








AI-First Organizations

▷ Measuring AI Maturity

Hi, I'm Eryn

-  I'm a **future of work evangelist**.
-  **Co-Creator** of the AI Maturity Index.
-  **Founder** of Startup Consortium.
-  **Writer** of WeeklyWorkforce.com.
-  2024 ISG **Digital Innovator**, Top Women **Leaders in SaaS**.
-  **Scaled two unicorns** in the talent industry.
-  The programs I've created have **impacted 4.5 million workers in 190+ countries**.



AI Warmup: Thumbs up if...

- You've **never used AI**.
- You've used AI **at least once**.
- You are using AI **weekly**.
- You are using AI **daily**.
- You are using AI **many times per day**.



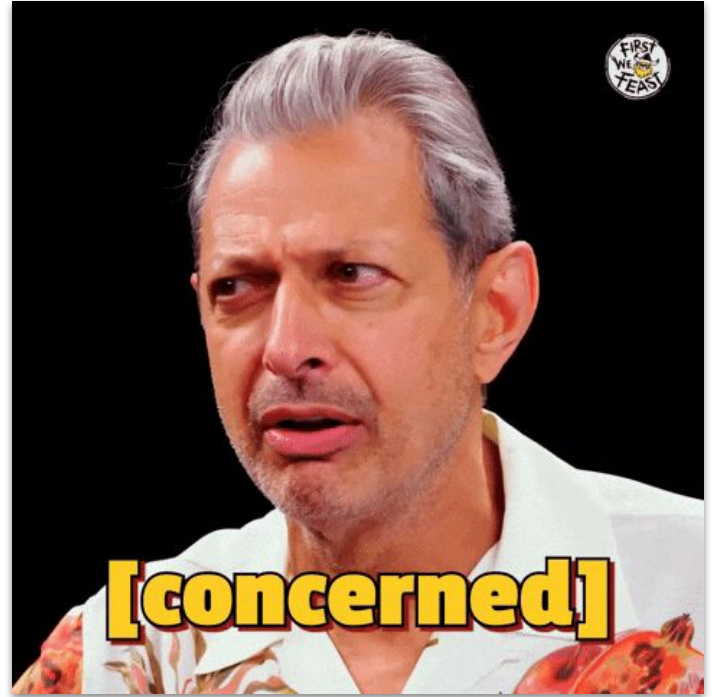
Congratulations to AI Adopters!



Current State of Affairs:

- ▷ People are overwhelmed

~~Workers Are Worried~~

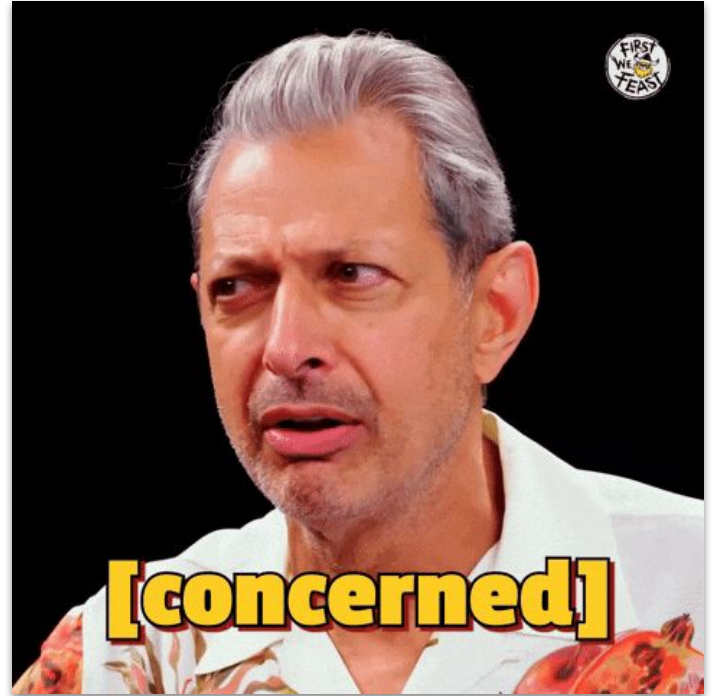


Workers Are Worried

Studies show that knowledge workers are deeply concerned about job security and lack of “future proofed” skills.

