



AI at Work

2025 Report

by Globalization Partners



AI is the most transformative force of our time.

It is reshaping the business landscape and unlocking human potential on a scale we've never seen before. And, it's no longer keeping leaders up at night. As AI's value in improving productivity and efficiency continues to be recognized, trust in its capabilities has grown.

Generative AI was just the tip of the iceberg. As AI becomes increasingly ubiquitous, it will evolve beyond chatbot functionality into a much more sophisticated and embedded tool that allows organizations to be more strategic and create deeper, meaningful interactions.

The future of work and business, and humanity as a whole, depends on how we harness this technology. AI not only

impacts efficiency but can create a more connected and innovative world where opportunities are truly borderless.

The ongoing development of AI technology is pushing the boundaries of what it can do, leading to further integration into new functions and use cases. It's become an increasingly valuable part of the business ecosystem.

The only question remains... What's next?

The second-annual “AI at Work” Report by Globalization Partners (G-P) dives deep into the rapidly evolving AI landscape, offering critical insights for business and HR leaders looking to stay ahead of the curve.

From skyrocketing adoption rates to the shifting dynamics of trust and

governance, the findings reveal one undeniable truth: the future of work is AI-driven and global leaders are all in. This report not only uncovers the state of AI’s role today but also charts a path for organizations to harness its full potential to innovate, optimize and lead in a digital-first world.



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01

The State of AI Adoption: All in on AI



In a time of unparalleled change, **AI is revolutionizing the world of business** and it's continuing to evolve at an accelerated pace.

The latest advancements in Large Language Models (LLMs), AI-as-a-service platforms and user-friendly AI software allow businesses of all sizes to harness the power of AI to enhance decision-making, streamline operations and deliver personalized experiences to customers.

We're seeing AI's broad possibilities

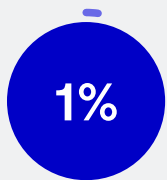
come to life as it is integrated into everyday technologies from smart assistants to autonomous vehicles.

With it comes a sense of excitement, curiosity, skepticism and hesitation. There are concerns to address but a lot more to embrace.

Leaders are eager to **capitalize on AI's potential** too. Nearly three-quarters of executives (74%) view AI as critical to the success of their company, and 60% say their company is aggressively using AI to innovate in their industry.

In the U.S., HR professionals feel this even more than business leaders—82% believe AI is critical to the success of their company.

It seems as though anyone who's anyone is all in on AI.







Only 1% of executives report they are not using AI in any way.

And those already using AI want even more.

The majority (91%) describe their company's approach to its AI initiatives as scaling up.

Show them the money!

The financial impact the majority of executives believe AI will have on their organizations is:

-  Increase market reach
-  Save time through efficiency
-  Reduce operational costs
-  Open new revenue streams

02

In AI We (Mostly) Trust

AI systems are **more sophisticated, adaptable and capable** of tackling increasingly complex tasks than ever before.

Most leaders trust AI to make compliance, marketing and risk management decisions.

But, organizations aren't ready to give AI carte blanche to run their business, only 3% of executives would trust AI to make any decision.

Challenges still remain, including confidence in AI decision-making, data and privacy concerns, legal and regulatory compliance and technical acumen. As executives determine how best to move forward with AI, they are focused on several key considerations including the...



quality of the data going into AI models



the trustworthiness of AI outputs



the accuracy of AI outputs

“As AI’s value in augmenting work and improving productivity continues to be recognized, trust in its capabilities has grown. However, to address concerns about privacy and bias, organizations must prioritize the accuracy of inputs along with human oversight to ensure that AI is not only powerful but also reliable and responsible.”

Nat Natarajan
Chief Product and Strategy Officer, G-P



“Ask AI”

Move over Google—**95% of executives believe AI tools (ChatGPT, Google Gemini, etc.) are more effective than search engines** such as Google Search for looking up information and for research.

