



The AI-five for employers



5 trends

4 reports

3 tools

2 must-have skills

1 hot job

(Friendly note: *A human wrote this content.*)

As the new year approaches, and employers start prepping their 2025 people and culture strategies, a big unknown looms:



*What's up next with
AI and the workplace?*

If you're wondering how to implement AI in your workplace, you're not alone. [KPMG recently found](#) that over 60% of Canadian employers are in the same boat.

To help you get your proverbial AI ducks in a row (or at least give you some new ideas to consider), we put together a "5,4,3,2,1 compendium" of some top AI trends to watch, along with interesting tools, must-read resources, surprising stats and more.



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60%

Portion of employees in Canada who could be exposed to AI-related job transformation (Statistics Canada - 2024)

96%

Increase in the use of generative AI by organizations (from 33% in 2023 to 65% in 2024 - McKinsey)

53%

Portion of employees who worry that using AI on important tasks makes them look replaceable (Microsoft and LinkedIn)

188%

Increase in the concentration of AI talent in Canada from 2018-2023 (Stanford)

41%

Portion of employees who said they'll look for another job if their employer doesn't offer AI training (Talent LMS)

5 funny AI fails

AI is surprisingly bad at math.

It offers terrible dietary advice (one small rock per day?).

How to make cheese stick to pizza? Glue, of course.

Handstands with no hands? AI's image problem.

Driverless cars can drive, but they can't park.

5 *AI trends* to watch in 2025



1. AI talent will be more in demand... and harder to find.

In 2025, AI skills will increasingly be a deciding factor when hiring for both technical and non-technical roles.

On the technical side, hiring of AI talent increased by 323% over the past eight years, according to [Microsoft and LinkedIn](#), so naturally candidates with technical skills (e.g., programming languages like Python, machine learning and neural networks capabilities etc.) will continue to be in high demand this coming year.

And going forward, non-technical candidates who can demonstrate AI aptitude will join the hotlist, too. For example, marketers and project managers who can use generative AI tools like ChatGPT and Copilot to augment their work.

How important are these skills?

Microsoft/LinkedIn found:

66%

of leaders wouldn't hire
someone without AI skills.

77%

of leaders say that entry-level
candidates with AI skills will be
given greater responsibilities.

71%

of leaders would rather hire a less
experienced candidate with AI skills than a
more experienced candidate without them.

142x increase in skills

Last year alone, there was a 142x increase in skills like Copilot and ChatGPT added to LinkedIn profiles.

How can you compete for this in-demand AI talent?

Tips



If you can't find the talent, try developing it yourself

Upskill your own team members to take on a range of AI roles, both technical and non. Doing so:

- Boosts engagement and retention (LinkedIn found that employees who move into new jobs internally are 3.5x more likely to be engaged than those who stay in their current jobs, and employees stay 41% longer at companies that prioritize internal hiring).
- Saves on salary premiums typically paid when hiring externally (even after factoring in salary increases related to new responsibilities). For example, Lightcast found that training an internal Project Management Specialist instead of hiring an external candidate could save as much as \$12,468 (USD), not to mention the time saved in onboarding.



Highlight any and all exciting projects, technologies and tools

BCG found that technical AI talent wants the opportunity to work on exciting projects using cutting-edge technologies (44% of AI workers ranked this as a top need, compared with just 27% of non-AI talent). When asked about deal breakers, AI talent ranked "interesting job content" much higher than non-AI talent did, according to BCG.



Be flexible

Tap new talent markets (e.g., rural communities and smaller cities across Canada) by offering remote work. BCG found that 68% of digital employees are willing to work remotely for a foreign employer. To keep our talent employed in Canada, offer remote work with your firm.



Show long-term career growth opportunities

AI talent will seek organizations that have clear strategies for moving into the future with AI, encouraging experimentation, using data strategically and being proactive about training and upskilling on the latest technologies. Tip: In interviews, be sure you can answer this candidate question: "Where will I be at this company five years down the road?"



Streamline your recruitment process

Top AI talent won't wait around for you to weigh your decision, take time to prepare an offer, reschedule interviews... When interviewing a promising candidate, set up all interviews with all key decisionmakers, including, ideally, someone directly involved with your AI strategy (for technical roles) who can answer complex questions. And be prepared to send an offer with your best compensation package quickly, rather than expecting negotiations.

