

# Working Smarter with AI

Empowering your workforce with  
improved productivity



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# Bringing the future of work into the present

# Bringing the future of work into the present

The next phase of the digital transformation is here. The technology we currently use has helped us reach levels of productivity, innovation, and creativity that would have been almost unimaginable a generation ago. And now, the horizon of possibility is widening once again with the emergence of practical, everyday applications of AI. The decisions that business leaders make about AI can revolutionize work—and how much success comes of it.

“Today, we spend too much time consumed by the drudgery of work on tasks that zap our time, creativity, and energy. To reconnect to the soul of our work, we don’t just need a better way of doing the same things. We need a whole new way to work.”

– Jared Spataro, CVP of Modern Work and Business Applications, Microsoft<sup>1</sup>

AI empowers your organization to reshape the way work is defined and done every day, regardless of industry, organization, or role. It can help your workforce achieve better productivity and efficiency, unparalleled innovation and creativity, and more powerful business and economic growth.





## The high cost of digital debt

At their busiest, employees can spend an average of one full workday on emails or in meetings each week.<sup>2</sup> This phenomenon—called digital debt—costs organizations significant time and money *every day*.

At the same time, innovation suffers for the time employees spend on busywork just to keep pace. People who struggle to find the time and energy to do their jobs—almost two out of every three employees surveyed—are more than three times as likely to find innovative and strategic thinking especially challenging.<sup>2</sup> The pursuit of innovation becomes supplanted by the need to find efficiency.

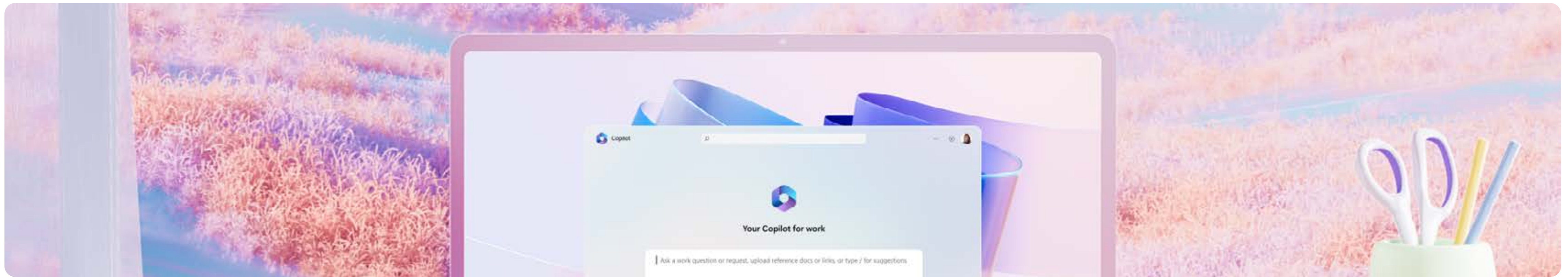
### What is digital debt?

The ever-increasing amount of data, information, and communications employees are tasked with processing daily.

Introducing AI tools to alleviate the burden of digital debt can empower employees with the freedom to focus on higher value work. AI can become an indispensable assistant, taking on the more tedious and repetitive tasks of the day so your workforce can get back to the business of creativity and innovation.

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# Reconnecting to mission-oriented work



# Reconnecting to mission-oriented work

## Language models and generative AI

To understand AI's ability to facilitate productivity, we first must understand how these new technologies function. Some of the most exciting advances in AI today are coming out of large language models (often called LLMs) and generative AI.

Language models are a type of generative AI uniquely suited to help transform the daily work of modern employees. They access vast data sets using a technique called "deep learning"

to understand, analyze, and generate natural, human-like language that's easy to work with. With an AI tool like Microsoft Copilot, a language model acts as "an instruction manual that you actually use" to "parse a topic at just the level you need."<sup>3</sup> Once a user's prompt is analyzed and modified, the language model works to create an appropriate response based on relevant data like previously created documents, internet-based data, and more.

### What is generative AI?

A category of AI algorithms designed to create new content—including text, audio, video, and images.



60%

of leaders are concerned about a lack of innovation or breakthrough ideas in their teams.<sup>2</sup>

## How AI can serve as your productivity partner

Language models are designed to take your words and turn them into a productivity tool unlike anything we've seen before. The goal is to unburden you and your workforce from tedious, time-consuming tasks, allowing everyone to reconnect to the mission of your organization—why your team is driven to do meaningful work every day.