While the search engine isn’t dead yet, there are new developments in how people gather information as AI solutions have gained acceptance as the de facto search engine. While Google can offer pages of answers to “what should I cook for dinner” most people have go-to-sources for specialized knowledge, e.g.,

WebMD for health questions, Tripadvisor for travel and G-P for global employment. Now, as new AI options have become available, people are beginning to leverage these solutions for more personalized, direct responses.

While practical and efficient, when it comes to business, organizations must ensure that AI solutions follow data privacy regulations and guidelines to protect each user and the company. Users need to be confident all interactions and information are secure and compliant with global privacy standards.

03

Monitoring & Governance

Big Brother is Watching

As AI adoption within the workplace increases, **many organizations have established governance around its usage.**

Close to all (92%) executives report that their organization requires approval to implement a new AI product.

A little red tape isn't going to slow anyone down though. More than a third (35%) of business leaders reported they would just use the tools anyway, even if they were not authorized.

And privacy, at least when it comes to work activities, isn't much of a concern for executives if they can harness the power of AI.

AI is seen as so important that...

94%

would accept AI monitoring of all their business activities if it guaranteed increased productivity.

46%

would look for a new job at a company that encouraged the use of AI tools if their current job did not allow the use.



Despite how integrated artificial intelligence is becoming in day-to-day work, there are still boundaries that executives have regarding how AI should be used.

More than three-quarters (77%) of executives report they have a formal AI training program within their organization. However, despite these efforts, some employees continue to use unauthorized AI tools, driven by the desire for increased productivity or advanced capabilities not offered by their organizations

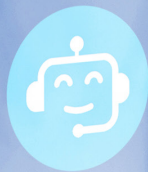
This can create security risks, data privacy concerns and inconsistencies in workflow, as these unsanctioned tools may not meet company standards or compliance requirements.

To address this, companies need to reinforce the importance of using only approved solutions, ensuring proper oversight and fostering a culture where employees understand the potential risks of bypassing corporate AI governance.

Like the training that organizations provide around cybersecurity, such as phishing email tests, employees must implement critical thinking skills when using AI. It is essential they understand that inputting an email into an AI assistant to help with tone might mean that they are sharing sensitive or proprietary information.

Working 9-5 with AI

On average, executives report using AI tools for approximately 40% of their work—with an additional 20% saying they use AI for more than half of their work.



Pop Quiz

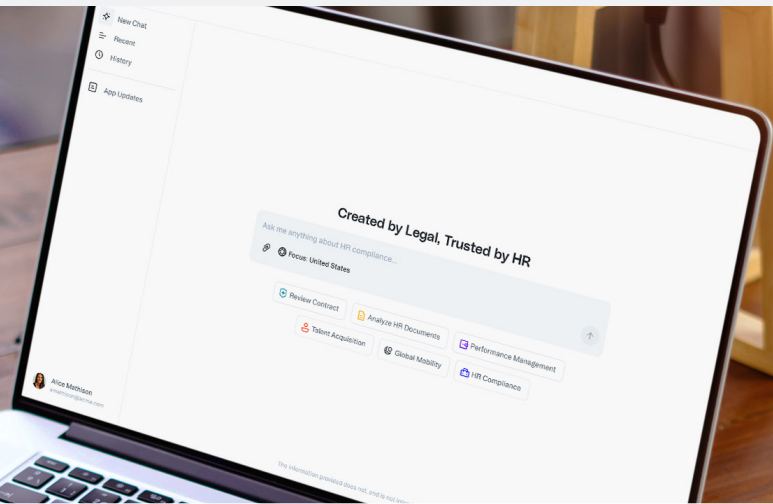
What type of information should you ask an AI agent?

- 01 Create an email to my coworker with our company's Q2 revenue numbers.
- 02 Draft a compliant offer letter for a new hire in the United Kingdom.
- 03 Proofread a memo about my company's unreleased product.

Answer: 02








Looking for an AI agent you can trust?



Gia is your trusted Global HR Agent that resolves employment-related compliance matters instantly. Built on over a decade of global employment and legal expertise and 100,000+ vetted articles, Gia analyzes and generates documents and delivers the answers that HR leaders trust—reducing reliance on outside legal counsel. No delays. No billable hours.