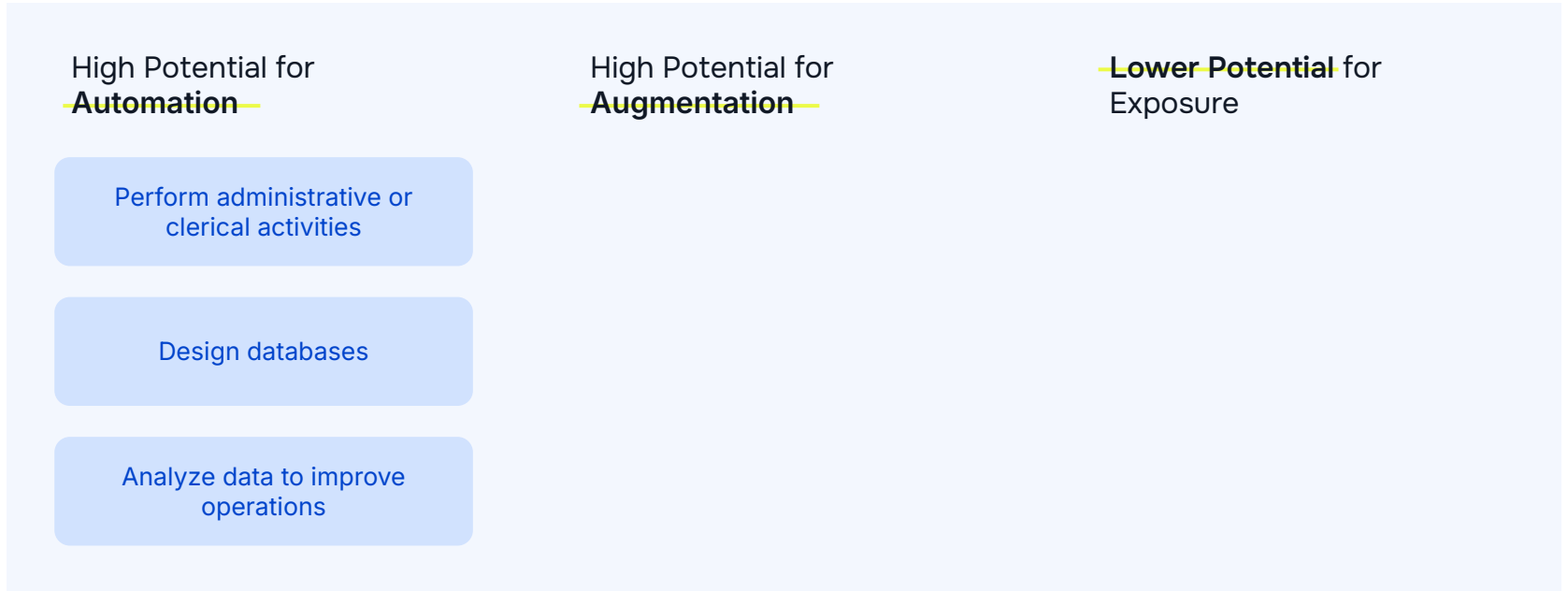
47%

Worry that advancements in AI within the next 5 years will **cause them to lose their jobs**



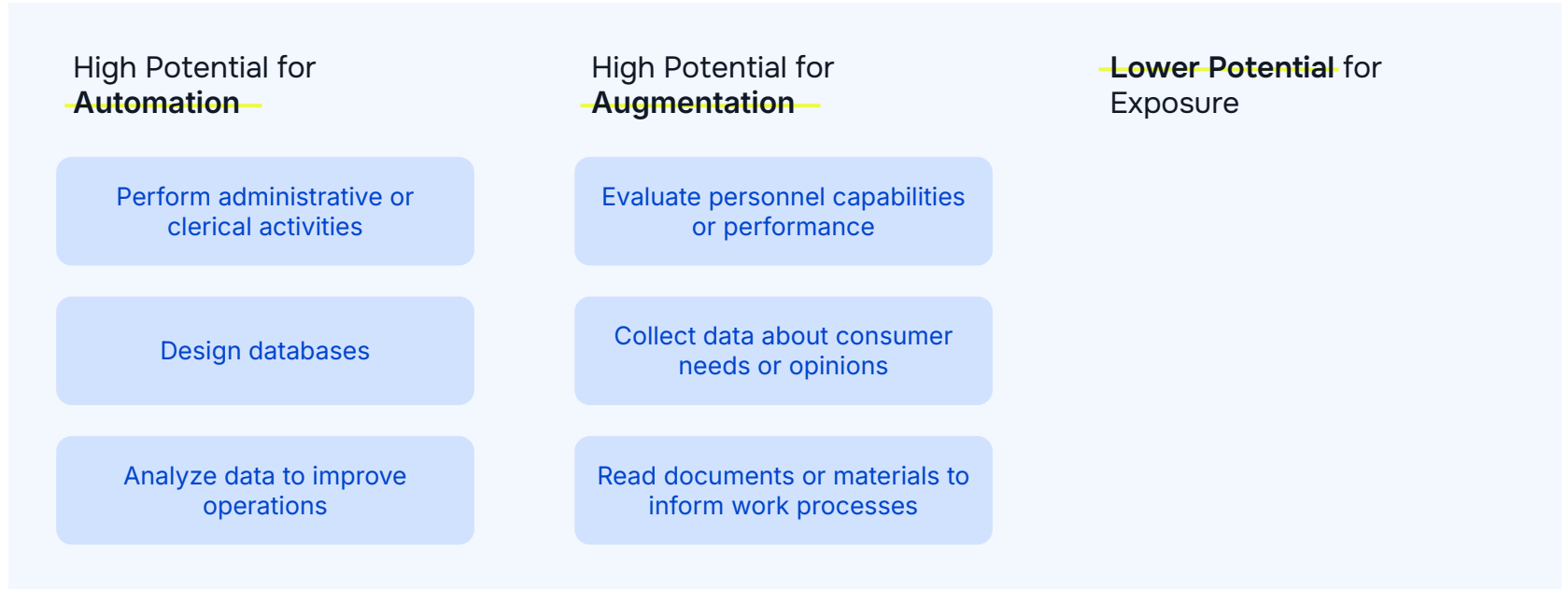
Skill Exposure

Not all skills and roles will be impacted the same.



