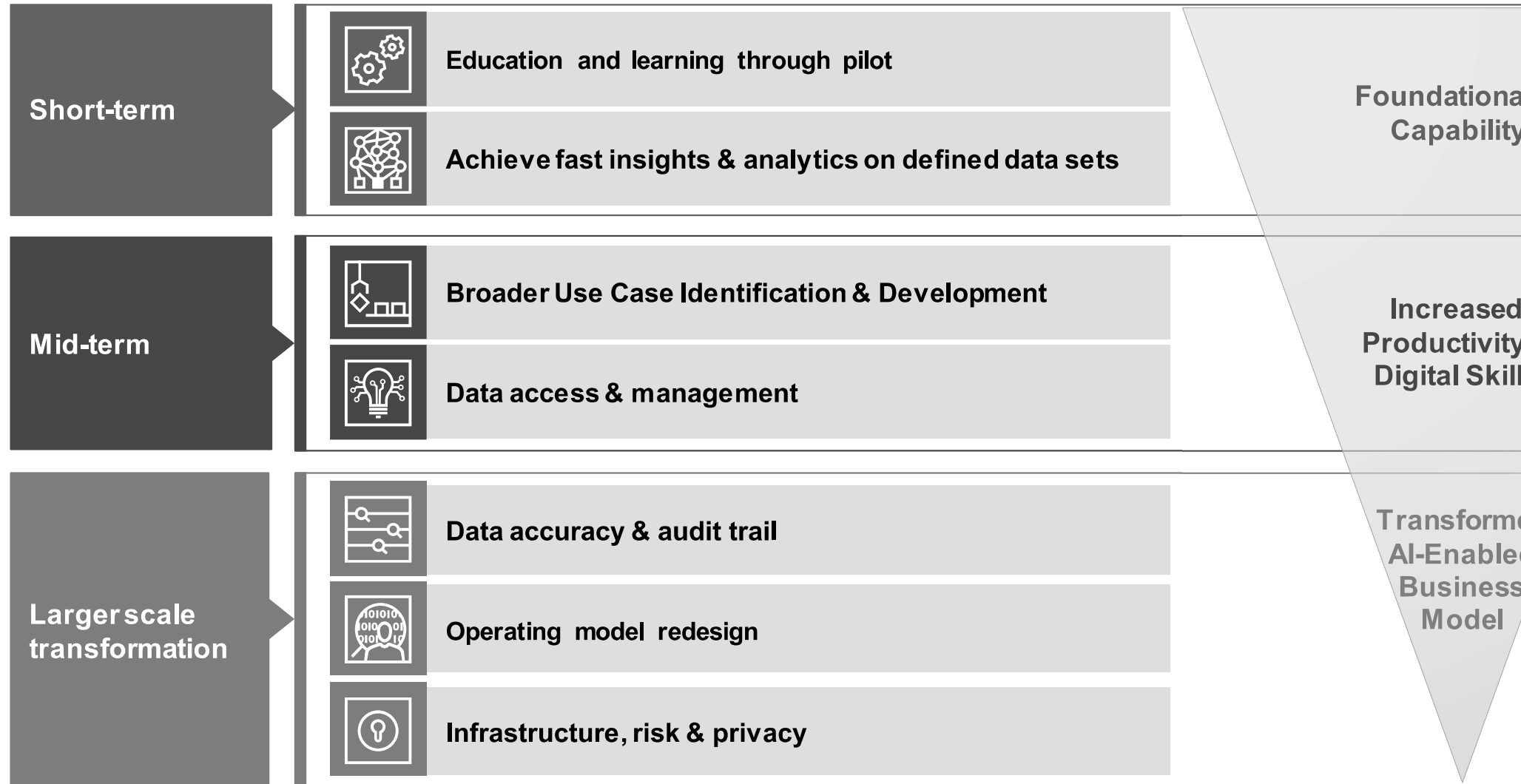




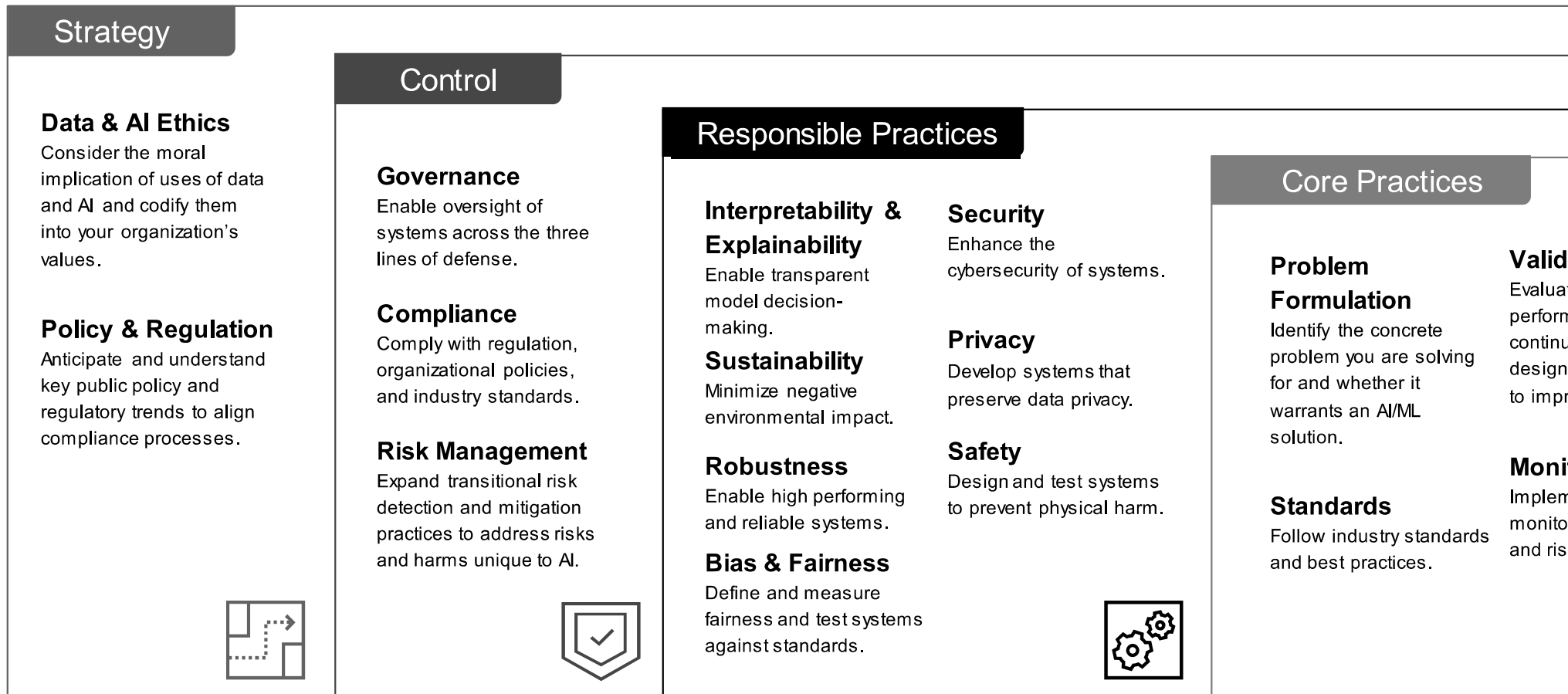
As organizations get started, leaders consider key design principles for success:

- ① “Where do we focus attention and when?”
- ② “How do we accelerate Gen AI at scale?”
- ③ “How should we align people, process, and technology?”
- ④ “How do we ensure we have the right platform?”
- ⑤ “How do we do all of this in a responsible way?”

In the short-term and mid-term, leaders are piloting GenAI and pa with IT and compliance to drive large-scale transformation



Responsible AI at its core is simply good data science, governed by guiding principles **from strategy to execution.**



Embrace GenAI, your employees
already have

Seize the opportunity, unlock the
value for your organization

Build the foundations...
responsibly

pwc.com

Thank you

© 2024 Pw C. All rights reserved. Pw C and/or one or more of its member firms, a separate legal entity. Please see www.pwc.com for further details.

