



GENERATIVE AI AND THE FUTURE OF WORK

Forward-thinking insights from industry leaders



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THE FUTURE OF WORK IS EASY, SMART AND HUMAN

As the world of work becomes more technologically advanced, organizations are turning to **generative artificial intelligence** (AI) to unlock new possibilities, simplify and streamline processes and unleash productivity. In this spread, industry leaders discuss how the technology can transform your organization and empower your teams to work easily, smartly and humanly.



TRANSFORMING OPERATIONS WITH EFFICIENCIES AND PERSONALIZATION

Generative AI revolutionizes how organizations innovate and create **groundbreaking solutions** with a more personal and direct impact. It's quickly becoming a go-to technology with its sophisticated conversational interface that can create efficiencies in business functions from HR, payroll and finance to sales and operations, which, in turn, can help people use their time more purposefully to drive human experiences. At the end of the day, we all want tools that help us make our lives easier. With generative AI, we are seeing incredible opportunities both at work and in our personal lives, and that's allowing all to focus on what truly matters.

Every company, product and person is using generative AI to make things easier and more personal. It aids in efficiency, accuracy, compliance and continuous learning about concepts and trends to help people obtain a richer and more intuitive look at their workdays. While AI approaches have been used in business applications for years, what we're experiencing now is an acceleration of the rate at which we can use generative AI and machine learning to advance our work and deliver what a user needs in the moment or before they even know they need it. It's a tremendously powerful technology, which is also why the importance of data security, ethics and compliance remains paramount.



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MAXIMIZING BUSINESS POTENTIAL WITH A STRONG DATASET

Generative AI is as good as the breadth of data that powers it, so if you're interested in using generative AI for HR, payroll, benefits administration or recruitment — wherever you want to apply it — you must consider its dataset. Is it large and diverse? Does it contain an abundance of data points, helping you work smarter daily? Can your generative AI solution access your **workforce data** to create actionable insights that compel you to act? Data informs generative AI solutions, so the more robust, the better. Ensure your solution's dataset is mature, comprehensive and plentiful, that the organization supplying it prioritizes data with dedicated in-house

expertise and that the ability to create insights out of workforce data is provided. Then, focus on making every data-driven decision easy, smart and human while considering how those decisions impact your people.

Data is at the heart of the human capital management (HCM) industry. It can help drive intelligent decisions, offering organizations and their people unique data-driven solutions. It can take data and provide insights and answers to help people do their jobs better and drive meaningful, impactful, real-time results.

EMPOWERING EVERYDAY HUMAN DECISION MAKING

A worthwhile generative AI solution “gets” you — like that faithful colleague or coworker who can instantly improve your workday. It understands your intentions and delivers outputs in plain language so you can act swiftly and firmly. It makes your work life easier by tailoring its outputs to your needs and providing personalized suggestions based on real-time experiences. It empowers you, the human standing at its helm.

Implementing a generative AI solution that meets you where you are means acquiring several must-have features. Ask yourself: “Can it catch payroll errors, help me comply

with laws and regulations and supply the reports I need? Can it help me make salary and wage decisions and remind employees to complete critical tasks? Can my workforce use it to obtain simple, targeted insights that help them complete tasks without my nonessential intervention? Is it available across my organization via a mobile app?” These are capabilities you should look for because they can simplify your workday by giving your function the support it needs. Look for a “yes” to each of these questions and evidence to back it up.



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INCREASING USER CONFIDENCE WITH **DATA PRIVACY**

Helpful features, breadth of data, self-empowerment and ease of use should be your guiding principles when searching for a generative AI solution, but don't overlook compliance. **Privacy** laws in the United States and around the world govern how personal data is collected and used, and they apply equally to using personal data in connection with generative AI. One key aspect of privacy compliance is data minimization — using only the personal data needed for the particular purpose for which the data is processed. With generative AI, there are privacy-protecting techniques that can be implemented. For example, personal data in prompts can be tokenized so that it isn't shared directly with

a generative AI model. The model's output can then be re-associated with the personal data to provide meaningful content. Where the prompt does contain personal data, the model should exist in a controlled environment so data does not leak to other users.

