EMBARGO LIFTS – January 15, 2024 at 9:30am ET
Gen AI Pulse Survey Report, Wave 1

Gen AI Pulse Survey, Wave 1 2023

Now decides next

Insights from the leading edge of Gen AI

Gen AI

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Introduction

Insights from the leading edge of Gen AI

Will generative AI be the greatest, most impactful technology innovation in history? Will it completely transform how humans live and work? Or will it turn out to be just another technology *du jour* that promised revolutionary change but ultimately delivered only incremental improvement? Right now, no one really knows.

What we do know is that many breakthrough technologies of the past have followed a common adoption pattern: initial awareness; excitement leading to hype; mild disappointment as hype met reality; and then explosive growth once the technology reached critical mass and proved its worth.

Generative AI (Gen AI) seems to be following the same pattern, only much, much faster. ChatGPT was publicly released on November 30, 2022, largely as a technology demo. Two months later it had already attracted an estimated 100 million active users, making it the fastest-growing consumer application in history.[i]

Since then, Gen AI has continued to advance by leaps and bounds and many new tools and use cases have emerged—providing a powerful glimpse at the technology's vast potential to transform how people live and work.

During this frenzied period of Gen AI advancement and adoption, leaders in business, technology, and the public sector are under tremendous pressure to understand Gen AI—and to figure out how to harness its capabilities most effectively (or at least avoid being disrupted). They also sense that *now decides next;* that their decisions and actions today will significantly affect how Gen AI unfolds in the future, for better or worse.

It's been said that people tend to overestimate the effect of a technology in the short run and underestimate its effect in the long run. This phenomenon has occurred many times in the past and could very well happen again with Gen AI. However, given Gen AI's dizzying pace of change, the gap between the short run and long run might be measured in days, weeks, or months—not years or decades.

To help make smart decisions, leaders need objective, timely information about current Gen AI developments—and where things are headed. Which is why Deloitte is conducting this ongoing quarterly survey. Our goal is to take the pulse of Gen AI adoption, offer a view of what's happening, track evolving attitudes and activities, and deliver practical, actionable insights that can help leaders like you make informed and confident decisions about AI, strategy, investment, and deployment.

In this report, we examine our Wave 1 findings in detail, supported by insights from Deloitte's AI-related work with organizations across every major industry and many geographic regions. We also offer a forward-looking view to help you decide what Gen AI actions may make sense for your own organization and situation.

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About the Gen AI Pulse survey and this report

This is the first of a series of quarterly surveys intended to track the integration of gen AI in the enterprise. This research builds from Deloitte's previous State of AI in the Enterprise report which has been running for six years now. This wave of the survey, conducted between October 2023 and December 2023, connected with more than 2,800 AI-savvy business and technology leaders directly involved in piloting or implementing gen AI at major organizations across 16 countries and six industries including Consumer, Energy, Resources & Industrials, Financial Services, Life Sciences & Health Care, Technology, Media & Telecomm, and Government & Public Services.

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Now: Key findings

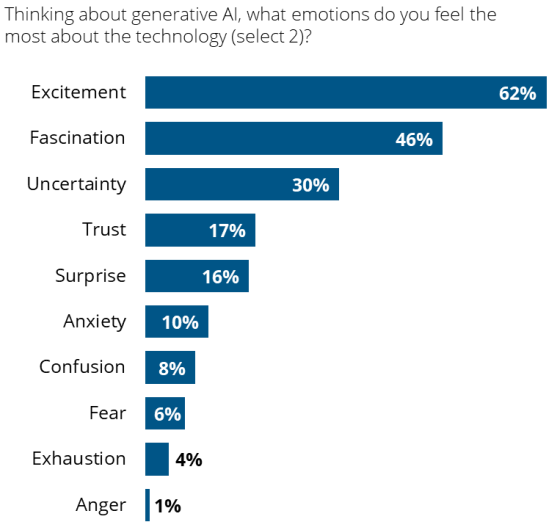
This first Gen AI pulse survey was completed on December 5, 2023, and included more than 2,800 AI-savvy business and technology leaders directly involved in piloting or implementing Gen AI at major organizations around the world. Here's what they had to say about sentiment, use cases, challenges and more.

1. **Excitement about Gen AI remains high, and transformative impacts are expected in the next 3 years**

31% of the leaders we surveyed expect substantial transformation in less than one year; 48% expect it in one to three years.

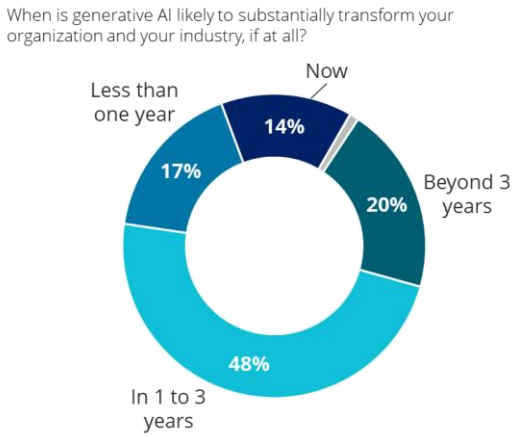
Nearly two-thirds (62%) of the business and technology leaders surveyed report excitement as a top sentiment with regards to Gen AI; however, that excitement is tinged with uncertainty (30%) (Figure ##). The vast majority of respondents (79%) expect Gen AI to drive substantial transformation within their organization and industry over the next three years—with nearly a third expecting substantial transformation to occur now (14%) or in less than one year (17%) (Figure ##).

