Why the future of work depends on AI

AI is here, and it's fundamentally changing the way we work. So why are companies having trouble making use of it?

Notion recently surveyed 1,000 professionals tasked with investing in productivity tools, including knowledge and project management software. **One thing was clear: AI is no longer a nice-to-have. It's now a core driver of how organizations manage work, where they structure information, and why they adopt new tooling.**
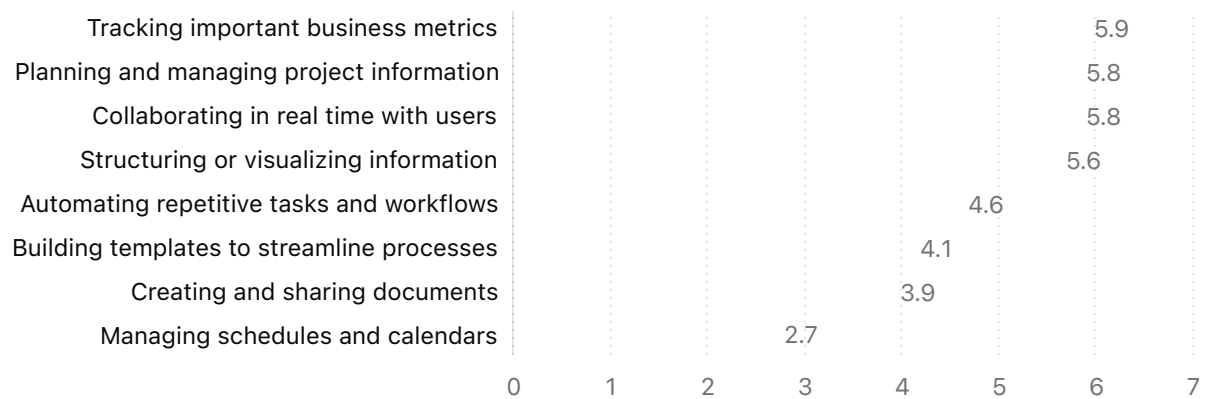
Is your company AI-ready?

From startups to global enterprises, organizations struggle to unlock AI's true potential. Our research shows that **integrating AI into existing systems remains the single most challenging issue for decision-makers in the past year.**

It's a familiar struggle—even with powerful AI capabilities on the market, teams still find themselves dealing with the same frustrations: jumping between tools to find documents, searching for information in disconnected systems, and manually connecting disparate workflows. This tool fragmentation and forced context-switching isn't just an inconvenience—it's a liability that limits productivity.

AI has long been touted as the answer to these challenges, and while that promise is undeniable, decision-makers are still looking for solutions. **The future of AI at work depends not just on its capabilities, but on how well these tools integrate, build trust, and scale across organizations.**

Top Challenges   ⊞ Data

Integrating AI tools into existing processes   7

Tracking important business metrics	5.9
Planning and managing project information	5.8
Collaborating in real time with users	5.8
Structuring or visualizing information	5.6
Automating repetitive tasks and workflows	4.6
Building templates to streamline processes	4.1
Creating and sharing documents	3.9
Managing schedules and calendars	2.7

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0    1    2    3    4    5    6    7
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In our research, three major pain points emerged:

- **Incompatible workflows**: Teams often have to manually prepare or import data before AI tools can even be used. This slows down adoption and limits scalability.

- **Resource constraints**: The cost of buying, customizing, and maintaining AI tools can quickly balloon—especially for smaller teams with limited budgets and teammates.

- **Data quality and trust**: As one respondent put it, *"hallucinations are very real."* AI-generated outputs still require manual review, making teams cautious about full integration.

