



# Deloitte Boardroom Programme

## Leveraging the Power of AI

Tuesday, 25 February 2025



# Today's presenters



Colm McDonnell  
Boardroom Programme  
Sponsor  
[cmcdonnell@deloitte.ie](mailto:cmcdonnell@deloitte.ie)

Colm is a partner in our Risk Advisory practice in Deloitte Ireland specialising in security risk, regulatory and control assurance. Colm is the lead partner with several key clients and more recently heads up the Technology, Media and Telecomms practice in Ireland. He leads the Deloitte engagement with the non-executive director community and the Deloitte Boardroom Programme. Colm spent 9 years on the Board of the Dublin Chamber of Commerce and during this period served for six years as Treasurer. He is presently a Board member of Barretstown. Colm has been an Authorised Officer for the Central Bank of Ireland, and he is currently working for several institutions in reaction to Central Bank driven requirements.



Gary Notley  
Human Capital  
[gnotley@deloitte.ie](mailto:gnotley@deloitte.ie)

Gary is a Partner in Consulting leading transformation through the people lens within Human Capital Consulting in Deloitte Ireland. Gary brings a blended 17 years of industry and consulting experience and has recently led a number of operating model transformations for global and local organisations in the private sector. Gary has experience in transformation design through to implementation and within the HR domain Gary has expertise in HR and Talent Strategies, HR Operating Models, Workforce Planning, Digital HR and advising clients how to deal with the disruptions from the Future of Work.



Dylan Cotter  
Creative Director, ACNE  
[cmelody@deloitte.com](mailto:cmelody@deloitte.com)

Dylan Cotter runs ACNE, a creative agency owned by Deloitte. He has written TV campaigns for Guinness and the GAA, he's led shopper marketing for all the Mars brands across Europe, and he's pioneered the use of AR and VR for Virgin and Aer Lingus. He works with clients to help them understand how Gen AI is fundamentally changing marketing for businesses big and small and how to leverage its power.



# Generative AI

Gary Notley| Human Capital| Partner

## Topics:

1. Generative AI and the workforce
2. Deloitte's Digital Consumer Trends Report 2025 – AI and the workforce
3. Next steps



# Generative AI and the workforce



# We are experiencing a workforce revolution

The hype is real and many of the most pressing questions clients have across the enterprise focus specifically on the workforce

**300M** **Jobs globally impacted by AI**

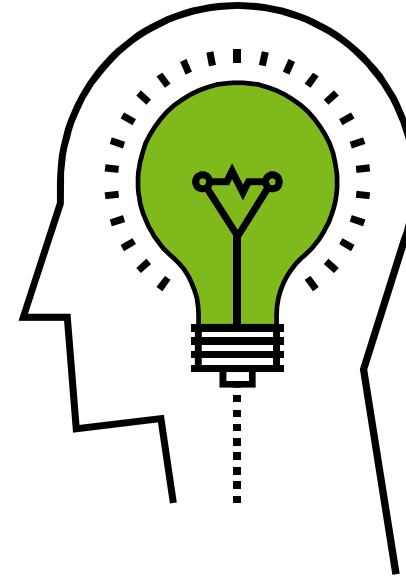
**40%** **Of the global workforce to reskill**

*But...*

**97M** **New job roles may emerge**

*And...*

**50%** **Of leaders are currently failing to achieve outcomes**



Generative AI isn't replacing humans; it's augmenting how we work.

And the future success will hinge on a renewed focus on humans.

**1**

What are the impacts to the employee and customer experience?

**2**

Which jobs will be impacted and what are the new and evolved skills required?

**3**

How can I deliver these changes smoothly and effectively?



# Deloitte's Digital Consumer Trends 2025

## Awareness and Usage



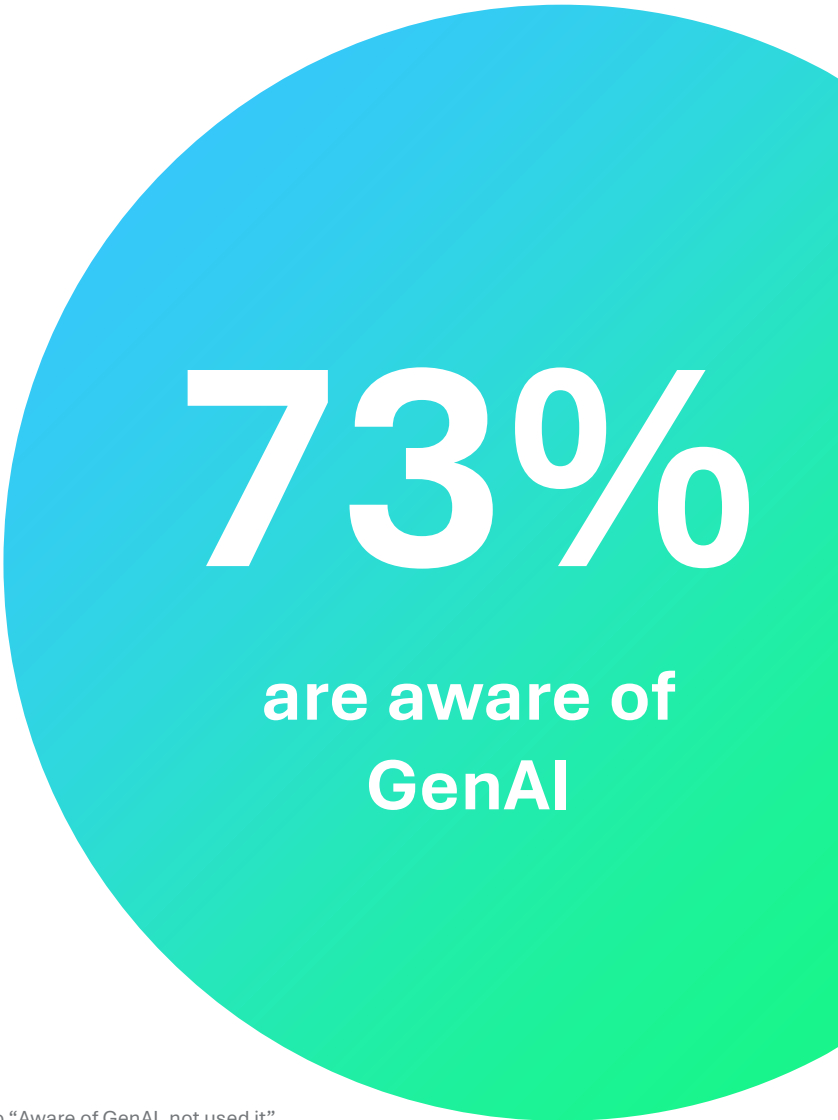
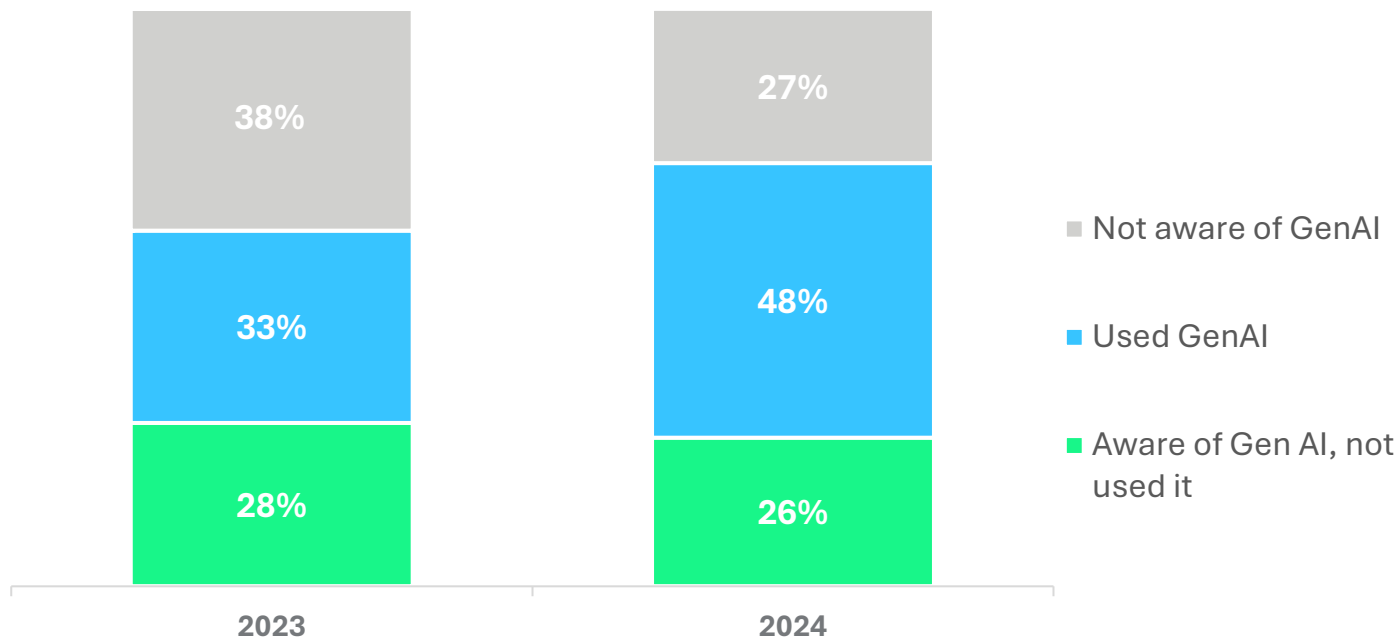


