

Microsoft Work Trend Index:

Transformative Shifts in the Workplace Over the Last 3 Years

Presentation by Jean-Christophe Dupuy



AI at Work

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Modern Work Director
Microsoft France



The Work Trend Index Annual Report

2025:

The Year the Frontier Firm Is Born

Jean-Christophe Dupuy

Modern Work Director

Microsoft France



Work Trend Index 2025

We surveyed **31,000 people** across **31 countries**, analyzed labor and hiring trends from LinkedIn, studied Microsoft 365 productivity patterns globally—and interviewed AI startups, economists, and academics shaping the future of work.



The background of the image is a dark blue gradient. Overlaid on this is a light blue, semi-transparent architectural wireframe sketch. The sketch depicts a complex, multi-story building with various levels, terraces, and structural elements. At the base of the building, there are several small, stylized human figures walking, suggesting a public space or plaza. The overall aesthetic is modern and architectural.

The Frontier Firm

Journey to the Frontier Firm

Phase 1

Human with assistant



Every employee has an AI assistant that helps them work better and faster

Phase 2

Human-led agents



Agents join teams as "digital colleagues," taking on specific tasks at human direction

Phase 3

Human-led, agent-operated



Humans set direction and agents run entire business processes and workflows, checking in as needed

The Emerging Frontier Firm

1

You can buy
intelligence on tap

2

Human-agent teams will
upend the org chart

3

Every employee
becomes an agent boss

Intelligence on tap will fill the Capacity Gap

Employees are
at capacity...



but leaders need
to deliver more...



and plan to use agents
to meet the demand



Human labor is reaching its limits

Capacity Gap



80%

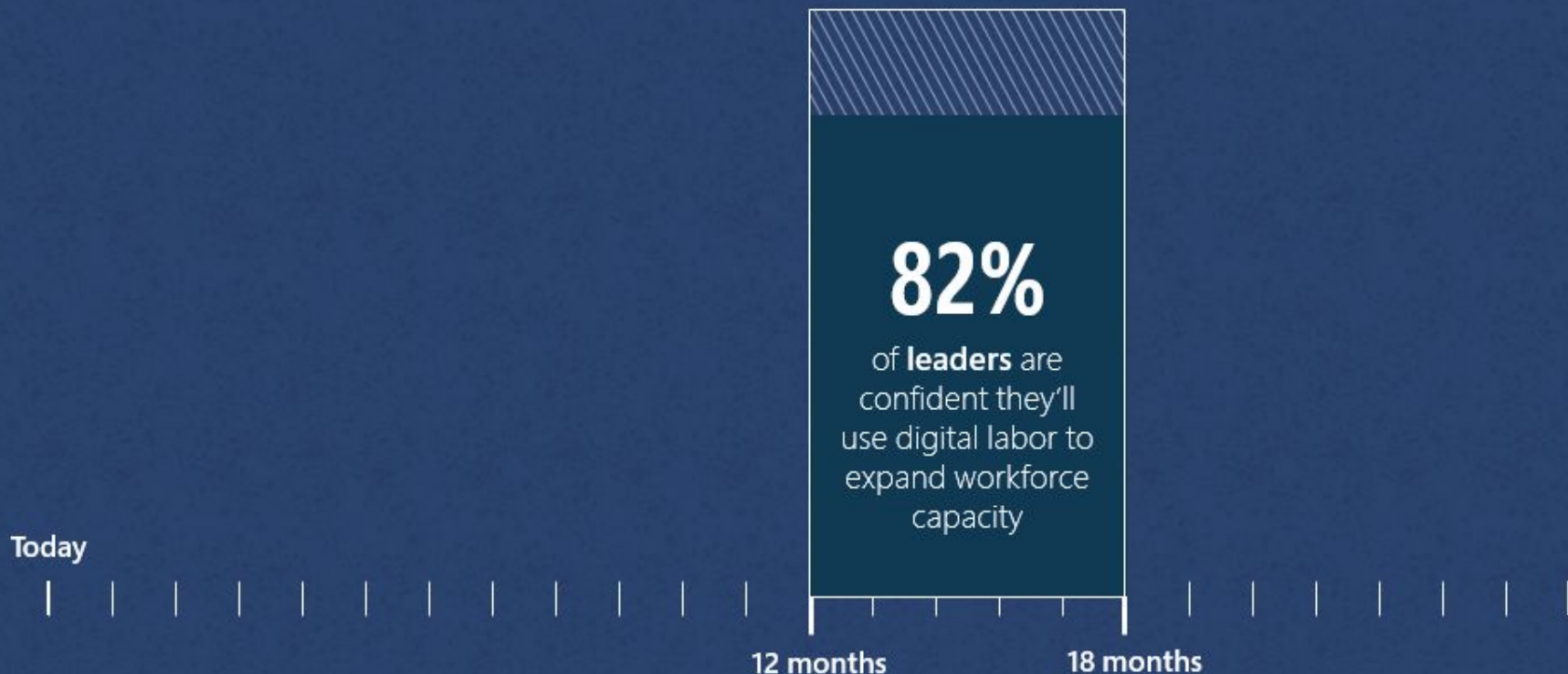
of **global workers**
agreed they lacked
enough time/
energy to do their
work

