



# 2024 GENERATIVE AI FUTURE OF WORK SURVEY

Employment & Labor Practice

Strategic Transactions & Licensing Practice





# INTRODUCTION

Over the past several years, many companies began using AI to assist with running day-to-day operations, including employment matters. In late-2023, however, Generative Artificial Intelligence (GenAI) emerged as a game-changing innovation. Many argue we are now at an inflection point and companies must learn to utilize GenAI, or risk falling impossibly behind the competition.

At the end of 2023, Gunderson Dettmer's Employment & Labor Group and Strategic Transactions & Licensing Group conducted a workplace survey to take the pulse of our company clients when it comes to AI and GenAI. Over 400 tech and life sciences respondents provided insights on how they are working with GenAI tools today and/or how they plan to utilize GenAI in the months to come. Respondents generally included a mix of early-stage founders, C-level executives and management teams of venture-backed companies, and their peers.

The survey results indicate a widespread inclination among companies, at various stages and sizes, to incorporate GenAI technologies into business operations in the coming months, or deepen and expand their current use of GenAI as quickly as possible. Many companies expressed concerns regarding security and protecting proprietary information, and some expressed unease at the rapid widespread adoption of GenAI. Respondents acknowledged the need for GenAI training and policies but most are still in the very early stages of implementing those guardrails.

We hope you find the survey results interesting and insightful. If you have any questions regarding this survey, please reach out to the Employment & Labor Group.



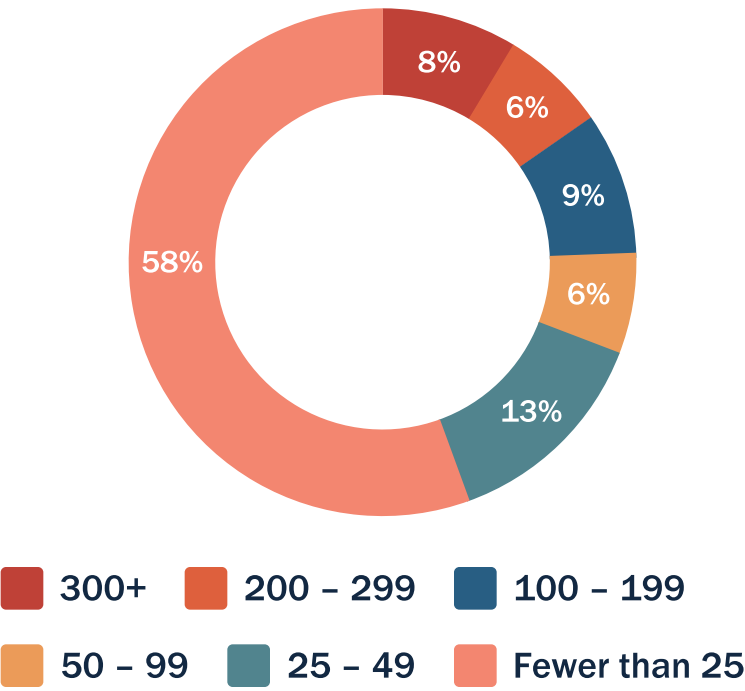
# HIGH-LEVEL TAKEAWAYS

- 1. Most respondents are optimistic about GenAI’s ability to improve their day-to-day operations.
- 2. Companies that are already working with GenAI are excited to expand their use.
- 3. Companies have very different goals when it comes to GenAI, but most – regardless of their size, stage, or industry – appear to be looking for ways to transform their operations, not merely speed them up.
- 4. Many respondents are tech savvy and already using AI and GenAI in the workplace, but they have been slow to adopt safety protocols or create formal guardrails, such as GenAI policies, compliance officers, or internal taskforces. This trend is especially prevalent among smaller companies with fewer than 50 employees.

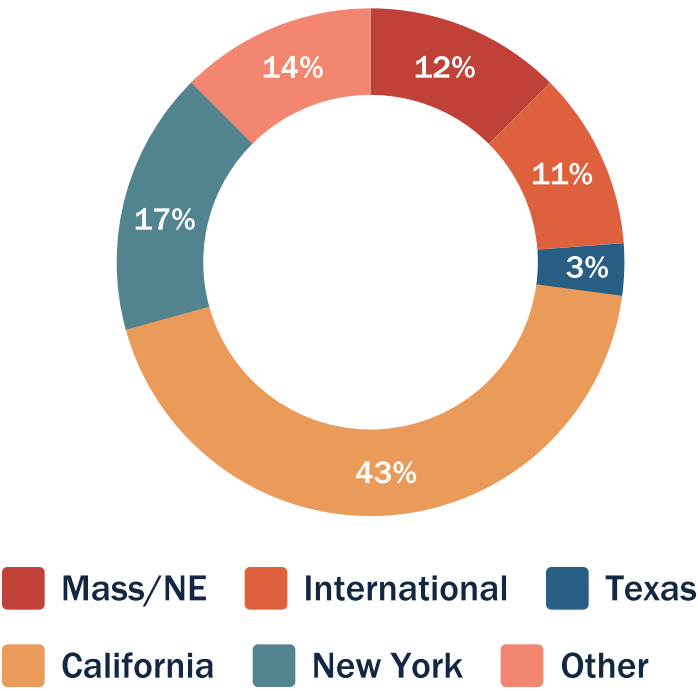
# DEMOGRAPHICS OF RESPONDENTS

The 400+ respondents are a strong representation of our core company client base of emerging and high-growth technology and life sciences companies. Nearly all of these companies identify as software technology companies so we have not conducted an industry-specific analysis of the responses. The majority of responses came from companies with fewer than 50 employees so the overall perspective may skew toward smaller companies