# Adoption of Generative AI is up compared to last year

Almost half of adults in Ireland have used a GenAI tool. However, over a fourth have not heard of it.

## Generative AI awareness and usage

- Which, if any, of the following Generative AI tools are you aware of?\*



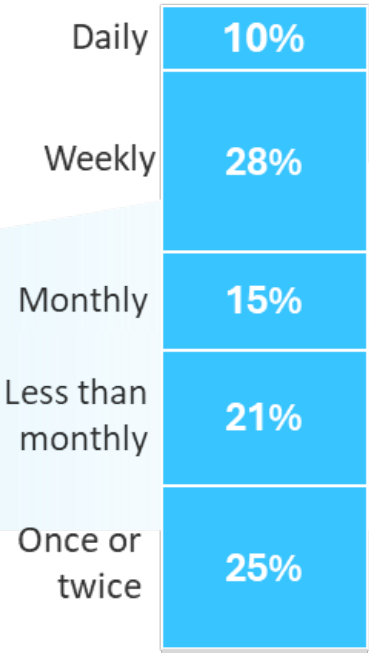
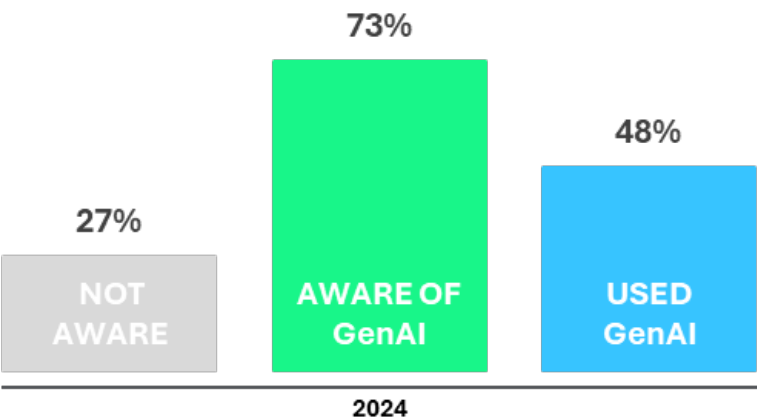
Weighted base: All respondents aged 18-75, 2023 (1,000), 2024 (1,000)  
\*Respondents given a range of GenAI tools to choose from; including “Another”; \*\*Those who were aware of generative AI but did not know if they had used it were aggregated into “Aware of GenAI, not used it”.  
Source: Deloitte Digital Consumer Trends, IE, October 2024

# Almost half of the respondents' report using GenAI less than monthly due to issues and concerns

Among GenAI users, more than one in four use GenAI weekly, but 46% use it less than monthly.

## Awareness of GenAI

Which, if any, of the following Generative AI tools are you aware of?  
Which, if any, Generative AI tools have you used?



## Frequency of GenAI Use

Which of the following best describes your use? \*\* [Of those who have used GenAI]

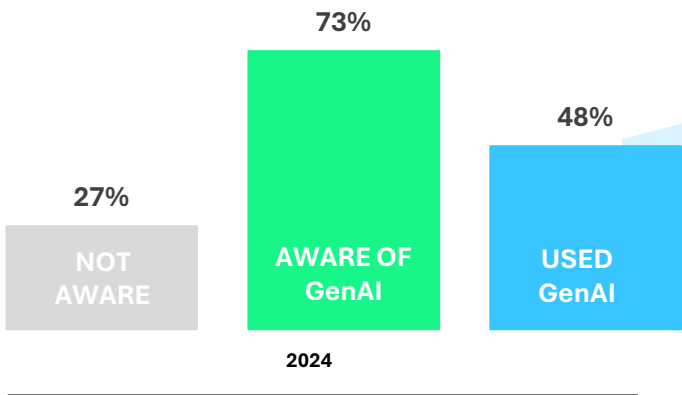
Weighted base: All respondents aged 18-75, 2024 (1,000), who have used generative AI (476)  
\*Respondents given a range of GenAI tools to choose from; including "Another". \*\* Full scale was (At least once a day; At least once a week; At least once a month; Less often than once a month; I used it once or twice to try; Don't know)  
Source: Deloitte Digital Consumer Trends, IE, October 2024

# Irish employees are ahead of employers

While most GenAI users use it for personal purposes, over a third (36%) have used GenAI for work.

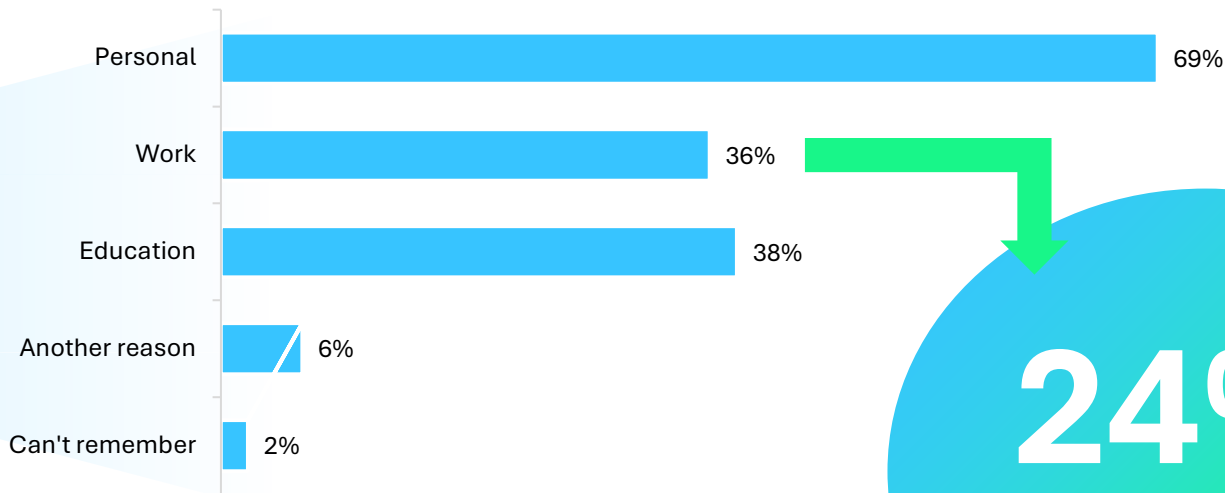
## Awareness of GenAI

Which, if any, of the following Generative AI tools are you aware of?\* [Any]  
Which, if any, Generative AI tools have you used?