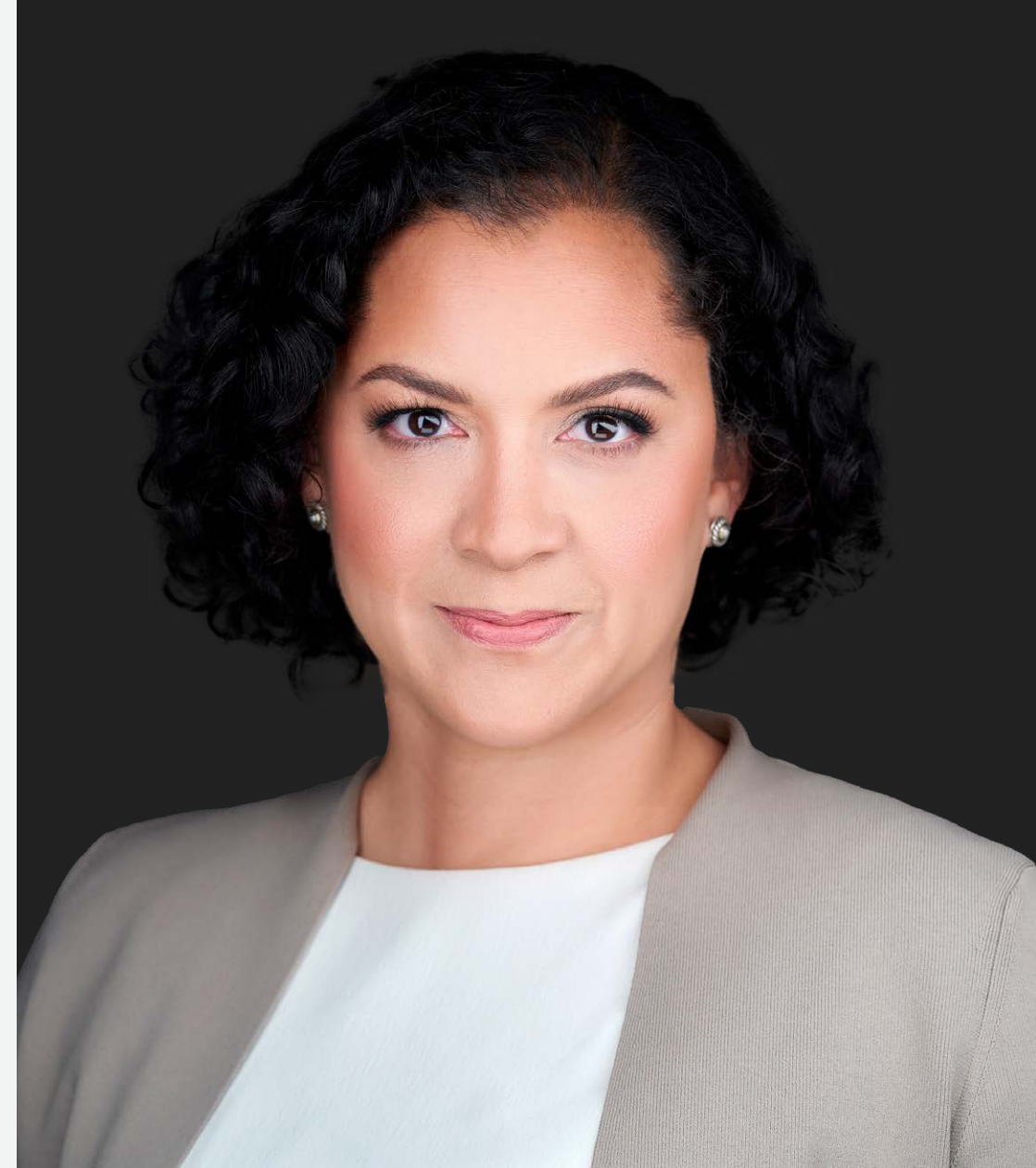
By taking these steps, companies can realize the benefits of generative AI, including personalized content and results, while avoiding improper disclosure of personal data. When combined with work to **protect generative AI systems** from cyberattacks and other threats, users will gain enhanced confidence, driving increased uptake.

BUILDING TRUST WITH COMPLIANCE AND HUMAN OVERSIGHT

As generative AI continues to transform the world of work, the concept of **trust** must remain front and center. After all, people only use technology they trust.

One core aspect of trust is compliance. Generative AI is subject to a range of existing laws and regulations, many of which are applicable generally but some of which are AI-specific. In the HR space, it is vital to take steps to address potential bias and ensure the use of AI is transparent, appropriately tested and that the recommendations are explainable.

But trust is more than just compliance. It also is about the human element. That is why having human involvement in AI systems, to oversee their functioning and evaluate their recommendations, is critical. This will help create experiences that are both transparent and inclusive. Generative AI is a powerful tool that will make work more efficient and unleash creativity. But it must reflect the best of us, and to do so, human oversight is essential.



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IMPLEMENTING GENERATIVE AI IN THE WORKPLACE

As you explore generative AI, remember to prioritize data, acquire self-empowering features, support your people, account for compliance and ethical considerations and keep diverse perspectives in mind. Using these guideposts, you can unlock the full potential of generative AI and turn your business into a state-of-the-art industry innovator powered by technologically advanced professionals. You can help make the future of work easy, smart and human.



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