AI at Work Is Here. Now Comes the Hard Part

Finding 1
Employees want AI at work—and won’t wait for companies to catch up
They’re bringing their own tools even as leaders face AI inertia.

- 71% of knowledge workers based in Austin use generative AI at work. (vs. 71% of US knowledge workers)
- While more than three-fourths of leaders based in Austin believe their company needs to adopt AI to stay competitive, half of leaders based in Austin worry their organization’s leadership lacks a plan and vision to implement it. (vs. 77% and 60% of US leaders)
- 74% of AI users based in Austin are bringing their own AI to work (BYOAI). (vs. 63% of US workers)

Finding 2
For employees, AI raises the bar and breaks the career ceiling
Some are itching for a career change, and there is a massive opportunity for those willing to skill up on AI.

- Nearly 2 in 3 leaders based in Austin say they would not hire someone without AI skills. (vs. 65% of US leaders)
- More than half of leaders based in Austin also say they’d rather hire a less experienced candidate with AI skills than a more experienced candidate without them. (vs. 71% of US leaders)

Finding 3
The rise of the AI power user—and what they reveal about the future
Power users use AI at least several times per week. They say it saves them more than 30 minutes per day.

- More than three-fourths of AI power users based in Austin start their day with AI and more than two-thirds use it to get ready for the following day. (vs. 80% and 82% of US AI power users)
- AI power users based in Austin are about 30% more likely to frequently ask co-workers what prompts they find most useful and 50% more likely to experiment with different ways of using AI. (vs. 40% and 45% more likely for US AI power user)

Nearly Three Out of Four People in Austin Are Using AI at Work
Usage nearly doubled in the last six months.

- 71% of people are already using AI at work
- 44% of them started using it less than 6 months ago

Survey Questions:
How often do you use generative artificial intelligence (AI) for your work? How long have you been using generative artificial intelligence (AI) at work?

Read the full report on WorkLab