## Users: Purpose of Use

Which of the following purposes have you used any Generative AI for?  
[Of those who have used GenAI]

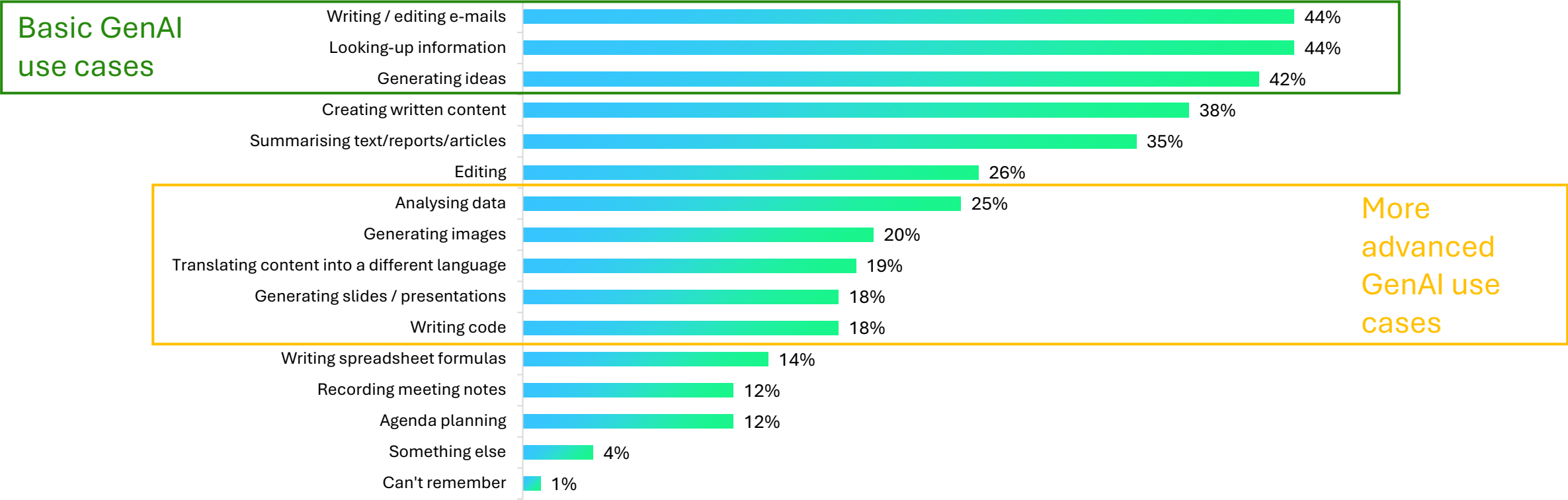


Weighted base: All respondents aged 18-75, 2024 (1,000), who have used generative AI (476)  
\*Respondents given a range of GenAI tools to choose from; including "Another".  
Source: Deloitte Digital Consumer Trends, IE, October 2024

# Writing or editing emails and looking-up information are the most common applications of GenAI tools for work purposes

## Using GenAI for Work: Work Tasks

- Which of the following work tasks have you used any Generative AI tools for? [Of those who have used GenAI for work]



Weighted base: All respondents aged 18-75 who have used generative AI for work, 2024 (170)  
Source: Deloitte Digital Consumer Trends, IE, October 2024



# Deloitte's Digital Consumer Trends 2025

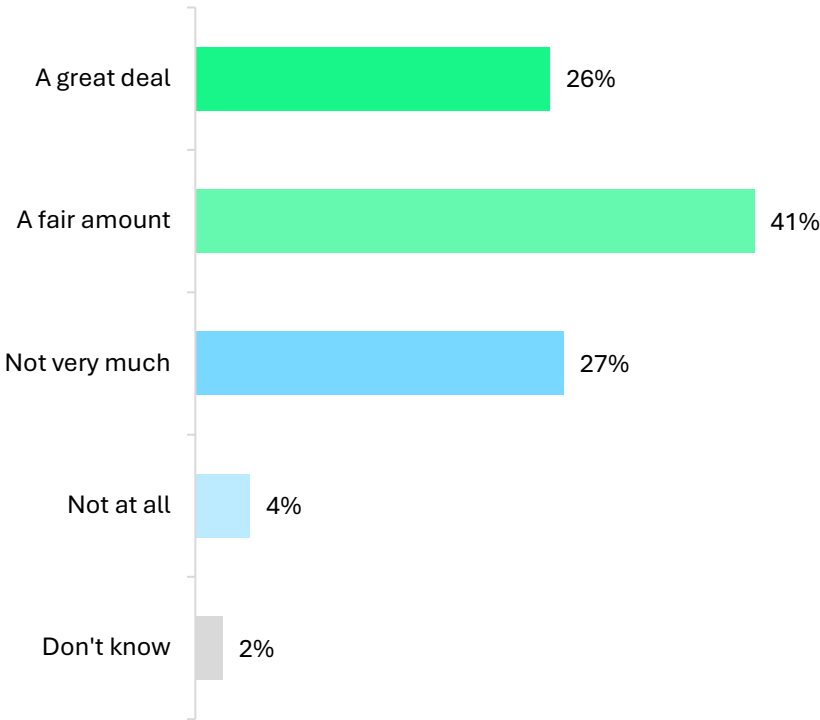
## Workforce Implications



Two thirds of those using GenAI for work purposes claim productivity boost at work; however, only a quarter agrees their company actively encourages the use of GenAI at work

Using GenAI for Work: Productivity Boost

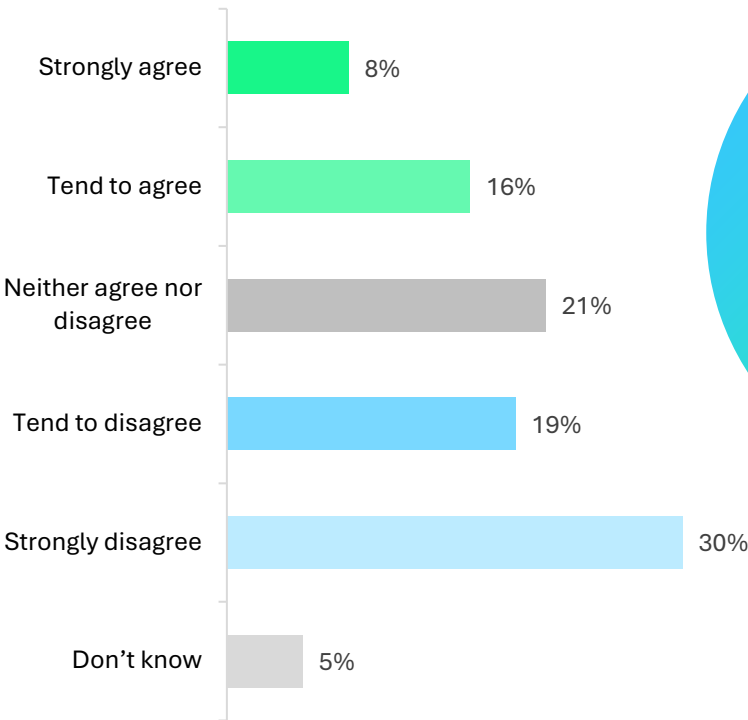
- To what extent, if at all, do you think GenAI boosts your productivity at work?  
[Of those who have used GenAI for work]



Weighted base: All respondents aged 18-75 who have used generative AI for work, 2024 (170)  
Source: Deloitte Digital Consumer Trends, IE, October 2024

