

The AI Workforce Report

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AI is transforming work at an unprecedented pace. The opportunity: **empower everyone to become more productive and creative through context-aware Ambient AI.**



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Foreword

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The rapid evolution of artificial intelligence is opening a new frontier for knowledge work—one filled with extraordinary opportunity.

At ClickUp, we see this as the most exciting and pivotal moment in our company’s history and for the future of work itself. While the world is just beginning to grasp the potential of AI, we believe the true transformation lies ahead: not just in automating repetitive tasks, **but in empowering every individual to achieve more, create more, and find deeper meaning in their work.**

This is not a distant vision. The convergence of software and AI is happening now, and those who act with urgency will shape the next era of productivity. Our mission is to democratize opportunity and creativity, making advanced AI accessible and useful for everyone.

The challenge is real, but so is the promise: **by integrating AI deeply and contextually into our workflows, we can unlock a new level of human potential. The time to act is now.**

Zeb Evans,
Founder and CEO, ClickUp

The AI Workforce

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Survey: The ChatGPT effect

Since the launch of ChatGPT, interest in AI has soared, and so has the conversation about its impact on work. Our surveys of knowledge workers in the US and UK, conducted before and after ChatGPT’s debut, reveal a nuanced picture: people are more optimistic about AI’s ability to help them work faster, but less certain about its ability to fully automate their roles. Trust in AI for critical decisions has declined, yet belief in its productivity benefits has grown.

Most workers now see AI as both a threat and an opportunity, with a strong desire for human oversight. This reflects a healthy skepticism and a recognition that AI’s greatest value comes when it is integrated into the flow of work—not as a replacement for people, but as a powerful partner.

At ClickUp, we believe the next leap in productivity will come from Ambient AI: AI that understands your work, your team, and your goals, and is embedded where work happens.

Survey details:

DATES	Survey 1: November 2022
	Survey 2: April 2023
RESPONDENTS	2,600 (across both surveys)
REGION	US: 45%
	UK: 55%
GENDER	Men: 56%
	Women: 44%
AGE	21-34: 45%
	35-50: 38%
	51-65: 17%
POSITION	Management: 55%
	Individual contributor: 45%

Surveys carried out by Attest and Prolific.

Survey: The ChatGPT effect

The proportion of **people who think no part of their job can be automated has fallen**, perhaps representing those who previously had almost no awareness of what AI could do.

But equally, the number of **people who think more than 50% of their job can be automated has fallen too**, suggesting workers are actually *less* confident now they have been exposed to tools like ChatGPT.



What proportion of your job do you think could be automated with AI?

total response: 2,600



Survey: The ChatGPT effect

The shift here is stark and indicates **there has been a substantial loss of trust in AI since November 2022**, both for making important strategic decisions, and writing important communications.

This may be a result of generative AI tools’ propensity to ‘hallucinate’ and fabricate information in a very convincing way, **meaning most workers are now unwilling to trust an AI without human oversight.**



To what extent would you trust an AI to make important strategic decisions with zero human oversight?

total response: 2,600



To what extent would you trust an AI to write an important email or memo, with zero human oversight?

total response: 2,600



Survey: The ChatGPT effect

Productivity

By contrast, **workers are now more confident that AI will help them work faster**, with more than three quarters saying they think it would. This shows that this is really an issue of trust, because while people aren't ready to let AI automate certain tasks with no human oversight, the experience of using AI tools has proven they can provide a big boost to productivity.