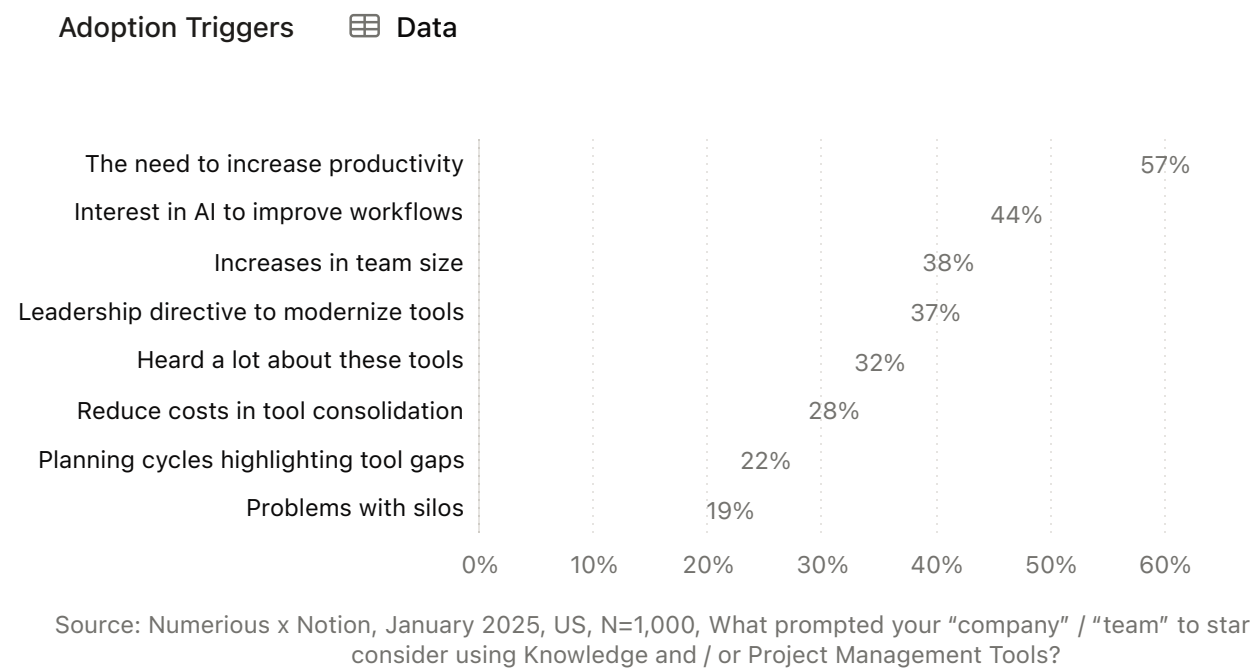# What's driving interest? Productivity and AI

Despite these challenges, organizations still clearly see the potential of AI. Their interest continues to rise, reshaping how they approach their software stack. AI capabilities now rank among the top reasons companies explore new tools.

> 57% of decision-makers said improving team productivity was their primary motivation, while 44% pointed specifically to AI as a driver for evaluating new platforms.

AI has evolved beyond being a future investment or niche feature—it's now become a top-down mandate (Shopify's here). Leaders are

seeking **practical, integrated solutions** that help teams work faster, maintain focus, and reduce daily friction.
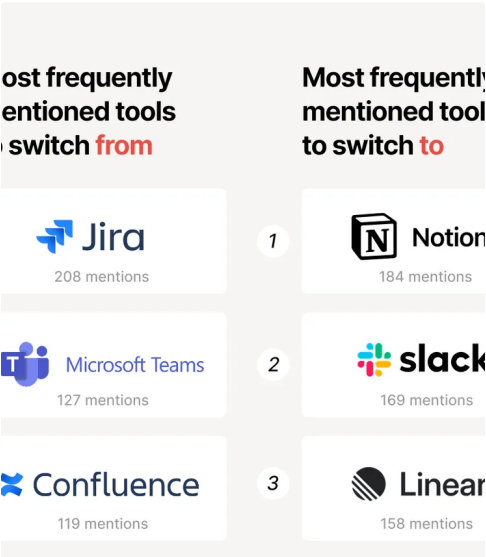
Organizations need tools that can help them summarize, synthesize, and search through information more efficiently. They want AI to *reduce* their cognitive burden, not create additional complexity.

Adoption Triggers   ⊞ Data

The need to increase productivity	57%
Interest in AI to improve workflows	44%
Increases in team size	38%
Leadership directive to modernize tools	37%
Heard a lot about these tools	32%
Reduce costs in tool consolidation	28%
Planning cycles highlighting tool gaps	22%
Problems with silos	19%

0%   10%   20%   30%   40%   50%   60%

Source: Numerious x Notion, January 2025, US, N=1,000, What prompted your "company" / "team" to star consider using Knowledge and / or Project Management Tools?

How Notion AI delivers real productivity gains

Today's most innovative teams recognize that the path to productivity isn't adding more—it's finding a tool that consolidates and improves existing workflows through thoughtful AI capabilities and integrations.

