Accelerating AI skills
Preparing the Workforce for Jobs of the Future

February 2024

Artificial Intelligence (AI) is increasingly solidifying its foothold on the tasks that we perform today and is expected to be even more pervasive in the next five years.

To better understand the unfolding of AI technologies in the workspace, Access Partnership collaborated with Amazon Web Services (AWS) to survey over 1,600 employees and 500 organisations in Spain. Findings show that AI will be a big booster for the Spanish economy and a disrupter of job tasks, but there is a lack of AI-skilled talent to fully harness this potential.

Artificial Intelligence (AI) leverages the power of computers and machines to mimic the problem-solving and decision-making capabilities of the human mind, such as visual perception, speech recognition and translation of languages.

Top Takeaways:

1 **Nearly every organisation will become an AI business by 2028**

92% of employers are optimistic about the impact of AI on their organisations, and **91%** expect to use AI-powered tools throughout their firms by 2028. Employers expect the Information Technology (IT) department **(88%)** to be the greatest beneficiary of AI solutions-followed by the research and development **(87%)** and the sales and marketing departments **(86%)**. In addition, **66%** of employers identified task automation to be the top benefit of AI.

2 **Generative AI will transform how we work, with over 86% of respondents expecting to use such tools in five years' time**
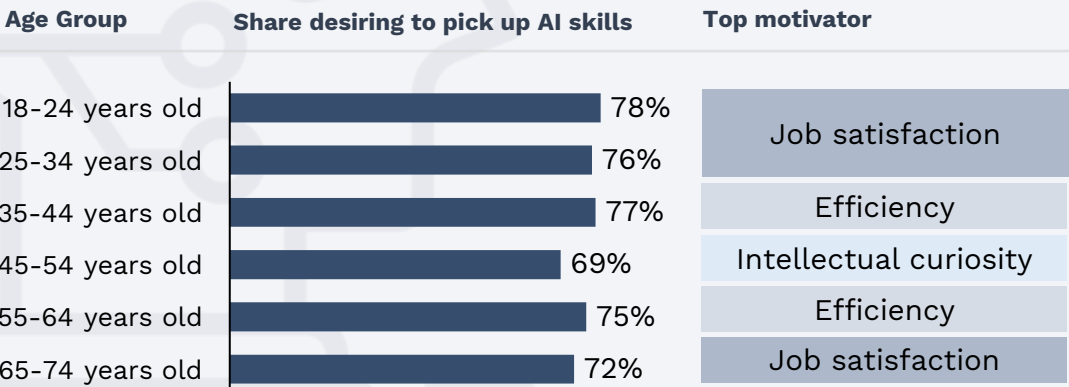
At least **86%** of surveyed employers and employees expect to either "somewhat" or "significantly" use generative AI in their organisations in the next five years. Additionally, at least **90%** of surveyed employers and employees can identify at least one benefit from generative AI, even if they don't plan on using it.

Generative AI (GenAI) refers to a type of AI that can help create new ideas and content in the form of conversations, stories, images, videos, music and more – unlike traditional AI systems which are designed to recognise patterns and make predictions.

3 **Acquiring AI skills can boost pay and career benefits**

Surveyed employees in Spain feel positively about the impact of AI, and **seven in 10** are keen on developing AI skills for career advancement. Top motivators to pick up AI skills vary slightly across age groups, with job satisfaction and increasing efficiency being the top motivators for employees in most age groups. In addition, having AI skills can also increase salaries for workers, as employers are willing to pay up to **33%** more in salaries for AI-skilled workers.

Share of surveyed employees interested in AI upskilling and motivations, by age

Age Group	Share desiring to pick up AI skills	Top motivator
18-24 years old	78%	Job satisfaction
25-34 years old	76%	Job satisfaction
35-44 years old	77%	Efficiency
45-54 years old	69%	Intellectual curiosity
55-64 years old	75%	Efficiency
65-74 years old	72%	Job satisfaction

