



GenAI Centre of Adoption

Scaling GenAI for everybody

Deloitte Workforce Transformation SEA

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Generative AI is a subset of artificial intelligence that uses machine learning techniques to generate data similar to the one it's been trained on. This form of AI can create content ranging from text to images, music, and even video. Here's a more detailed breakdown:

- 1. Understanding Generative AI:** Generative AI can be understood as a creative partner for content creation. The goal of generative AI is not just to learn and understand data, but to use what it has learned to create new content.
- 2. Applications of Generative AI:** Some of the main applications of generative AI include:
 - **Deepfake Technology:** This involves creating realistic images or videos of people by swapping their faces with others.
 - **Text Generation:** Generative AI can write articles, scripts, or even poetry. For instance, GPT-3, developed by OpenAI, is a language prediction model that can write human-like text.
 - **Music and Art Creation:** AI can create new pieces of music or artwork by learning from existing pieces.
- 3. Techniques Used in Generative AI:** The most common technique used in generative AI is the Generative Adversarial Network (GAN). GANs consist of two parts - a generator that creates the data and a discriminator that evaluates whether the data is real or generated. They work together to create realistic content.

It's important to note that while generative AI holds a lot of potential, it also comes with several considerations. For example, the use of deepfakes for malicious purposes, such as spreading misinformation, is a significant concern.

TYPE A MESSAGE ...

GENERATE →



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Introduction



Generative AI, or "GenAI," is transforming the landscape of artificial intelligence. Built on large language models (LLMs) that can create content – text, images, videos – based on simple prompts, it is rapidly adopted particularly across the Asia-Pacific (APAC) region, where organisations are moving beyond experiments and proofs-of-concept to focus on scaling GenAI at an enterprise level.

With investments surging and the Generative AI market projected to hit \$200 billion by 2032¹, its momentum is evidently accelerating.

Despite its rapid growth, many organisations still struggle to fully leverage the benefits of GenAI.

The urgency for mass adoption, rather than fragmented efforts, is proving critical to unlocking its full potential.

By doing so, businesses can rapidly prove value through next level innovations, efficiency, and competitiveness. For this to happen, it is essential that all employees actively participate in this transformation.

In this paper, we explore what's *truly* happening within organisations— where employees are already using GenAI, regardless of formal management's endorsement. We identify four critical gaps in scaling GenAI, particularly from a people perspective, and discuss how organisations can elevate employees' proficiency and maturity around GenAI adoption through targeted capability building.

We introduce the Center of Adoption (CoA) as an approach to drive safe, scalable, and effective outcomes around GenAI adoption across key functional areas.

How GenAI has lowered the barrier to AI

Generative AI has democratised advanced AI by putting it in the hands of every employee

It has put advanced AI in the hands of *everyone*

GenAI tools and trainings are readily accessible at little to no cost (or infrastructure investment), thanks to an abundance of platforms, tutorials and communities



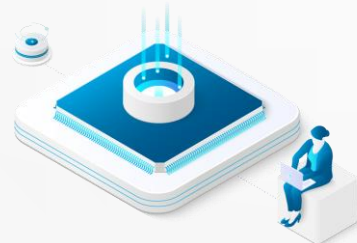
It takes the form of things we *already know*

No formal training is required to start using GenAI tools, which are often modelled on familiar user interfaces (e.g., chat bots)



It makes people faster – and better – at what they do

The more you use GenAI, the better you will get, as it learns *how you work* and how to provide ever better responses



Did you know?



43% of employees across Asia Pacific are using GenAI for work. **Southeast Asia ranks 2nd** out of 9 locations in APAC for GenAI use



In APAC, **GenAI daily users save 6 hours a week** through **increased speed, quality** of work, and the ability to **generate new ideas**



19% of GenAI users in Southeast Asia are **Daily Active Users**. This is expected to **increase by 232% in the next five years**

Source:

Deloitte Generative AI in Asia Pacific Report

Where organisations fall short of leveraging GenAI

GenAI makes AI more accessible than ever, but its full potential can only be realised if four critical gaps are addressed

The **LEADERSHIP** Gap:



Not creating an **environment** that encourages, celebrates, and **drives adoption**

- Lack of **awareness and urgency**, as decision-makers do not frequently engage with GAI platforms
- Lack of **institutional mechanisms** to drive adoption

The **GOVERNANCE** Gap:



Undefined **ethical standards and rules** of use

- **Unmonitored or unchecked** platform usage
- **Negative consequences** (e.g., data leak)
- Significant **risk** for the organisation

The **EFFICIENCY** Gap:



Not **fully leveraging** the technology and its capabilities

- **Inefficient or sub-optimal** use of prompts/tools/platforms
- Increased **human error**, poor machine responses
- **Modest efficiency gains** (e.g., bad prompts)

The **SCALE** Gap:



Not **scaling use cases** beyond individual application

- Involves uneven and **isolated use** of tools/platforms
- **Benefits only select individuals** and at negligible scale
- **Neglects multiplier gains** that can only be reaped through function or organisation wide application

• While 94% of employees are ready to learn new skills to work with GenAI, **only 5%** reported that their employers were providing training on a large scale¹

• A study by Layer X found that **6% of workers** have **copy-pasted sensitive information** into GAI tools³
Alarming, 4% of employees were found to do so weekly³

• A multidisciplinary study found that sub-optimal GenAI usage can **reduce worker performance by 19%**⁴
• Workers expect 61% of current tasks to be impacted by GenAI in the next 5 years⁵

• **70%** of organisations with **scaled GAI capabilities** report improved products and services²
63% of similar organisations have reported being able to encourage **innovation** and growth²