53%

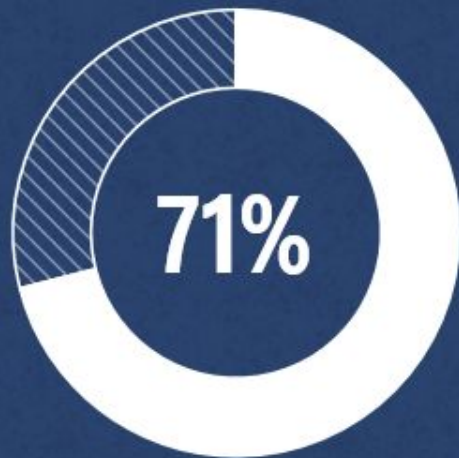
of **leaders** agreed
productivity must
increase

**Employees are interrupted
every 2 minutes**

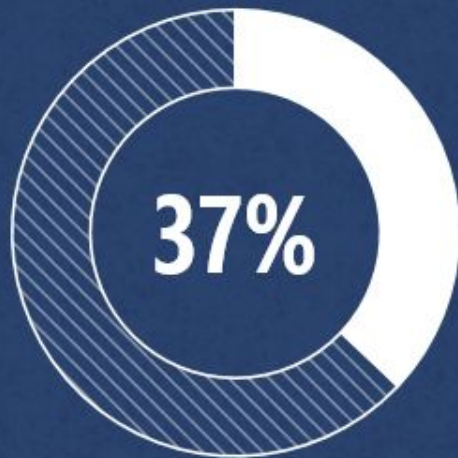
Most leaders see agents as the way to scale



