

## IBM Study: AI Drives Massive Shifts in Jobs and Skills as Employees Prioritise Meaningful Work

**While employees rank impactful work as a top attribute they care about, executives say it's the least important factor to their teams.**



**LONDON, UK, August 14, 2023** - Executives in the UK estimate that 41% of their workforce will need to reskill as a result of implementing AI and automation over the next three years, according to a new global study by the IBM Institute for Business Value. The study "[Augmented work for an automated, AI-driven world](#)" surveyed 3,000 global C-Suite executives across 20 industries and 28 countries.

Building new skills for existing employees was identified as the top talent issue, according to surveyed executives. The second most pressing issue was identified as technological illiteracy. Critically, the survey showed that 46% of UK executives are currently investing in reskilling their employees internally.

The study also found a disconnect between employers and employees about what's most important at work. With AI primed to take on more manual and repetitive tasks, UK employees surveyed report engaging in impactful work as the top factor they care about.

However, employers haven't recognised this fact. Executives surveyed ranked impactful work as one of the least important factors to their workforce. Both employees and executives did however identify flexible work arrangements as the most important factor beyond compensation and job security.

**Andi Britt, Senior Partner, UKI Talent Transformation Leader, IBM Consulting, said:**

*"As we embark on a future where AI becomes an integral part of the workforce, our task is to adequately equip our employees for this key technology shift."*

*"Our research reveals that **improving technology literacy for employees** is a top talent issue, according to business leaders. With 41% of the UK workforce expected to be reskilled as a result of implementing AI and automation over the next three years, it is crucial that executives are able to lead their workforce through this shift and enable them to succeed in the new era of generative AI."*

*"It is clear from the survey that impactful or meaningful work is now a higher priority for UK employees – a trend which is not yet fully recognised by their business leaders. Bridging this gap will be crucial in ensuring that AI and automation are harnessed in a way that enables employees to re-direct their time and energy to the meaningful and impactful work within the organisation."*

The study also provides recommendations for how leaders can take action to address their talent challenges in the era of AI and help their organisations transform for the future, including a focus on skills and operating models.

The IBM Institute for Business Value, in cooperation with Oxford Economics report is based on in-depth analysis of over 3,000 global C-Suite executives across 20 industries and 28 countries from all major regions in December 2022 and January 2023 about job roles, skills and how work gets done.

The IBM Institute for Business Value, IBM's thought leadership think tank, combines global research and performance data with expertise from industry thinkers and leading academics to deliver insights that make business leaders smarter. For more world-class thought leadership, visit: [www.ibm.com/ibv](https://www.ibm.com/ibv).

To view the full study, visit <https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/augmented-workforce>

## **About IBM**

IBM is a leading provider of global hybrid cloud and AI, and consulting expertise. We help clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries. More than 4,000 government and corporate entities in critical infrastructure areas such as financial services, telecommunications and healthcare rely on IBM's hybrid cloud platform and Red Hat OpenShift to affect their digital transformations quickly, efficiently and securely. IBM's breakthrough innovations in AI, quantum computing, industry-specific cloud solutions and consulting deliver open and flexible options to our clients. All of this is backed by IBM's legendary commitment to trust, transparency, responsibility, inclusivity and service. Visit [www.ibm.com](https://www.ibm.com) for more information.

## **Media Contact:**

Imtiaz Mufti

IBM External Communications UKI

[Imtiaz.mufti@ibm.com](mailto:Imtiaz.mufti@ibm.com)

+44 7721 211048

---

<https://uk.newsroom.ibm.com/2023-08-14-IBM-Study-Drives-Massive-Shifts-in-Jobs-and-Skills-as-Employees-Priorities-Meaningful-Work>