



The effects of Generative AI on productivity

Original research published by Bick,
Blandin, and Deming, September 2024



Gen AI is one of the fastest growing technologies in decades.



Generative AI has been adopted almost **twice as fast** as the internet or PCs.

39.5%

Generative AI

ADOPTION RATE AFTER
TWO YEARS

20%

Internet

ADOPTION RATE AFTER
TWO YEARS

20%

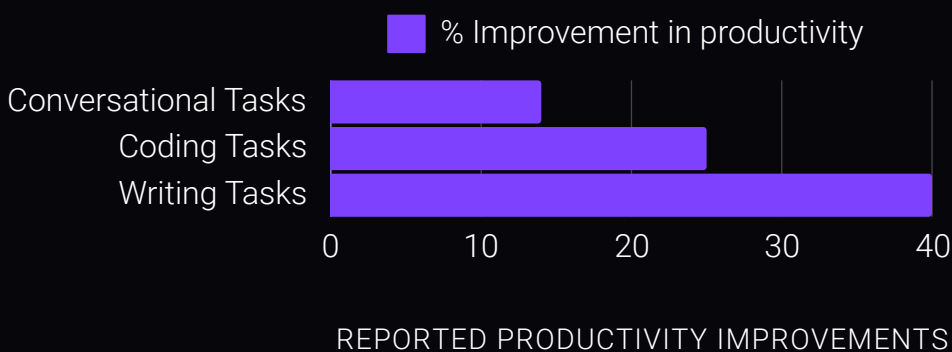
PCs

ADOPTION RATE AFTER
THREE YEARS



AI boosts productivity by up to 25% and quality by 40%.

Especially in areas such as writing, data analysis, and admin support.





The possibilities are endless.



Automate customer support



Improve sales processes



Create marketing content



Optimize demand forecasting



Upskill employees



Personalize customer experiences



Streamline workflow automation



Enhance data visualization and insights



Tips on getting started.

Education and Proficiency

Foster a culture of continuous learning and experimentation with AI technologies

Governance and Processes

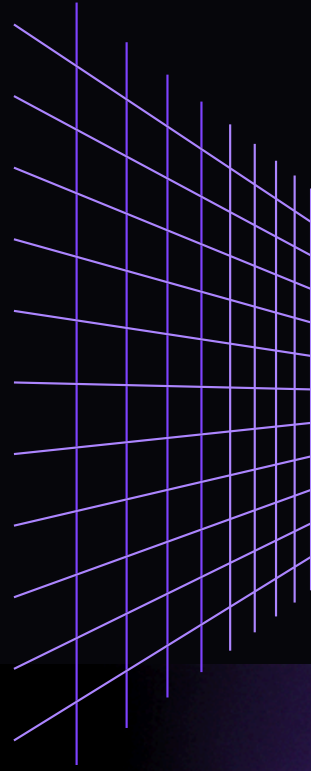
Implement robust processes to ensure legal, ethical, and effective AI integration

Experimentation and Implementation

Regularly share successes and learnings across the organization



Ready to become an AI First organization?



Andy Sack

Brings over 25 years of entrepreneurial and investment expertise in high tech and finance.



Adam Brotman

As the inaugural CDO at Starbucks, Adam's background in digital innovation is unparalleled.

[Book a free consultation](#)