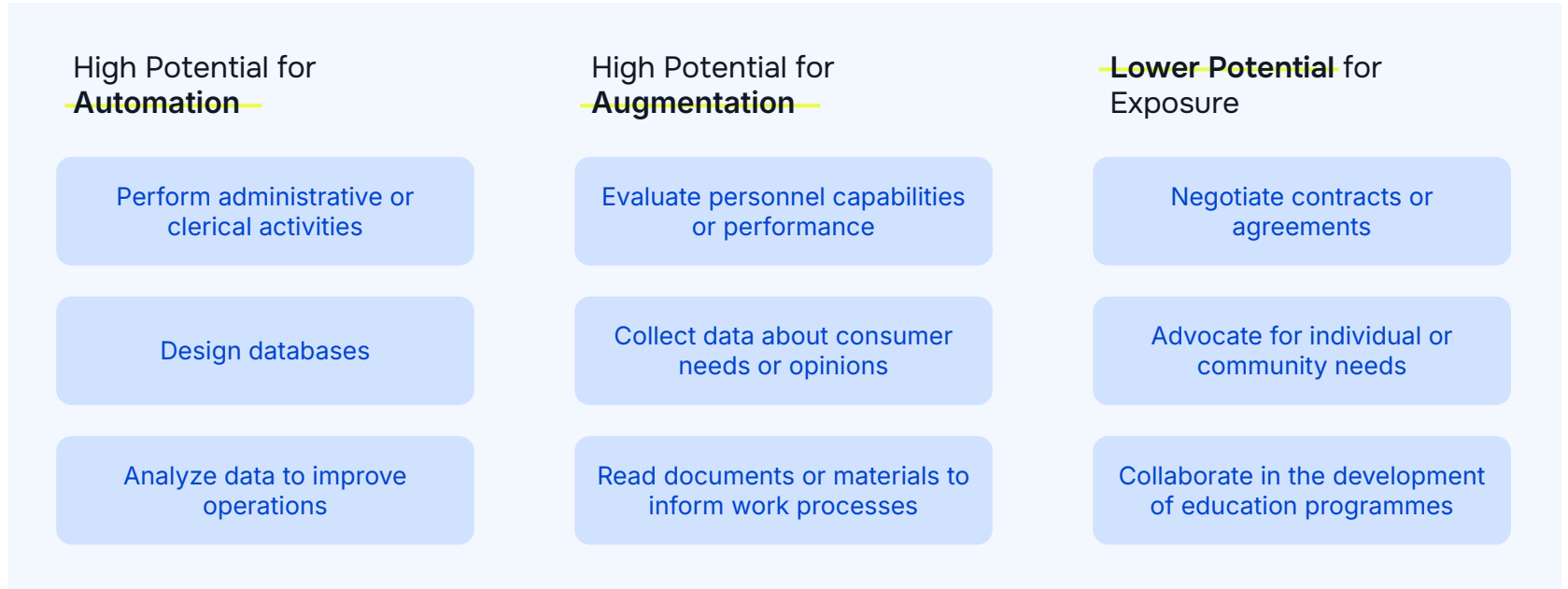
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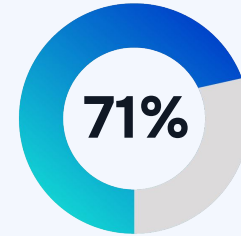
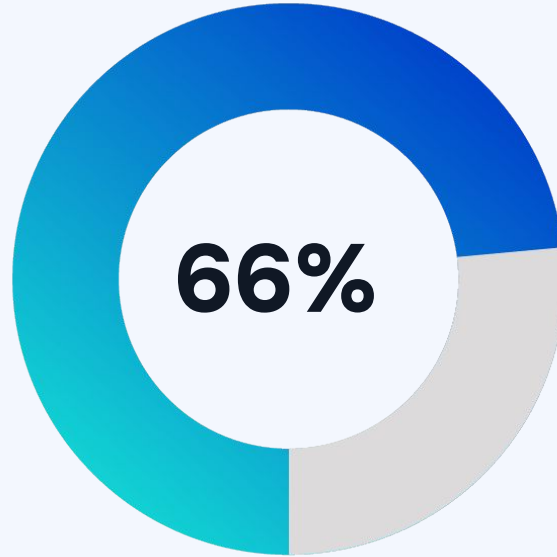


Prioritizing AI Skills

Most companies **won't consider hires without AI skills** or aptitude.

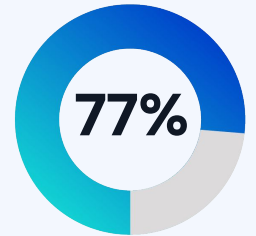
The New Hiring Imperative
AI aptitude takes center stage

Leaders **would not hire someone without AI skills**



Leaders say early-in talent will get greater responsibilities due to AI

Leaders are more likely to hire a less experienced candidate with AI skills than a more experienced one without them.

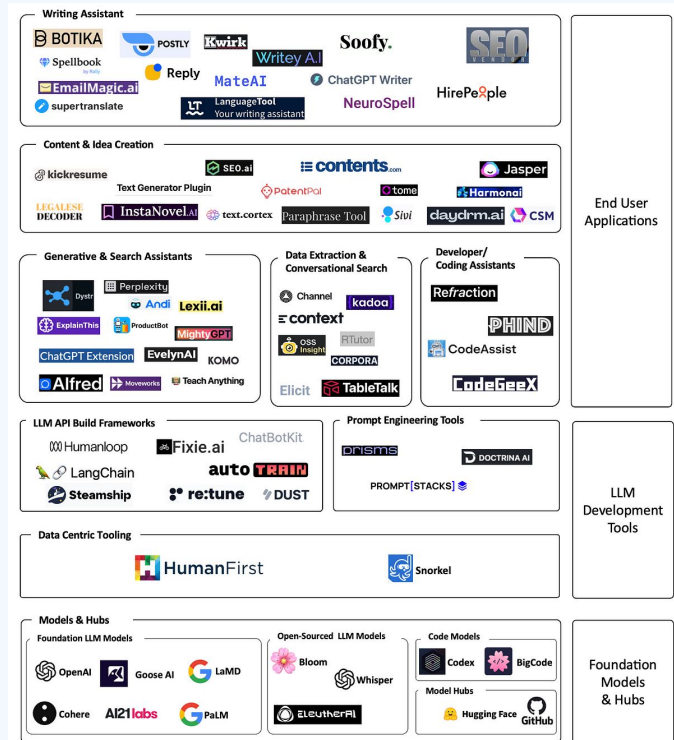


The Learning Path is Unclear

GenAI landscape is **overwhelming**.

- **Neither companies nor individuals know how to measure their starting point**
 - How do you measure AI skills and aptitude?
- **ChatGPT is the tip of the iceberg**
 - Tools are changing rapidly and it's hard to keep up with which to use
- **Use cases vary dramatically**
 - It's hard to find inspiration or relevant use cases to guide learning paths

Foundation Large Language Model Stack



What If...

- ▶ We can measure AI-Q

Dream Team, Assembled!

AI and Future of Work Evangelists unite over a hair-brained idea.



Iwo Szapar

Founder
Saudi AI Leadership Forum



Eryn Peters

Founder
Startup Consortium








John Winsor

Laboratory for Innovation Sciences
at Harvard University

We Had Questions That Needed to be Answered

Our research should answer some of these questions about knowledge workers

-  **What is adoption anyways?**
How do we map the adoption curve?
What factors contribute and affect adoption the most?
-  **Where is AI being used the most and for what?**
Augmentation or automation?
Brainstorming, creativity, productivity, decision making, etc.
-  **What groups are adopting or resisting AI the most?**
Demographics, roles, industries?
Working styles like contractor vs. employee or remote vs. onsite?
-  **What is the psychological impact of AI?**
How and how much does it positively and/or negatively affect workers?
How big of a concern are ethics as it relates to adoption?
-  **Can we predict the future?**
What are the upcoming trends, future plans, and use cases for the next stage of AI?
Can we use this to anticipate how and when someone will advance or regress on the adoption curve?