Figure ##:Gen AI elicits a range of strong emotions



Source: State of Generative AI Survey, Wave #1 (Oct/Nov 2023); N (Total) = 2,835

Figure ##:
When is Generative AI likely to transform your organization?



The survey results suggest many AI-fueled organizations are on the verge of scaling up their efforts and embracing Gen AI in a more substantial way. This aligns with what we're seeing in the marketplace, where organizations around the world are racing to move from experimentation and proofs-of-concept to larger scale deployments across a variety of use cases and data types – pursuing both speed and value capture while managing potential downside risks and societal impacts.

In future surveys, we will be closely monitoring progress in this area—particularly with regard to organizations' expertise, capabilities, tangible outcomes, and responses to rapidly emerging advances in Gen AI technology.

2. Many leaders are confident about their organization's Gen AI expertise

44% rate their organization's Gen AI expertise as high or very high, but is such expertise even possible given the pace of Gen AI advancement?

A large percentage of our survey respondents (44%) believe their organizations currently have high (35%) or very high (9%) levels of expertise with Gen AI. This result is somewhat surprising given how rapidly Gen AI is evolving. (Figure ##).

Figure ##:

Self-assessed expertise with Gen AI runs high.

Source: State of Generative AI Survey, Wave #1 (Oct/Nov 2023); N (Total) = 2,835

Within the specific context of our survey, high levels of confidence seem entirely reasonable since we deliberately chose experienced leaders with direct involvement in AI initiatives at large organizations already piloting or implementing Gen AI solutions. However, given how rapidly the field of Gen AI is unfolding, it may be worth questioning the extent to which *any* leader should feel highly confident in their organization's expertise and preparedness. In fact, even today's foremost AI experts who are personally developing Gen AI technologies at times seem genuinely surprised by their own creations' capabilities.[ii]

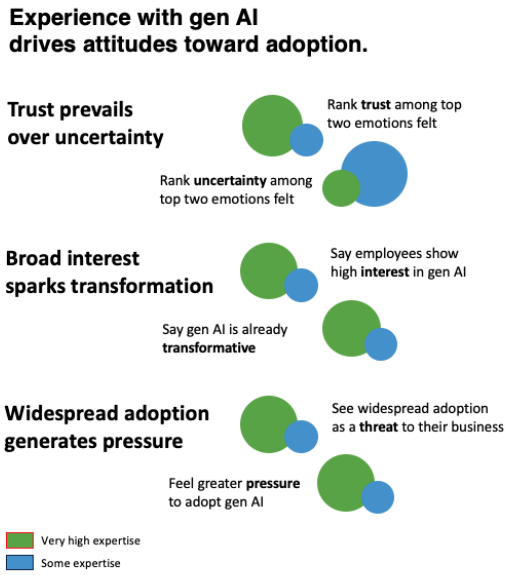
Do some leaders consider their organizations to have high expertise based largely on the knowledge and experience gained from small-scale pilots with a small number of Gen AI tools? If so, leaders and organizations might actually become *less* confident over time as they gain experience with the larger challenges of deploying Gen AI at scale. In other words, the more they know, the more they might realize how much they don't know. This is a trend we've seen time and again with other technological advancements, and one we'll be watching closely in our future surveys.

3. **Organizations who report very high expertise in Gen AI tend to feel more positive about it—but also more pressured and threatened**

Leaders of organizations with very high expertise are more likely to view Gen AI a threat to their business and operating models.

Relative to other respondents, leaders who rate their organization's overall Gen AI expertise as "very high" tend to feel much more positive about Gen AI; however, they also feel more pressure to adopt it and see it as more of a threat to their business and operating models. (Figure ##).

Figure:
Experience with Gen AI drives attitudes toward adoption.



Analysis showed that this group is using more modalities, deploying Gen AI across more enterprise functions, and pursuing more use cases. As you can see in the figure XX, leaders who report very high levels of expertise were also more likely to report higher levels of trust and lower levels of uncertainty. They also tended to show broader interest in Gen AI and expected faster transformation for their organizations.