Aware of GenAI: Company Encouragement

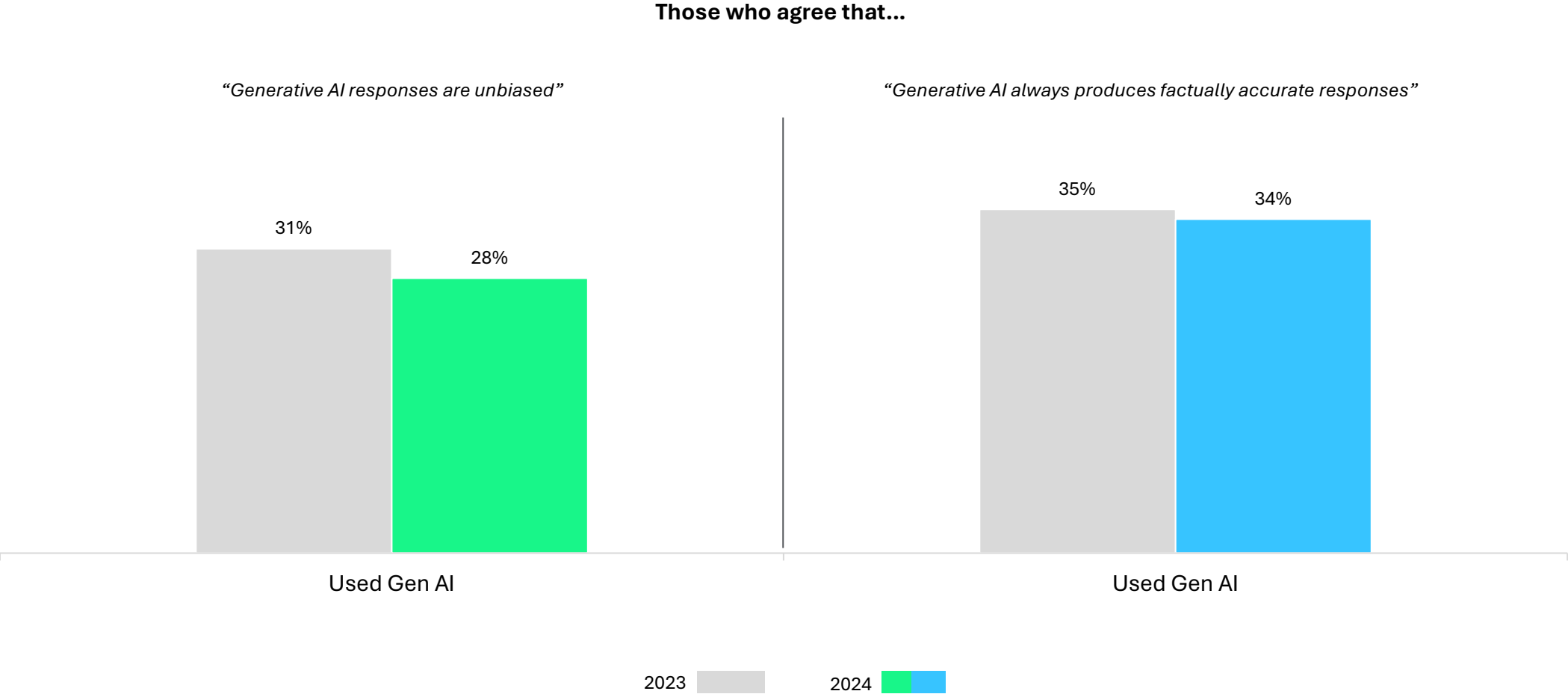
- To what extent do you agree, or disagree, with each of the following statements?  
My company actively encourages the use of GenAI at work”  
[Of those who are aware of GenAI, in employment]



Weighted base: All respondents aged 18-75 in employment who are aware of generative AI (478)  
Source: Deloitte Digital Consumer Trends, IE, October 2024



Those who have used Generative AI remain more likely to agree (incorrectly) that GenAI responses are unbiased and factually accurate



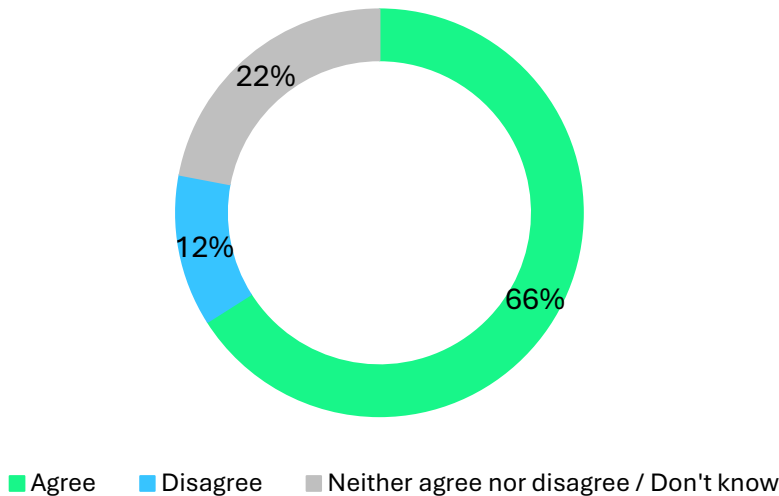
Weighted base: All respondents aged 18-75, 2023/2024 (1,000/1,000), who are aware of any Generative AI tool (621/731), who have used any Generative AI tool (336/476)  
Source: Deloitte Digital Consumer Trends, IE, October 2024

# Consumers report being less likely to trust and engage with AI driven customer service agents

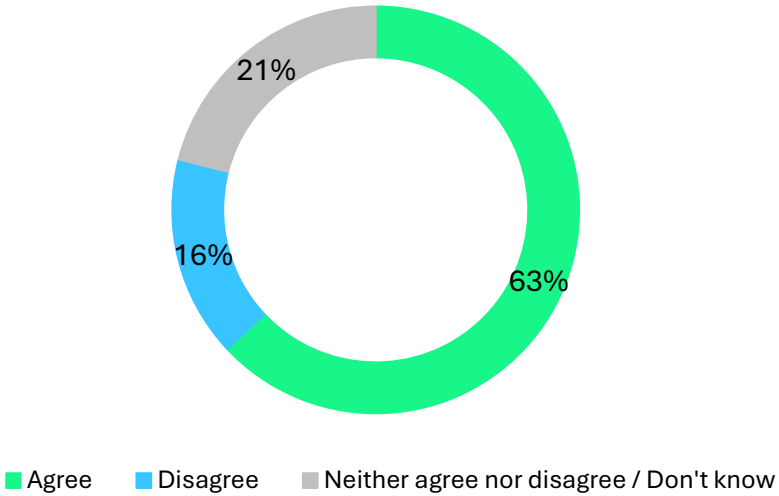
About two thirds of those aware of GenAI would be less inclined to trust AI-generated e-mails and to use customer services if conversing with a GenAI assistant.

- To what extent do you agree or disagree with the following statements? [Of those aware of generative AI]

*“I would be **less inclined to trust an email** if I knew it was created using Generative AI.”*



*“I would be **less inclined to use customer services** if I knew I was convaersing with a Generative AI assistant.”*

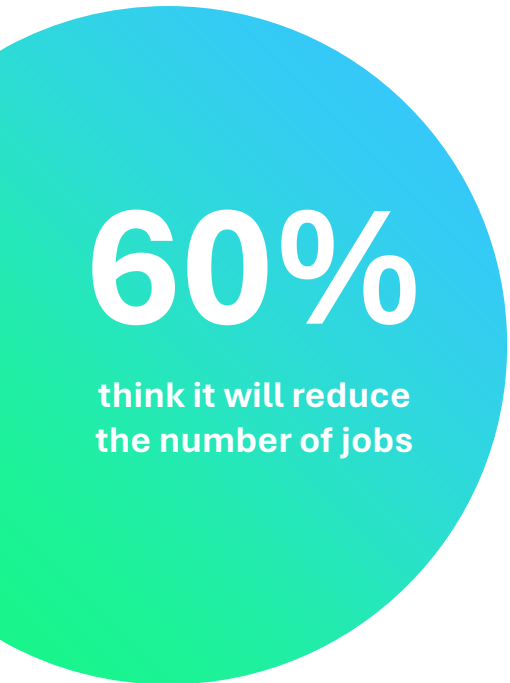


Weighted base: All respondents aged 18-75, who are aware of generative AI, 2024 (731)  
Source: Deloitte Digital Consumer Trends, IE, October 2024