Other AI tools guess. Gia knows. With G-P Verified sources providing instant peace of mind, you can cut outsourced legal costs and admin time by up to 95%, and finally get back to what you do best—focusing on the people that power your business.

Only G-P Gia delivers:

-  **Unmatched expertise**
Gia has learned from nearly a million real-world scenarios, empowering HR leaders to solve both day-to-day and complex HR challenges, no matter the company size or location.
-  **Trusted up-to-date information**
Gia is built on G-P's proprietary knowledge base, over 100,000 legally vetted articles and more than 1,500 government sources.
-  **Accurate answers, fast**
Gia thinks like a lawyer, interpreting the underlying meaning of questions and providing context-specific answers without the need to be an AI prompt expert.
-  **AI engineered to minimize hallucinations**
Gia's patent-pending AI combined with a proprietary RAG model and agentic framework delivers accurate results that are 10x better than the AI industry standard.
-  **Employment contracts in 50 countries and 50 U.S. states**
Gia is the only global employment AI advisor that can review and draft modifications to contracts for legal compliance across 50 countries and all 50 U.S. states—with unmatched speed, precision and global coverage.

04

AI's Productivity Potential

The enthusiasm for AI extends to **productivity gains** that haven't even happened yet.

Executives agree that the greatest opportunities for AI to boost productivity in the workplace are...



Automating key legal compliance requirements



Summarizing data and providing in-depth analysis



Automating tasks

However, there's a growing acceptance—if not outright preference—among executives to use AI for maximizing efficiency, even at the expense of headcount.

Two-thirds of executives (67%) would rather use AI tools and be 50% more productive, even if it means reducing headcount, compared to a third (33%) who would prefer to keep their colleagues, even if they are not as productive as they could be.

AI's capacity to optimize processes and increase output will only expand, making it an invaluable asset for enhancing productivity in the workplace.

“It's crucial for leaders to understand the value AI brings to the business and set clear expectations for employees on the technology's purpose and its impact on their roles. Further, by advocating for continuous learning opportunities with AI, leaders can empower employees to stay ahead of innovation and thrive in an AI-driven future.”

Laura Maffucci
Head of HR, G-P

05

The Future HR Leader is Here

The HR industry has long had the perception of being slow to embrace new technology, with critics labeling it a laggard. However, this is no longer the case.

HR is emerging as a leader in innovation with HR teams and professionals harnessing AI as a crucial ally to redefine and elevate its operations.

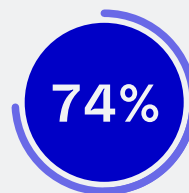
Professionals who work in human resources are becoming reliant on the advantages of AI and increasingly view it as necessary for their company's success.

Almost half (46%) of U.S. HR pros think AI supports how their organization operates by enhancing talent management (e.g., creating personalized trainings, managing performance, etc.)

In this new era, HR professionals and teams are incentivized to become familiar with and comfortable using AI to keep up with business demands.

In making the leap to AI technology and solutions, HR departments have shifted to new ways of streamlining recruitment processes and enhancing employee experiences to deliver data-driven insights for compliance and strategic decision-making.

The work has paid off...



of U.S. HR leaders believe their own department is ahead of other functions when it comes to adapting to AI initiatives.

AI allows HR teams to spend more time on the aspects of their jobs they enjoy and work that drives greater impact: shaping culture, driving innovation, building employee engagement and creating high-performing teams.



Whether they're working at companies pursuing AI aggressively or scaling up cautiously, **90% of HR professionals expect artificial intelligence to ramp up at their workplace** this year.

Fueled by this excitement, how can HR leaders visualize improvements to their role and its impact on the future of work?

The Future HR Leader...



Doesn't spend any time creating global contracts—yet they're able to hire all over the world.



Doesn't need to run to Legal to check compliance for every new market they're hiring in—yet they're always up to date with ever-changing regulations.