What takes up most of your workforce's time every day: designing the latest breakthrough or catching up on digital debt? Nearly two in three employees feel they don't have the time or energy to do their job.<sup>2</sup> Whether it's responding to emails, attending meetings, or aggregating information to complete a project, AI can help your employees work smarter to free more time for brainstorming the next big idea.

## AI tools in action

AI tools like Microsoft Copilot can work in two ways to improve productivity: within the apps you use every day, and in direct response to prompts from you.

Imagine you're working in PowerPoint to create a compelling, data-driven pitch deck for a new client prospect. Copilot can pull relevant research from other documents you've already created to support the key themes of your pitch. What might have taken you hours in the past can be done in an instant.

Or imagine returning from a week-long vacation and trying to catch up on email. Copilot in Outlook makes clearing a cluttered inbox the work of minutes so you can quickly get back to productive work.

Nearly **90 percent** of people using AI-powered tools feel more fulfilled because they can focus on work that really matters.<sup>2</sup>

AI can also take over the time-consuming task of writing new content generated from user-provided prompts and resources. In Word, Copilot can write the first draft of a business proposal using notes captured from a meeting transcript, giving you a powerful head start. And if that first version isn't quite what you were looking for, you can use Copilot to shed light on a better alternative approach to take—one you might not have seen otherwise. In other words, AI tools can help you uncover a new level of strategic and creative thinking.

An illustration of a laptop with a Copilot interface overlay. The interface shows a search bar with the Copilot logo, a list of suggestions, and a text input area. The background is a soft, abstract landscape with blue and purple tones.

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# Ensuring responsible AI

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## What is responsible AI?

Responsible AI is built on a foundation of ethical principles that puts people first.<sup>4</sup> While AI presents seemingly endless opportunities for productivity, collaboration, and growth, it's critical we emphasize the importance of ensuring fairness, transparency, and accountability throughout its design and deployment.

### The AI paradox



49%

of people express concerns about AI as a possible replacement for their jobs

but



70%

would delegate tasks to AI to lessen their daily workloads.<sup>2</sup>



## The potential of an AI-powered workforce

Nearly half of employees are concerned that AI will replace their jobs, but research shows business leaders are more interested in how AI can empower their employees, not take their places.<sup>2</sup>

“As technology moves forward, it’s just as important to ensure proper control over AI as it is to pursue its benefits.”

– Brad Smith, Vice Chair and President, Microsoft<sup>4</sup>

Smart business leaders will consider the value of productivity saved by a workforce empowered by AI and follow certain principles to implement AI responsibly. For example, business leaders can ensure fairness and inclusivity by building diverse teams from throughout their organization to deploy and troubleshoot AI. Enacting policies and regulations to protect user data is also a crucial consideration in maintaining privacy and security in AI.

Responsible AI keeps people in control, operating as a supportive aide—not an equal contributor—to help your workforce innovate and demonstrate how valuable they are and can continue to be.

## Microsoft responsible AI principles<sup>5</sup>

Our approach to developing AI systems people can trust is grounded in six key principles that prioritize human agency.



### Fairness

Actively working to reduce or eliminate bias



### Privacy and security

Prioritizing the protection of users' data and information



### Inclusiveness

Building intentionally diverse and equitable frameworks to deliver equal empowerment



### Transparency

Sharing improvement efforts openly with users and ensuring AI is understandable



### Reliability and safety

Maintaining consistency in design and delivery while avoiding harm



### Accountability

Owning the impact of our technology and guiding users on how to do the same

**Learn more** about the Microsoft principles for responsible AI for guidance on implementing them in your own organization.

## Keeping the user in control

One thing to keep in mind is that responsible AI usage should be adaptable to people's changing needs and regulatory priorities. Organizations need to maintain the understanding that AI alone can never compete with or be a substitute for human talent—indeed, it's ineffective without a user in control.

**“Just as an individual can be aided by AI, AI can be influenced positively or negatively by the person using it. As we move into this new era, all those who build AI, deploy AI, and use AI have a collective obligation to do so responsibly.”**

**– Satya Nadella, CEO of Microsoft<sup>6</sup>**

Generative AI is programmed to learn from the user's interaction with it, adjusting and improving responses based on updates the user makes to prompts. Without that driving human force, AI can't be improved or adapted. We all have a shared responsibility to approach AI with the understanding that our contributions are what determine how supportive, beneficial, and effective this technology can be.



