

# Work, workforce, workers

Reinvented in the age of generative AI

Generative AI is transforming the way we work. It is already showing broad potential to reinvent processes across the entire value chain. By leading and learning in new ways, we have the power to lift organizations, people and society, while building the organizational resilience needed to navigate what's next on the horizon. This means setting and guiding a vision for how to reinvent work, reshape the workforce and prepare workers, responsibly.

**100%**

of CxOs anticipate changes to their workforce, such as reskilling

**97%**

of CxOs believe Gen AI will be transformative for their company

**86%**

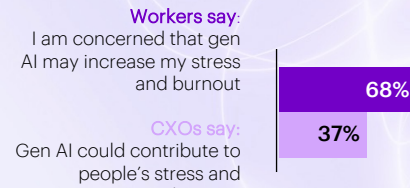
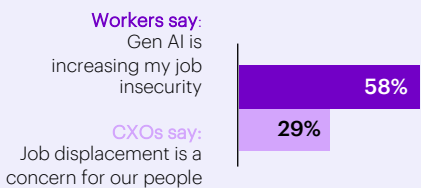
of CxOs are using Gen AI to some degree in their work

## Reinventors are lighting the way

Accenture's research reveals that of the **9%** of organizations that have achieved the capability for continuous reinvention (Reinventors), more than half (**52%**) are already taking action to reshape the workforce by redesigning jobs and roles around gen AI. Key to all of this: three-quarters are actively involving their people in their enterprise change efforts, while reskilling people.

## Conflicting views erode trust

Transparency and trust are required for people to effectively adopt and embrace gen AI. Our research reveals the trust gap between workers and leaders:



## The trifecta of opportunities: economy, business, people

### Economic upside

**\$10.3 trillion**

in additional economic value can be unlocked by 2038 if organizations take a people-centric approach to adopting gen AI responsibly and at scale.

### Business upside

**2x**

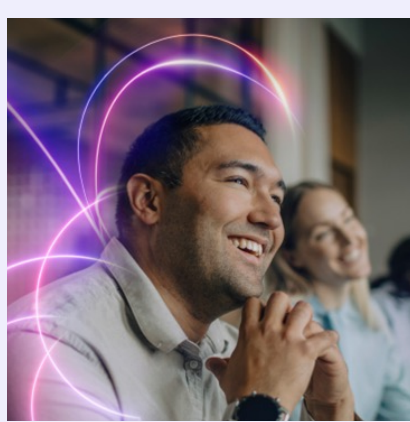
Reinventors are 2x more likely to anticipate a productivity gain of 20% or more in the next three years.

### People upside

**2/3**

of Reinventors strongly agree that, with gen AI, work will become more meaningful, creative and impactful.

The gen AI GPS: Our research and interviews have identified key accelerators and actions to capitalize on these opportunities and realize gen AI's full potential through reinventing work, reshaping the workforce and preparing workers for the future



### Accelerator 1

## Lead and learn in new ways

- Commit to continuous learning that happens in the flow of work
- Adopt a learning roadmap for leaders that is focused on the fundamentals of gen AI, gen AI in the enterprise, reinventing work, reshaping the workforce, unlocking human potential and scaling AI responsibly



### Accelerator 2

## Reinvent work

- Rethink entire workflows by aligning gen AI with business goals for greater efficiency and innovation across the enterprise
- Collapse silos and reallocate work
- Create a culture where people move beyond executing to shaping their own work and how it flows through the organization



### Accelerator 3

## Reshape the workforce

- Reconsider what "expertise" looks like
- Explore and implement talent models, programs, policies and practices that are as agile as your workforce
- Adopt a skills-based infrastructure to facilitate transitions between roles and work



### Accelerator 4

## Prepare workers

- Deploy comprehensive learning initiatives across the full workforce
- Establish a "teach-to-learn" culture that presents learning in a three-dimensional way: individual, organizational and the tool itself
- Foster agency and transparency for engaged, productive workers who trust the organization's approach and feel Net Better Off

**Read the full report**  
[accenture.com/genAIatwork](https://accenture.com/genAIatwork)