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.

- 77% of knowledge workers based in North Carolina use generative AI at work. (vs. 71% of US knowledge workers)
- 72% of AI users based in North Carolina are bringing their own AI to work (BYOAI). (vs. 63% of US workers)
- While more than three-quarters of leaders based in North Carolina believe their company needs to adopt AI to stay competitive, just over half of leaders based in North Carolina say they worry their organization’s leadership lacks a plan and vision to implement it. (vs. 77% and 60% of US leaders)

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.

- Just over half of leaders based in North Carolina say they would not hire someone without AI skills. (vs. 65% of US leaders)
- More than half of leaders based in North Carolina 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.

- Just over three-fourths of AI power users based in North Carolina start their day with AI and just over three-fourths also use it to get ready for the following day. (vs. 80% and 82% of US AI power users)
- AI power users based in North Carolina are about 30% more likely to frequently ask co-workers what prompts they find most useful and 70% more likely to experiment with different ways of using AI. (vs. 40% and 45% more likely for US AI power user)

Three Out of Four People in North Carolina Are Using AI at Work
Usage doubled in the last six months.

77% of people are already using AI at work
52% 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