



GenAI is a game-changer for modern work

Generative AI (GenAI) promises to transform organizations and the way people work by empowering people to create more business value. The technology will change how individuals throughout the organization approach their daily routines and tasks, enabling them to work more strategically.

Although it has significant implications for modern work, GenAI adoption shouldn't be a daunting journey. CIOs who prepare for and manage the impact of GenAI up, down, within, and across their enterprise will successfully navigate its rollout.

58% of tech leaders agree that GenAI will play an important role in employee productivity.

GenAI is already making an impact

Early users of Microsoft Copilot, which integrates large language model (LLM) capabilities within Microsoft 365, say their work lives have improved:

85% report reduced efforts to complete tasks.

68% agree that their work quality has improved.

70% say they are more productive.

67% say time savings have enabled them to focus on more important work.

For these users, Copilot accelerates everyday work tasks:

85% Helps them write a document draft faster

79% Reduces the amount of admin work

75% Finds information in their files faster

65% Reduces time spent going through emails

ROI across the organization

Top current and planned use cases for GenAI:



Data analytics



Business insights



Content creation



Process automation

Job functions benefiting from Microsoft Copilot:



Sales

75%

Identifies sales opportunities

74%

Unifies marketing and sales data



Customer service

70%

Intelligently routes issues to appropriate agents

68%

Detects trends across agent/customer interactions



Finance

73%

Simplifies financial reporting

72%

Validates data quality



Security

86%

Improves work quality for tasks such as incident report creation

86%

Reduces effort needed to complete tasks, including identification of remedial actions

Next steps

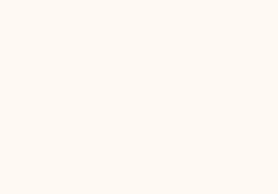
GenAI promises a whole new way of working. But first, tech leaders need a framework for implementation that helps them manage change to deliver business value:

1

Build a foundation for success

Get AI ready with an organization-wide data management and infrastructure strategy that addresses individuals, teams, devices, applications, operating systems, and data environments — including clouds and data centers.

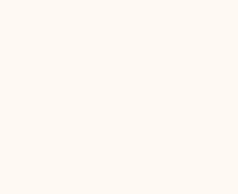
Consider how to:



Integrate productivity, security, and management solutions for seamless employee experiences



Use automation to address compliance and governance concerns across the digital estate



Intelligently and securely connect data to enhance productivity

2

Identify ways to augment skill sets

GenAI changes how individuals work. Beyond general technology training for GenAI tools, they will need coaching on how to think like managers.

Consider how to nurture skills such as:

Delegation

Employees will need to understand when to apply their own intelligence to a task and which tasks can be delegated to their virtual assistants.

Time management

Closely tied to delegation, organizational skills will help workers better incorporate GenAI time savings into their workdays.

Critical thinking

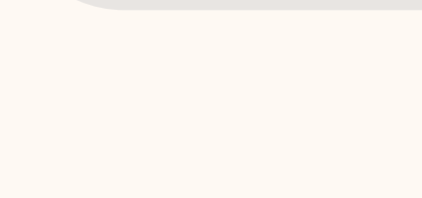
As their productivity increases, individuals will have time to innovate but may need coaching on business strategy.

3

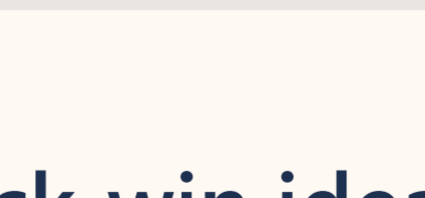
Determine your metrics for success

There are multiple opportunities to gain business value — including time savings, efficiencies, and improved security. Decide which factors are the most valuable to measure, and then build capabilities to monitor and evaluate them.

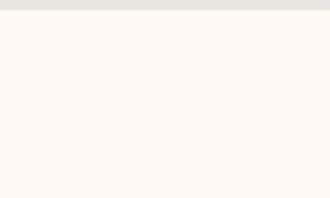
Quick-win ideas:



Eliminate redundant solutions to cut licensing costs.



Use zero-trust technologies to better protect digital workers and reduce data breach risks.



Integrate solutions to simplify IT management for cost savings.

For more insights and guidance on managing GenAI up, down, within, and across your enterprise, read the CIO strategy guide:

Managing organizational impacts of generative AI