Methodology

We felt there were limitations with both traditional interviews and surveys

Usage of Interviews

Provide in-depth, qualitative insights

Allow for follow-up questions and clarification

Can capture unexpected information and nuances

Build rapport and lead to more honest responses

Traditionally resource intensive

Usage of Surveys

Offer broad, quantitative data

Typically have fixed questions, no follow-up

Limited to predefined answer options

Quick and easy to distribute to large samples

Easier to analyze statistically

Data Collection: Our AI-Assistant did it.

A groundbreaking approach to research: **Conversational AI.**

Async, accessible, low overall resource cost - best of both worlds.

Power of Chatbot Interviews

Provide in-depth, qualitative insights

Offer broad, quantitative data

Allow for follow-up questions and clarification

No longer time intensive

Can capture unexpected information and nuances

Easier to analyze statistically

Build rapport and lead to more honest responses

Quick and easy to distribute to large samples

Thank you for sharing your thoughts and experiences. It's been enlightening to hear your perspective! 🙌

🗨️ You

holla atcha boy

🗨️ AI Maturity Index

Holla back! 🙌

If you ever need to chat about AI again, feel free to reach out. Have an awesome day! 🙌

🗨️ You

you betcha

🗨️ AI Maturity Index

Great! Take care and happy building! 🙌🙌

🗨️ You

word.

🗨️ AI Maturity Index

Catch you later! 🙌

Data Analysis: AI-generated personalized report.

Participants receive

- **AI Maturity Index Score**

A score out of 100 that evaluates frequency, reliance, diversity, sentiment, and more. Participants get a holistic representation of their adoption and evaluate their progression.

- **Benchmarks**

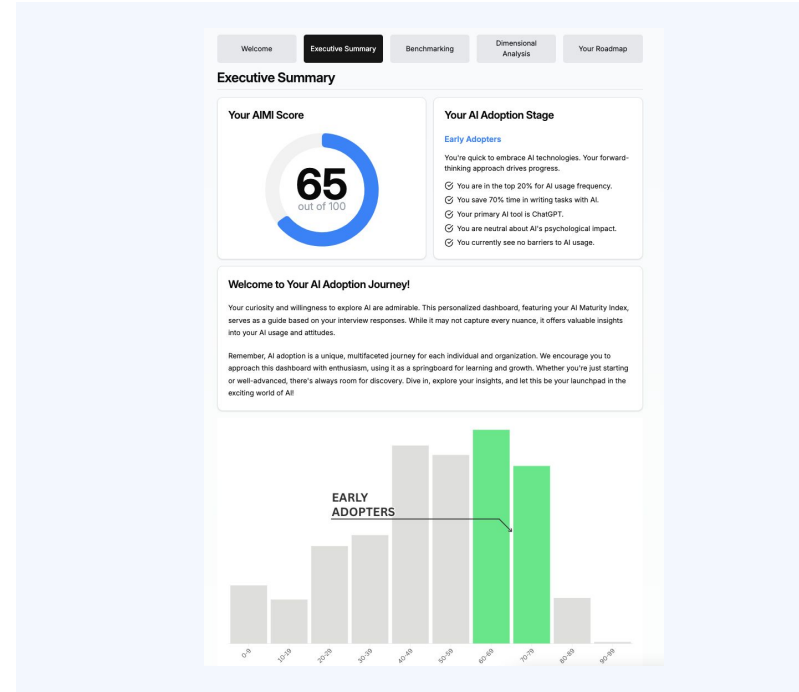
Comparisons to their peers - demographics, roles, industries, etc.

- **Relevant Use Cases**

Case studies and examples of ways they may want to experiment with or leverage AI.

- **Resources Guides**

Step-by-step guides how they can bring these cases to life using actual tools that integrate into their workflows.



Current State

▷ Usage, impact, barriers

AI Maturity Index: Global Snapshot

We have gathered **tons of great data.**

2,066

Respondents

108,450

Messages Sent

30,990

Interview Minutes

85

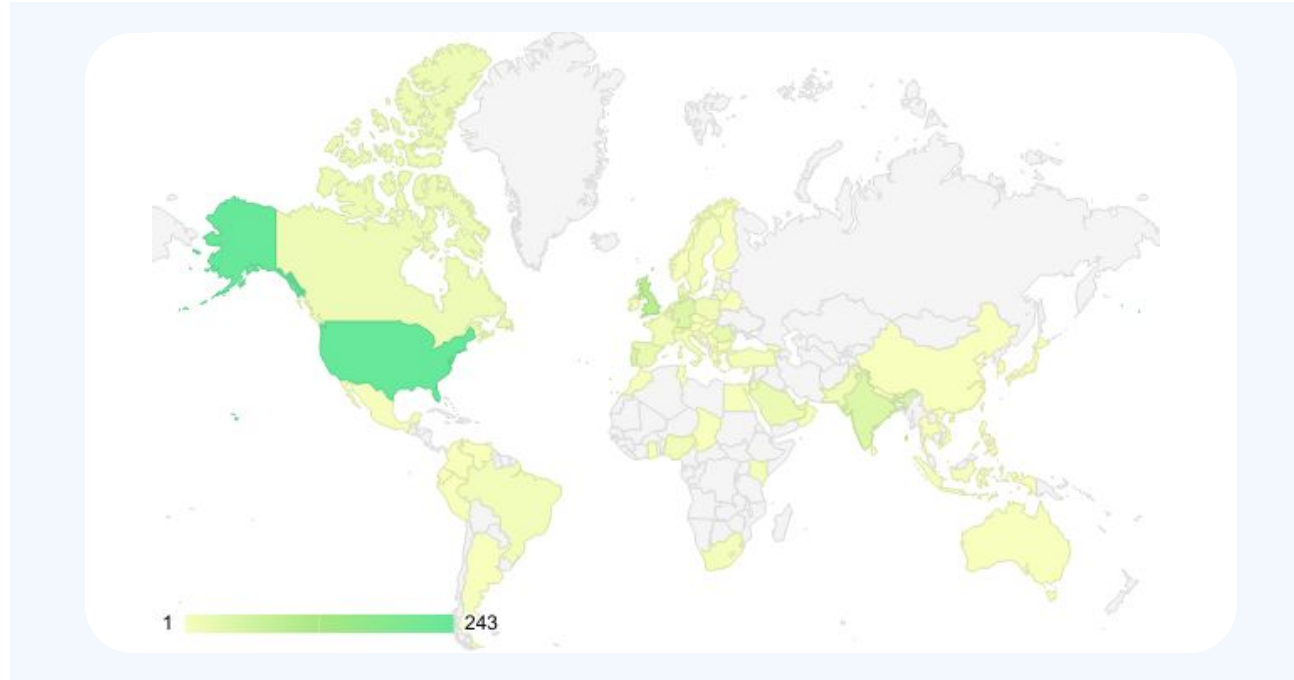
Data Points in Each Conversation

A Global Reach

We had respondents from **74 countries**.