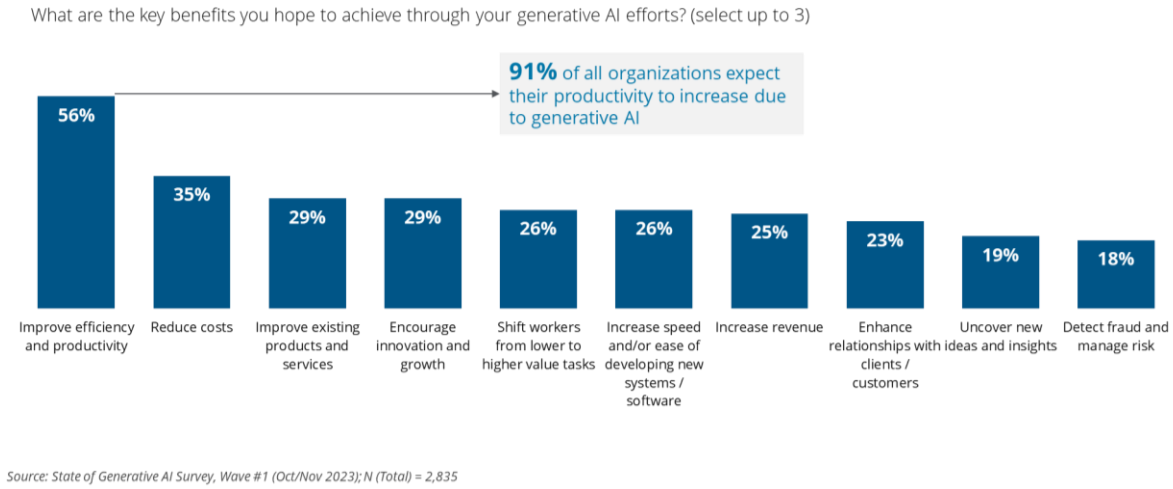
At the same time, these respondents' greater understanding of Gen AI appears to be shaping their perspective on potential impacts—positive and negative. Many see widespread adoption of Gen AI as a threat to how their organizations operate and conduct business, amplifying the pressure and urgency they feel to adopt generative AI and scale it.

4. **Current Gen AI efforts remain more focused on efficiency, productivity, and cost reduction than on innovation and growth**

91% of all organizations expect their productivity to increase due to generative AI.

The majority of organizations surveyed are currently targeting *tactical* benefits such as improving efficiency/productivity (56%) and/or reducing costs (35%). Also, 91% expect Gen AI to improve their organization's productivity, and 27% expect productivity to increase significantly. A smaller percentage of organizations are targeting *strategic* benefits such as innovation and growth (29%). (Figure ##).

Figure ##: Key benefits organizations hope to achieve with Gen AI



Source: State of Generative AI Survey, Wave #1 (Oct/Nov 2023); N (Total) = 2,835

This is consistent with past technology adoption patterns. Initially, most organizations logically focus on incrementally improving their existing processes and capabilities—capturing value from low-hanging fruit while building knowledge, experience, and confidence with the new technology. Later, they expand or shift their focus to improvements that are more innovative, strategic, and transformational—using the new technology to drive growth and competitive differentiation and advantage through capabilities that simply weren't possible before.

Surveyed leaders that cite higher levels of AI expertise show earlier signs of moving up this curve. They are more focused on uncovering new ideas and insights (26% vs. 19% for the overall respondent pool), with less emphasis on efficiency and productivity (44% vs. 56% for the overall respondent pool) and cost reduction (26% vs. 35% for the overall respondent pool)—although those tactical benefits continue to be their bigger focus. In addition, nearly three-quarters of organizations that cite very high Gen AI expertise have already begun integrating Gen AI into their product development and R&D activities, which are key drivers of innovation and growth.

As more organizations gain expertise and experience with Gen AI, will they reinvest their dividends from improving efficiency and productivity to pursue more strategic benefits such as innovation and growth? Or will they use those dividends in other ways? This is another area we'll be monitoring closely in future pulse surveys.

Although productivity and efficiency can be transformational, especially on the massive scale Gen AI has the potential to enable, ultimately the greatest value and strategic differentiation will likely come from using Gen AI to enable innovative new products, services, and capabilities that wouldn't be possible otherwise—and to enable new business models and new ways of working across the enterprise.

In addition, organizations that cite very high Gen AI expertise are already taking a much more comprehensive approach than average, with significantly higher Gen AI adoption levels across a broad range of functional areas—particularly areas such as HR and Legal, risk, and compliance, where those organizations' Gen AI adoption rates are nearly three times higher than for the total respondent pool. (Figure ##)

Figure ##: Level of Gen AI adoption by functional area (limited + large scale deployments)

Level of gen AI adoption *(limited + at scale implementations)*

What is your organization's current adoption level of generative AI across the following functions?

(% of those who are using generative AI in a limited or at scale implementation)	Total	Little expertise	Some expertise	High expertise	Very high expertise
IT / cybersecurity	**46%**	22%	38%	57%	**71%**
Marketing, sales, and customer service	**41%**	16%	34%	50%	**73%**
Product development / R&D	**41%**	14%	28%	57%	**73%**
Strategy and operations	**35%**	10%	26%	47%	**62%**
Supply chain / manufacturing	**29%**	9%	21%	37%	**61%**
Finance	**25%**	5%	14%	37%	**63%**
Human resources	**23%**	6%	13%	29%	**64%**
Legal, risk, and compliance	**21%**	7%	10%	28%	**60%**

Source: State of Generative AI Survey, Wave #1 (Oct/Nov 2023); N (Total) = 2,835; N (Very high) = 267; N (High) = 1,003; N (Some) = 1,273; N (Little) = 274

[Callout section — same as removed from above, proofing revisions made]

Gen AI: Have we seen this movie before?