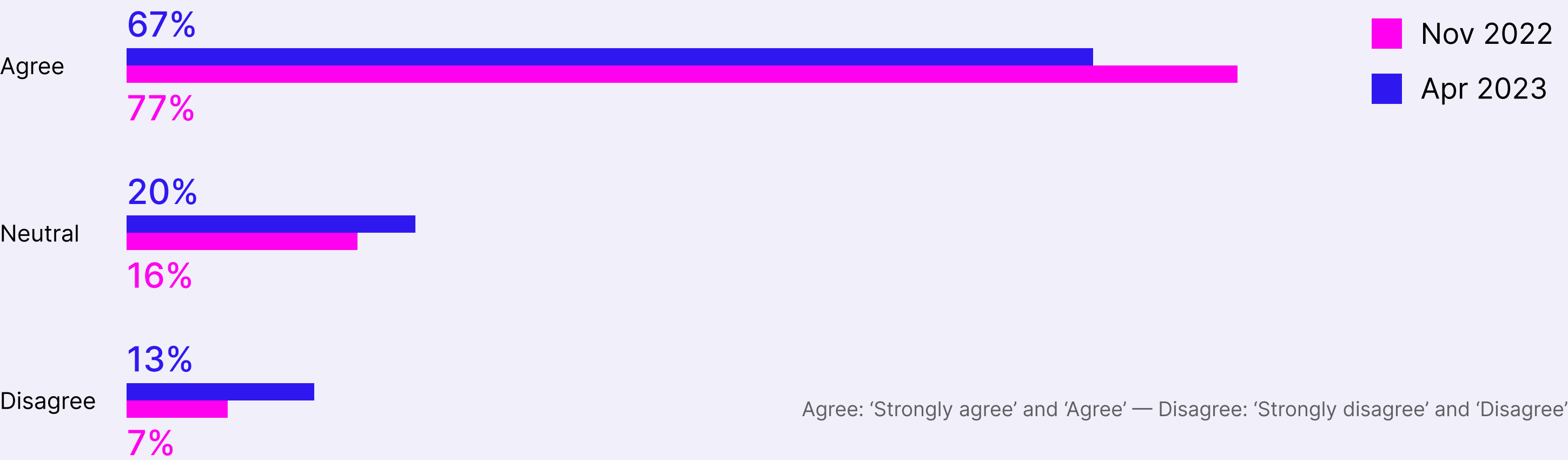
Friend or foe

The picture here is mixed. On the one hand, fewer people now see AI as an outright threat to their job. On the other hand, we also see an 11% jump in the proportion of **people who said it was both a threat and opportunity**.



To what extent would you trust an AI to make important strategic decisions with zero human oversight?

total response: 2,600



To what extent would you trust an AI to write an important email or memo, with zero human oversight?

total response: 2,600





AI Sprawl: why context matters

While the explosion of AI tools might suggest rapid progress, it has actually led to a new challenge: **AI Sprawl**.

When organizations adopt fragmented, disconnected AI point solutions, context is lost, trust erodes, and the true promise of AI productivity remains out of reach. The dominance of tools like ChatGPT in public discourse has proven to be a distraction.

Workers recognize that while these tools can help them work faster, they cannot replace human expertise or deliver reliable results on their own. Their limitations—and tendency to hallucinate—**have contributed to a broader skepticism about AI's reliability**.

When context is scattered across apps and workflows, even the most advanced AI cannot deliver meaningful, trustworthy outcomes.

The next phase of AI will be defined by systems that are deeply embedded, unified, and context-aware—reducing hallucinations, closing the trust gap, and unlocking the real value of AI.

As the data shows, most workers still want a human “in the loop.” But as contextually aware AI matures, trust will grow and the opportunity for full task or even role automation will expand dramatically.

The future belongs to organizations that converge work in platforms that unify context, engagement, and intelligence—empowering people to achieve more, not just automate more.



Short term vs. long term impact

In the next 1–2 years, AI will rapidly automate routine tasks, drive innovation, and reshape how we work. This transition will bring both opportunities and challenges: some roles will change, new skills will be required, and organizations will need to adapt quickly.

Our research shows that while there is concern about job displacement and inequality, there is also strong optimism about AI's ability to boost productivity and unlock new ways of working.

We believe the best way to navigate this disruption is through contextual, converged AI—**empowering every individual to orchestrate agents, upskill rapidly, and unlock new opportunities.**

By embedding AI into the flow of work, we minimize risk and maximize the benefits for everyone. The future belongs to those who embrace change, learn continuously, and leverage AI as a true partner in their daily work.

Short term effects

Timeframe: 1-2 years



1

Task automation

- Specific functions and tasks will start to be automated with oversight and human supportC
- These tasks will often be those which follow a defined structure, but may still involve elements of creativity, reasoning, and analysis.

2

Innovation and problem solving

- LLMs help to generate new ideas and solutions by fostering innovation and collaboration across diverse domains where humans would struggle to make the same connections.

3

Job displacement and unemployment

- Many jobs will be partially automated, leading to job losses and workforce restructuring, as fewer people are needed to produce the same output.
- Workers who can't adapt or upskill may find it hard to find new employment.

Short term effects

Timeframe: 1-2 years



4 Widening income and skill inequality

- The digital divide will widen, exacerbating social and economic inequalities
- Those who are able to harness AI technology will see increased opportunities and income, while others fall behind

5 Economic instability

- As businesses adapt to AI technology, traditional industries may face significant upheaval.
- Financial markets may experience volatility as a result, as industries adapt and transform.