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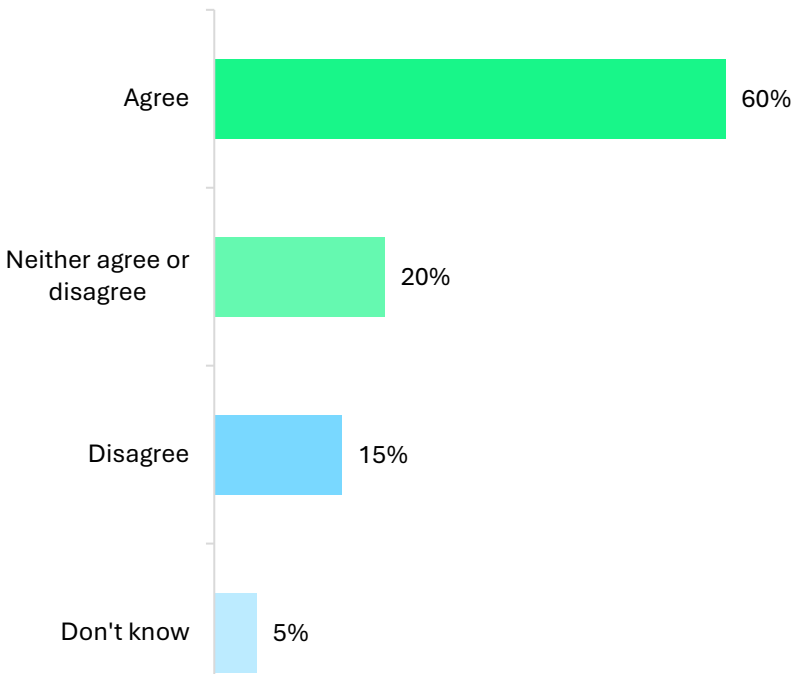


# Respondents worry GenAI will replace jobs



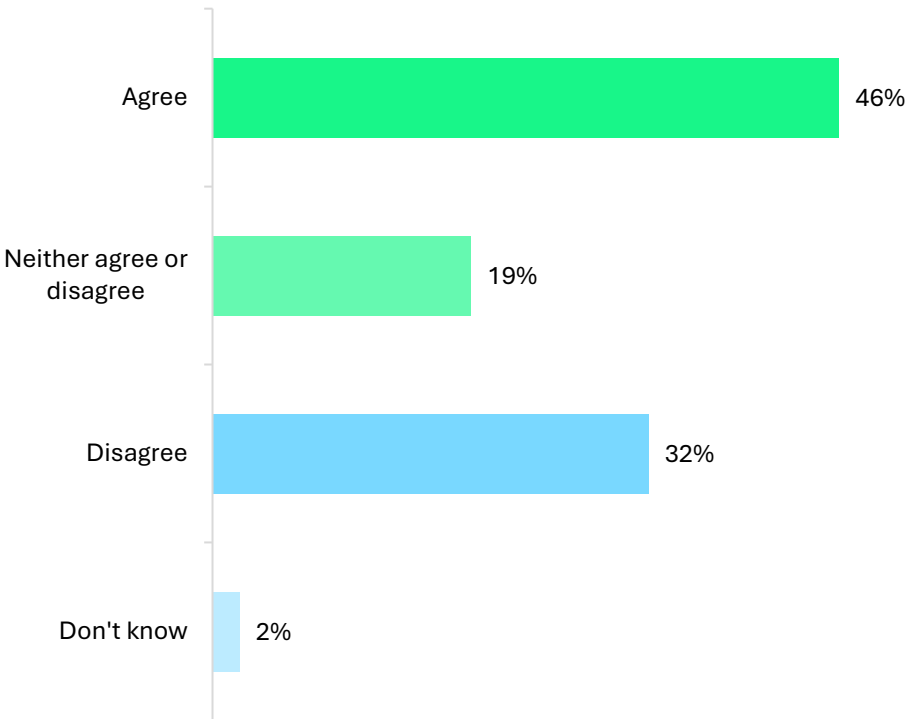
## Uncertainty in the workforce:

To what extent do you agree or disagree with the following statements? - Generative AI will reduce the number of jobs available in the future



## Impact on current role:

To what extent do you agree or disagree with the following statements? - I am concerned that in the future Generative AI will replace some of my role in the workplace



Weighted base: All respondents aged 18-75 who have used GenAI less often than once a month or once or twice to try (219)  
Source: Deloitte Digital Consumer Trends, IE, October 2024

# Next steps



## In summary

Business leaders need to start asking what they can do to integrate GenAI into their organisation. Our report reveals that Generative AI is no longer emerging—it's here. Employers will uncover the facts, challenges, and the tremendous potential of this technology when integrated correctly.

**1** What are the impacts to the employee and customer experience?

- Decide on your ambition for AI
- Develop AI policies
- Prioritise the 'Moments that Matter' you want to maintain as human

**2** Which jobs will be impacted and what are the new and evolved skills required?

- Don't focus on single roles - Understand end to end jobs, work and skills
- Redesign roles including human/AI mix with the input of leaders and workers
- Identify new skills required

**3** How can I deliver these changes smoothly and effectively?

- Change management - Develop trainings and provide space/ support to innovate
- Refresh your talent strategy
- Communicate and be transparent

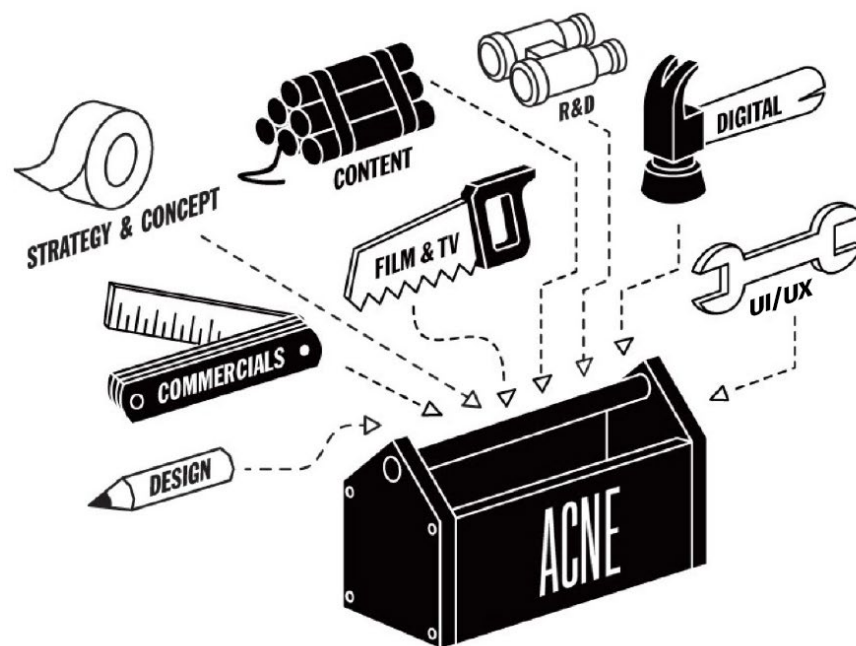
# Generative AI

Dylan Cotter | Executive Creative Director | ACNE









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Advertising  
Brand  
Content  
Design

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**Every company is a  
content company**