The term "unprecedented" often is thrown around business and technology, to the point of being cliché. However, in describing the pace of Gen AI's emergence and advancement—and its massive potential impact on business (and humanity as a whole)—unprecedented could be an understatement.

Gen AI is already widely available to the public and has a running start toward critical mass. Also, similar to smartphones, Gen AI is easy for an average user to use without much training—and can help with activities they already engage in everyday—so the barriers to adoption are low. What's more, Gen AI has the unique potential to assist with its own future development, which could trigger a cycle of exponential improvement at exponential speed.

Gen AI's speed factor may give organizations less time to ruminate or dabble with small-scale pilots, and reduces the margin for error—while increasing the consequences of inaction. It also creates opportunities to generate extraordinary business value very quickly.

Despite Gen AI's greatly accelerated pace, understanding typical adoption patterns from previous breakthrough technologies can provide valuable lessons that leaders can use to help them understand and fully capitalize on Gen AI's rapid advancement.

As in the past, organizations' initial efforts will likely center around efficiency, productivity, cost savings, and other incremental improvements. This is expected to help the workforce get accustomed to using Gen AI, and will show people how it can help make their jobs easier. Also, early Gen AI wins will likely help produce cost savings and momentum that can be channeled into higher value opportunities that are more strategic and differentiated in nature, such as enabling new products, services, business models, and innovative ways of working that simply weren't possible before Gen AI.

5. Most organizations are still primarily relying on off-the-shelf Gen AI solutions

The vast majority of organizations surveyed are currently using off-the-shelf Gen AI solutions with relatively few using more focused and differentiated industry solutions

In line with their current emphasis on tactical benefits from Gen AI, the vast majority of respondents are currently relying on off-the-shelf Gen AI solutions, such as: productivity applications with integrated Gen AI (71%); enterprise platforms with integrated Gen AI (61%), and standard Gen AI applications (68%) and publicly available LLMs (56%), such as ChatGPT.

Relatively few are using more narrowly focused and differentiated Gen AI solutions, such as: industry-specific software applications (23%); private LLMs (33%); and open-source LLMs [customized to their business] (25%).

Reliance on standard, off-the-shelf solutions is consistent with the current early phase of Gen AI adoption, which is primarily focused on improving the efficiency and productivity of existing activities. However, as use cases for Gen AI become more specialized, differentiated, and strategic, the associated development approaches and technology infrastructure will likely follow suit.

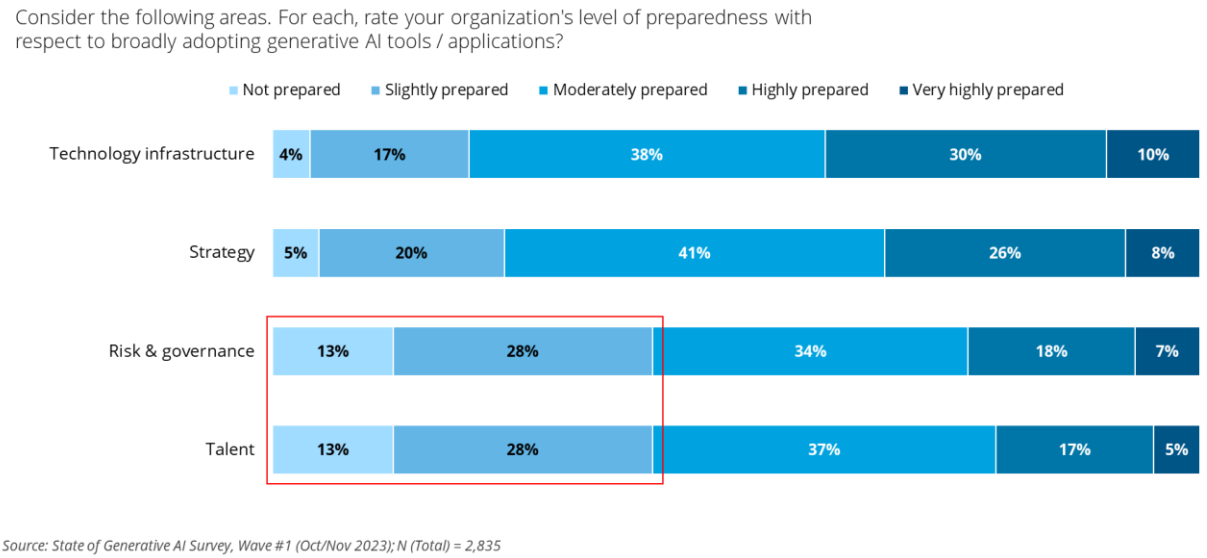
When will we see complex, high-value use cases that are truly differentiated and tailored to the specialized needs of specific companies, functions, and industries? Also, how will organizations combine internal and external resources to create customized Gen AI tools that enable strategic differentiation? In particular, will we see off-the-shelf technology offerings be supplemented by private or hybrid public/private development approaches and technology infrastructures capable of delivering and supporting those differentiated solutions?