What organisations can do

Focus on your employees to drive adoption and address critical people gaps, before investing in platforms

1

Bottom-up (Enabling the workforce)

ALIGN

Create a **common understanding** of GenAI concepts, language, and **guardrails** across all employee groups

GUIDE

Demonstrate how GenAI can be **beneficial to all employees**, and help them to see the business impact

UPLIFT

Provide **practical learning** pathways and opportunities to bring up employees' **core GenAI skills**

Focus of this whitepaper

2

Top-down (Starting with use cases for the business)

TRAIN

Make it easy for employees to embed GenAI into their **day-to-day ways of working**

SECURE

Ensure **safe and reliable** GenAI use across all teams and functions

ARCHITECT

Establish the infrastructure to support increasingly **advanced use cases** and **data needs**

Measuring GenAI adoption

Ground your approach in five levels of maturity



L1: NOVICE

Minimal engagement and experimentation of Gen AI for everyday use

- Little engagement with GenAI
- Limited understanding of how GenAI can help them



L2: LEARNER

Trained to effectively and efficiently perform specific Gen AI use cases

- Actively builds GenAI skills for specific use cases (e.g., content generation)
- Understands the potential of GenAI in their role



L3: ACTIVE USER

Proficient daily use of GenAI to perform strings of tasks, as part of BAU workflows

- Fully proficient in using GenAI across various tasks
- Integrates GenAI into daily workflows to optimise processes and enhance productivity



L4: TEAM ENABLER

Drives and checks efficient and ethical GenAI use within the team

- Ensures AI tools are applied responsibly, with attention to ethical considerations and data privacy
- Mentor teams to elevate their GenAI use and foster responsible GenAI innovation



L5: ENTERPRISE ENABLER

Champions department and enterprise-wide GenAI adoption and integration

- Focuses on scaling GenAI capabilities into strategic initiatives
- Ensures that adoption aligns with business goals



All employees should strive to be at **L2**, while functional leaders are expected to be at **L5**. This may vary between organisations, depending on the **strategic, business and organisational objectives**

The GenAI Centre of Adoption (CoA)

Through a dedicated and centralised team, organisations can accelerate GenAI adoption while bridging critical gaps

Key Outcomes



Adoption

% increase in adoption over period



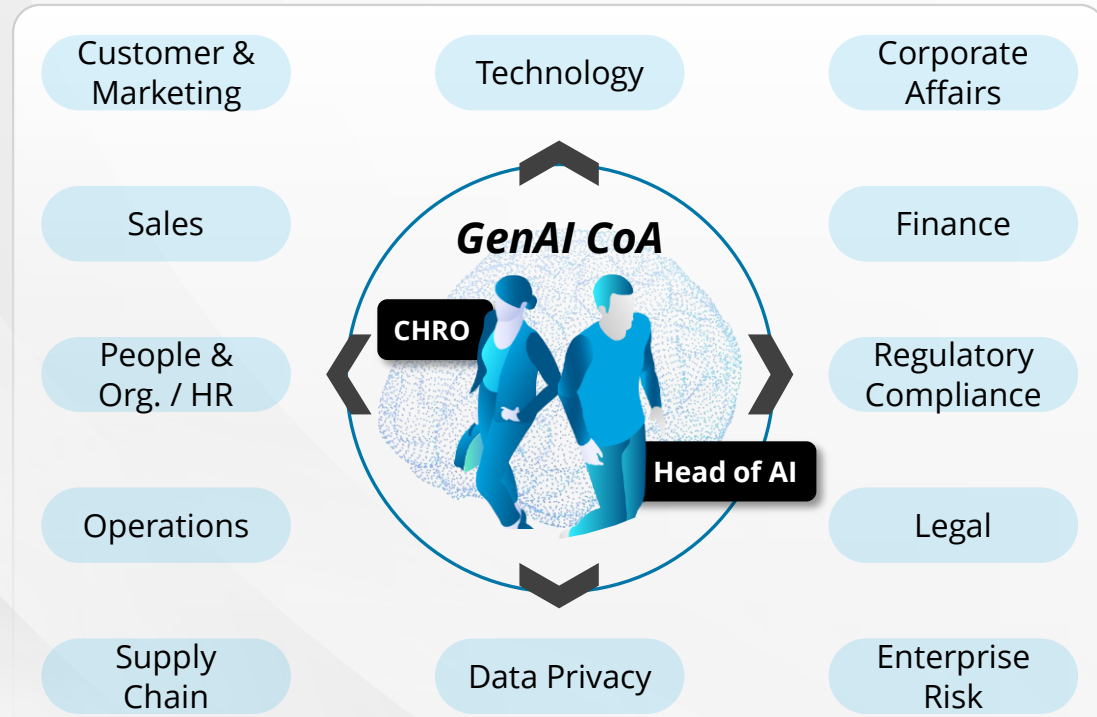
Speed of Adoption

Time taken to go from one level to the next



Proficiency

target employees at a discrete level



WHAT IS A COA?

Dedicated unit designed to **drive the mass adoption** of GenAI **across all functions and levels** within the organisation.

Central hub focused on building a culture of continuous learning and innovation to maximise GenAI's value.

KEY ACTIVITIES



Develop and drive a **shared GenAI taxonomy, practical standards** (non-technical), **governance**, and **ethical guardrails**



Help employees to **identify areas** where GenAI will benefit them, experiment safely, and help them to **redefine** their roles



Identify skill and competency **gaps across leadership and employee groups**; develop learning pathways, experiences and programs

Contact Us

Let's unlock GenAI's full potential in your organisation



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