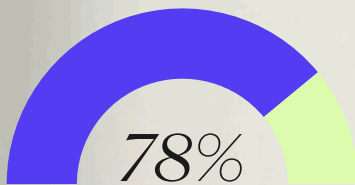


Connect with emerging AI talent

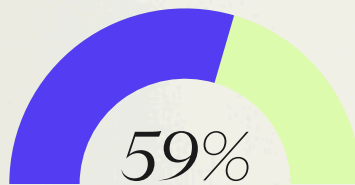
Attend or sponsor AI-focused hackathons and coding competitions to meet up-and-coming talent and gauge their problem-solving abilities first-hand. Attend career fairs at local colleges and universities that offer both technical AI programs and fields of study like physics, mathematics and philosophy, as these grads can bring unique perspectives to AI roles.

2. Candidate validation will become more critical than ever.

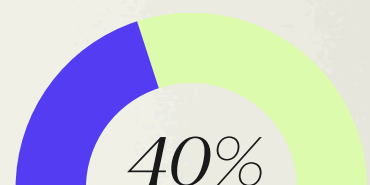
With so many candidates using AI to apply for jobs, it's hard to know who's the real deal. In fact, ChatGPT creates such convincing resumés and cover letters, one [ResumeBuilder.com survey](#) of over 1000 current and recent job seekers who used it when applying found that:



Got an interview



Were hired



Said the interviewers
couldn't tell they used
ChatGPT



Compounding the issue are *virtual interviews*, where it's sometimes hard to detect when candidates are using AI on the side to answer questions. And then there's the volume of applications to sift through.

One survey found that candidates are applying to:

15% *more roles*

thanks to programs like [ChatGPT](#) and [LazyApply](#) which automate the process.

So, how can employers evaluate if a standout resumé was actually written by the candidate and is truthful?

That's where human connection and conversation comes in.

The resumé gets the interview; the hiring manager fleshes out if the candidate is real.

Tips



Check for mismatches on resumés

Verify dates, titles, roles, promotions, why they left—anything signaling that it might not be accurate—and be sure to check that their LinkedIn profile matches.



Maintain eye contact in online interviews

Try to determine if the candidate is reading their resumé or using any AI tools on the side. When possible, consider an in-person interview.



Verify all designations and education

This includes ensuring the institution is real. We completed an audit of educational institutions after discovering resumés containing fake universities with fake phone numbers, diplomas, transcripts etc.



Ask ALL candidates how they use AI

Since candidates with AI skills are in demand (and all jobs of the future will require these skills), ask all candidates, regardless of the role, to describe how they use AI personally and professionally.

Tips



Incorporate AI in skills assessments

When conducting skills assessments, incorporate AI tools (since many routine work tasks will be done with them anyway) to show that you are a forward-looking employer. Then, ask the candidates to review/revise the AI-generated content to highlight that you recognize the value of humans in the workplace. Note: Ideally, these assessments are conducted in person.

- For technical roles: Ask candidates for software development roles to generate code with a tool like GitHub's Copilot, a popular tool that sometimes generates buggy code. Then, ask the candidate to review, test and correct the code unaided.
- For non-technical roles: Ask candidates for writing roles to generate a blog post using ChatGPT, and then improve upon it manually by adapting it to your brand's voice.



Test on-the-spot thinking

Consider asking questions like these:

- How have you handled a crisis in the past?
- Can you give me examples of your leadership?
- Describe how you set goals and track your own attainment of them.
- What are you currently reading?
- What are you learning about/taking an interest in outside of work?
- Can you tell me about a time when you had to learn something new for a project or task at work? How did you go about learning or mastering it?
- Can you describe a time when you faced a significant challenge or problem at work and had to find a creative solution?
- After sharing a common work scenario, ask the candidate how they would address it. Does it match the experience on their resumé?

3. Set your organization apart as an employer of choice: Offer continuous AI training AND advertise it.

Employees and business leaders across sectors and roles know it: [AI is going to change the way we work, demand new skills, create new jobs and eliminate others.](#)

And all this change translates into another known: [Employers will need people with AI skills, and job seekers will choose employers that offer AI training.](#)



