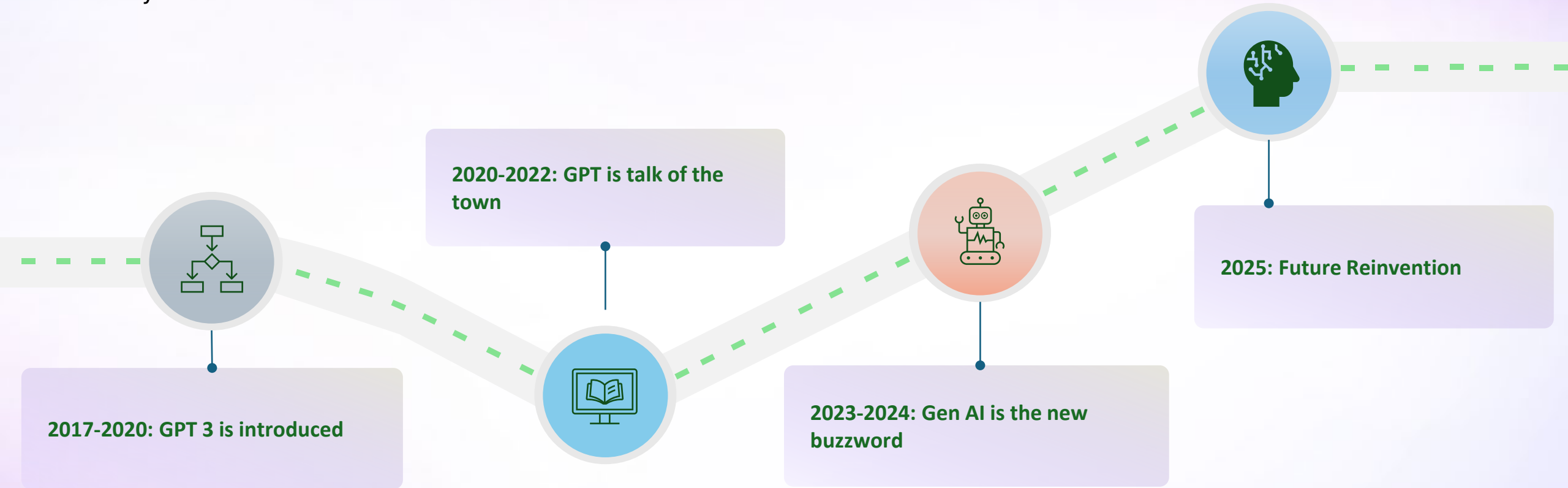# Gen AI: Past and the Future

Evolution of GPT models has led to exponential advancement in AI capabilities leading to workflow optimization, task automation and creativity & innovation

**2020-2022: GPT is talk of the town**

**2025: Future Reinvention**

**2017-2020: GPT 3 is introduced**

**2023-2024: Gen AI is the new buzzword**

# AI at Work is Here

**Microsoft's Work Trend Index** conducts global, industry-spanning surveys as well as observational studies to offer insights on trends reshaping work for every employee and leader. Below is a summary of findings:

## 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.*

- **75%** of knowledge workers around the world use generative AI at work.
- While **79%** of leaders believe their company needs to adopt AI to stay competitive, **60%** of leaders worry their organization's leadership lacks a plan and vision to implement it.