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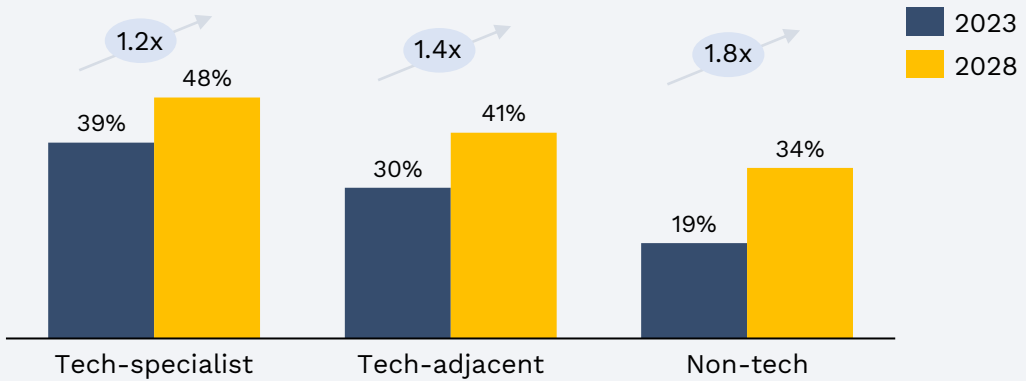
The productivity gains from an AI-skilled workforce could be immense

In our survey, employers and employees in Spain alike believe that AI can boost productivity by **45%.** The full extent of AI productivity gains are expected to be felt in 2028, with all levels of tech workers expecting to contribute. In particulate, the use of AI tools by non-tech workers is expected to nearly **double** by 2028 – the greatest increase across all levels of tech workers[1].

Use of AI tools by non-tech workers expected to nearly double by 2028
Expected share of job tasks completed using AI-powered tools by type of tech workers in 2023 and 2028
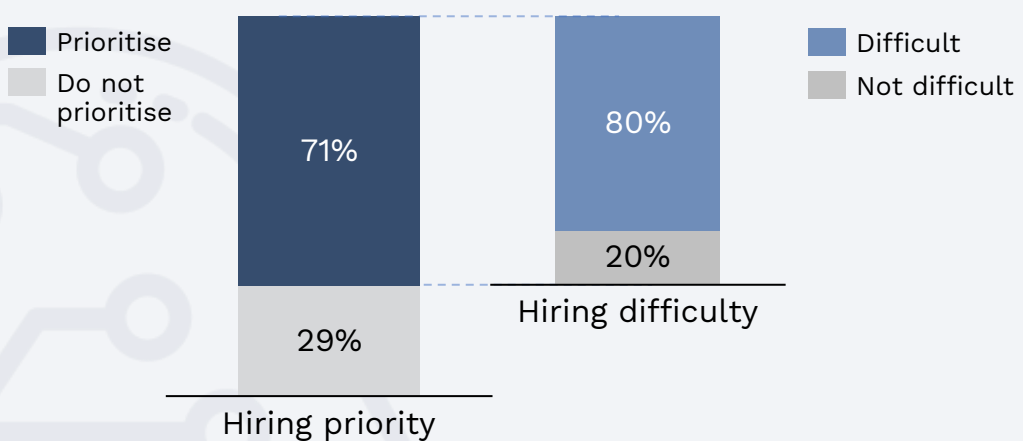
	2023	2028
■	2023	
■		2028

Tech-specialist: 1.2x — 39% (2023), 48% (2028)
Tech-adjacent: 1.4x — 30% (2023), 41% (2028)
Non-tech: 1.8x — 19% (2023), 34% (2028)

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AI skilled talent is scarce, despite high demand from employers

More than 70% of surveyed employers prioritise hiring AI talent. However, **80%** of them face difficulty in finding skill-ready talent due to challenges that include the lack of complementary skills among the existing workforce, such as critical and creative thinking, which are essential to using AI tools effectively. Other challenges also hinder AI upskilling efforts, such as employers' lack of knowledge on how to implement an AI workforce training program **(78% citing as a top barrier)**, and employees' lack of awareness of available AI training programs **(73% citing as a top barrier)**.

80% of surveyed employers who prioritise hiring AI talent find it difficult to hire skilled workers
Share of surveyed employers responding to each option

■ Prioritise
■ Do not prioritise

■ Difficult
■ Not difficult

Hiring priority: 71% (Prioritise), 29% (Do not prioritise)
Hiring difficulty: 80% (Difficult), 20% (Not difficult)

1. Three types of workers were surveyed: (1) Tech-specialists: employees who develop new technologies and use specialised tech knowledge, (2) Tech-adjacent workers: employees dealing with technological products and services, (3) Non-tech workers: employees who do not require advanced tech knowledge and skills.

SOURCE: Survey of 524 employers and 1,626 employees in Spain; Access Partnership analysis