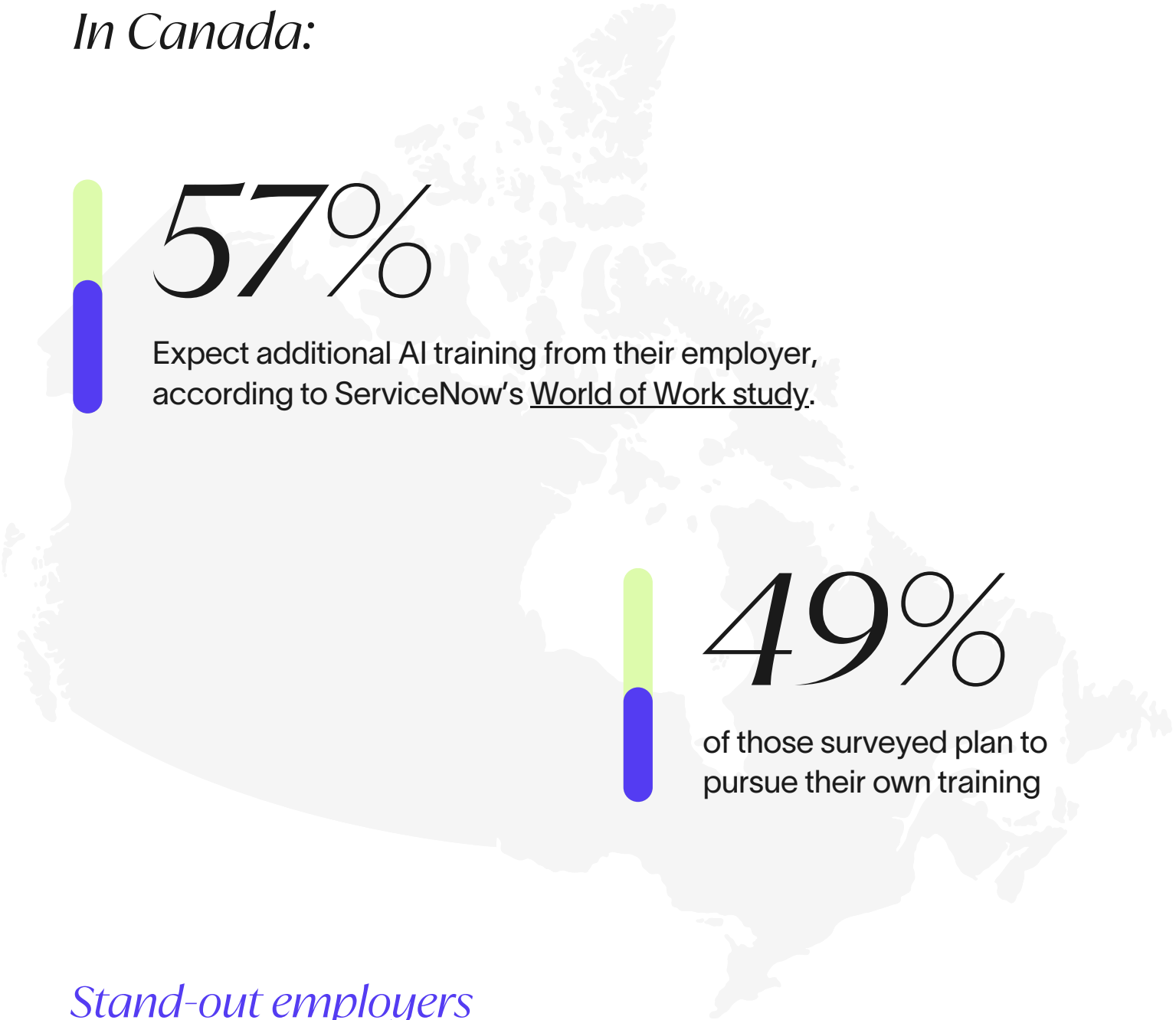
In fact:



The key question is, whose responsibility is learning & development in AI—the employer's or the employee's/job seeker's?

It's a combo of both.

In Canada:



57%

Expect additional AI training from their employer, according to ServiceNow's World of Work study.

49%

of those surveyed plan to pursue their own training

Stand-out employers

will need to deliver continuous AI training to their entire workforce, and employees/job seekers will need to supplement it with their own AI upskilling to future-proof their careers. Here are some ideas.

Tips



Advertise your AI training offering

Publicize your offering internally (i.e., on your LMS, Intranet, in team huddles, during performance conversations, etc.) and externally (i.e., in job ads, interviews with prospective hires, on your website and corporate LinkedIn page, etc.) to highlight that you're a future-forward organization vested in your employees' career growth.



Prevent employees from "going rogue"

Did you know, 78% of AI users BYOAI (bring their own AI tools to work)? This increases the risk of irresponsible use, as well as cyber, data security and legal issues etc. To keep employees on track and growing with AI, train them on your corporate AI policy and the ethical use of all approved tools in your workplace. Questions about our AI policy? Contact us: hrtopics@altis.com.