## Finding 2

### For employees, AI raises the bar and breaks the career ceiling

*There is a massive opportunity for those willing to skill up on AI.*

- **66%** of leaders say they would not hire someone without AI skills.
- **71%** say they'd rather hire a less experienced candidate with AI skills than a more experienced candidate without.
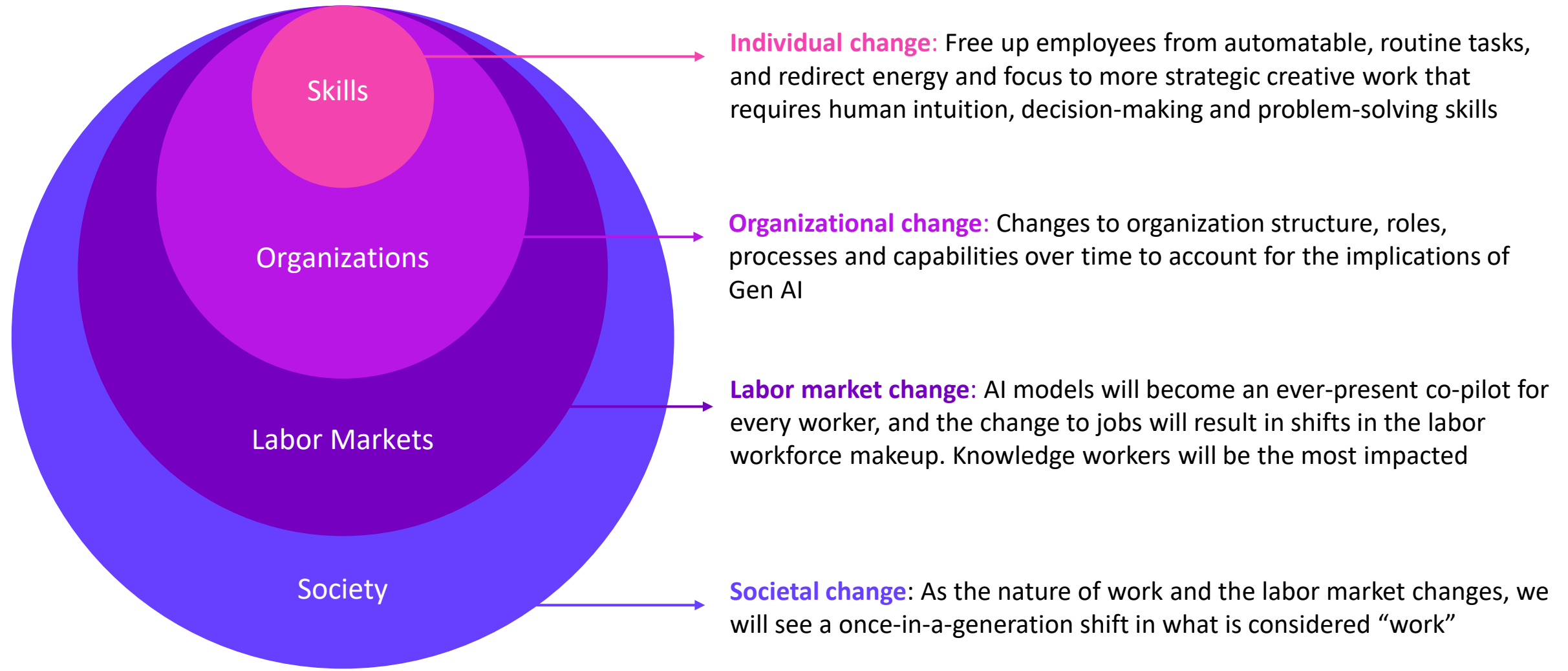
## Finding 3

### The rise of the AI power user—and what they reveal about the future

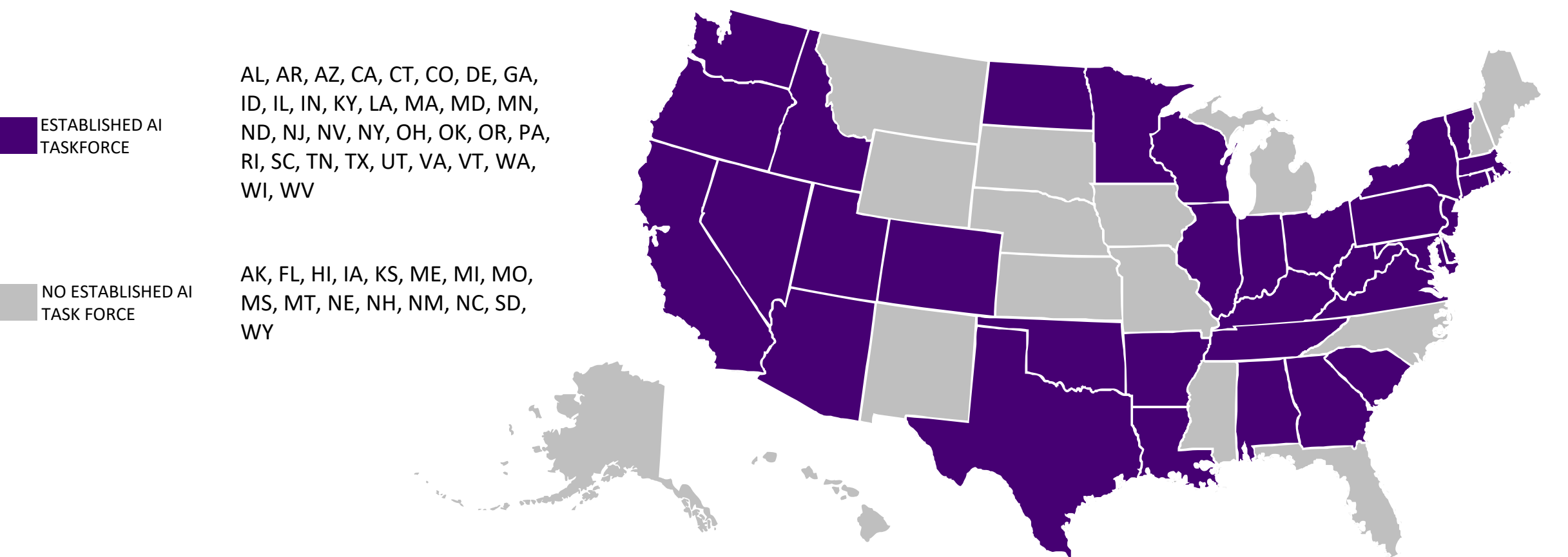*Power users use AI at least several times per week. They say it saves them > 30 minutes/day.*

