



A recent KPMG survey found that 72% of CEOs worldwide view investing in generative AI as their top priority, even in the face of economic uncertainty. Generative AI is a subset of artificial intelligence that can produce new creative content, such as text, images, and music, by learning from existing data.

CEOs are investing in generative AI for a variety of reasons, including the potential for increased profitability, accelerated **innovation**, and enhanced cybersecurity. Steve Chase of KPMG remarked that “with proper planning and execution, generative AI has the capacity to transform the way work is done.”

However, not all CEOs anticipate a rapid return on their investment. Approximately 62% of respondents estimated that it would take between three and five years for their companies to realize a return, with only 21% expecting to see a return within three years.

Additionally, a significant number of CEOs surveyed believe that AI regulation is necessary to ensure the successful **implementation** of the technology.

For today’s workforce, the key takeaway from this survey is that developing AI skills should be a top priority for those who want to stay **ahead of the curve**. Experts claim that not only do those with AI skills command high salaries, but many businesses are struggling to recruit individuals who can work with the technology. Anant Agarwal, a professor at the Massachusetts Institute of Technology, told CNBC that learning how to write prompts for generative AI - which he believes is the “single most important” AI skill - can be accomplished in as little as two hours.

ARTICLE LANGUAGE

Innovation

the creating and use of new ideas or methods.

Implement

to start using a plan or system.

Ahead of the curve

the first to change to a way of doing something that later becomes popular.

DISCUSSION

1. Do you use generative AI in your daily life?
2. Have you had any training in AI?
3. How is your company utilizing AI?