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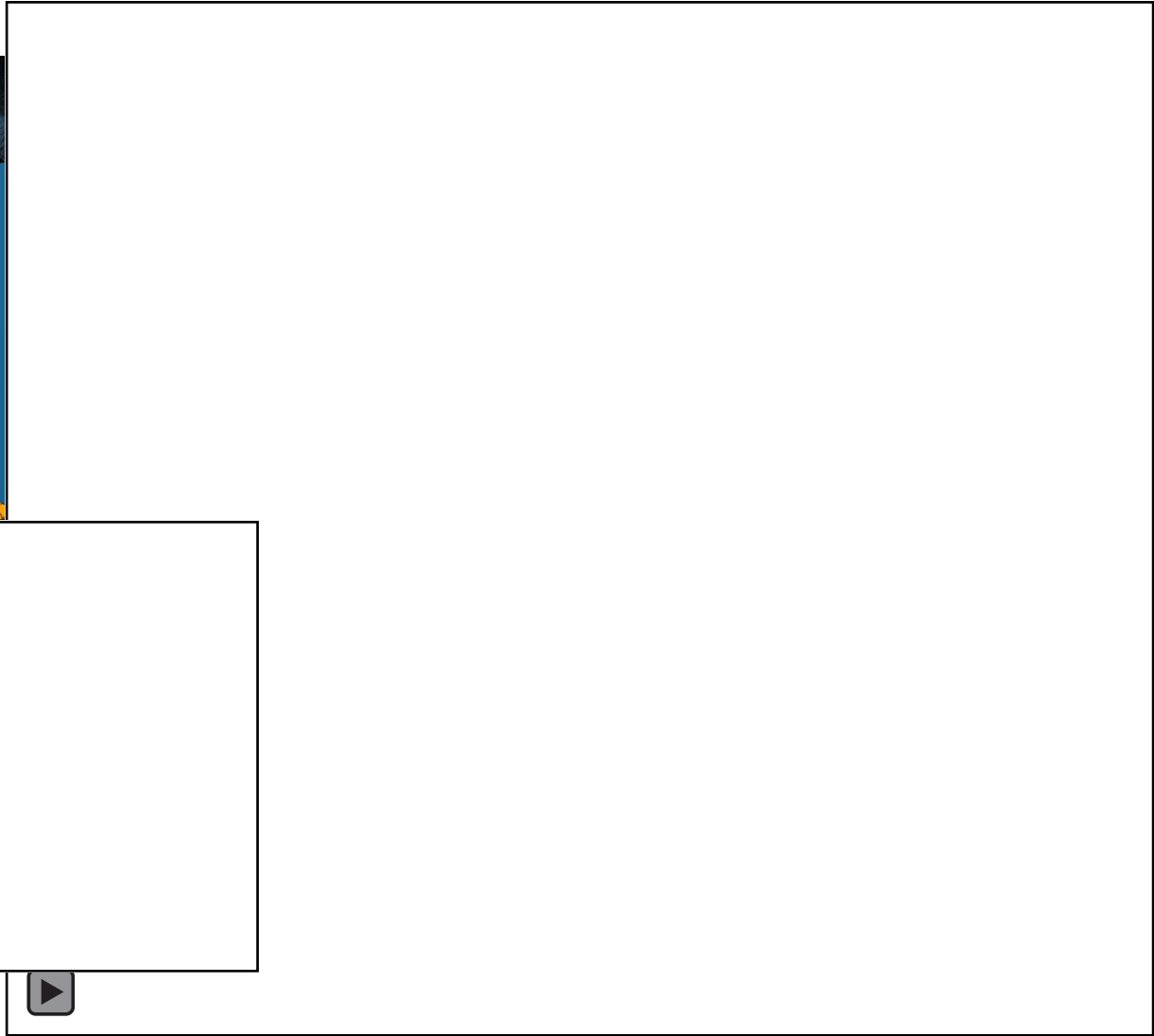
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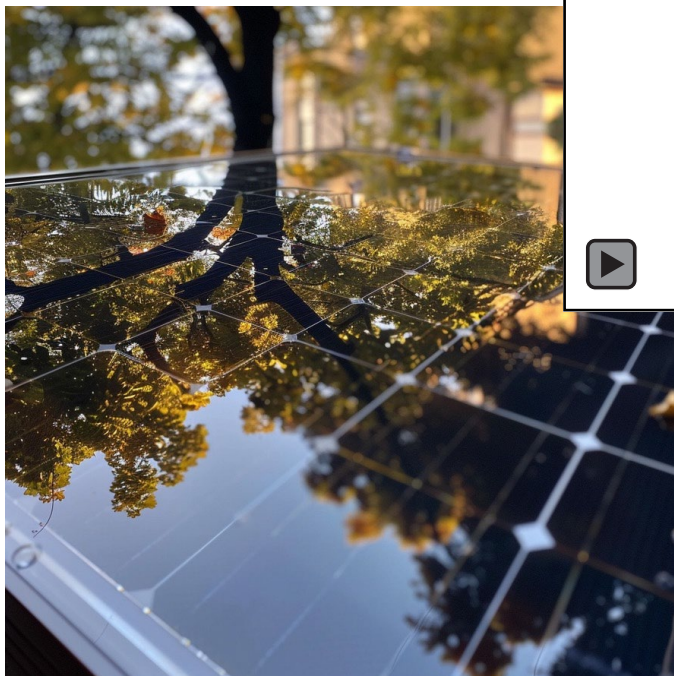


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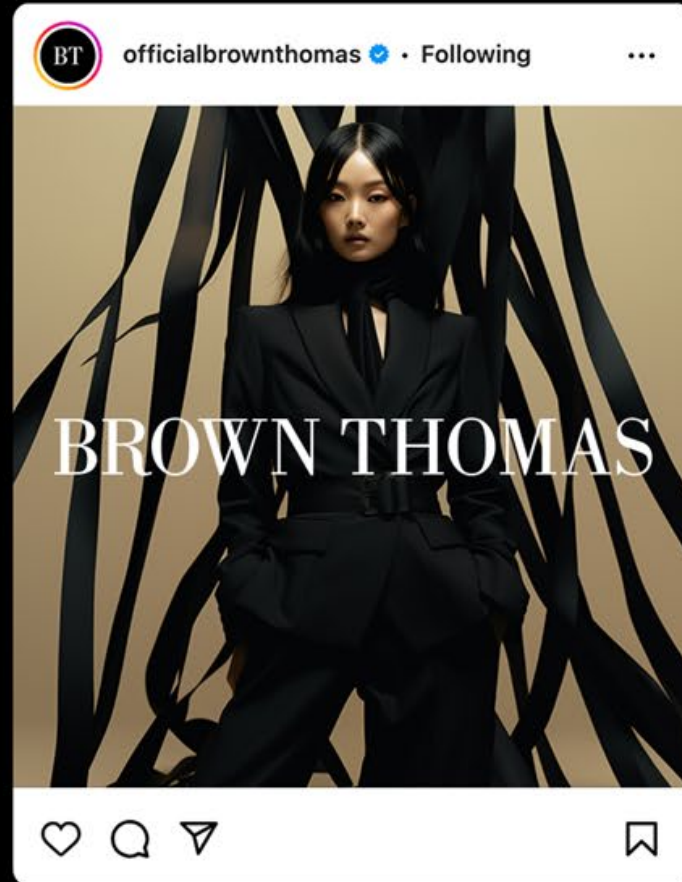
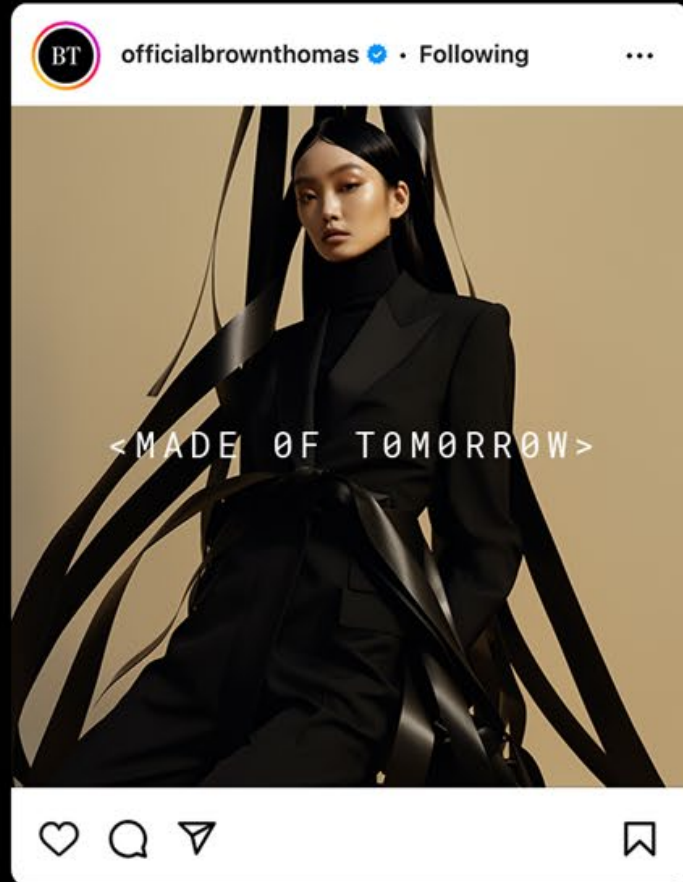


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Childhood vaccines save lives.



**As Gaeilge: Sábhálann vacsaíní do pháistí beatha daoine.**

English: Childhood vaccines save lives.