6 Misuse of AI and ethical concerns

- AI technology can be exploited for malicious purposes, including disinformation, surveillance, fraud, and manipulation.
- We currently do not know all the ways in which this powerful technology could be misused and its ability to evade detection mechanisms could also lead to more long term harm

Short term effects

Timeframe: 1-2 years



7

Widening income and skill inequality

- New laws will be required to govern AI applications, on issues such as bias, privacy, fairness, privacy, and labor rights
- But policymakers may find it difficult to navigate the complex and fast-evolving landscape of AI technology and its implications.

Long term effects

Timeframe: 3-5 years



1

Automation and complex problem-solving is democratized

- LLMs will simplify computing, allowing users to undertake complex computational tasks (such as programming or software assembly) with zero technical expertise.
- This opens the door for individuals and businesses to solve complex problems and automate difficult tasks that previously didn't have the skills or resources to do so.

2

Innovation and problem solving

- Once leveraged to their full potential, LLMs will allow individuals and small teams to operate at much greater scale and achieve more with less, leading to an explosion in productivity.
- Human ambition will be amplified, expanding the scale and scope of what is possible by orders of magnitude.
- This will lead to a rapid acceleration of progress across a broad range of objectives and initiatives.

Long term effects

Timeframe: 3-5 years



3

Role automation

- Autonomous AI agents with domain focused training will allow for entire roles to be automated.
- Operating independently, agents will move beyond rule-based tasks to completing complex multi-step processes defined by objectives.
- This doesn't mean humans will be eliminated entirely from certain roles, but humans will shift towards oversight and managing the more niche cases.

4

A new era of human-computer interaction

- AI will transform the way individuals and organizations interact with technology.
- Complex interactions and user interfaces that require training and understanding will become a thing of the past. Instead, users will be able to command sophisticated interactions using natural language and AI powered suggestions that understand your role and likely intentions.

Long term effects

Timeframe: 3-5 years



5

Organizational restructure and fresh job creation

- Businesses will adapt to this new reality and restructure themselves accordingly. LLMs will act as the engine at the core of the business supporting almost all departments.
- This will see a swathe of entirely new categories of job emerge that require a highly skilled workforce to oversee and make use of AI technologies.

6

Exacerbated global inequality

- Countries from across the economic and development spectrum will have access to LLMs, creating a host of significant benefits.
- However, it's likely that richer nations (and their populations) will have more computing power, more powerful models, and highly specialized solutions.
- Unless addressed, this imbalance will deepen inequalities due to AI's widespread use in key areas such as education, health, government, and business.

Long term effects

Timeframe: 3-5 years



7 Entrenched biases

- Today's LLMs are already trained on the many existing biases (both explicit and implicit) in society, which acts to perpetuates them.
- Given the potential for this technology to underpin the creation of lots more content (new training data) and the stacking of models and training data sets, these biases could become entrenched.

8 The unknown risks

- This is a powerful novel technology that will impact almost every facet of society and there will be a multitude of consequences, both good and bad, that we simply cannot envision.



In the coming years, AI will not just automate tasks—it will democratize opportunity, personalize every work experience, and enable new forms of creativity and efficiency.



Embracing the new reality

Debates about AI's risks often mirror those about climate change: should we focus on mitigation, or adaptation? While both are important, the window for preventing disruption through regulation has largely closed.

Today's AI is already capable of causing significant economic shifts, and its capabilities are only accelerating.

The most urgent need now is to focus on how society can adapt to this new reality. This means rethinking economic structures, education, and workforce development to ensure that everyone can benefit from AI's potential.

Rather than fearing the unknown, we must proactively shape how AI is integrated into our lives and organizations. Adaptation is not just about survival—it's about seizing the opportunity to reinvent how we work, learn, and create value.

By embracing contextual, converged AI, **we can ensure that the benefits of this transformation are widely shared and that society as a whole moves forward together.**



Winning in the Age of AI

Swift action is essential, as this transformation will unfold faster than any previous industrial revolution. Much of the impact will be felt within the next 18 months, with many roles becoming partially automated and routine tasks eliminated.

Humans will shift toward higher-level, more meaningful work that cannot be easily automated.

