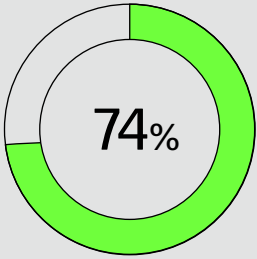




Work Is Not Really Working

The Future of Work Needs AI and Personalization

The World's Relationship with Work Remains Unhealthy - In 2024, only 28% of workers report a healthy relationship with work, a one-point increase from 2023. New findings hone in on two potential solutions to improve relationships with work: **AI and personalized work experiences.**

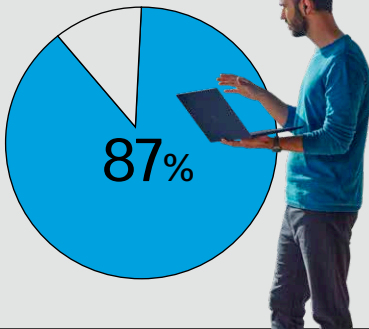


74% of business leaders agree now is a critical time to redefine our relationships with work, a 7-point increase from 2023.

At least two-thirds of knowledge workers express a desire for **personalized work experiences.**



87% of knowledge workers would be willing to forgo a portion of their salary for a more personalized work experience.



Knowledge workers feel personalized work would...

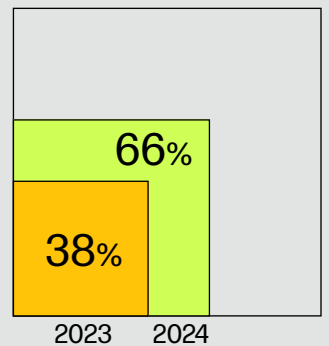
70%	Make them more productive
69%	Make their relationship with work better
68%	Incentivize them to stay with their company longer

On average, knowledge workers would be willing to forgo up to 14% of their salary for more customized work experiences.

Average percent of salary knowledge workers from each generation would be willing to forgo:

Gen Z	19%
Millennials	15%
Gen X	11%
Boomers	11%

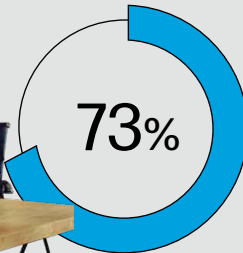
AI usage among knowledge workers has surged to 66% in 2024, up from 38% last year.



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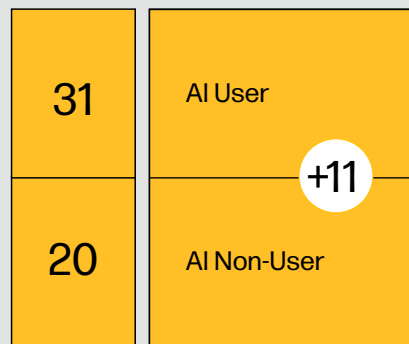
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73% of knowledge workers who use AI say a better understanding of it will make it easier to advance their careers.

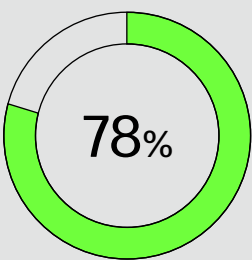
2024 Knowledge Worker WRI Score

The Work Relationship Index score for knowledge workers who use AI is 11-points higher than that of their colleagues who don't, and 37% of non-AI users express fear of job replacement by AI, a 5-point increase from last year.



Knowledge workers who use AI believe...

73%	AI makes their jobs easier
68%	AI opens up new opportunities to enjoy work
60%	AI plays a key role in improving work-life balance

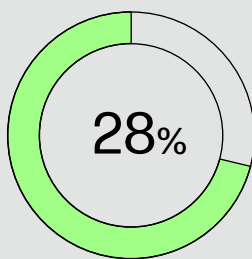


78% of knowledge workers say it's important to have senior leadership who demonstrate empathy,

On average, female business leaders are 12-points more confident in their skillset compared to their male counterparts.

% of business leaders who are confident they have the right skills to be successful at work:

but only 28% of knowledge workers say they consistently experience this.



Male business leaders:

Female business leaders:

42%

54%

90% of leaders acknowledge the benefits of empathy, but only 44% feel consistently confident in their human skills.