Number of Employees



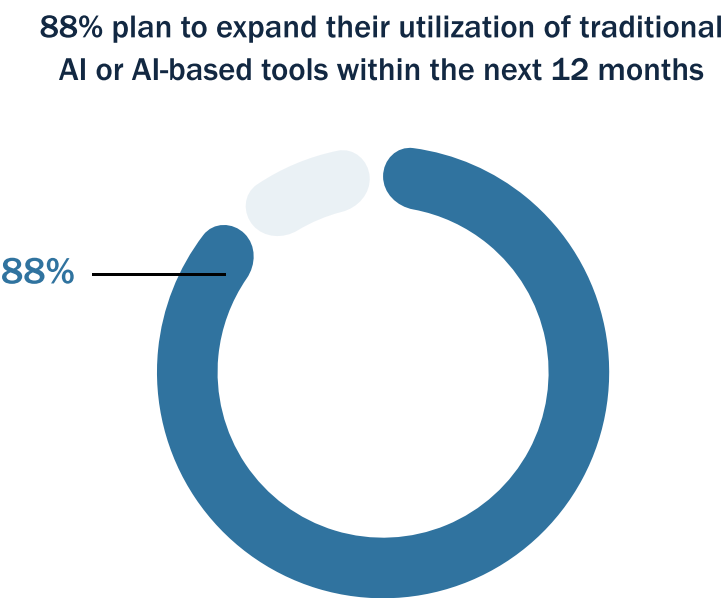
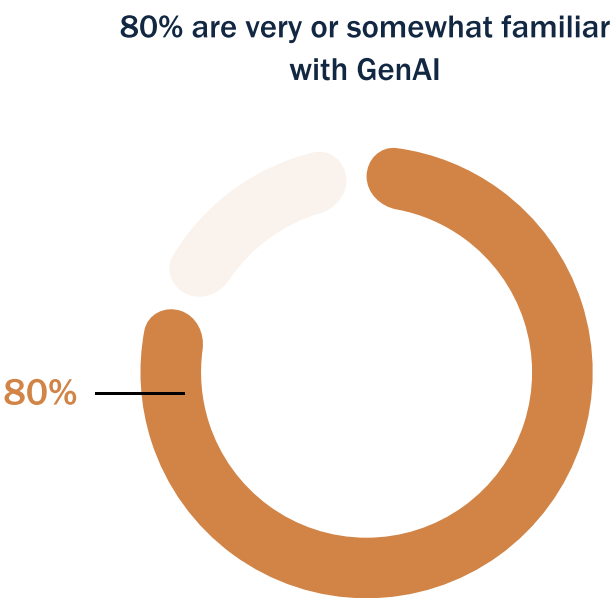
Location



# WIDESPREAD AWARENESS OF GENAI

Which statement best describes your management team’s familiarity and comfort level with GenAI and large language models (LLM)?

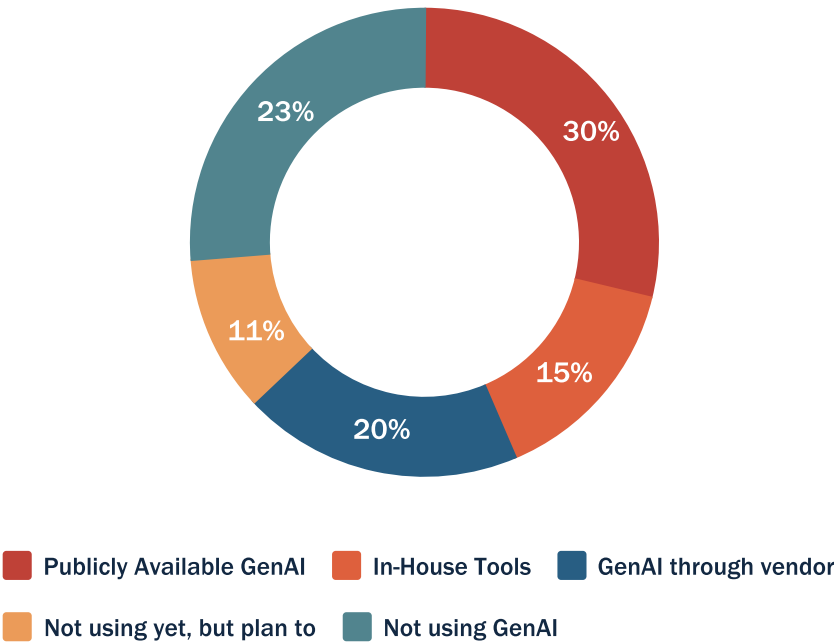
Companies report a high level of familiarity GenAI tools and a strong track record of utilizing traditional AI. 31% of respondents indicate that they are only "somewhat familiar" with GenAI technology and are eager to learn more.



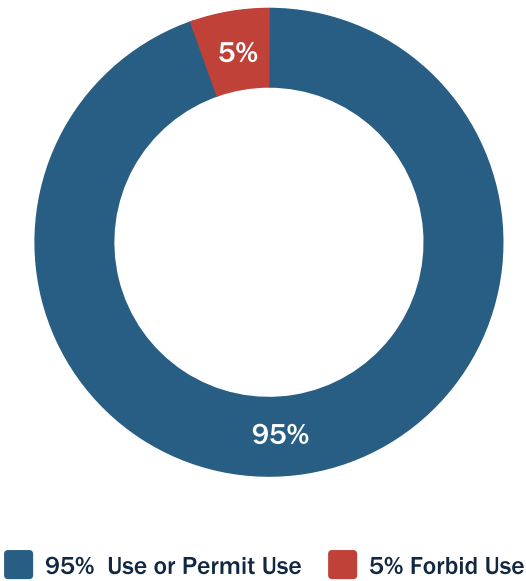
MANAGEMENT FAMILIARITY WITH GENAI APPEARS HIGH, REGARDLESS OF COMPANY SIZE.

## EMBRACING THE FUTURE: GENAI IS IN THE WORKPLACE NOW

What types of GenAI tools are you currently using?

