



March 2024

In the Loop

4 Ways AI Could Impact the Workplace in 2024

Artificial intelligence (AI) garnered attention from every industry in 2023, revolutionizing how organizations operate and make decisions. Many employers adopted this technology to streamline operations, enhance workflows and improve customer experience. This year, workplaces are expected to adopt AI even more rapidly.

While many may worry about the likelihood of their jobs being replaced by AI, this technology can **complement human work** in many cases.

Consider the following ways that AI could impact work in 2024 and how employees can best embrace or leverage the technology:

- 1. Increased productivity**—One of the most tangible impacts of AI in the workplace is the automation of repetitive tasks. Mundane and time-consuming activities, such as data entry, scheduling and basic customer service inquiries, can now be handled efficiently by AI-powered systems. This allows employees to focus on more strategic and creative endeavors, ultimately boosting productivity and job satisfaction.
- 2. Boosted creativity and innovation**—Far from replacing human creativity, AI serves as a catalyst for innovation by augmenting workers' creative capabilities, such as by generating design concepts or assisting in product development. AI tools enable employees to explore new ideas, iterate rapidly and push the boundaries of what's possible in their respective fields.

- 3. Enhanced decision-making capabilities**—AI algorithms can analyze vast amounts of data at speeds unmatched by humans, providing valuable insights to support decision-making processes across various departments. Whether predicting market trends or identifying areas for operational improvement, AI empowers employees with actionable intelligence, enabling more informed and effective strategies.
- 4. Personalized learning and development**—As the skills required in the workplace continue to evolve, AI-driven learning platforms offer personalized training experiences tailored to each employee's strengths, weaknesses and career goals. By leveraging adaptive learning algorithms, these platforms can deliver targeted content, assessments and feedback, helping employees bridge the skills gap and stay competitive in their industries.

The impact of AI on the workplace in 2024 is multifaceted, touching virtually every aspect of how employees work, collaborate and grow professionally. While navigating this transformative journey, it's essential to remain curious, adaptable and proactive in harnessing the full potential of AI to shape the future of work. Talk to your manager if you have any questions about AI applications in the workplace.

Biden Administration Announces Actions to Advance Pay Equity

The Biden administration's latest actions aimed at enhancing race and gender pay equity for employees of federal contractors represent a significant stride in the broader nationwide campaign for pay transparency.

On Jan. 29, the Biden administration announced executive orders to prohibit the use of salary history for federal employees and contractors. The regulation and proposed rule are part of an effort to require federal employers to disclose expected salary ranges in job postings and reduce pay secrecy to help workers negotiate. In fact, the rule would prohibit more than 80 federal agencies from considering an individual's current or past pay when determining the salary for a federal employee. The Biden administration's announcement also marked the 15th anniversary of the Lilly Ledbetter Fair Pay Act, which expanded the window for when pay discrimination lawsuits could be filed.

Pay equity refers to fair compensation based on work performance and qualifications.

While these measures impact federal employees and contractors, they cover more workers and employers and also reaffirm pay equality and transparency efforts at the state level. To date, there are roughly 20 state-wide salary history bans in place, and several states—including California, New York and Hawaii—require salary ranges in job postings. As more states pass or consider passing transparency laws to help close the pay gaps, proactive private employers conduct regular pay audits to identify any pay disparities and make adjustments as necessary. They may also assess other pay practices and assign salary ranges to certain roles.

It's evident that pay equity is more than a trend as it expands across U.S. workplaces. As such, employers should continue monitoring pay transparency and equity developments and consult legal counsel regarding any changes. Check your local and state regulations if you're curious about pay transparency.