To remain competitive, individuals must rapidly upskill and learn to wield AI tools effectively. **The ability to orchestrate and manage AI agents will become a core competency.**

But adaptation is not just an individual responsibility—companies must also evolve. To avoid being overtaken by more efficient, AI-powered competitors, businesses will need to build domain-focused AI models and new data-driven structures.

This shift will require new ways of operating, **with AI acting as a powerful engine at the heart of every organization.**

Data capture and integration will become even more critical, and the competition for AI talent will be fierce. Those who move quickly—embracing urgency, iteration, and continuous learning—**will lead the way in this new era.**



Leading your AI workforce

The survey data makes it clear: **most knowledge workers are not yet fully aware of the scale and speed of the transformation ahead.**

But the responsibility—*and the opportunity*—for shaping the future of work does not rest with governments alone. It is individuals, teams, and organizations who will lead the way, setting the pace for how AI is adopted, integrated, and leveraged for good.

Organizations that embrace contextual AI that is deeply embedded in workflows, understands the unique context of each team, and adapts to real business needs—will unlock new levels of productivity, creativity, and alignment.

To thrive, people and organizations must invest in upskilling, foster a culture of experimentation, **and encourage collaboration between humans and AI agents.**

Leaders should empower their teams to become orchestrators of AI, using technology to amplify their strengths and free them to focus on meaningful, high-impact work. The future will belong to those who move with urgency, iterate quickly, and are willing to rethink how work gets done.

By integrating AI into daily work, sharing knowledge openly, and building inclusive, adaptable cultures, we can ensure that the benefits of this transformation are widely shared.

The next chapter of work is being written now. **Together, we can create a future where technology empowers everyone to do their best work and find greater meaning in what they do.**

Leading your AI workforce



Actions that organizations around the world should be taking:

Audit for fragmentation (*Sprawl*)

Start by mapping where your work is fragmented. Look for signs like too many disconnected apps, inconsistent processes, scattered information, or AI tools that don’t talk to each other.

These are the main sources of wasted time, lost knowledge, and frustration in modern organizations.

Unify tools, processes, and context

Break down silos by bringing your apps, workflows, and knowledge into a single, connected workspace.

Create a single source of truth where information flows naturally and teams can collaborate seamlessly.

Centralize and connect context

Ensure tasks, documents, and conversations are linked and accessible in your digital workspace—**enabling AI to access work context.**

Make universal search, connected knowledge, and integrated communication the foundation for all work.

Leading your AI workforce



Integrate context-aware AI

Integrate AI that leverages your unified context—AI that understands your organization’s workflows, language, and priorities.

Use AI to automate repetitive tasks, surface insights, and augment human expertise.

Unlock Ambient intelligence

Advance from context-aware AI to *Ambient AI*: proactive, always-on intelligence that operates in the background, anticipates needs, and delivers value without manual prompts.

This is only possible with convergence and unified context.

Upskill and empower your AI workforce

Equip teams to orchestrate, supervise, and collaborate with AI agents.

Foster a culture of transparency, experimentation, and continuous learning to ensure everyone thrives in the era of ambient AI.

Convergence

Ready to build your AI Workforce?

The future of work is being shaped by those who take the lead—by organizations and teams who are ready to harness the power of AI, not just as a tool, but as a true workforce.

At ClickUp, we believe the solution is Contextual AI: AI that’s deeply integrated, understands your workflows, and eliminates the chaos of disconnected tools.

By unifying your knowledge, processes, and automation in one platform, you can unlock the full potential of your AI workforce and drive meaningful results.

Workflows & Solutions

200+ Workflows

Project Execution

Strategic Initiatives

Onboarding

Services

Campaign Execution

Agile Development

Bug Resolution

Product Roadmap Execution

+more

AI Tools & Agents

100+ Agents

AI Agent 1

AI Agent 2

Search & Ask

AI Projects

AI Agent 3

AI Agent 4

AI Meetings

AI Create

Apps

20+ Work Apps

Tasks

Dashboards

Board view

Gantt

Docs

Whiteboards

Wiki

Forms

Chat

SyncUp

Inbox

Clips

Data

salesforce

+1000



Download Forrester TEI Study

Get detailed methodology, financial analysis, and customer insights proving how convergence transforms productivity and profitability.

Book Your Free Consultation

Our experts will analyze your current tool stack and show you exactly how much productivity and revenue you're losing to fragmentation.

Create Your ClickUp Workspace

Experience convergence firsthand. See how unified work transforms your team's productivity in days, not months.

get started



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Work is broken. Let's fix it.

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