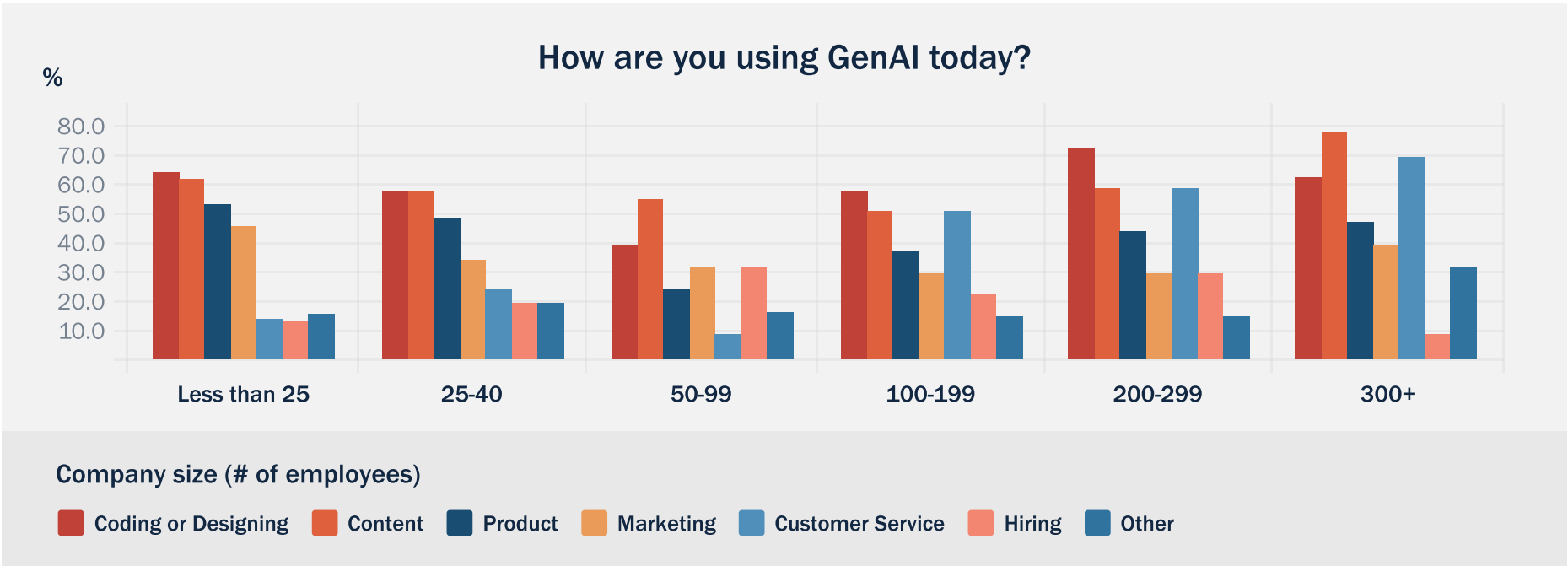


Employees permitted to use GenAI for work?

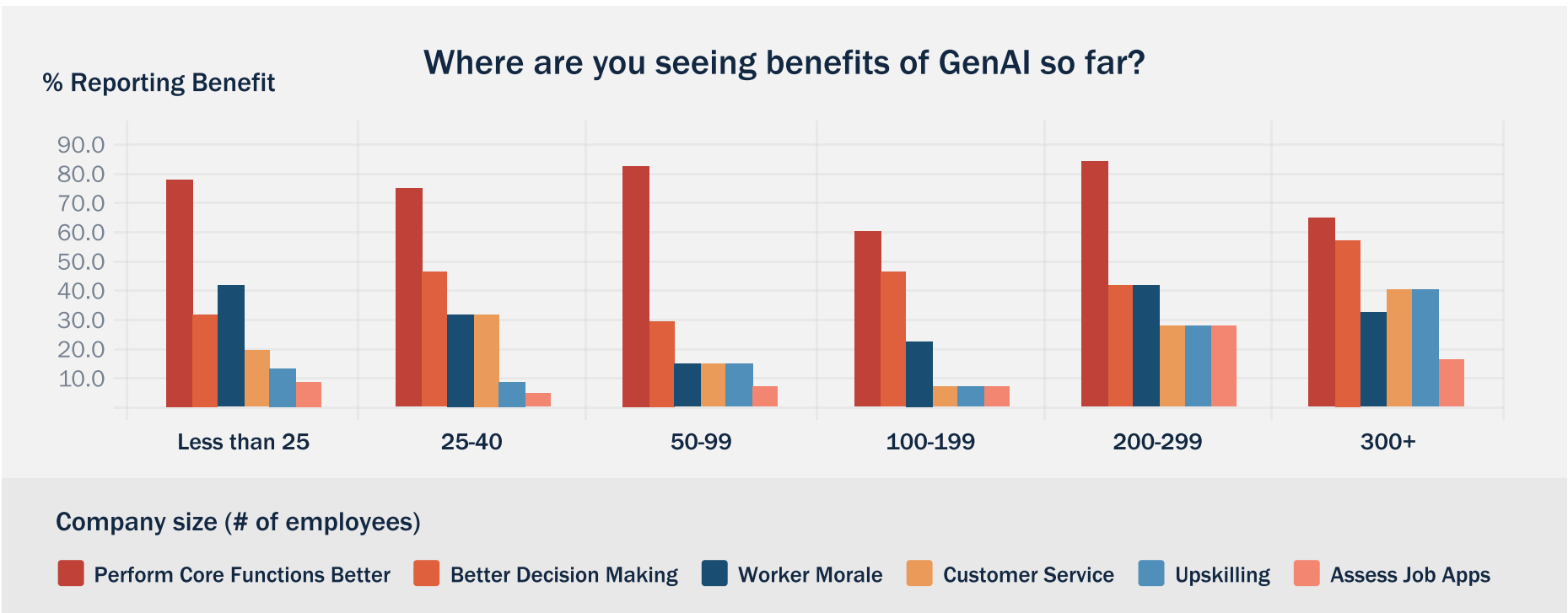


# CURRENT USES AND BENEFITS OF GENAI

Respondents are primarily using GenAI for content creation and coding or designing. Other common use cases include data analysis, financial statement analyses, and administrative tasks. Of note, respondents with 200+ employees indicate using GenAI for customer service tasks far more often than smaller companies.



Respondents who are using GenAI identify the ability to perform core functions faster, more efficiently, and more accurately as the primary benefit. Other significant benefits attributed to GenAI include improved worker morale, better decision making at smaller companies, and better customer service at larger companies.