🌍 Top Regions

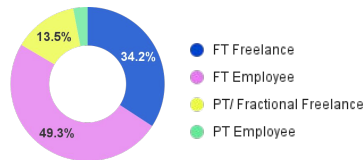
1. 🇺🇸 United States
2. 🇬🇧 United Kingdom
3. 🇩🇪 Germany
4. 🇮🇳 India
5. 🇵🇹 Portugal
6. 🇷🇴 Romania
7. 🇪🇸 Spain
8. 🇸🇦 Saudi Arabia
9. 🇦🇪 United Arab Emirates
10. 🇨🇦 Canada



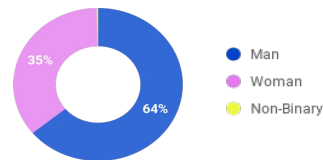
The Participants

Top Roles

1.  Consultant
2.  Executive Leader (C-Suite)
3.  Mid-Senior Management
4.  Tech & IT (Dev, Data, etc.)
5.  Marketing & Sales
6.  Strategy & Operations
7.  Human Resources
8.  Product Management
9.  Finance & Accounting
10.  Creative & Design



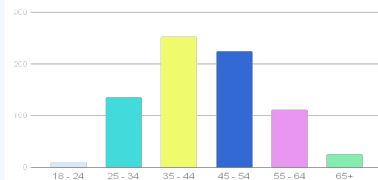
Employment



Gender

\$133,264

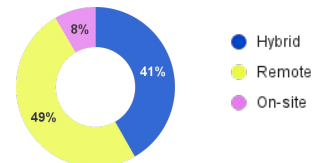
Median Annual Income (USD)



Age

477

AI tools mentioned



Remote Work

AI Usage Insights

62%

Use AI daily
(min. 1 time / day)

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30%

Improved work-life blend
(thanks to AI)

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16h

Saved by AI
(average per week)

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Saved by AI
(average per week)

3.14

Average AI tools
(per user)

Frequency of Use

Who are our **heaviest users**?

 **Company Size**

 **Remote Level**


 **Industry**

 **Most (Multiple times per day)**

SMB (1-50) & Enterprise (500+)

Remote Workers

1. IT & Services
2. Mgmt Consulting
3. Marketing & Advertising
4. Financial Services

 **Least (Once a week or month)**

Midsize

Onsite

1. Education
2. Healthcare
3. Telecommunications
4. Oil & Energy

Frequency of Use

Why should we care about frequency?

Freelancers who use AI more frequently

EARN MORE MONEY


Daily users earn

17%

More than weekly users.

Job Categories with Highest Productivity Impact

 #1: Research

 #2: Sales






 #3: Human resources

 #4: Creative

 #5: Technology

Psychological Impact

Top factors enhancing psych wellbeing

1.  Increased **productivity**
2.  Improved **decision-making**
3.  Enhanced **creativity**
4.  Improved **work-life balance**
5.  Reduced **cognitive load**

- **30%** of frequent AI users reported **improved work-life balance**.
- Interestingly, only **18% of people report** the same if they use AI **only once per week**.

It's hard to accept change...

AI Negative Impacts & Barriers

Top **negative psychological** impacts

1. 🤖 Concerns about authenticity
2. 😲 Feeling overwhelmed
3. 😡 Frustration with limitations
4. 😰 Anxiety about AI capabilities
5. 😟 Job security concerns

Top **barriers** to AI adoption

- **Lack of knowledge**
- **Accuracy issues**
- **Trust issues**
- **Complexity of tools**
- **Resistance to change**

How are we feeling?

The feelings are mixed about AI.

 **Geography**

 **Industry**

 **Company Size**

 **Employment**

 **Remote Level**

 **I'm in love**

USA, UK, Europe

IT, Consulting, Marketing

SMB (1-50 employees)

Freelancers, Contractors

Fully Remote

 **I hate it here**

India, Middle East

Education, Telecom, Oil & Gas

Enterprise (500+)

Full-time Employees

Onsite

Future Plans

How are **top knowledge workers** continuing to explore?