Offer AI training on an AI-enabled LMS platform

We recently rolled out two new AI-powered training tools:

- Sana, an LMS that will enable us to develop and deliver more relevant, engaging training (including modules on AI) faster and easier, so we can keep pace as AI technology evolves, while keeping our employees current.
- Synthesia, an AI-powered tool that will help us create engaging video content in a fraction of the time by turning text-based scripts into videos voiced by the avatar of our choice. No more practice sessions, script adjustments, retakes, time-consuming editing, etc.
- Upcoming AI training modules for our team include Prompt Engineering for Recruiters, How to Use CompAir (a resumé comparison tool) and How to Use Synthesia to create training modules. Contact us to learn more: hrtopics@altis.com.

Tips



Encourage independent learning, too

Once your employees understand how to use AI responsibly at your organization, highlight free, external, online AI courses for them to supplement their learning. Here are [7 free AI classes](#) from top tech firms and universities.



Tell and show

When introducing a new AI tool, rather than assuming team members will figure out how to use it, deliver step-by-step training aligned with their actual work tasks. Then, monitor team members performing the tasks and offer guidance/correction until you're confident they can use it correctly.



Adjust your expectations

We all want to increase productivity with AI, but while tools like ChatGPT are billed as time-savers, they're not perfect. According to [one Upwork study](#), almost 80% of workers said AI tools created extra work and lowered their productivity because of the time it takes to correct AI-generated output.



4. Want to recruit and retain Gen Z and millennials? Counter “AI-nxiety.”

If you think younger, tech-savvy workers are all-in on AI, think again. While they might be comfortable using it, they’re also, paradoxically, the most “AI-nxious.”

That’s right: the workers most engaged with AI feel more threatened by it. In fact, a recent study by the American Psychological Association found that:

50%

Of millennial and Gen Z workers are concerned about AI taking their jobs (vs. 41% of workers from older generations).

51%

Of employees surveyed said their company keeps them up to date on how AI might impact their role.



What can you do as an employer to counter “FOBO” (fear of becoming obsolete)?

Tips



Be transparent

Assess all roles and the required skills in your organization and determine which skills could be replaced or augmented by AI. Then, explain how you see employees contributing alongside AI as their role evolves. By being open, you’ll encourage your employees to share concerns before they look for work elsewhere.



Be proactive about career pathing

Reduce fear by highlighting possible career paths. Cool tool: Lightcast offers a [free tool](#) that identifies the skills required to transition from 10 “feeder” jobs to the “next-step” on an AI-powered career path (e.g., going from a Training and Development Specialist to a Curriculum and Instructional Designer). Tip: Highlight in your job ads that you offer AI training AND career pathing.



Encourage AI experimentation

Clarify that you’re open to new tools and encourage experimentation (while adhering to your AI policy). While you might not end up implementing many of them (it takes time and testing in your work environment to find the right ones), you’ll reduce anxiety by encouraging team members to test the AI waters.



Set up an AI champions network

Every company has early-adopters of technology (the “champions”) and “wait-and-see” people. Reduce anxiety by getting the champions to show others how AI can improve their workflow. Tip: It’s good for younger workers to see how more experienced workers have overcome technology challenges to keep growing in their seat.

5. Increase AI buy-in at your organization: Share your AI roadmap AND keep it fresh.

Maybe you have a solid AI strategy, but do your employees know about it? Do they know what tools are available to them, which ones are being considered and which ones not to use?

Sure, AI is changing quickly, so it's hard to keep your comms current. In fact, by the time you read this sentence, hundreds of new AI applications will have been released (by some estimates, thousands of AI tools hit the market daily).

Most employers surveyed say they've incorporated AI in their workplace (in fact, a [full 93% of Fortune 500 CHROs](#) say they've begun using AI tools and technologies, according to Gallup). However, the same research shows only 33% of U.S. employees knew about AI in their workplace—a huge gap.

How can employers expect team members to jump on the AI train if they don't know it exists? Here are some ideas.

Tips



Share quarterly updates about your AI plan

Include any new tools, tips and training to increase employee adoption of AI.



Keep your onboarding materials current with all things AI

This will ensure that new hires are in the know from day one. And be sure to include training on your company AI policy. Don't have a policy? Contact us to see a copy of ours: hrtopics@altis.com.

Tips



Share AI success stories

Include metrics like time saved, goals met, sales targets reached etc., so team members get excited about trying out any approved AI tools.



Be open to AI tool recommendations

Set up a process for team members to bring forward their suggestions openly and transparently. This encourages team members to use AI—and ensures they're only using vetted tools in your workplace.

At Altis, we ask team members to complete a business plan template, highlighting the AI tool's benefits to our organization, potential risks, costs, and more. Then, we ask them to submit it to our AI Governance Committee, which meets monthly to review/approve potential new tools, along with the latest legislation, industry trends and more.