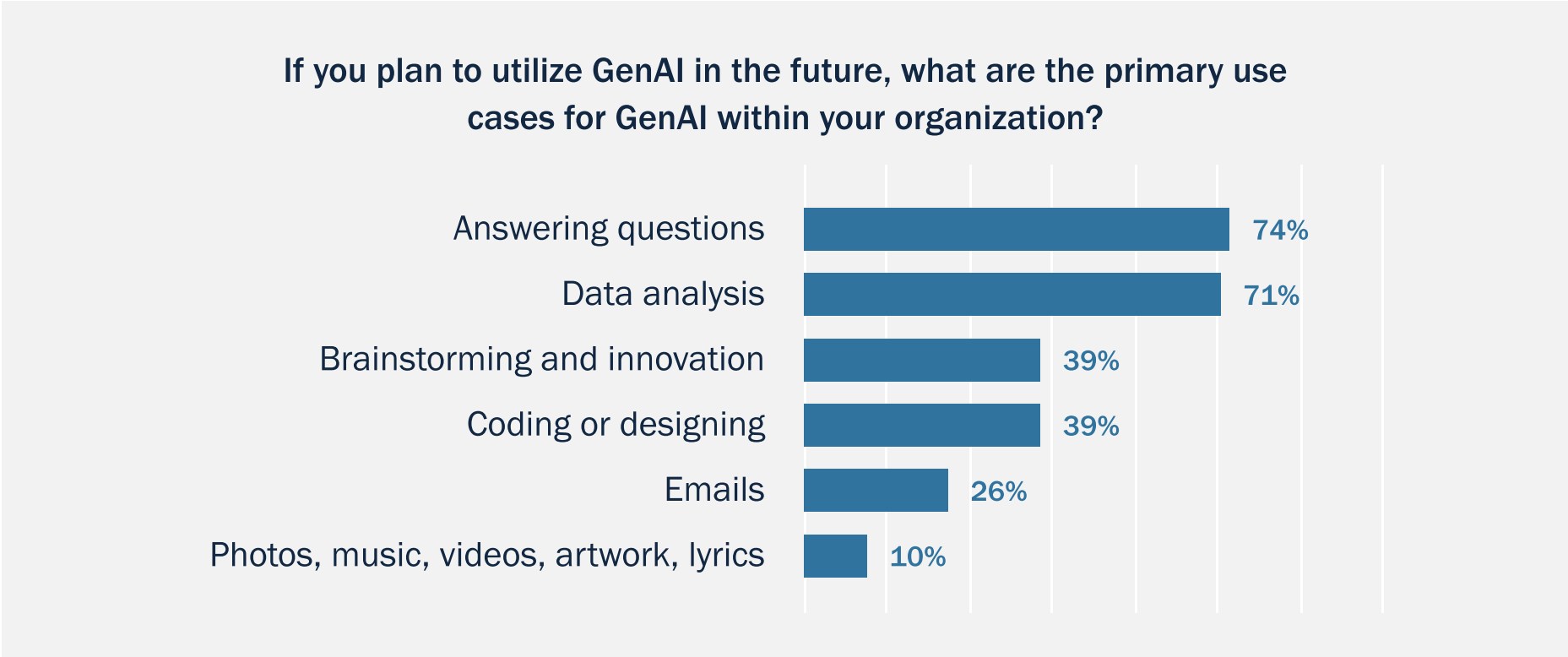
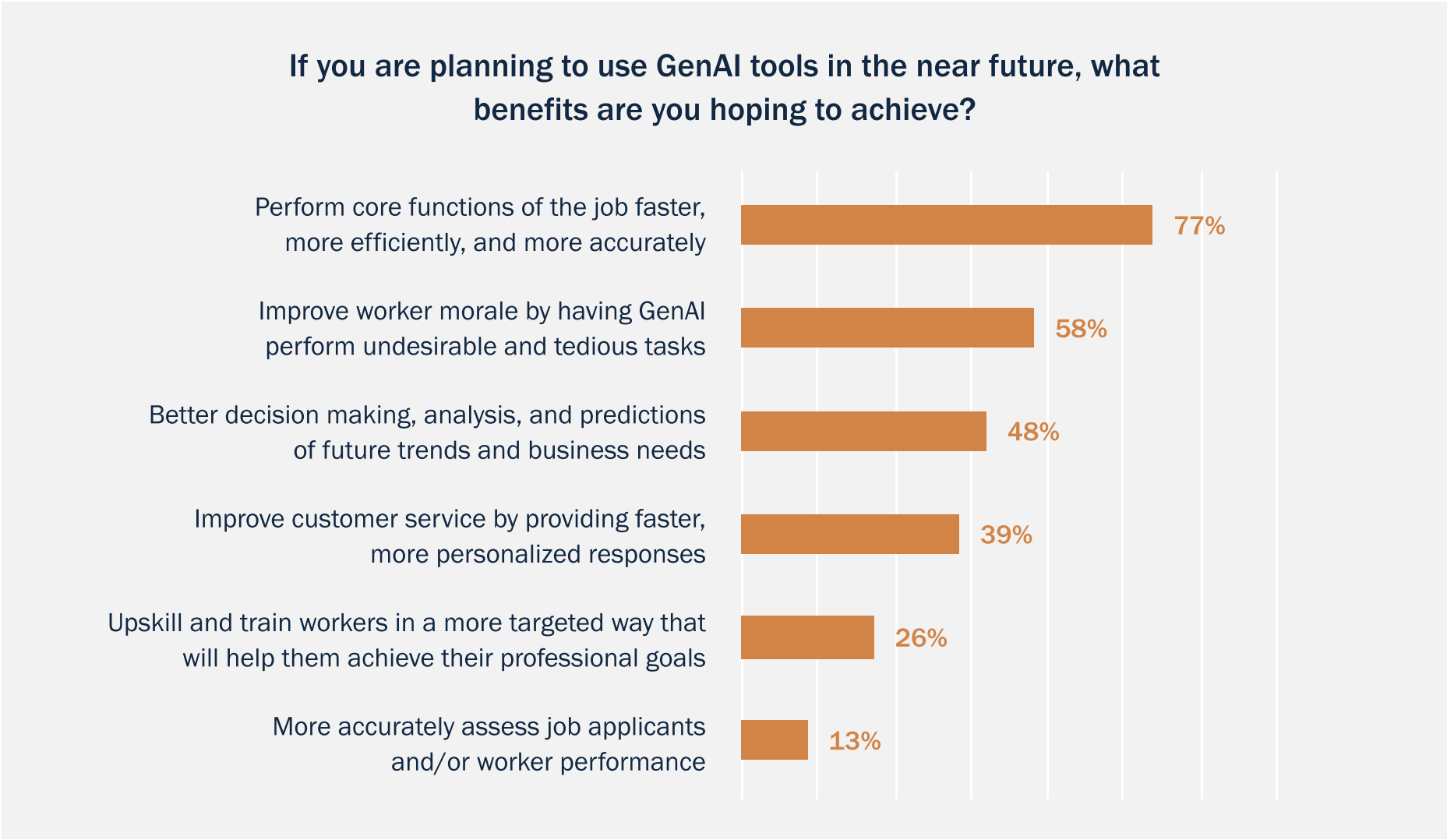