Employees at Frontier Firms say their company is thriving



**Frontier Firm
workers**



**Worldwide
workers**

The Emerging Frontier Firm

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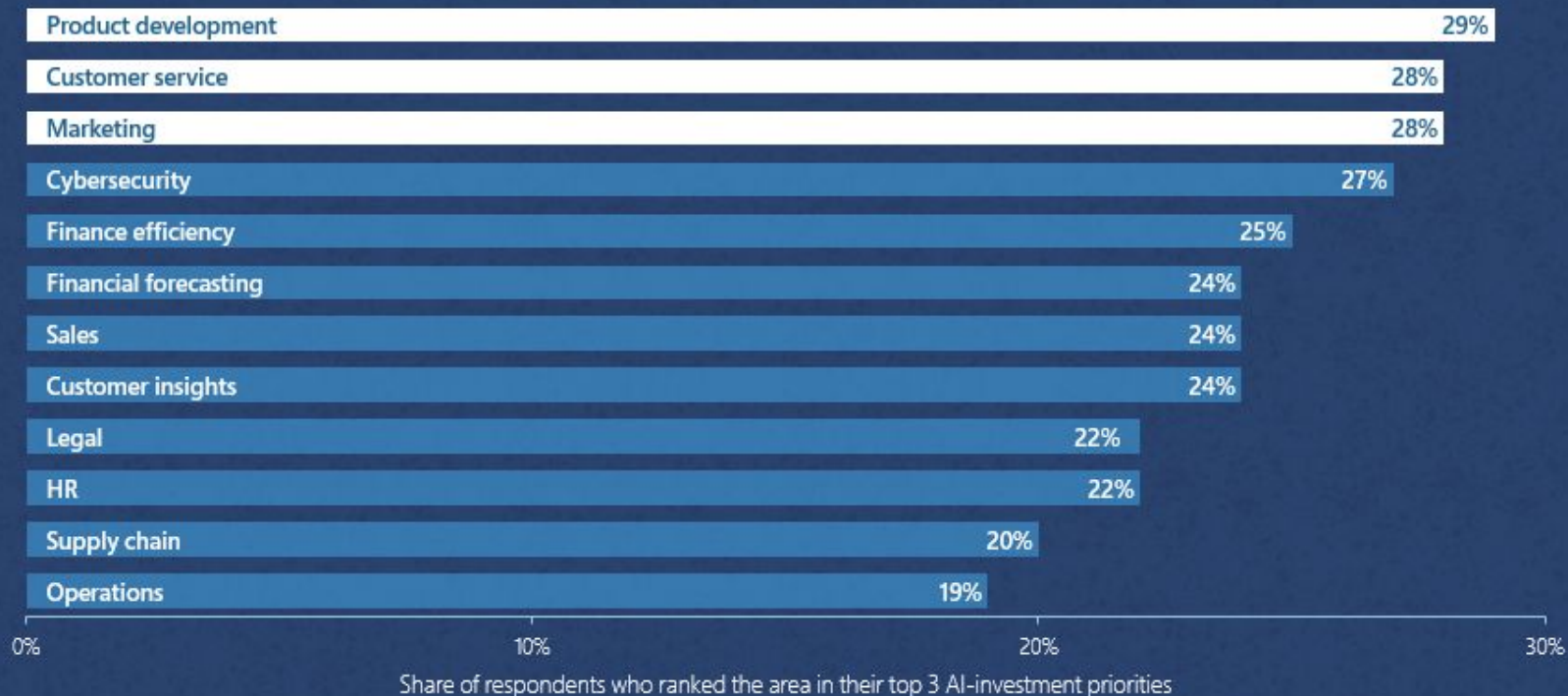
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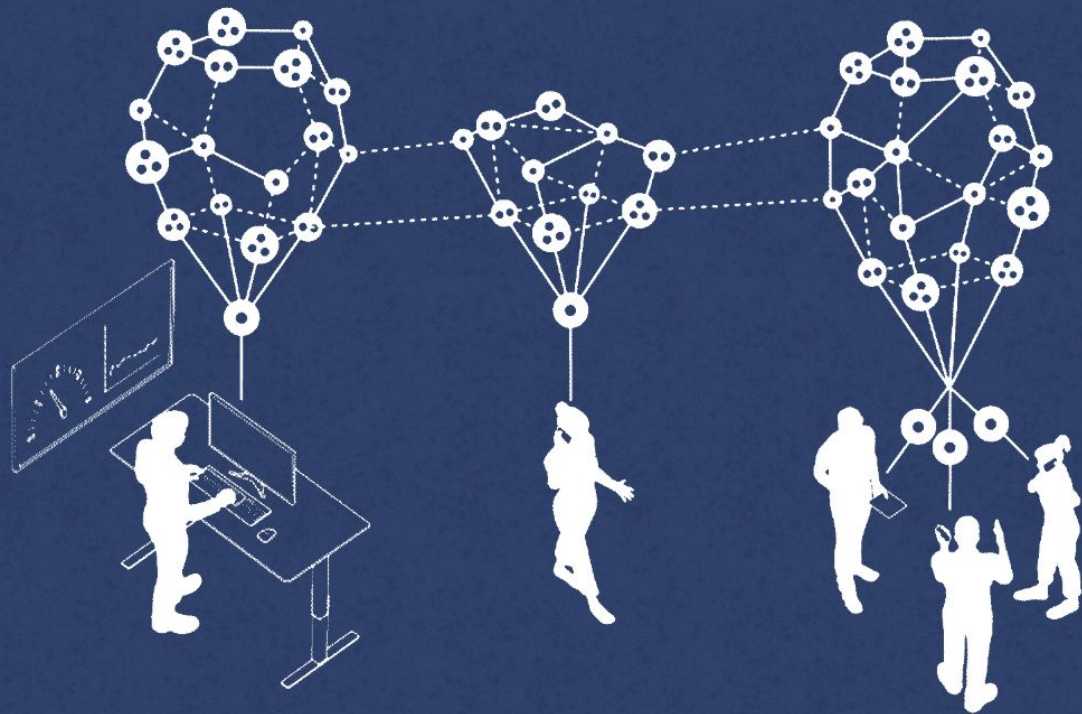
Areas of accelerated AI investment