Business Intelligence

AI-powered
Analytics

AI-driven
decision support

Automated
reporting

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Business Intelligence

AI-powered Analytics

AI-driven decision support

Automated reporting

Process Efficiency and Automation

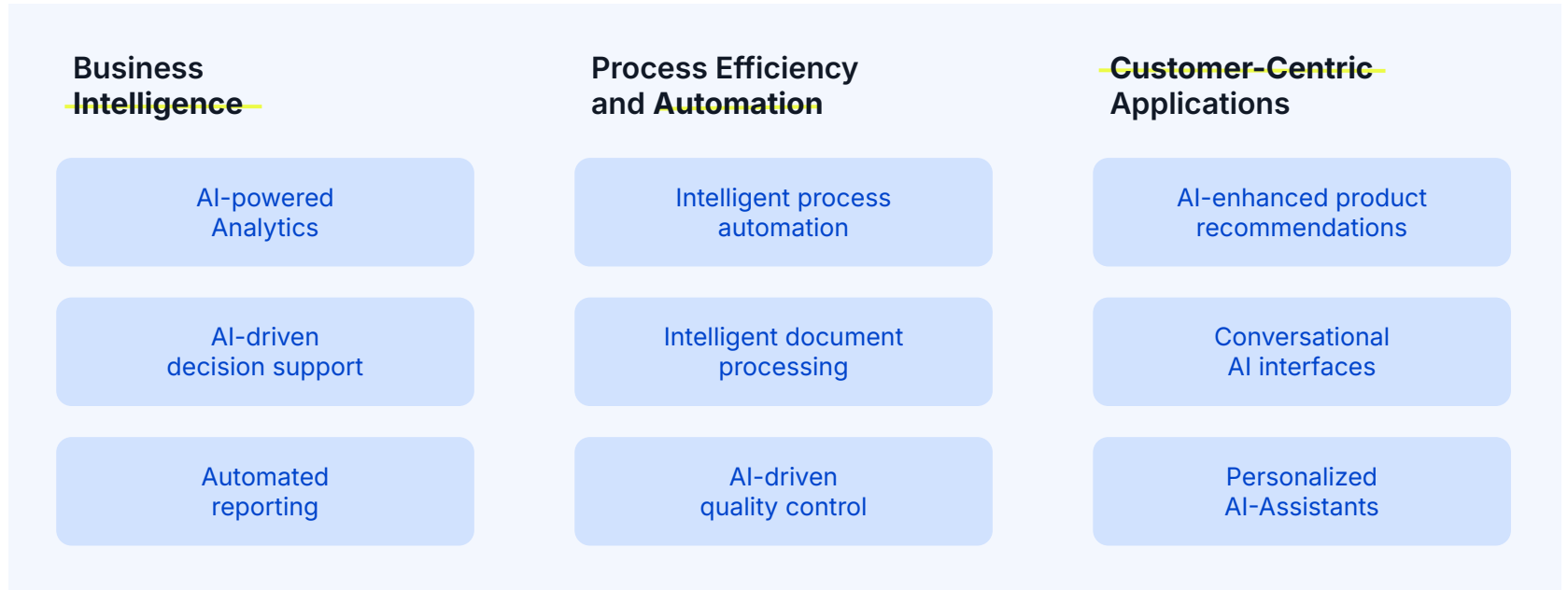
Intelligent process automation

Intelligent document processing

AI-driven quality control

Future Plans

How are **top knowledge workers** continuing to explore?



Top Tools

▷ What are you using?











Top 10 AI Tools (AIMI)

Surprise, surprise
Over 65% mention ChatGPT



1. ChatGPT
2. Claude
3. Gemini
4. Perplexity
5. Copilot
6. Grammarly
7. Canva
8. Midjourney
9. Notion
10. Otter.ai

Top 10 AI Use Cases for Productivity (AIMI)

1.  **Research** assistance
2.  **Content** creation
3.  Document **summarization**
4.  **Email** writing
5.  **Brainstorming**
6.  **Data** analysis
7.  Task **automation**
8.  **Code** generation
9.  **Presentation** creation
10.  **Proofreading**

What about me?

- ▶ How can I use this information?

The Rise of AI-First Organizations



REMOTE-FIRST



PRODUCT-LED



AI-FIRST

AI Isn't just another tool.

It's reshaping how work gets done.

AI Inflection Point

Everybody is already using it.

75%

Of people are already
using AI at work

AND

78%

Are bringing their own AI
(BYOAI)

We need a
Framework

AI-First Framework

Culture & Mindset

The shared beliefs, behaviors, and practices that shape an organization's approach to AI.



Process Integration

How AI capabilities are incorporated into operational workflows and business processes.



Impact & Measurement

The methods used to evaluate and quantify the value of AI initiatives.



Ethics & Governance

The principles, policies, and oversight that guide responsible AI implementation.



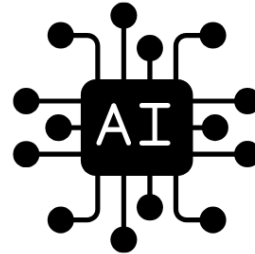
Skill Development

The approach to building and maintaining AI-related capabilities across the organization.

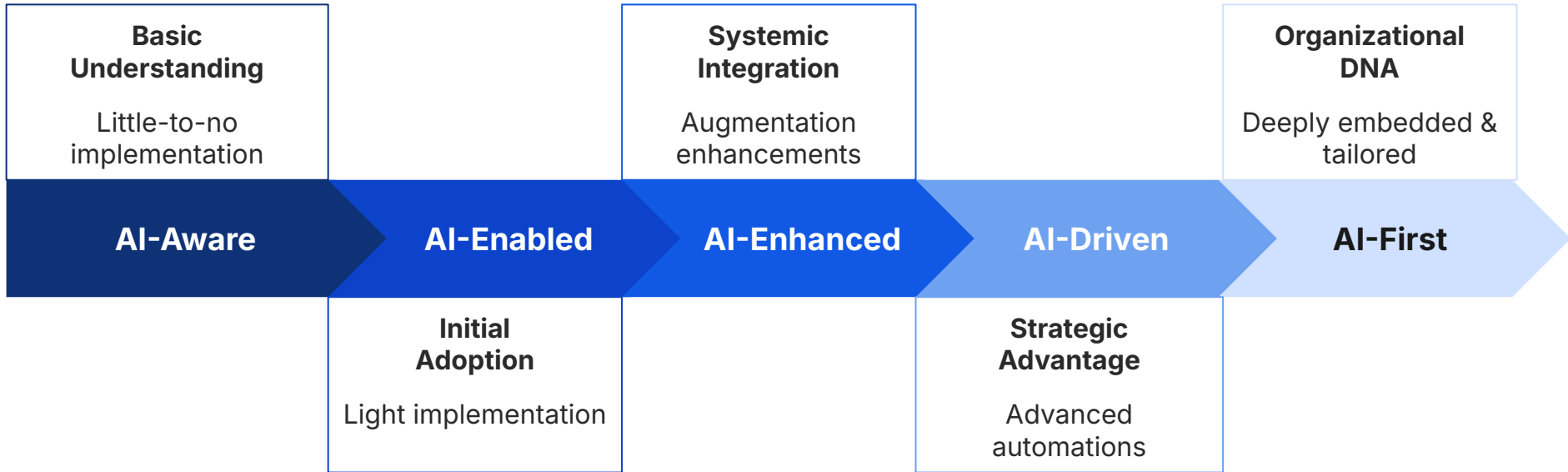


Tool Adoption

The strategy and systems for selecting, implementing, and managing AI tools.