- Power users say AI boosts their creativity (**92%**) and helps them focus on the most important work (**93%**).
- AI also helps them feel more motivated (**91%**) and enjoy work more (**91%**).

# AI is Transforming Workforce Opportunities



**Skills**

**Organizations**

**Labor Markets**

**Society**

**Individual change:** Free up employees from automatable, routine tasks, and redirect energy and focus to more strategic creative work that requires human intuition, decision-making and problem-solving skills

**Organizational change:** Changes to organization structure, roles, processes and capabilities over time to account for the implications of Gen AI

**Labor market change:** AI models will become an ever-present co-pilot for every worker, and the change to jobs will result in shifts in the labor workforce makeup. Knowledge workers will be the most impacted

**Societal change:** As the nature of work and the labor market changes, we will see a once-in-a-generation shift in what is considered "work"

# A Look at AI Task Forces Around the Nation

As of January 2025, there are 34 established AI task forces around the nation. The Government Technology's Interactive AI Tracker is a useful resource to help discover and understand which states are adopting and regulating AI in government through task forces, leadership roles, policies, projects and restrictions.
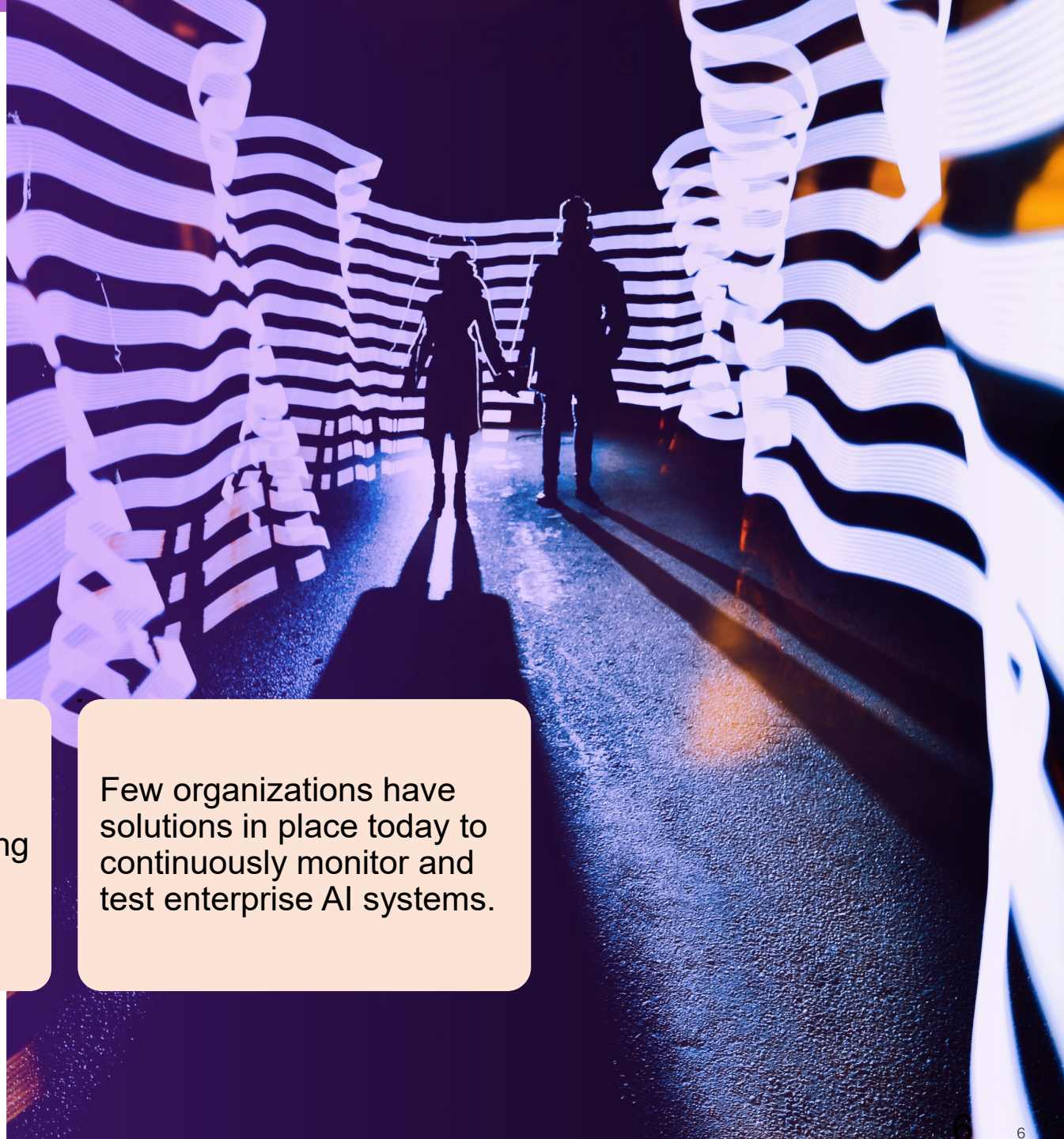
■ ESTABLISHED AI TASKFORCE