Over the next 6-12 months



A new metric: The human-agent ratio

Optimal balance



Employees turn to AI for its unique strengths

Primary reason chosen

42%

24/7 availability

30%

Machine speed and quality

28%

Endless stream of ideas on demand

The Emerging Frontier Firm

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You can buy
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2

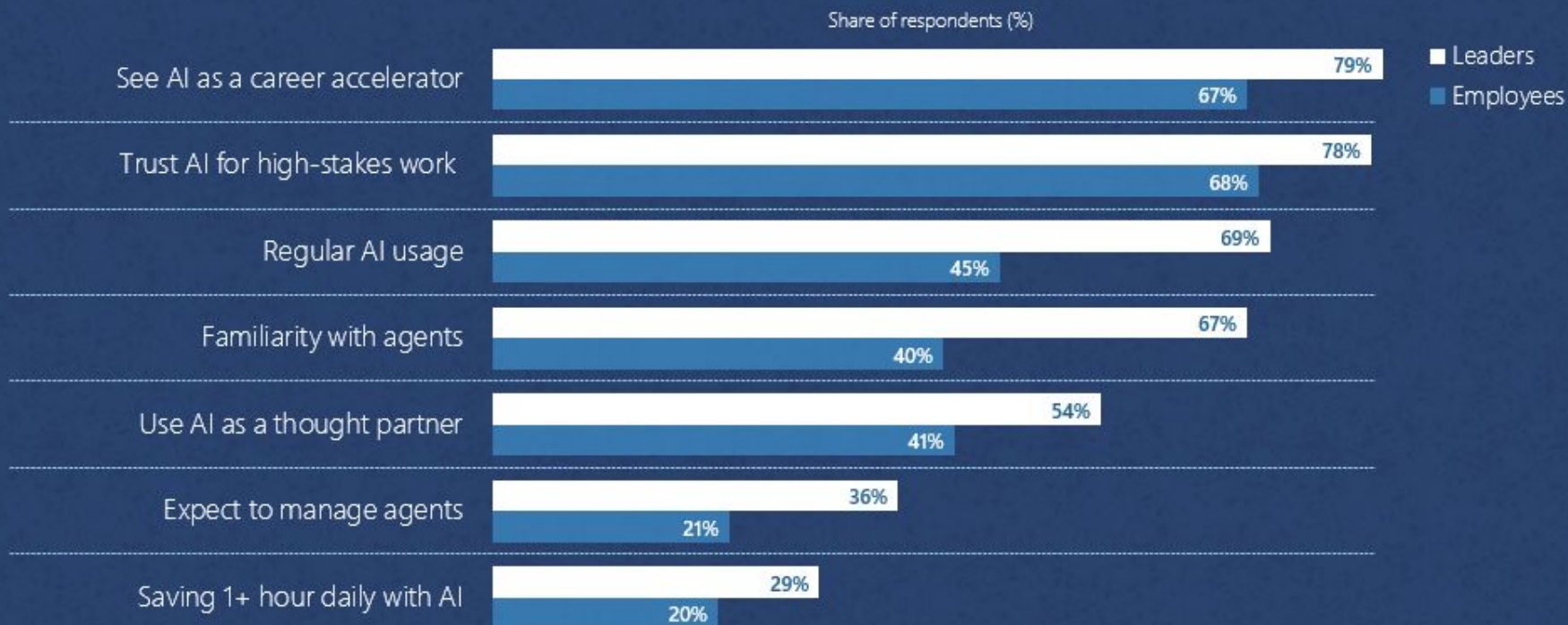
Human-agent teams will
upend the org chart