6. Talent, governance, and risk are critical areas where Gen AI preparedness is lacking

Respondents claimed the highest levels of preparation in technology and strategy, while feeling far less prepared in risk and talent.

In this initial survey, 41% of leaders believe their organizations are only slightly or not at all prepared to address talent concerns related to Gen AI adoption, while 22% consider their organizations highly or very highly prepared. Similarly, 41% of leaders believe their organizations are only slightly or not at all prepared to address governance and risk concerns related to Gen AI adoption, while 25% consider their organizations highly or very highly prepared. (Figure ##).

Figure ##: Preparedness for Gen AI



Source: State of Generative AI Survey, Wave #1 (Oct/Nov 2023); N (Total) = 2,835

Larger percentages of leaders report high to very high levels of preparedness in technology infrastructure (40%) and strategy (34%); however, the survey results show there is still significant room for improvement.

Gen AI barriers related to risk and governance

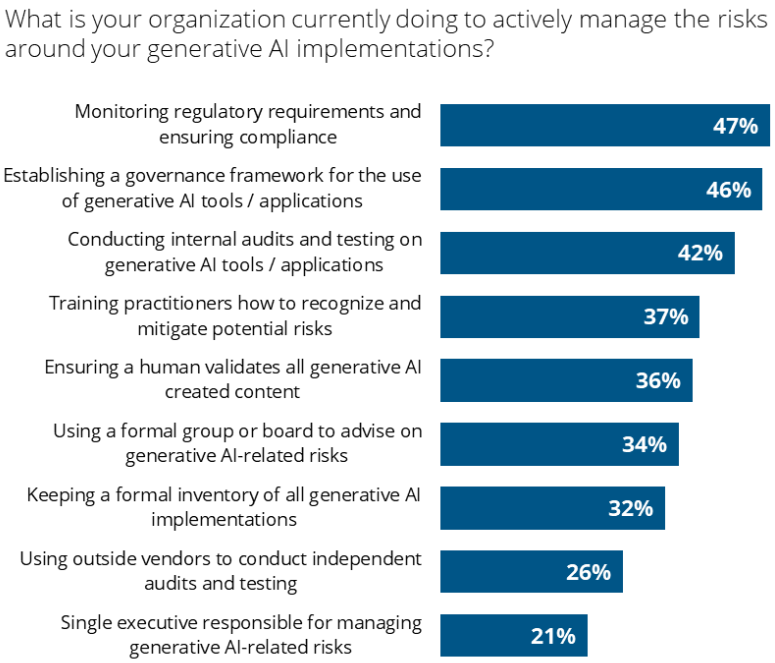
When it comes to risk & governance, Gen AI is definitely not just another technology. The fundamental challenge is how to capitalize on AI's power without losing control of it. After all, the capability people seem to find most enthralling about Gen AI is its ability to simulate human thinking and behavior so convincingly. Of course, human thinking and behavior aren't always perfect, predictable, or socially acceptable—and the same is true for Gen AI.

Specific Gen AI risks and concerns include: inaccurate results and information (i.e., "hallucinations); legal risks, including plagiarism, copyright infringement, and liability for errors; privacy and data ownership challenges; lack of transparency, explainability, and accountability; and systemic bias. The latter exemplifies a different category of risk in which AI amplifies and exacerbates a problem that already exists, whether it's propagating and systematizing existing social biases; facilitating and accelerating the spread of misinformation; helping criminals commit crimes; or fanning the flames of political divisiveness, just to name a few.

According to the business and technology leaders we surveyed, the biggest concerns related to governance are: lack of confidence in results (36%); intellectual property concerns (35%); misuse of client or customer data (34%); ability to comply with regulations (33%); and lack of explainability/transparency (31%).

Some of the surveyed organizations are already actively managing Gen AI implementation risks through actions such as: monitoring regulatory requirements and ensuring compliance (47%), establishing a governance framework for Gen AI (46%), and conducting internal audits and testing on Gen AI tools and applications (42%). (Figure ##). However, such organizations are in the minority and their actions barely scratch the surface of the challenge. This is especially true given that regulatory requirements typically lag behind the pace of technology innovation, although the US White House executive order and European Union's ambitious Artificial Intelligence Act are a clear sign government leaders in many parts of the world are taking the issue of AI risk very seriously.

Figure ##: Managing Gen AI implementation risk

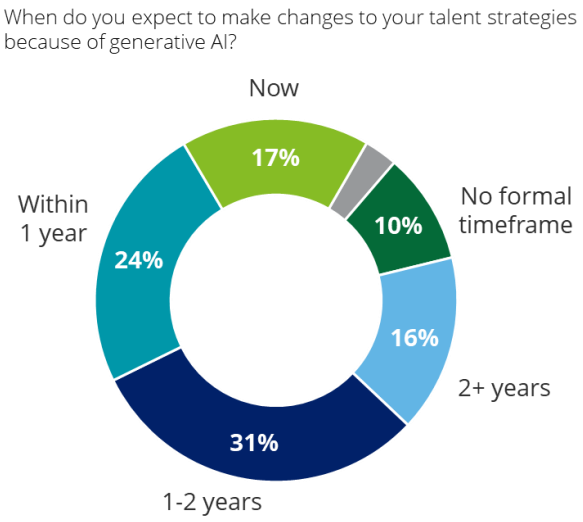


Gen AI barriers related to talent and workforce

Gen AI has the unique potential to supplement human workers across a vast array of activities traditionally thought of as uniquely human. As such, its impact on talent and workforce strategies could be immense. How will Gen AI affect organizations and their workers in the short and long run? Which types of skills will be most affected, and when?