Doesn't need to manually manage complex benefit structures for multiple countries—yet they know exactly what health plan to recommend to their new hire in Mexico.

By leveraging cutting edge AI technology, the future HR leader can be a more strategic business partner and focus on driving innovation, building high-performing teams and fostering an exceptional employee experience.

06

From Gen AI to the AI Generation



Chatbots such as ChatGPT and Google Gemini are wildly popular, but executives don't view them as the only, or even the best use, of AI.

Most leaders (91%) agree that those who are only using the chatbot capabilities of ChatGPT, Google Gemini or similar tools are missing out on the full potential of generative AI.

As AI matures beyond chatbots, it will become an indispensable component of business and daily life, moving beyond scripted conversations to truly

understanding and solving human problems.

Workers will become more comfortable using AI technologies, and AI products will be advanced enough to act with limited human oversight and involvement. As a result, we will see a large increase in the number of “AI agents” and “AI coworkers.”

So what's next?

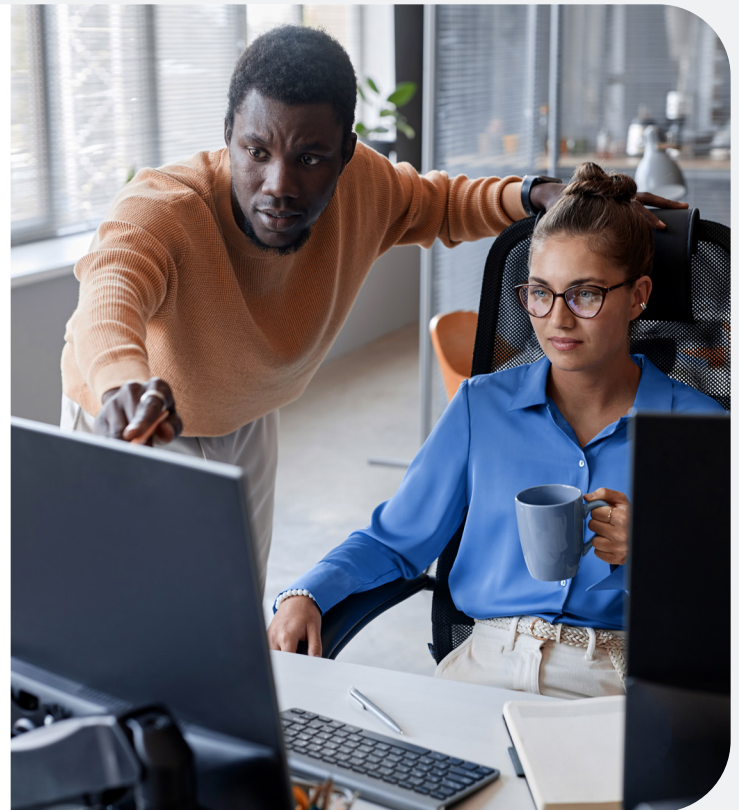
The imperative for business and HR leaders is clear: Embrace the AI technologies that will define the next era of HR.

The ability to adapt and harness the power of AI will not only shape business outcomes but transform work itself.

Learn more about how AI is reshaping the future of work and how it will change your global HR approach:

Check out G-P's latest webinar.

"AI at Work:
What to Expect in 2025"



Methodology

The 2025 G-P AI at Work survey was conducted by Wakefield Research among 2,850 executives with a minimum seniority of VP, in the US, Germany, Singapore, Australia and France, including a separate audience of 500 US HR professionals. The questionnaire was fielded between January 17 and January 27, 2025, using an email invitation and an online survey.

About Globalization Partners

Globalization Partners (G-P) is the recognized leader in global employment, delivering everything companies of all sizes need to manage the full employee lifecycle. G-P offers a robust suite of products, including the trusted Global HR Agent, G-P Gia, and AI-enabled Employer of Record (EOR) and Contractor products. G-P supports teams in 180+ countries with more than a decade of global employment experience, the largest team of in-country HR, legal, and compliance experts, and its unmatched proprietary knowledge base.