3

Every employee
becomes an agent boss

Leaders are becoming agent bosses, but everyone needs to shift

7 indicators to identify who has an agent boss mindset



AI skilling and digital labor are top workforce strategies



Labor market signals

2x

Top AI startups are hiring at
twice the rate of Big Tech

78%

of leaders are considering
hiring for AI-specific roles

New jobs emerging

**Agent and
data specialists**

AI trainers

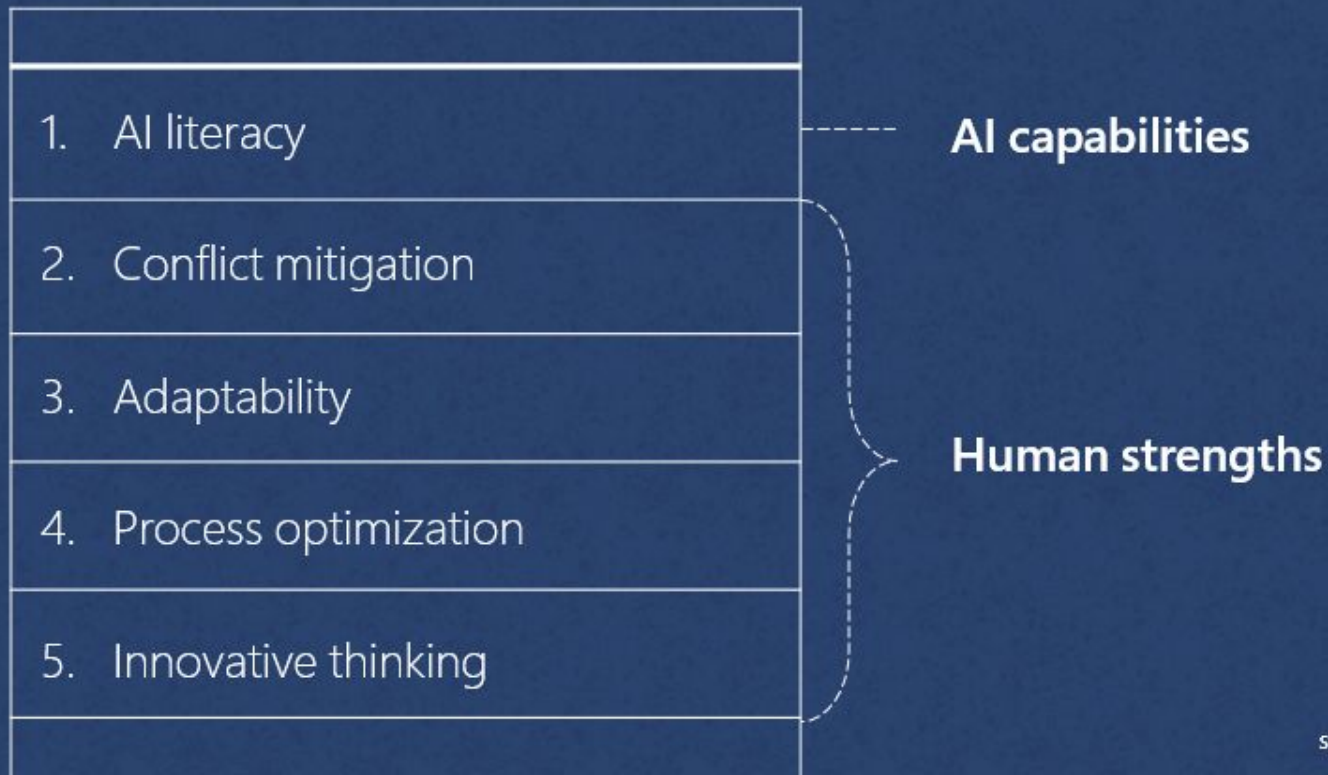
ROI analysts

AI strategists
in marketing, finance,
and customer support



In-demand skills for the new era of work

Top skills for 2025 according to LinkedIn



The path forward

- 1 Hire your first digital employees
- 2 Set your human-agent ratio
- 3 Get to broad scale—fast

What's ahead: AI Season 2

01 Advanced Reasoning

02 "AI only as Good as your Data"

03 Multimodel and Multimodal

04 Model Forward Applications

05 Agent + Multi-agents

06 From "use-case" to reshaping every business process

Search

Chat

Agents

Researcher

Analyst

All agents

Create agent

Chats

Pages

Notebooks

Create

Apps

Researcher



Researcher

Message Copilot



Try these prompts



Help me prepare for my meetings for the next week.

Meeting Prep



Help me prepare for a meeting with [Customer] using interactions, work, web and sales data.

Customer Brief



Create a status report for [Project Name] highlighting key decisions and open items.

Project Update



Create a comprehensive report on the latest advancements in [Topic] including web and work.

Topic Report



Build a comprehensive market share analysis for [Customer Name]. Include data from CBInsights.

Market Analysis



Summarize all items from ADO that need my attention

Status Tracker