The vast majority of leaders we surveyed (72%) expect Gen AI to drive changes in their talent strategies sometime within the next two years, either: now (17%), within 1 year (24%), or in 1-2 years (31%). (Figure ##).

Figure ##: Gen AI is impacting talent strategies now

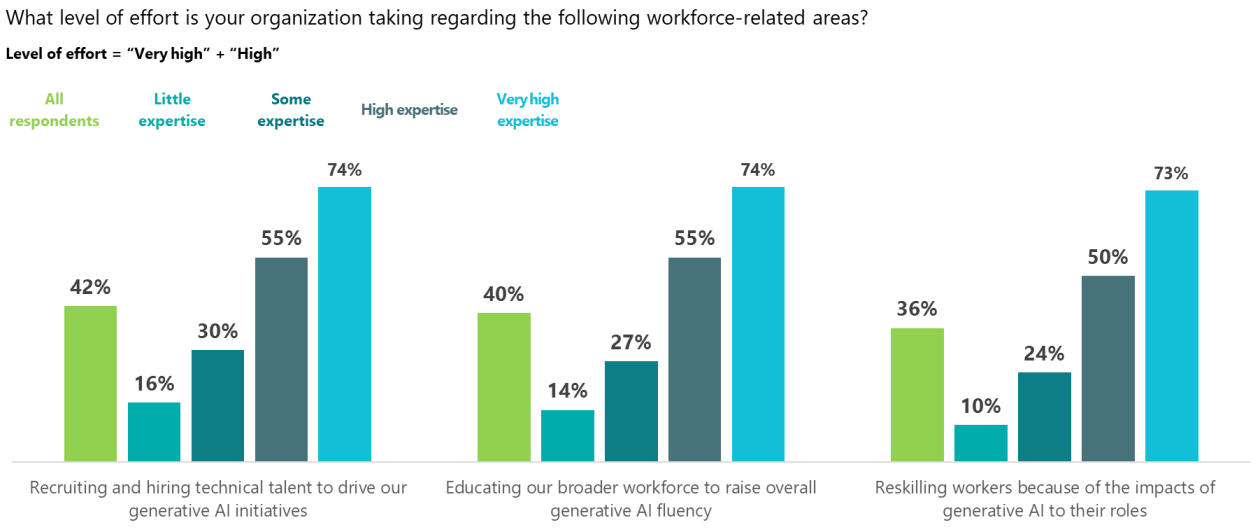


Source: State of Generative AI Survey, Wave #1 (Oct/Nov 2023); N (Total) = 2,835

However, less than half (47%) agree that they are sufficiently educating their employees on the capabilities, benefits, and value of Gen AI and respondents cite a lack of technical talent and skills as the single biggest barrier to Gen AI adoption.

Against this backdrop, some respondents report making a high or very high effort to: recruit and hire technical talent to drive their Gen AI initiatives (42%); educate the workforce about Gen AI (40%); and reskill workers impacted by Gen AI (36%). Those numbers are much higher for leaders who view their organization's Gen AI expertise as very high (74%, 74%, and 73%, respectively). (Figure ##).

Figure ##: Preparing workforces for Gen AI



Source: State of Generative AI Survey, Wave #1 (Oct/Nov 2023); N (Total) = 2,835; N (Very high) = 267; N (High) = 1,003; N (Some) = 1,273; N (Little) = 274

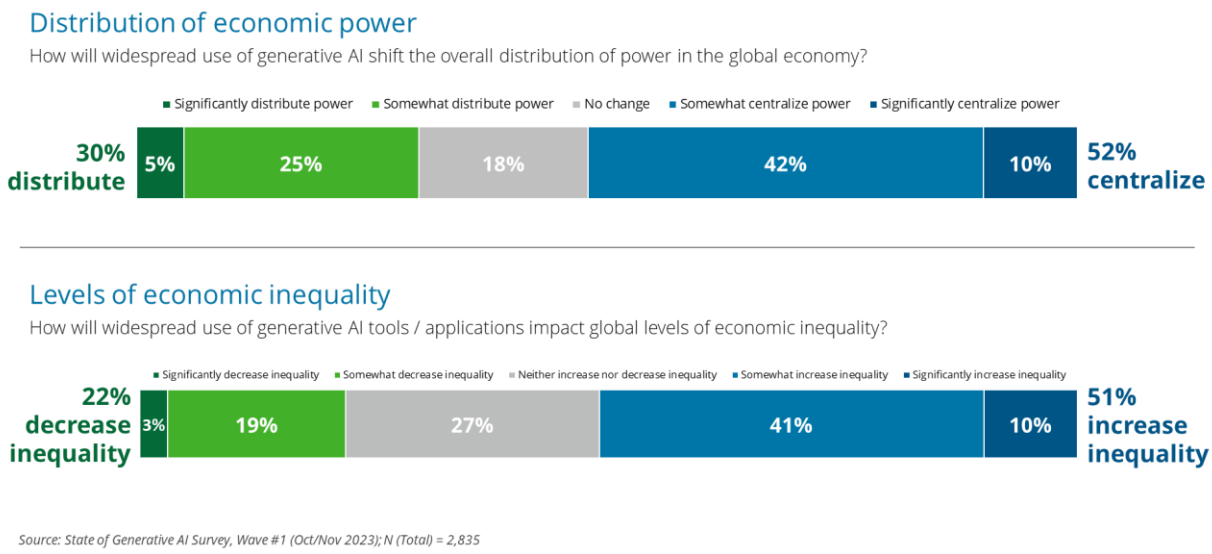
It should be noted, however, that these reported workforce-related efforts might be limited in scope. Deloitte's experience suggests that most organizations have yet to substantially address the talent and workforce challenges likely to arise from large-scale Gen AI adoption. A likely reason for this is that many leaders don't yet know what Gen AI's talent impacts will be, particularly with regard to which skills and roles will be most needed.