**MORE THAN 80% OF RESPONDENTS INDICATE GENAI HAS IMPROVED EMPLOYEE PERFORMANCE WITH REGARD TO CORE BUSINESS FUNCTIONS.**



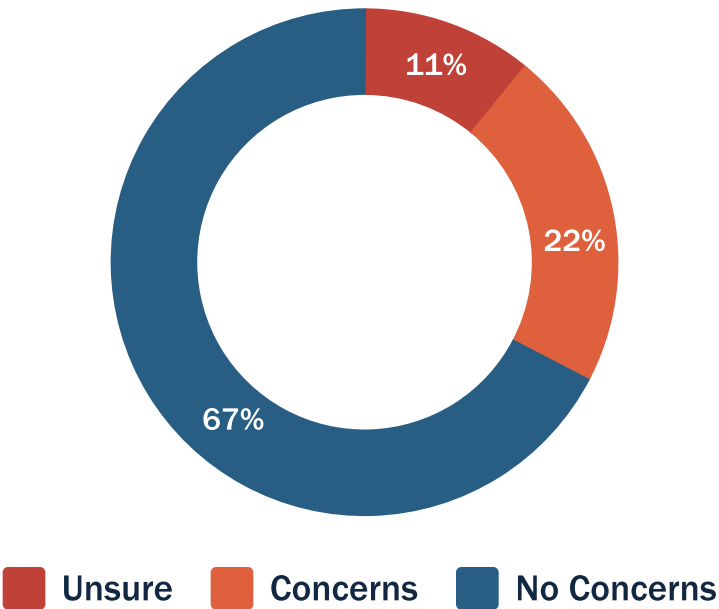
# PLANNING TO USE GENAI IN THE FUTURE

Respondents indicate a general desire to leverage GenAI’s ability to create and problem-solve, not simply enhance the speed and accuracy of existing business practices.

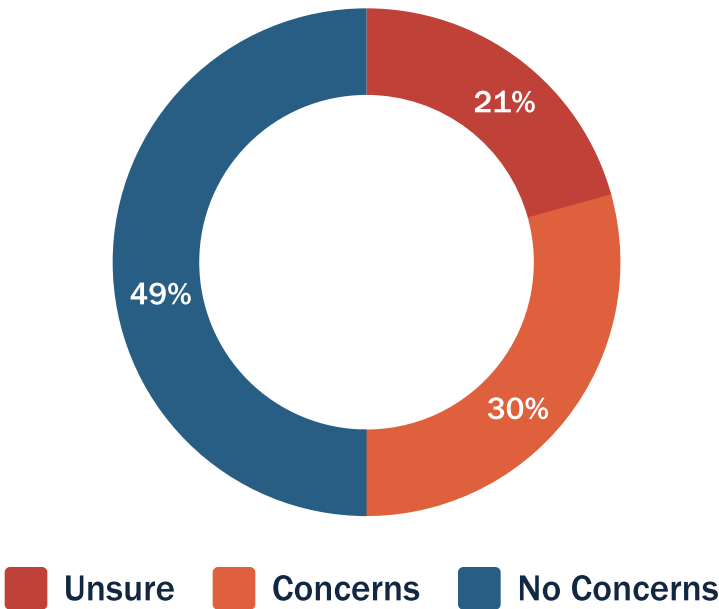


# CONCERNS OVER EXPANDING OR INTRODUCING GENAI IN THE WORKPLACE

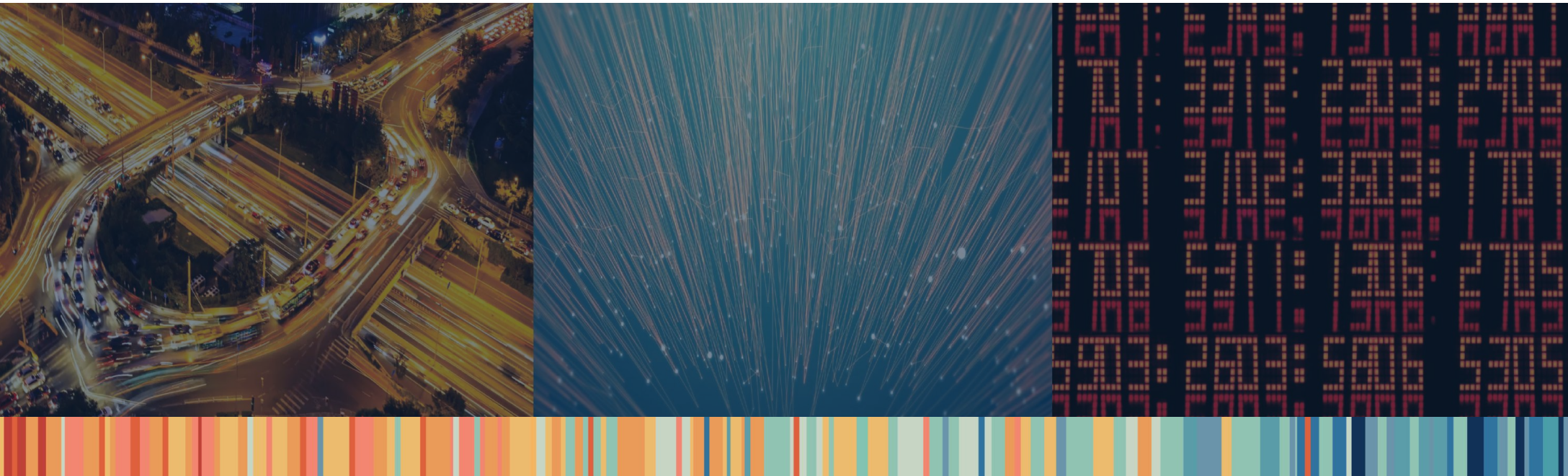
If you are using GenAI, do you have concerns that might prevent you from expanding usage in the next 6 months?