History



🔍 Search

💬 Chat

🛠 Agents

🧠 Researcher

📊 Analyst

All agents

Create agent

🕒 Chats

📄 Pages

📖 Notebooks

🔗 Create

📱 Apps

Researcher



Yesterday

Create a marketing plan for our upcoming smart sneaker product launch. Emphasize its ergonomic design, health tracking, and GPS integration. Make sure to include recommendations on the right digital channels and content strategy. Include insights from competitive landscape and our past campaigns.



Message Copilot



🔍 Search

💬 Chat

🔗 Agents ▾

🕒 Chat history ▲

Marketing Plan for Smart Sne...

RFP for new market strategies a...

Follow-up Tasks for Meeting 🔁

FY23 Budget Summary

Weather on upcoming trip

All chats

📄 Pages ▾

📖 Notebooks

🔗 Create

📱 Apps

Marketing Plan for Smart Sneaker Product



Create a marketing plan for our upcoming smart sneaker product launch. Emphasize its ergonomic design, health tracking, and GPS integration. Make sure to include recommendations on the right digital channels and content strategy. Include insights from competitive landscape and our past campaigns.

 Researcher

I see you're looking to build out a marketing plan for the new smart sneaker — sounds exciting. To tailor the strategy effectively, can you answer the following?

1. Do you have specific region in mind, or would you like a global strategy?
2. Is there a specific audience you are focused on?
3. Do you want deeper emphasis on digital channels (social media, influencers) or more traditional approaches?

When you're ready, tell me to "go ahead," and I'll start the research.



1) Global strategy 2) No specific audience 3) Focus on social media.



Message Copilot




 Researcher

Alright, I've started working on your report.