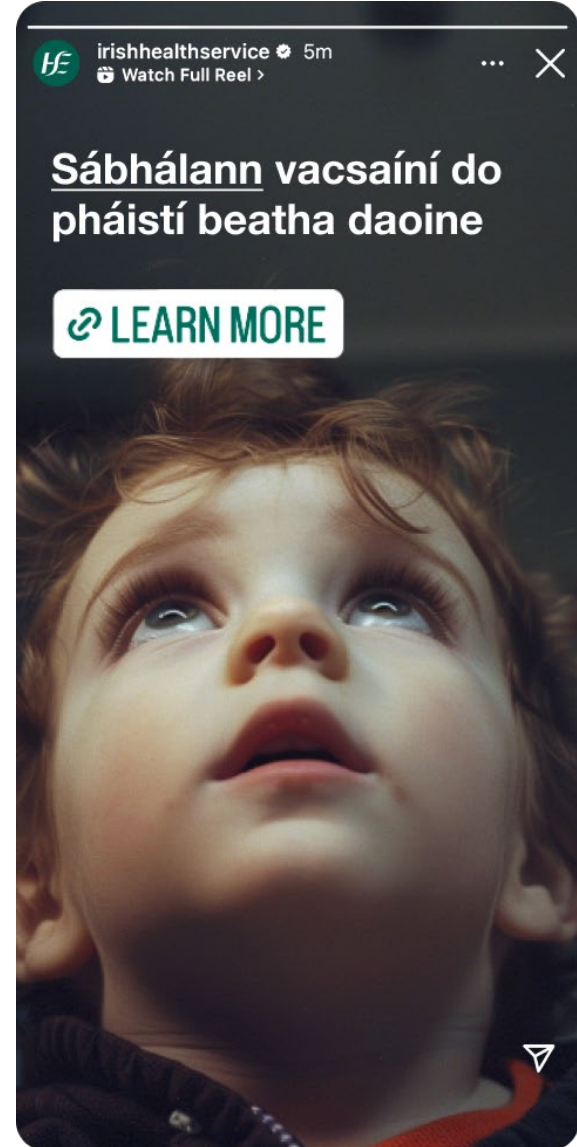


Visit **HSE.ie/strongkids**  
Or call **HSELive 1800 700 700**



**As Gaeilge: Féach ar HSE.ie/strongkids nó cuir glaoch ar HSELive 1800 700 700**

English: Visit HSE.ie/strongkids or call HSELive 1800 700 700





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Childhood vaccines save lives



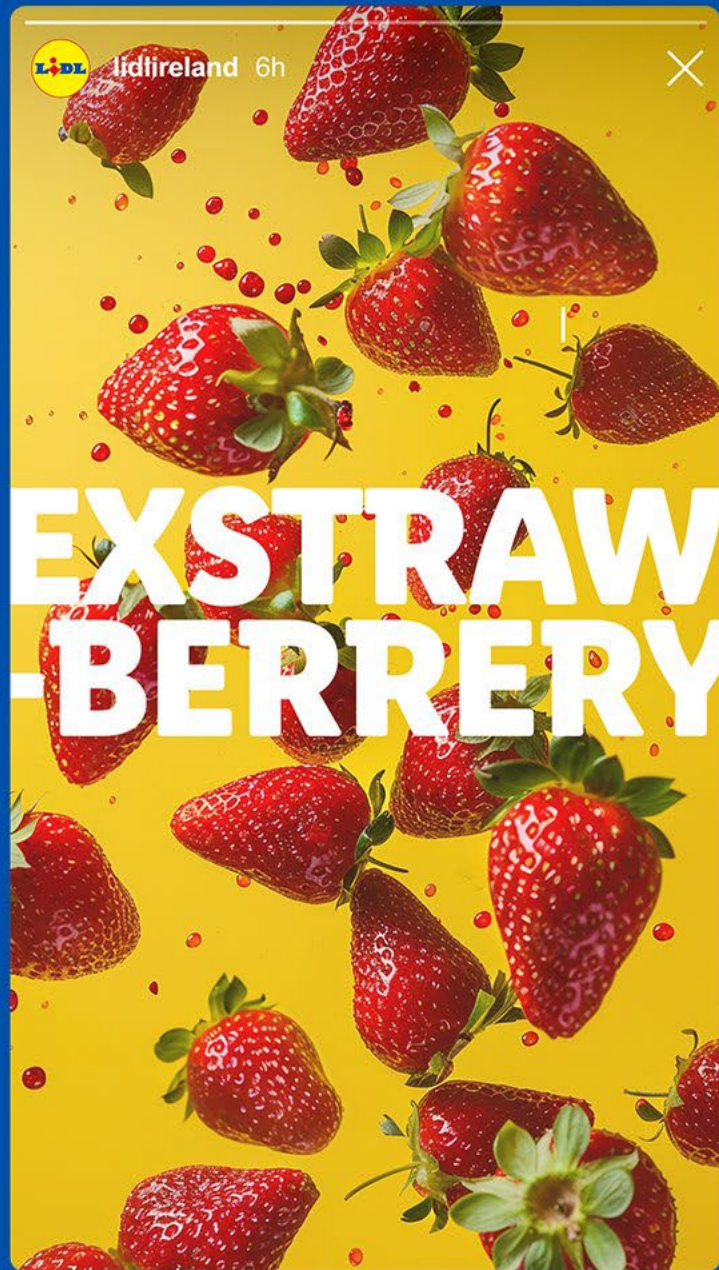




The background is a solid, bright blue. It is densely populated with various confectionery items that appear to be floating or falling. There are several cupcakes with different frosting colors like pink, blue, and white, some topped with sprinkles or fruit. Interspersed among the cupcakes are numerous small, round, multi-colored sprinkles in shades of pink, red, yellow, and white. There are also a few macarons and other small pastries visible. The overall effect is one of a joyful, chaotic explosion of sweets.

# ABUNDANCE









lidlireland 6h



greek week



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middle aisle



lidlireland 6h



lunchbox



JCDecaux

★ Trustpilot ★★★★★ 4.8

Still seeing doctors  
the old way?


