

# US executives embrace generative AI as a game-changing technology

KPMG surveyed 200 senior US business leaders in June about generative AI and the transformational impact this emerging technology will have on business.

## Generative AI to have a transformational impact on business

97%
anticipate a huge impact on their organizations in the short term

think that generative Al will provide value to their business

believe that it will disrupt their industry

#### Uncertainty in generative Al regulation impacts investment decisions, but it's not slowing adoption



say the uncertain and evolving regulatory landscape impacts their generative Al investment decisions



will take a short (3-6 month) pause to monitor the regulatory landscape



will not pause adoption

### Generative AI to have significant upside for the workforce/decreased concerns



81%

believe that generative Al will have a positive impact on their workforce and productivity



**53**%

remain positive that generative AI will have a positive impact on the overall headcount

#### Increase in confidence in their ability to mitigate generative Al risks

are confident in their ability to mitigate risks associated with generative Al

of those that already deployed generative Al are confident in their ability to mitigate risks



#### Accelerated rise in risk management prioritization

Protecting personal data and privacy concerns

63%

Cybersecurity

**62**%

Responsibility of data input and Al generated content output

61%

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