Activity

References 24

 Show less

- ☒ **Exploring product strategy documents**
I'm searching through enterprise content for past sneaker marketing campaigns, focusing on digital channels, content strategies, and campaign results to inform future plans.
- ☒ **OK, I'll search for 'marketing plan channels content strategy sneaker past campaign'...**
- ☒ **Searching for more content**
I'll try to search for that specific phrase or possibly open the "Marketing Plan for Smart Shoe Product.loop" to gather more relevant details and deepen the content strategy insights.
- ☒ **OK, I'll search for "'Smart Sneaker Runners Worldwide'"...**
- ☒ **Gathering competitor and campaign info**
Reviewing competitive landscape, past campaign strategies, and digital engagement approaches. Using internal documents and competitor insights for the marketing plan.
- ☐ **Connecting with  Sales Chat**
Asking Sales for comprehensive information about upcoming smart sneaker products



🔍 Search

💬 Chat

🔗 Agents ▾

🕒 Chat history ▴

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📦 Apps

Marketing Plan for Smart Sneaker Product



- ✓ **Summarizing information gathered from Sales Chat conversation**
Sales chat provided a list of sales records from 2025
- ✓ **Refining target audience and strategy**
I'm considering the broader range of "recreational athletes" and the importance of offline channels like local events and running clubs.
- ✓ **Drafting marketing plan structure**
Crafting a marketing plan structure with sections on executive summary, product overview, market analysis, target audience, digital channels, past campaign insights, and timelines. Focus on ergonomic design, health features, and GPS.
- ✓ **Incorporating citations and planning content**
Planning sections for product concept, unique selling points, competitive landscape, audience segmentation, digital strategy, and past campaigns. Incorporating snippets from internal docs to back claims, including market forecasts, product features, and effective content strategies.

 **Researcher**

Your report on marketing plan for the upcoming smart shoe product is now ready to view.



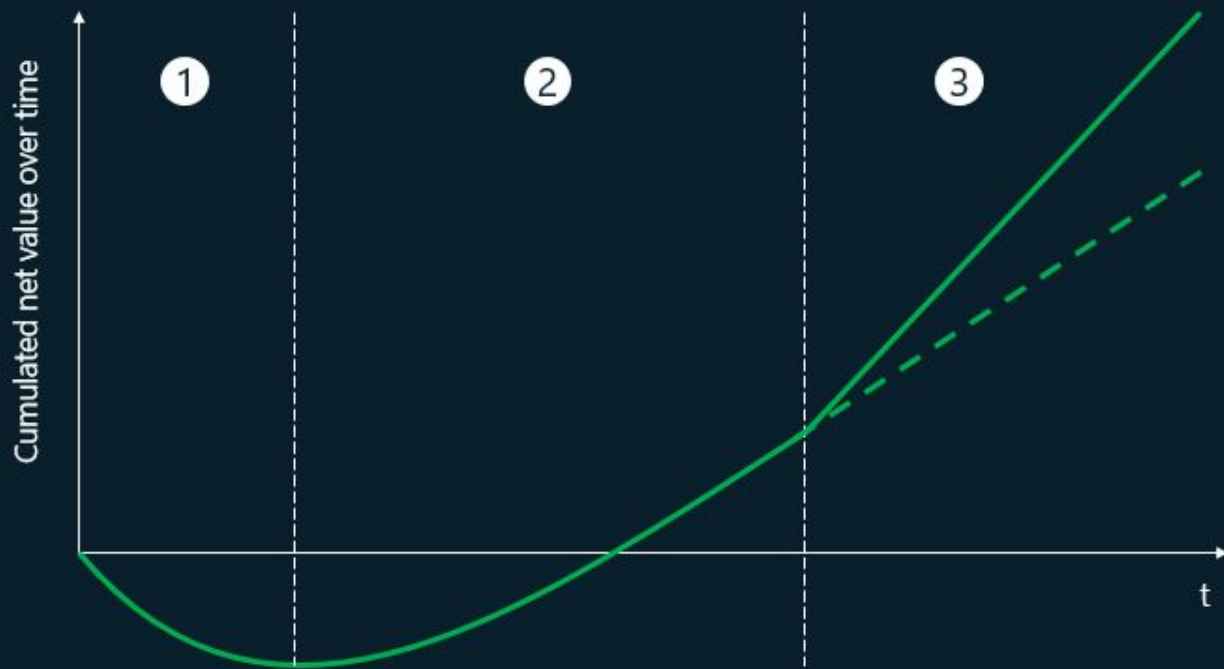
Marketing Plan for Smart Sneaker Product 🔗
Saved in Pages