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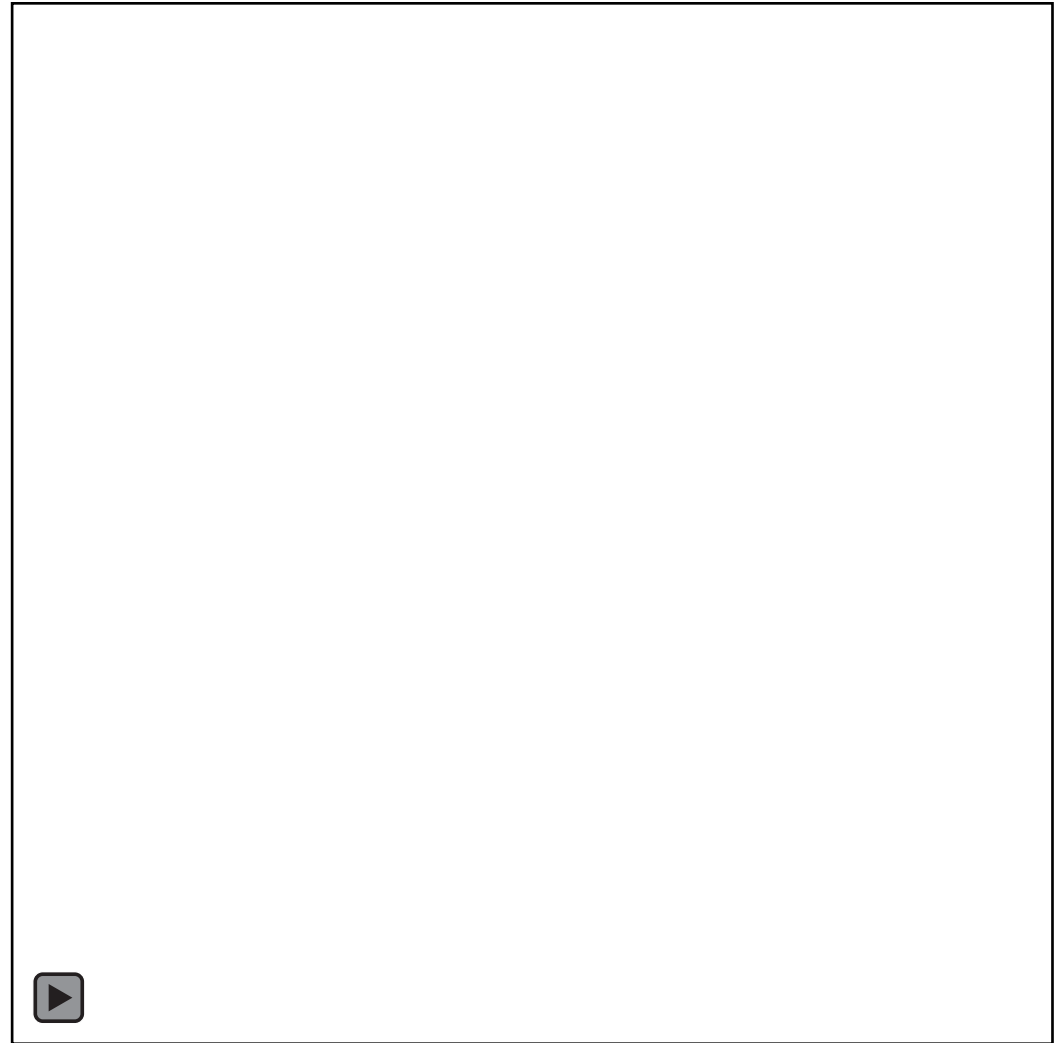
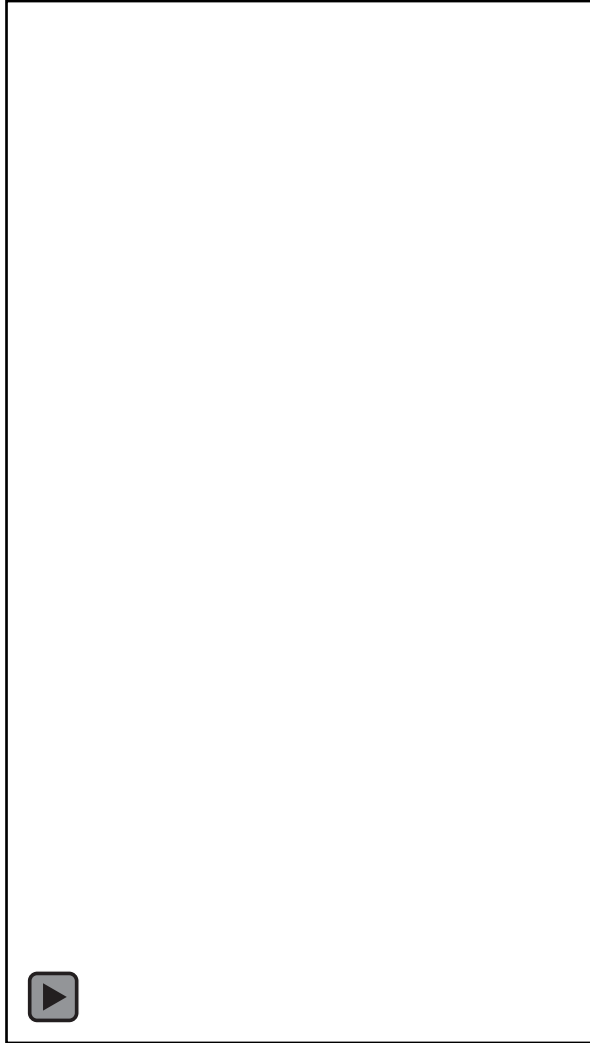
★ Trustpilot ★★★★★ 4.8



# Still seeing doctors the old way?

**webdoctor.ie**

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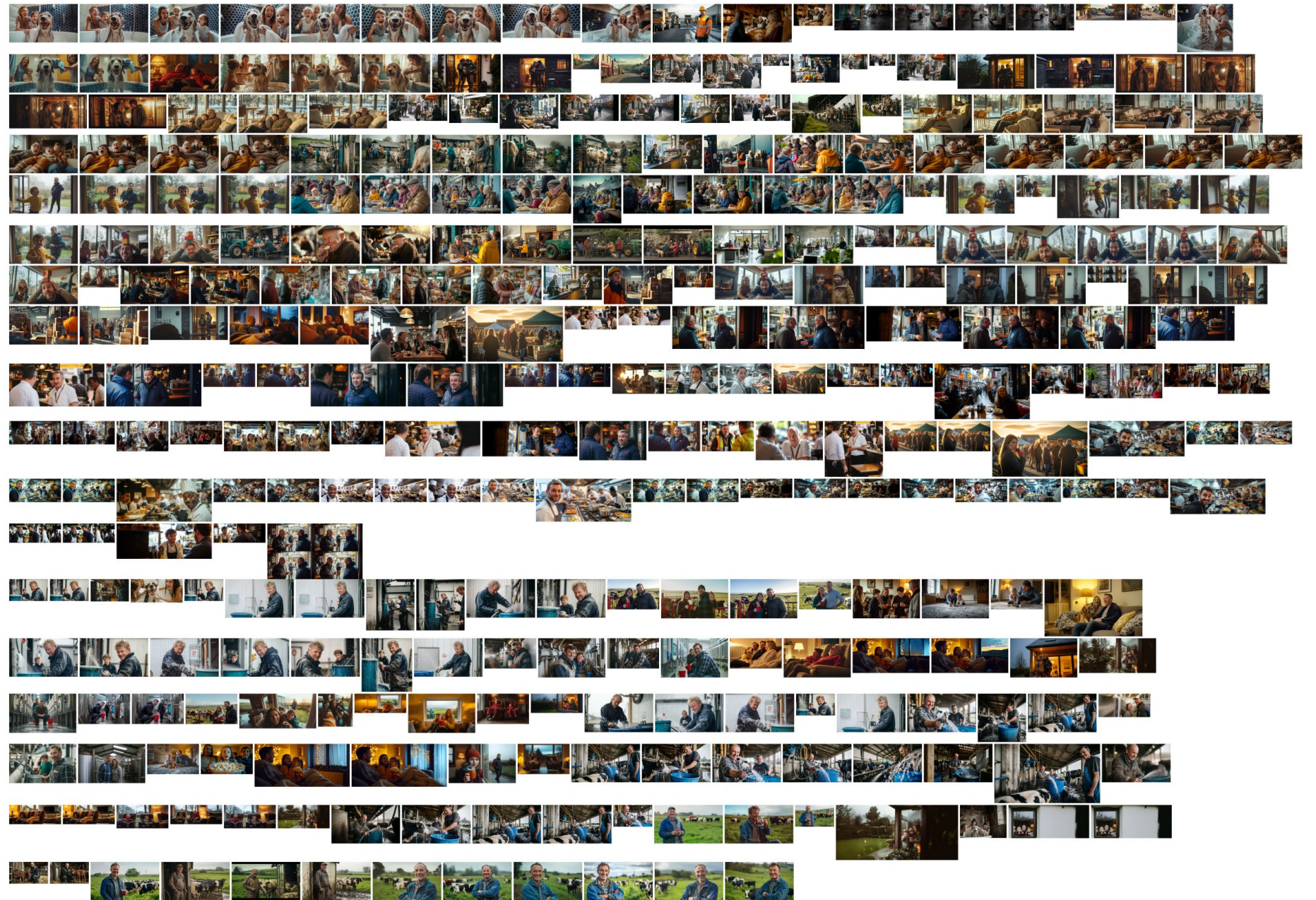


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100s of images  
created to target  
domestic,  
commercial,  
industrial, rural,  
urban, summer,  
winter etc.



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Q.

Two years in, how is Gen AI adding value for our clients  
in the brand and marketing space?

A.

Two ways.

Q.

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in the brand and marketing space?

A.

Two ways.

First, on a qualitative level: it is possible to create stunning, high quality  
imagery that would have been impractical if created the old way (with  
photographers, directors, cast, locations etc.)



Q.

Two years in, how is Gen AI adding value for our clients in the brand and marketing space?

A.

Two ways.

First, on a qualitative level: it is possible to create stunning, high quality imagery that would have been impractical if created the old way (with photographers, directors, cast, locations etc.)

Second, on a quantitative level: clients can now easily create hundreds of tailored images targeting every subset of their audience. This is transformative. For many brands, this means they can actively market to more audience segments, more of the time – unlocking significant growth.

This is for everyone.

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