Levels of AI Organizational Maturity



Let's talk about

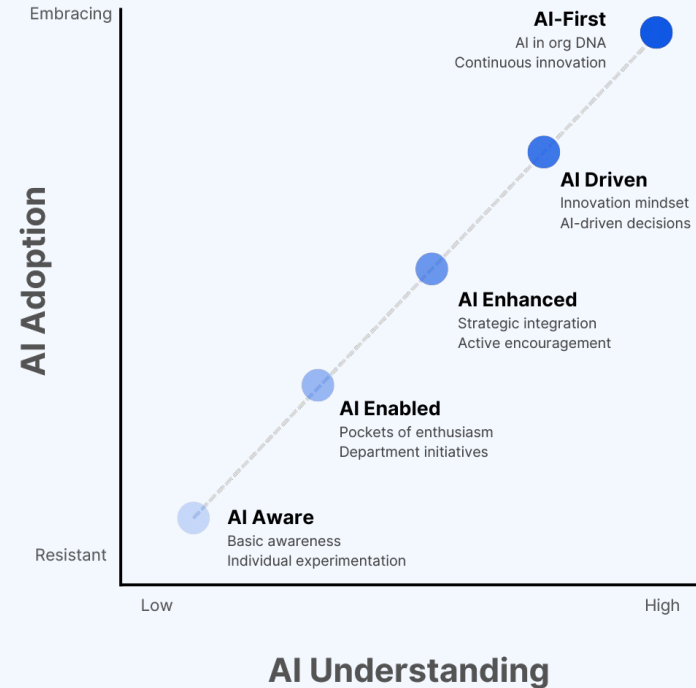
Culture & Mindset

What resonates with you?

Deep Dive: Culture & Mindset

In the real world

- **AI-Aware**
 - Perceive AI as a threat/hesitant to admit
 - Dismiss as fad
 - No direction from leadership
- **AI-First: Microsoft Case Study**
 - All product teams require to submit integration plans
 - All levels using daily (80% Copilot adoption)
 - Leadership regularly shares success stories
 - Innovation with AI rewarded & celebrated
 - Regular events for show & tell



Let's talk about

Process Integration

What resonates with you?

Deep Dive: Process Integration

In the real world

- **AI-Aware**
 - One department using tools manually
 - Copy-pasting between systems
 - Most processes remain unchanged
- **AI-First: Morgan Stanley Case Study**
 - Embedded in advisors' workflows
 - Automatically analyzes 100k+ research papers daily
 - Proactively suggests relevant insights to advisors
 - Seamlessly integrated with existing systems
 - Continuous learning from user interactions

Agents

The rise of
AUTOMATION

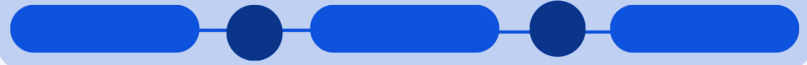
Assistants

Scaling human
AUGMENTATION

Traditional Human-Led Process



AI-Enabled Process



AI-First Process



Let's talk about

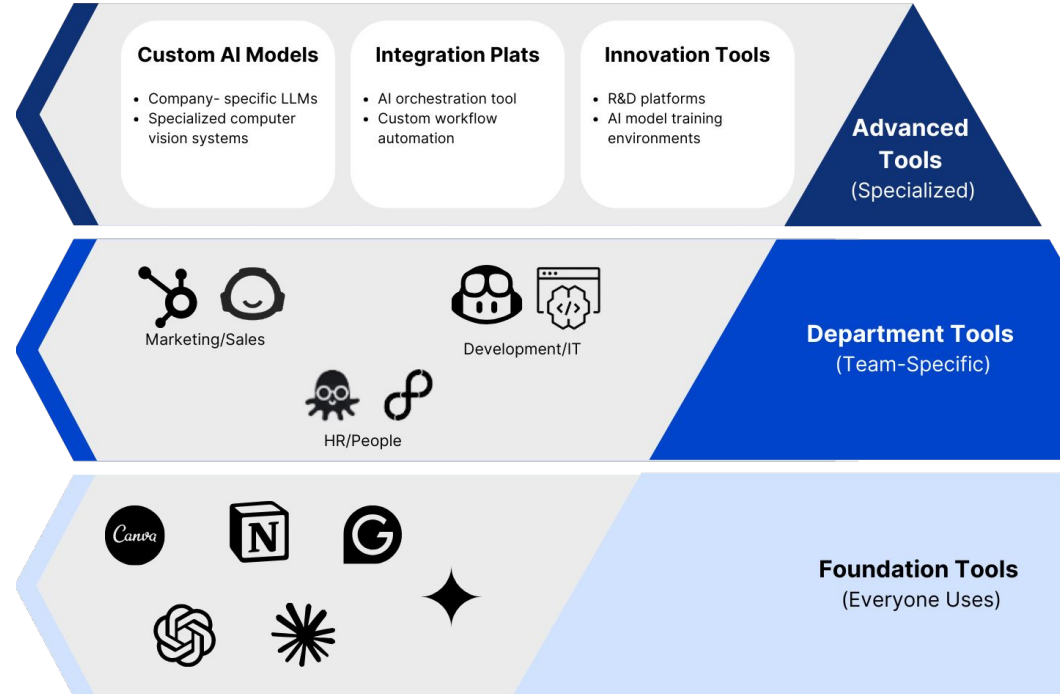
Tool Adoption

What resonates with you?

Deep Dive: Tool Adoption

In the real world

- **AI-Aware**
 - Some teams use free ChatGPT, Claude, etc. without IT knowing
 - Everyone's doing their own thing
- **AI-First: Accenture's AI Tool**
 - Enterprise-wide MyGPT platform
 - Integration with Microsoft Copilot
 - Custom-built AI solutions for specific needs
 - Centralized AI tool marketplace
 - Clear governance around tool selection and use