AL, AR, AZ, CA, CT, CO, DE, GA,
ID, IL, IN, KY, LA, MA, MD, MN,
ND, NJ, NV, NY, OH, OK, OR, PA,
RI, SC, TN, TX, UT, VA, VT, WA,
WI, WV

■ NO ESTABLISHED AI TASK FORCE

AK, FL, HI, IA, KS, ME, MI, MO,
MS, MT, NE, NH, NM, NC, SD,
WY

H&PS | US

**GenAI is a key strategic investment area for most organizations, but**

**scaling pilots to production is the key challenge.**



**>30%** of Gen AI projects will be abandoned after PoC due to scaling costs, poor risk controls, and unclear value.

Controlling costs and AI related risks while scaling remain a challenge.

Few organizations have solutions in place today to continuously monitor and test enterprise AI systems.

# Generative AI in the Public Sector

| Priority Area | Objective | Top Use Cases | Example Client Story |
|---|---|---|---|
| **Resident Services** | **Changing the quality and value of resident experiences** | • Virtual Agent to Optimize Call Center performance<br>• Case Management processing<br>• Chat bots to accelerate citizen experience and access to data | **US State Tax Department:** Working with AWS to replace the existing machine learning algorithms with an LLM for incoming call intent Discovery. This will be available in August 2023. |
| **Workforce** | **Transforming workforce operations through automation and augmentation** | • Worker Co-pilot to reduce backlog and prioritize social service claims<br>• Enhanced analytics to optimize decision making<br>• Training and onboarding support | **UK Social Services:** Working with AWS building a worker co-pilot to help social services analyze and respond to 35k citizen communications and eliminate a 4 week backlog. |
| **Enterprise** | **Enabling end-to-end data led transformations at scale** | • LLMs deployed at enterprise scale to radically optimize complex workflows and document processing<br>• Automated Benefit administration<br>• Identity and security mgmt – addressing online threats to cyber security, improved response to non-emergency calls, etc | **Federal Agency:** Working with Google deployed LLM for a federal agency with 10,000 workers. Significantly reduced processing and submission time and estimated annual savings of $150M. |

# Every organization has its own path to reinvention

## STAGE 1
### Simplification
**Operational Efficiency**

Drive more efficient enterprise resource allocation

**80%** HUMANS WITHOUT GENAI

**20%** HUMANS WITH GEN AI TOOLS

- Understand and optimize the work of the business functions
- Deploy RPA and "classic" AI solutions
- Experiment with gen AI

## STAGE 2
### Modernization
**Enterprise Digital Core**

Optimize data, technology, and AI foundations critical for reinvention

↓ **50%** HUMANS WITHOUT GENAI

↑ **50%** HUMANS WITH GEN AI TOOLS

- Build enterprise digital core
- Scale gen AI tools for specific use cases across workflows

## STAGE 3
### Integration
**Connected Work & 'Workbench'**

Unify workers and workflows across a connected, AI-enabled 'workbench'

↓ **10%** HUMANS WITHOUT GENAI

↓ **20%** HUMANS WITH GEN AI TOOLS

↑ **70%** HUMANS WITH WORKBENCH

- Enable human workers with AI and gen AI tools, co-pilots, and automated workflow capabilities
- Develop connected workbench across workflows and deploy internally and externally

## STAGE 4
### Revolution
**Agency/Dept Mission Delivery**

Reimagine workflows and function to unleash its full potential

↓ **0%** HUMANS WITHOUT GENAI

↓ **0%** HUMANS WITH GEN AI TOOLS

↓ **50%** HUMANS WITH WORKBENCH

↑ **50%** DIGITAL AGENT WORKERS

- Stand up digital workforce to work autonomously and in collaboration with humans
- Implement self-service capabilities to streamline marketing operations