If you are not using GenAI, do you have concerns that might prevent you from introducing GenAI to your workplace in the next 6 months?

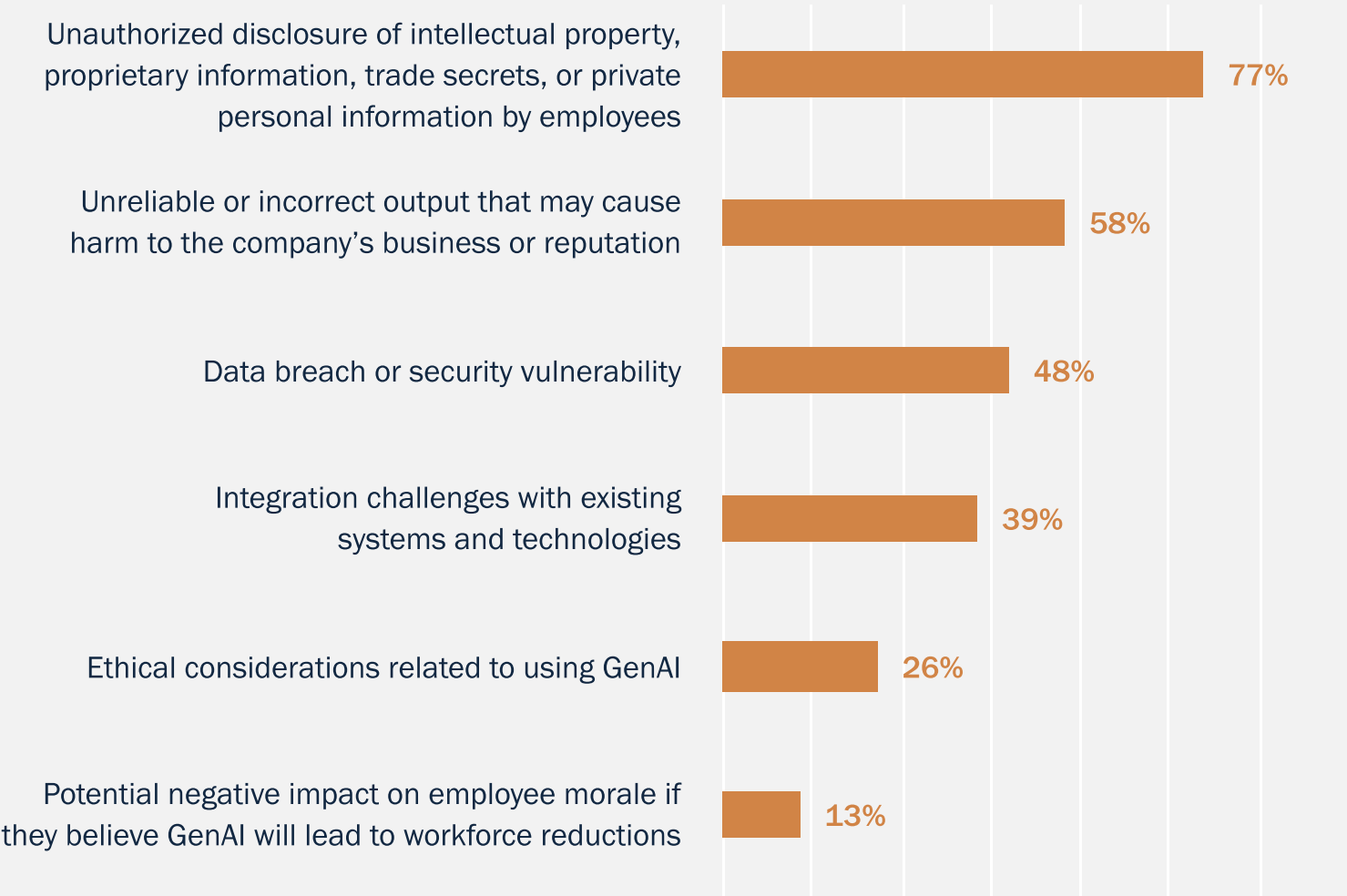


COMPANIES ALREADY USING GENAI APPEAR TO BE OPTIMISTIC ABOUT EXPANDED USE OF GENAI IN THE FUTURE, AND LESS CONCERNED ABOUT POTENTIAL RISKS THAN OTHER COMPANIES.