Let's talk about

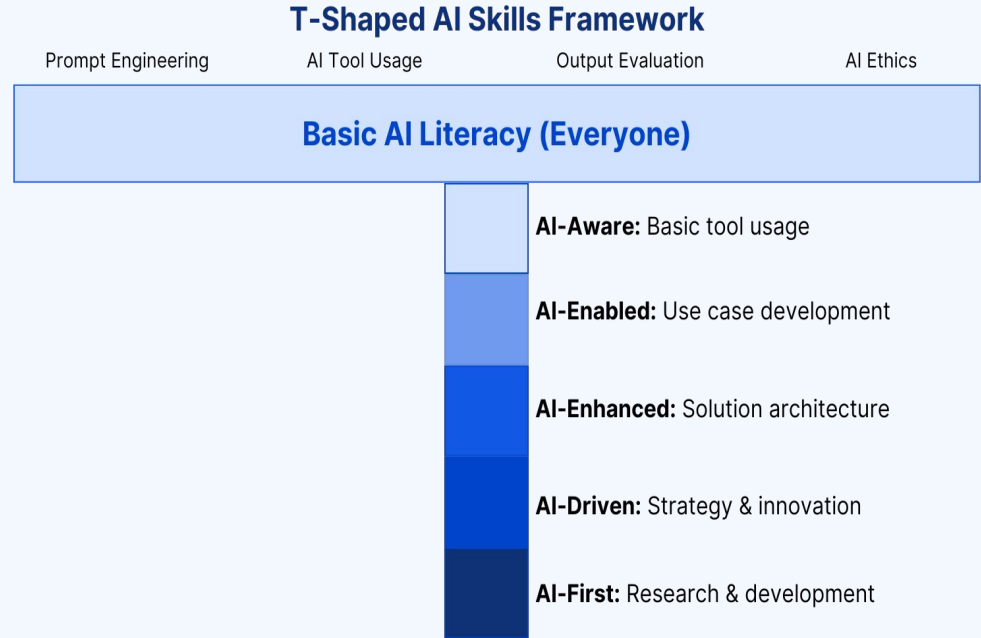
Skills Development

What resonates with you?

Deep Dive: Skill Development

In the real world

- **AI-Aware**
 - A few people take online courses of their own initiative
 - No formal training, learn through trial and error
 - Fear to even start using AI tools
- **AI-First: Deloitte's AI Academy**
 - Mandatory AI literacy training for all
 - Role-specific AI certification programs
 - Hands-on workshops with real business cases
 - AI mentorship programs & continuous learning paths



Let's talk about

Measurement & Impact

What resonates with you?

Deep Dive: Measurement

In the real world

- **AI-Aware**
 - Aware of AI usage but no idea if they're actually helping
 - Usage is primary metric
- **AI-First: Goldman Sachs' Framework**
 - Tracks productivity gains from AI tools
 - Measures quality improvements and outputs
 - Monitors innovation metrics
 - Quantifies both time savings and cost reduction
 - ROI tracking for AI investments

Basic

Tool usage
Cost savings

Advanced

Process imprv.
Innovation metrics

AI-First

Value creation
Market impact
Clear benchmarks

Let's talk about

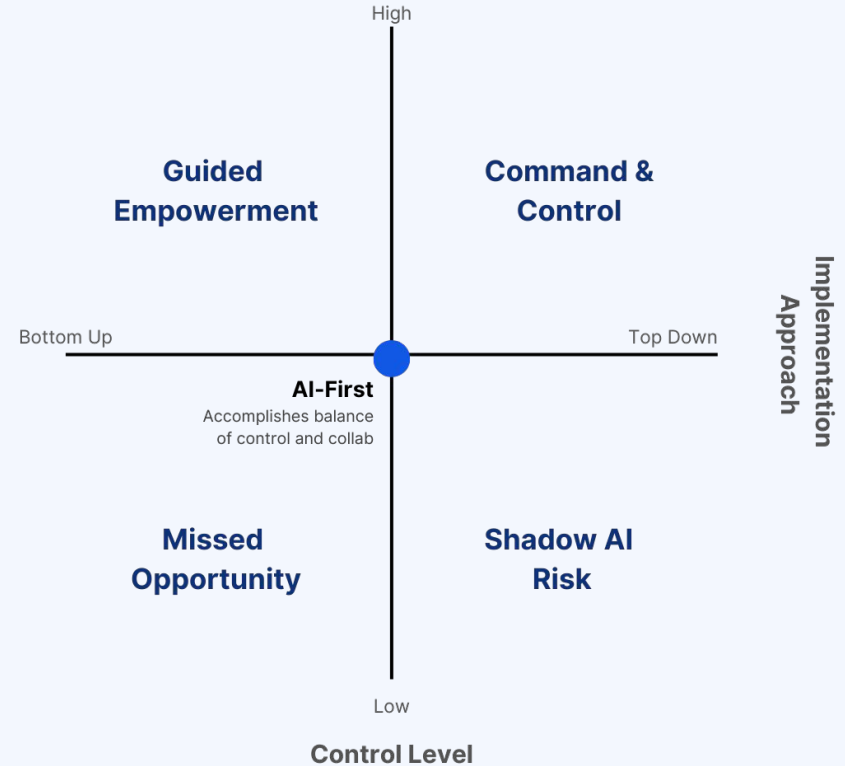
Ethics & Governance

What resonates with you?

Deep Dive: Ethics & Governance

In the real world

- **AI-Aware**
 - Basic acceptable use policy
 - No real governance
 - People use what they want and troubleshoot later
- **AI-First: Google's Governance Structure**
 - Clear ethical principles for AI development
 - Cross-functional ethics board
 - Regular impact assessments
 - Proactive risk management framework
 - Employee-driven feedback loops



Clear Differences

Key differences across all dimensions.

AI-Aware Organizations

No clear strategy/fragmented approaches

Individual experimentation

Limited understanding

Basic or no governance

Reactive response

AI-First Organizations

Clear strategy/integrated approaches

Systemic adoption

Deep understanding

Balanced governance

Proactive leadership

The Path To AI-First

Usage tips

- **Identify current state**
 - Using analysis tools like the AI Maturity Index and other industry benchmarks
- **Focus on the gap between current and desired states**
 - Leverage the AI-First framework to cover all aspects of organizational adoption and change
- **Make it easily digestible**
 - Highlight practical steps for progression, use real examples to make the journey tangible

You have to
know where you are to
Get where you're going.

The question isn't ~~if~~,
but **when** and **how you become**
AI-First

What's Next

- ▶ [Check your own AI Maturity Index](#)

How to get your AI-Q?



Scan to talk
with our AIMI
AI-Assistant.

Stay in Touch

Let's be pals! Add me on LinkedIn.



Let's
connect
on LinkedIn



AIMI
on 
stages

Hvala 

감사합니다 

Thank you  

Gracias 

شكرا 