7. Leaders see significant societal impacts on the horizon

51% expect Gen AI to increase economic inequality.

Although the leaders we surveyed are generally excited and enthusiastic about Gen AI's potential business benefits, they are less optimistic about its broader societal impacts. Specifically, 52% of respondents expect widespread use of Gen AI to centralize power in the global economy, while 30% expect it to more evenly distribute global power. Similarly, 51% expect Gen AI to increase economic inequality, while 22% expect it to reduce inequality. (Figure ##).

Figure ##: Expected societal impacts of Gen AI



Source: State of Generative AI Survey, Wave #1 (Oct/Nov 2023); N (Total) = 2,835

What's more, 49% of respondents believe the rise of Gen AI tools/applications will erode the overall level of trust in national and global institutions.

Is this pessimism or realism? Our survey results appear to reflect the broader moral and ethical debates about AI that are occurring in every corner of society—even in the boardrooms of the tech companies driving AI development, where AI's commercial value is being weighed against its potential value to serve humanity, and where AI's potential benefits are being weighed against its potential risks.

The challenges that Gen AI poses in corporate governance and risk parallel those in societal governance & risk. In both domains, the technology's potential benefits and potential harm are high. National and supranational organizations and governments will likely need to walk the tightrope of helping to ensure that Gen AI's benefits are broadly and fairly distributed, without overly hindering innovation or providing an unfair advantage to countries with different rules.

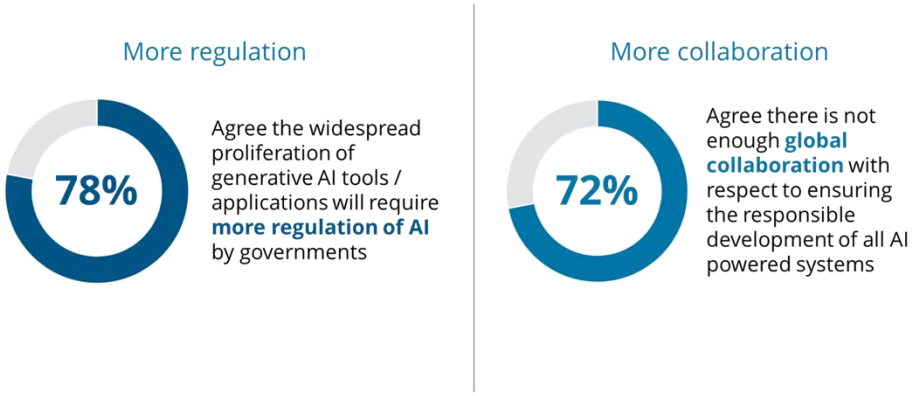
8. Leaders are looking for more regulation and collaboration globally

78% of respondents agree that more governmental regulation of AI is needed

In a break from traditional business norms, the unique risks associated with Gen AI are prompting many business leaders to call for increased government regulation and increased global collaboration around AI technologies.

Among the leaders in our survey, 78% agree that more governmental regulation of AI is needed, while 72% agree there is currently not enough global collaboration to ensure the responsible development of AI-powered systems. (Figure ##).

Figure ##: Support for increased regulation and global collaboration



These results seem to reflect an understanding that Gen AI could be too powerful, far-reaching, and impactful for individual organizations to regulate themselves. This isn't meant to suggest that individual organizations be absolved from behaving responsibly; however, relying on them to be the primary gatekeepers for containing AI risk could be potentially dangerous.

Looking ahead

As the first in an ongoing series of quarterly Gen AI pulse surveys, this initial effort was designed to establish a strong baseline to build on. Moving forward, our objective is to understand how Gen AI adoption is unfolding—and to anticipate where it's headed. Throughout this report, we posed a number of strategic questions to help organizations think critically about how the actions they take *now* will best set the stage for what comes *next*. We don't have definitive answers to every question yet, nor would we claim to. However, we can offer some practical guidance based on what we've learned so far. And given the pace at which Gen AI is moving, definitive answers that make sense today may not be relevant in a few months.