# UNCOVERING PRIMARY CONCERNS AND TRAINING EMPLOYEES

## What are your primary concerns with GenAI?





# ADDRESSING COMPLIANCE CONCERNS: EMPLOYEE TRAINING

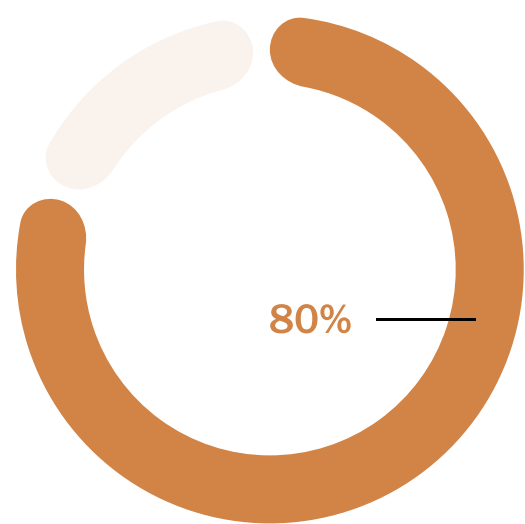


**74% OF RESPONDENTS SAY YES TO TRAINING  
EMPLOYEES ON GENAI**

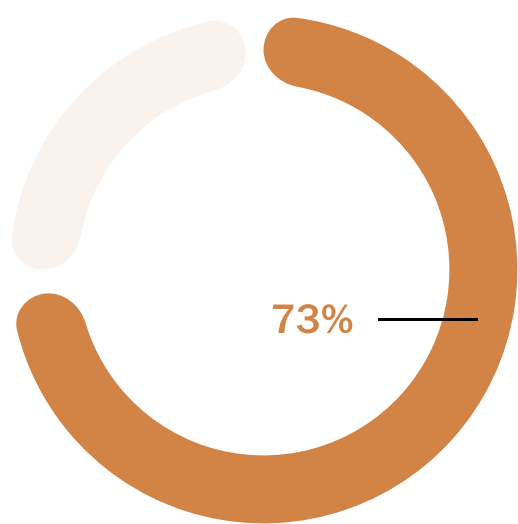
Training Methods: Coaching through leadership, online trainings, workshops, core onboarding, legal presentations, 1:1 and group sessions, sharing best practices, prompt engineering, lunch and learns, mentoring.

# ADDRESSING COMPLIANCE CONCERNS: GENAI HIRING ROLES

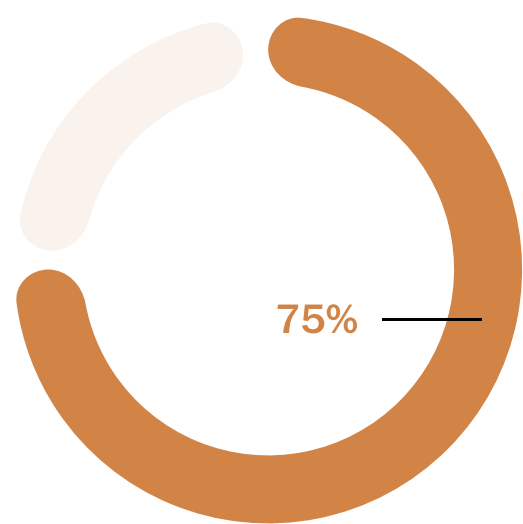
Over 80% say no new positions have been created in response to GenAI



Of those who created a new position, nearly all (73%) are GenAI data scientists, specializing in developing and optimizing GenAI model.



Approx 75% do not have a GenAI point person or group tasked with leading GenAI initiatives



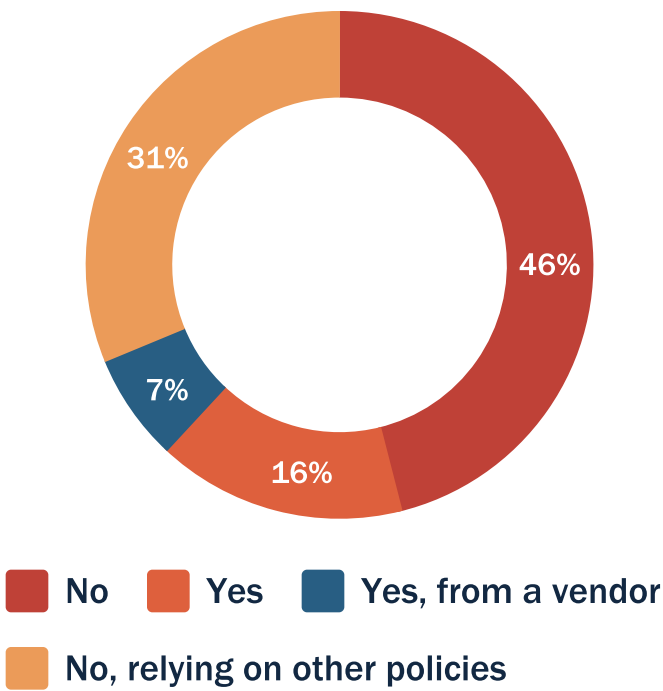
VERY FEW RESPONDENTS PLAN TO DESIGNATE A GENAI POINT-  
PERSON AT THIS TIME.



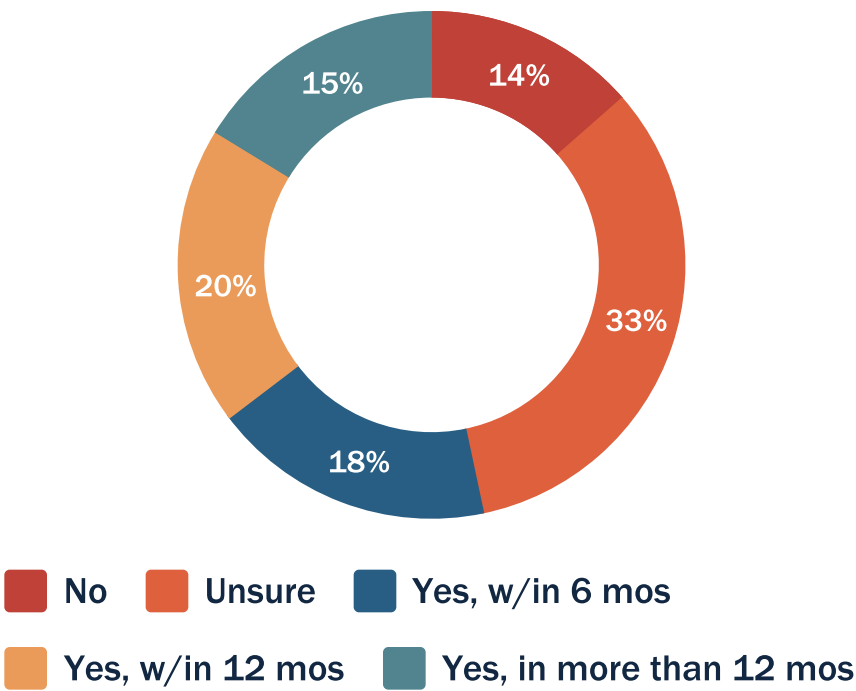
# ADDRESSING COMPLIANCE CONCERNS: GENAI USE POLICY

Size matters. Although companies of all sizes report management familiarity with GenAI (in the 70-75% range for most, but over 87% for companies with 50-99 employees), respondents with over 100 employees are more than twice as likely to have GenAI policies in place and more likely to have new roles focused on GenAI.