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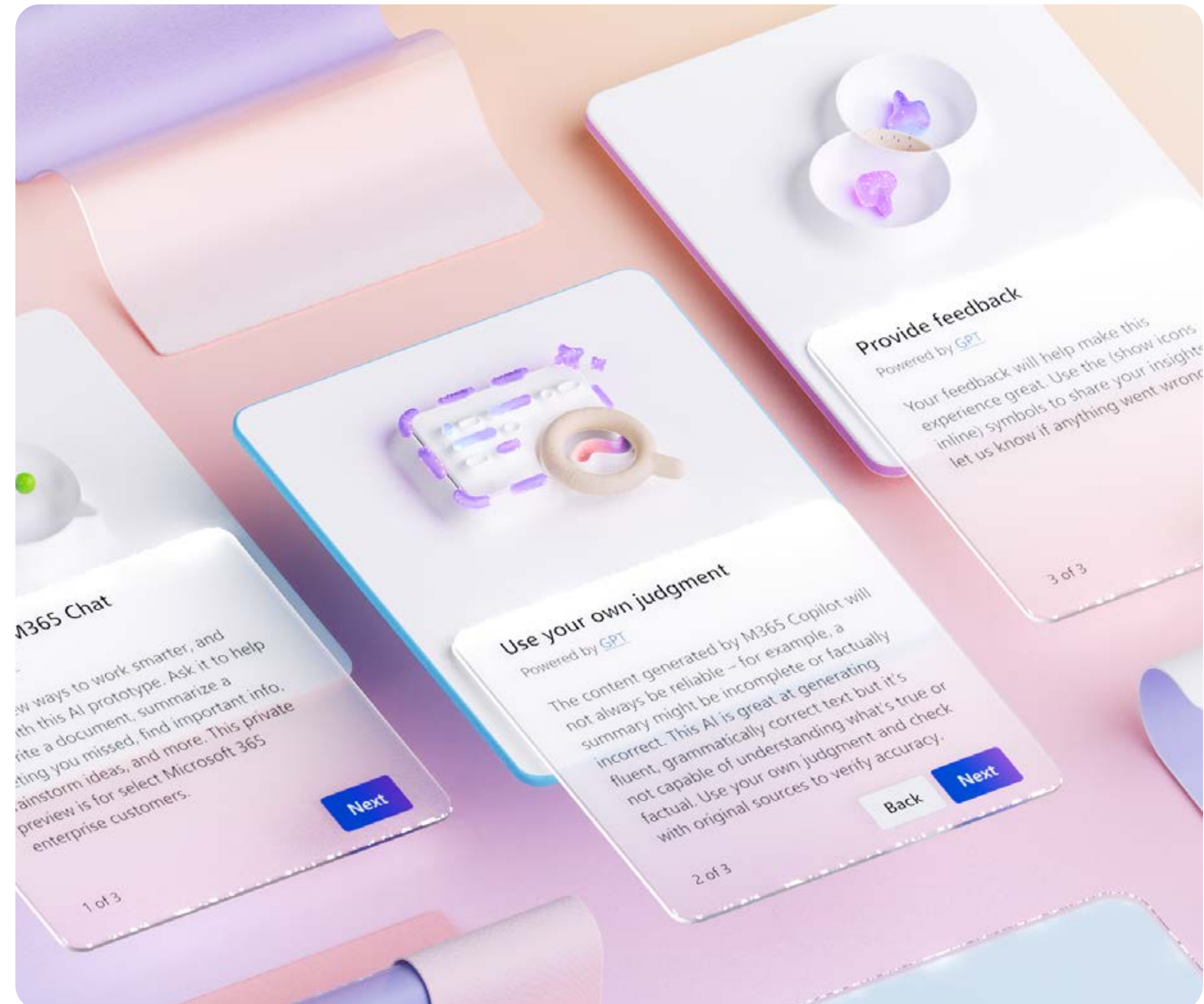
# A new way of working

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## The power of AI when used responsibly

There's no question that this generation of AI has the potential to inspire new levels of creativity, productivity, and collaboration in our workforces. It helps people rediscover fulfillment and drives increased efficiency in exciting, transformative ways.

Piloted by a dedicated, passionate workforce and their uniquely human qualities—intuition, empathy, and critical thinking—AI can help empower people to do better, more purposeful work.



 Learn more about AI solutions from Microsoft. →

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