This explains why, according to Lenny's Newsletter, Notion has emerged as "a new breed of

Most frequently mentioned tools to switch from		Most frequently mentioned tools to switch to
Jira — 208 mentions	1	Notion — 184 mentions
Microsoft Teams — 127 mentions	2	slack — 169 mentions
Confluence — 119 mentions	3	Linear — 158 mentions

tools prioritizing collaboration, intuitive design, and the flexibility to accomplish a range of jobs," and has become the tool that teams most frequently switch to when looking for a better solution. And for so many companies, Notion's AI workspace is already making a measurable impact.
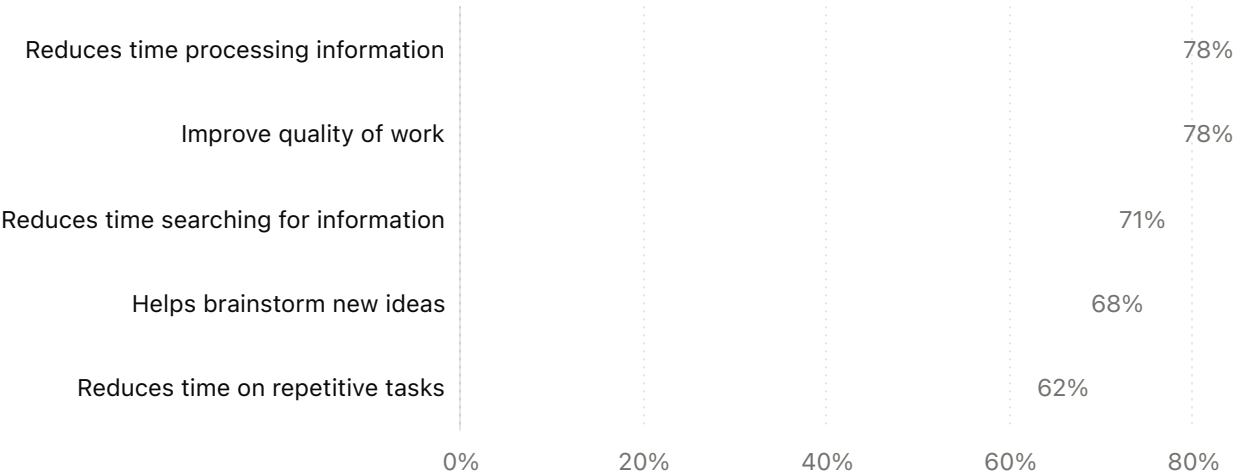
Notion listed as the top tool that companies switch *to*, away from others like Jira and Confluence.

Here's what users tell us:

- **86% of Notion AI users say they'd feel disappointed without it**, showing just how quickly it becomes a core part of their daily work.

- **Over 70% say Notion AI improves the quality of their work**, helps them process information faster, and reduces the time spent searching for what they need.

- **50% of Notion AI users report saving more than an hour each week**, thanks to features like AI Meeting Notes that captures and summarizes meetings, and Enterprise Search that unifies information across connected tools in one powerful search experience.

Notion AI Values   ⊞ Data

Reduces time processing information	78%
Improve quality of work	78%
Reduces time searching for information	71%
Helps brainstorm new ideas	68%
Reduces time on repetitive tasks	62%

0%   20%   40%   60%   80%

Real voices: How teams are using Notion AI

It's one thing to talk about productivity gains—it's another to hear how teams are *actually* achieving them. Teams at companies like OpenAI, dbt Labs, and Pinecone have already started to see these benefits in action.

Read the full story here.

> Having our technical documentation in Notion means that solutions we discover today become organizational knowledge tomorrow. What used to take hours of debugging can now be solved in minutes just by asking Notion AI.
>
> John Allard,
>
> *Staff Engineering Lead at OpenAI*

> I can use Notion AI as my assistant to eliminate spending hours of searching for the right information, which not only makes me more efficient but improves the quality and relevance of my work with our community.
>
> Faith Lierheimer,
>
> *Senior Technical Instructor at dbt Labs*

By adding AI where teams already work and collaborate, Notion AI avoids the friction that often gets in the way of AI adoption.

By adding AI where teams already work and collaborate, Notion AI avoids the friction that often gets in the way of AI adoption. Notion AI allows teams to centralize knowledge in one connected workspace and reduce manual work, free up focus time, and help them operate with greater clarity and impact. It was designed to work with existing workflows, not force new ones.

Addressing pain points head-on

The challenges teams face around **unclear workflows**, **resource constraints**, and **data quality and trust** don't go away simply by implementing AI—they need real solutions built into the tools people already use. That's where Notion AI stands out. Its practical use cases address these pain points head-on, reducing friction while improving clarity and output.

Incompatible workflows → Streamlined, actionable synthesis

- **The Challenge:** Teams are forced to manually gather information from disconnected tools before they can even implement AI effectively. Engineers and product managers spend countless hours jumping between documentation, code repositories, project trackers, and communication tools just to piece together the context they need.