GenAI policy in place?

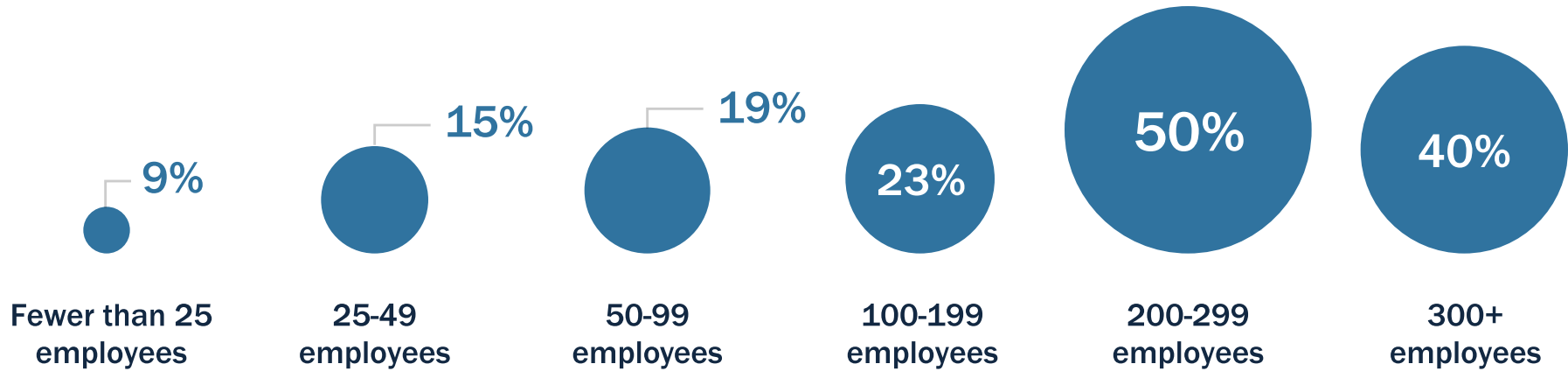


Plans to implement policy?



## LARGE COMPANIES ARE MORE LIKELY TO HAVE IN-HOUSE GENAI POLICIES

To date, management appears to be primarily focused on utilizing GenAI technology, not building risk reduction protocols or teams.





# PREDICTIONS

1. **Accelerated Adoption Across Sectors:** Given the optimism around GenAI's impact on day-to-day operations, its adoption will likely accelerate across tech and life sciences sectors, with other industries following suit to remain competitive.
2. **Expansion of GenAI Use Cases:** Companies already leveraging GenAI will continue to explore new applications, moving beyond operational efficiency to transform key business functions. For many startups, integrating GenAI into existing systems and scaling these solutions as the company grows can be complex and resource-intensive. Finding flexible and scalable GenAI solutions will be crucial for long-term success.
3. **Increased Investment in GenAI Training:** With most companies still in the early stages of implementing GenAI training and policies, there will be a significant uptick in resources allocated to educating employees on safe and effective GenAI utilization. Proactive companies may build on this training and leverage GenAI to upskill current employees.
4. **Enhanced Focus on Security and Proprietary Information:** As businesses integrate GenAI more deeply into their operations, addressing concerns around unauthorized disclosure of sensitive information, profiling, including automated decision making, and data breaches will become a top priority.
5. **Increased Investment in Compliance and Safety Protocols:** Despite the slow adoption of safety protocols, companies will implement more formal guardrails and compliance measures as GenAI use expands. This will include hiring compliance officers and rolling out sophisticated GenAI use policies. Large companies will likely lead the way, with smaller enterprises following as best practices emerge. **Attempts to regulate AI and GenAI will also drive up costs.** For example, newly-proposed regulations to combat bias, expose deep-fakes, and reduce the harm of election misinformation frequently assign liability to the party responsible for distribution, including GenAI providers. Companies will need to regularly review their commercial customer/vendor agreements and insurance coverage to ensure alignment with their GenAI usage practices, and to minimize their exposure to potential liability.



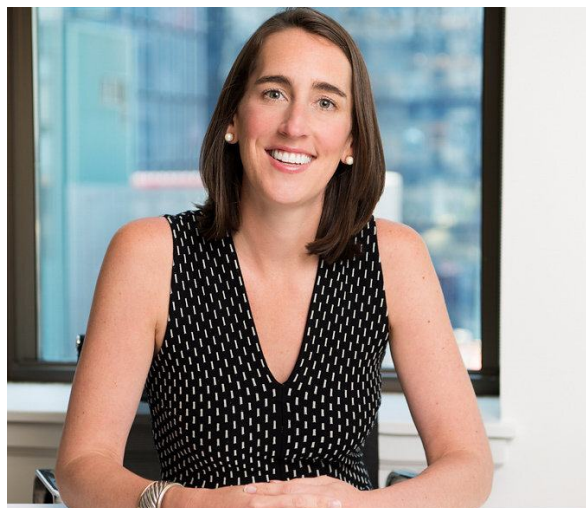
# BIOS



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# GENAI RESOURCES

[Legal Business World: AI at Work: AI at Work: Building a Future-Ready Workforce by Natalie Pierce and Stephanie Goutos](#)

[HR Brew: We asked a labor lawyer what AI laws HR should look out for by Natalie Pierce](#)

[HR Brew: We asked a labor attorney how to best use generative AI in HR featuring Natalie Pierce](#)

[ChatGD: Learnings \(So Far\) from our Legal GenAI Experiment by Joe Green](#)

[MIT Technology Review: These six questions will dictate the future of generative AI featuring Katie Gardner](#)

[Employee Benefit News: Helping employers leverage AI, robotics & biometrics in the workplace featuring Natalie Pierce](#)

[Worklife: What a landmark AI hiring bias lawsuit means for employers and candidates featuring Natalie Pierce](#)

[5 FAQs from General Counsels on AI \(July 2023\) by Katie Gardner](#)

[For the full list of resources, go to Gunderson Dettmer AI Resources →](#)



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