Message Copilot

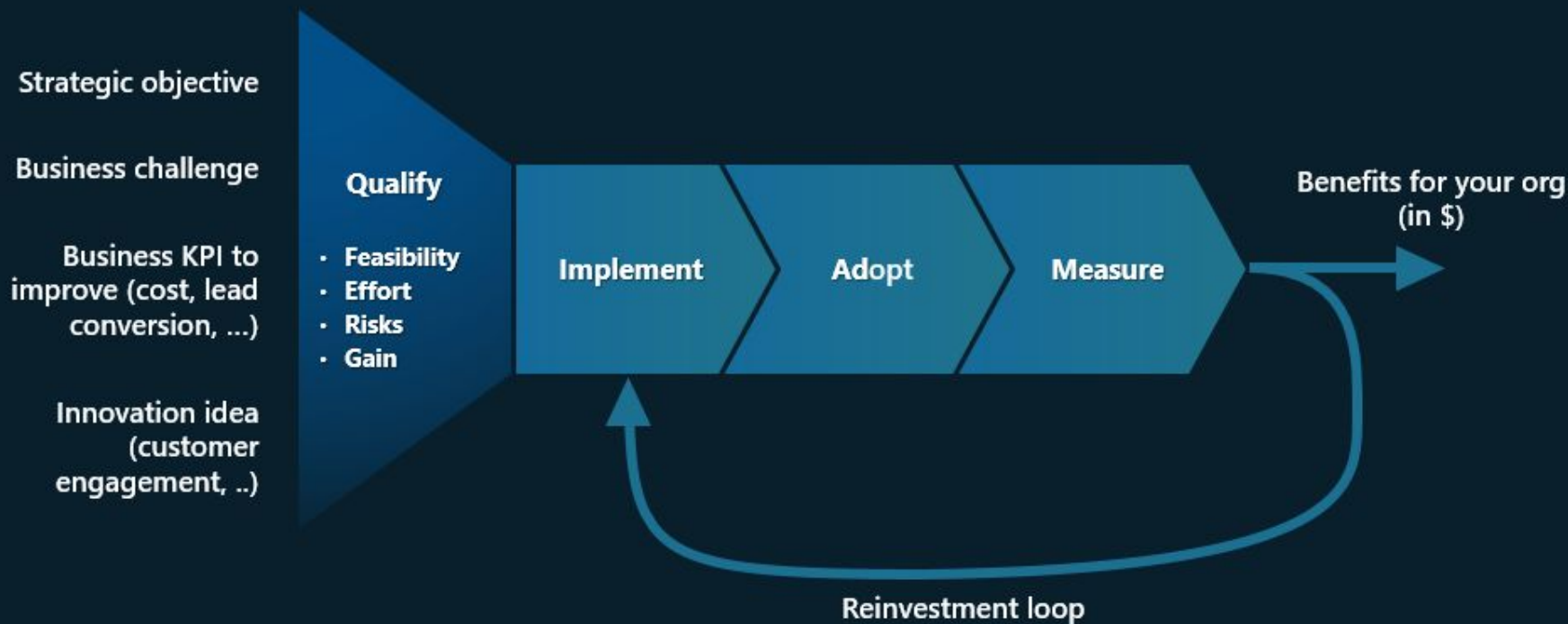


Investment and return



1. Training
2. Acculturation & personal benefits
3. Organizational benefits

Accelerate your AI transformation by reinvesting gains



Resources

The latest Research on AI at Work

- [WorkLab: Hard Data, Compelling Stories, Vital Insights](#)

Full report of the 2025 WTI Survey

- [2025: The Year the Frontier Firm Is Born](#)



Thank You!