1. How can your organization build Gen AI expertise when things are moving so quickly?
In the race to deploy Gen AI solutions, organizational attributes such as adaptation, experimentation, and agility will be critical as new models, capabilities, and use cases emerge. The key is to maintain a beginner's mindset—the belief that no matter how expert you think you are, there will always be much more to learn—even as your experience grows. Careful coordination across your organization will be needed to successfully shepherd Gen AI transformation in the face of rapid change. Work to improve the Gen AI literacy throughout your organization, and lead using a cross-disciplinary approach. Actively collaborate with partners and third-party organizations. Also, gain experience with a variety of Gen AI technologies; with innovation happening so quickly, it's nearly impossible to pick a clear winner in advance.

2. How can you best scale up and build a foundation for longer-term value creation?
Experimentation is essential when deploying Gen AI. But if you can't scale up your efforts, the high expectations for transformation revealed by our survey likely won't be met. It's fine to focus on a few use cases at first. However, the most valuable use cases will likely change over time, so it's important to focus on improving end-to-end processes, not just narrow tasks. Also, follow the example of organizations who report high Gen AI expertise and consider deploying AI broadly across your enterprise as part of a holistic strategy, rather than focusing narrowly on point solutions and silos. Strive to build platform capabilities that can enable multiple use cases, accommodate new and improved Gen AI models, and provide consistent governance and risk management to ensure models produce safe and trustworthy content.

3. How should you invest the dividends gained from improving efficiency and productivity?
Gen AI projects can potentially be expensive, so leaders are naturally looking for rapid ways to achieve a compelling ROI. Benefits might arrive slowly at first, but then ramp up quickly as your organization reaches a critical mass of experience and proficiency. Most Gen AI efforts are currently focused on improving efficiency and productivity and reducing costs. But once you achieve those goals, what will you do with the time and money saved? Will you strategically reinvest in more Gen AI projects? Will you invest in training and reskilling your workforce? Will you improve your technology infrastructure? Or will you simply boost your bottom line? A deliberate reinvestment strategy for Gen AI dividends will help lay the path for continued success.

4. How can you use Gen AI to create strategic differentiation and a competitive edge?
As Gen AI adoption rises and the technology becomes a standard commodity—with increased integration into common enterprise software, broader availability of specialized tools and models, and standardized data requirements—will first movers lose their advantage? To maximize the value of Gen AI, organizations should consciously focus on innovation and differentiation—customizing their Gen AI solutions to fit their unique needs and data assets, with the goal of building capabilities that create sustainable competitive advantage. Pursuing easy opportunities and quick wins is smart, but not to the exclusion of more strategic opportunities (even though the latter will require more time and money to achieve and may take longer to achieve ROI).

5. How should you balance buying vs. building?
When developing and deploying Gen AI solutions, should you buy or build? The answer depends on many factors, including your overall goals and the scale, complexity, and uniqueness of your solution and use case. Are you looking to monetize your model? What is your approach to open source? How much control over training datasets do you want? Questions like these will help you choose from the broad spectrum of Gen AI approaches, which include: building LLMs from scratch; fine tuning vendor-provided models with your own data; or simply using enterprise software with Gen AI

built in. Each approach has its benefits and drawbacks, and you might end up choosing more than one. When deciding, be sure to consider your business strategy, desired investment level, risk tolerance, and data readiness.

6. **How can you best invest in your people and reinvent how they work with Gen AI?**

Survey respondents cited talent as the biggest barrier to Gen AI adoption. To surmount it, you will likely need to recruit new talent, empower your existing workforce, and build organizational trust. Although the Gen AI talent market is highly competitive, don't let that deter you from pursuing people with the technical skills to develop and maintain Gen AI solutions (e.g., prompt engineers, AI solutions architects, data scientists/engineers, LLM ops). At the same time, invest in training to help your people get the maximum value from Gen AI tools and to improve their productivity. Also, prioritize broad workforce education to help allay fears and misconceptions about AI technology.

7. **What guardrails does your organization need to ensure responsible use of Gen AI, and how do you stay aligned with shifting societal guardrails?**

Respondents expressed a variety of concerns about Gen AI risks, including the need to manage hallucinations and model bias, assess potential intellectual property issues, and ensure transparency and explainability. These issues underscore the importance of keeping humans in the loop to work with AI, check its accuracy, and address any problems that arise. Additionally, there are open questions about how various regulatory and legal challenges will affect development of the overall Gen AI market. A large percentage of organizations (47%) say they are monitoring regulatory requirements as part of their risk management efforts. Many respondents have concerns that the widespread use of Gen AI will concentrate power and increase economic disparity. As a leader, you will need to consider how your organization's Gen AI decisions and actions fit into the larger picture—and will likely need to do so prospectively, instead of waiting for official guidance from lawmakers and regulators.

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[i] https://www.reuters.com/technology/chatgpt-sets-record-fastest-growing-user-base-analyst-note-2023-02-01/
[ii] https://www.technologyreview.com/2023/05/02/1072528/geoffrey-hinton-google-why-scared-ai/