For info on setting up a committee at your organization, contact us: hrtopics@altis.com.



4 *AI reports* to read

So much news, so little time to read it all, right? Especially when it all changes so fast. To help you separate the wheat from the chaff, we've highlighted four helpful (and free) resources below:

1. The state of AI in early 2024 - McKinsey, May 2024.

Lots of good stuff in here, including info about who's using AI, what for, and where it's saving the most money.

Fast fact:

The use of generative AI by organizations shot up from 33% in 2023 to 65% earlier this year.

[Read Here](#)

2. AI at Work Is Here. Now Comes the Hard Part – Microsoft and LinkedIn, April 2024.

A deep dive into the disconnect between employees who want to use AI, and employers who aren't sure how best to use it for ROI. Fast fact: 53% of employees worry that using AI for important tasks makes them look replaceable.

[Read Here](#)

3. Experimental Estimates of Potential Artificial Intelligence Occupational Exposure in Canada – Statistics Canada, September 2024.

This study sheds light on how different occupations may be affected by the AI boom, including those who might lose their jobs in a more automation-driven future. Fast fact: ~60% of employees in Canada could be exposed to AI-related job transformation.

[Read Here](#)

4. Chapter 4, Artificial Intelligence Index Report 2024 – Stanford.

A comprehensive look at trending AI skills, global AI hiring hotspots, countries with the highest percentage of workers using AI, and more. Fast fact: From 2018-2023, Canada saw a 188% increase in the concentration of AI talent.

[Read Here](#)

3 *AI tools* to check out (well-known and lesser-known)

With countless AI tools on the market, how can you know what's right for your organization? At Altis, our tech team trials new AI tools for us to consider, and we encourage our team members to come forth with new ideas, too.

In addition to the standard ChatGPT, here are some well-known and lesser-known tools to check out. (Note: This is not an endorsement, just a friendly tip.)

3 *well-known AI tools*

1. Zoom AI Companion

Use this free add-on to paid Zoom accounts to "automagically" generate meeting minutes, key takeaways, action items and more.

[Read Here](#)

2. Read.ai

If your organization is open to storing/hosting files in the US, Read.ai can help you summarize what was said in meetings, by whom, what the sentiment was, write key takeaways, and more.

[Sign up for a free, seven-day trial](#)

3. Microsoft Copilot for Microsoft 365

This Microsoft 365 add-on can offer writing tips, help you summarize meetings and develop action items, presentation decks, and more.

[Learn More](#)

3 *lesser-known AI tools*

1. Perplexity.ai

Like a real-time research partner, it has a conversational, interactive interface like ChatGPT's, except it also offers references, so you know where its answers come from.

[Read Here](#)

2. Hallo AI Language Assessment

This AI tools enables you to assess and rate candidates' language skills according to globally recognized standards.

[Learn More](#)

3. Otter.ai

An AI meeting assistant that records, transcribes and summarizes meetings in real time (in English, French or Spanish).

[Learn More](#)

2



must-have AI skills

Looking for an interesting, interactive report showing snapshots of the hottest AI skills, jobs and more? Check out the [Lightcast Global AI Skills Outlook 2024](#), which looked at employer demand for AI skills across 16 labour markets in North America, Europe and Asia-Pacific. According to the study, after AI itself, the next two most in-demand AI skills were:

Machine Learning

People with this skill can teach computers to learn from data and improve their performance without being programmed for each task.

Apache Spark

A must-have tool for anyone looking to make sense of large datasets efficiently.

Other in-demand AI skills in Canadian job postings include natural language processing, neural networks, robotics, generative AI and visual image recognition.



hot AI job for non-programmers

Multiple studies point to trending technical roles like AI/Machine Learning Engineers, AI Research Scientists and AI Cybersecurity Analysts, but here's a trending AI role for non-technical talent:

AI Ethics Specialist:

This role is responsible for developing ethical guidelines and policies for AI projects, completing ethical reviews of these projects and reporting to an AI ethics committee. Skills needed for this position include critical thinking, effective communication and familiarity with [AI frameworks and regulations](#).

The key to growing into the future?

An open mind

As AI continues to evolve, it will change our work, workplaces and the labour market. Will AI change and eliminate jobs? Yes. But change has always been (and will be) a constant in the labour market, so instead of worrying, learn as much as you can.

Keep an open mind, get creative, try things out and embrace change as it comes.

If you're looking to add AI-ready talent to your team or learn more about our ongoing learning in AI, contact us today: hrtopics@altis.com

“

*Now is the time
to start making
plans for the future.*

”



Connecting top talent
to meaningful work

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