- **The Opportunity:** Rather than moving between systems and manually connecting the dots, an embedded AI tool can serve as an intelligent layer that connects other apps and surfaces the right information at the right moment.

- **The Impact:** When AI is seamlessly built into existing workflows rather than layered on top, teams can focus their

time on solving complex problems rather than jumping between tools to find the information they need.

Resource constraints → Affordable, integrated AI

- **The Challenge:** Buying, customizing, and managing multiple AI tools is expensive and often redundant. Each requires its own implementation, training, and upkeep, so for teams with limited resources, this simply isn't sustainable (or affordable).

- **The Opportunity:** Instead of maintaining a web of disconnected AI point solutions, companies can adopt platforms that embed AI into their existing workflows. This eliminates redundancies and creates a shared knowledge hub, one that stays current and encourages more consistent AI use.

- **The Impact:** Companies that operate using fewer tools can move faster and work smarter. With Notion's AI workspace, teams can search across their apps, generate deep research, automate note-taking and tasks, write content and code—eliminating the need to implement AI point solutions, reeling in spending and tool sprawl.

Data quality & trust → Clear, context-rich intelligence

- **The Challenge:** AI output often lacks context or accuracy, requiring teams to double-check results. The infamous "hallucination" problem has historically cast doubt on AI's trustworthiness, so teams question whether they can rely on AI for critical decisions.

- **The Opportunity:** Integrated AI tools can reference company knowledge *and* current information from the web, meaning results have more context and relevance to the actual work being done while still maintaining the ability to do deeper research as needed.

- **The Impact:** When teams trust their AI tools, adoption jumps dramatically—it moves from novelty to a core part of team workflows.

How AI-ready is your company?

Understanding your organization's AI readiness can help identify the right next steps for implementation. Here's a framework to assess where your team stands now and chart a path towards an AI-embedded future.

So, where does your company fall in this maturity model? Most companies currently operate between *AI Curious* and *AI Adopting*, with forward-thinking orgs pushing into *AI Integrated*. Notion AI helps bridge the gap with embedded, easy-to-use features that scale as you do.

Stage	Characteristics	Challenges	Ac
AI Curious	• Experimenting with standalone AI tools • Limited integration with primary work systems • Individual adoption rather than team-wide or company-wide implementation	• Fragmented information across multiple systems • Inconsistent adoption across team members • Limited ROI due to disconnected workflows	• Id for • E int • N wit
AI Adopting	• Using AI features within existing platforms • Sparse use cases for specific teams • Starting to use AI outputs in existing workflows	• Inconsistent quality of AI outputs • Difficulty scaling successful AI use cases • Siloed work limiting AI effectiveness • Lack of internal AI expertise and ambiguous implementation strategies	• E us • C pro • F ca
AI Integrated	• AI embedded in daily workflows • Centralized knowledge management with AI augmentation • Mostly consistent usage patterns across teams	• Maintaining data quality at scale • Balancing AI assistance with human expertise • Easier to measure AI ROI across workflows	• I fee ou • C AI- • D pro

			• D an pro
AI Native	• AI is a fundamental component of how the company works • Team processes are designed to take most advantage of AI features • Data and knowledge management optimized for AI	• AI workflows evolve as business needs change • Maintaining appropriate human oversight • Managing technical debt in AI-powered systems	• F AI • I go • S pra

AI is the new foundation of work

As companies continue to explore AI for productivity, a few trends are emerging:

- **Connected—not siloed—AI:** The tools that are most valuable are those that can integrate with necessary systems to keep knowledge and work centralized.

- **AI as a collaborator, not just a tool**: Teams are starting to treat AI like a teammate—asking it questions, reviewing drafts, and having it surface insights they missed.

- **AI adoption is top-down, but usage is bottom-up**: While executives are often the ones initiating AI mandates, it's frontline teams who shape how these tools actually get used.

- **Implementation is just the start:** AI moves quickly—there are new capabilities emerging all the time, so it's important to stay current and reevaluate needs on a consistent basis.

While the path forward has its challenges, companies that embrace this transformation will find AI becoming not just another tool, but the very foundation of how they work.

As workplace complexity continues to increase, organizations that use tools like Notion where AI is embedded into existing workflows will be positioned to adapt more quickly, collaborate more effectively, and maintain a competitive edge in an increasingly AI-focused world.

✨ **Contact sales**

Learn how Notion can work for your team with a personalized consultation.

꩜ **See what's new with Notion AI**

See how Notion AI solves these challenges with Enterprise Search, AI Meeting Notes, and more.