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Gartner Digital Workplace Summit

# Empower Your Workforce to Thrive in the Age of Generative AI



# Introduction

AI is transforming the workplace, offering the potential to boost productivity, enhance efficiency and streamline processes when harnessed effectively.

However, many organizations face significant challenges in implementing AI, with Gartner reporting that **42% of AI leaders identify a lack of talent or skills as a major barrier**. Additionally, a third of professionals have yet to receive guidance on using generative AI (GenAI), leaving them to navigate this new landscape independently.

To fully harness the power of GenAI, and reap the rewards of enhanced productivity and efficiency, IT leaders must collaborate with stakeholders to develop their workforce's skills and GenAI literacy. In this eBook, you'll **discover the essential skills your employees need to effectively utilize GenAI and learn practical strategies to help them develop these capabilities**.

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It is clear that no matter where we go, we cannot avoid the impact of AI.”

**Daryl Plummer**

Distinguished VP Analyst

Chief of Research and Gartner Fellow



Attend **Gartner Digital Workplace Summit** to explore Gartner research live and discover how to build a robust GenAI strategy.

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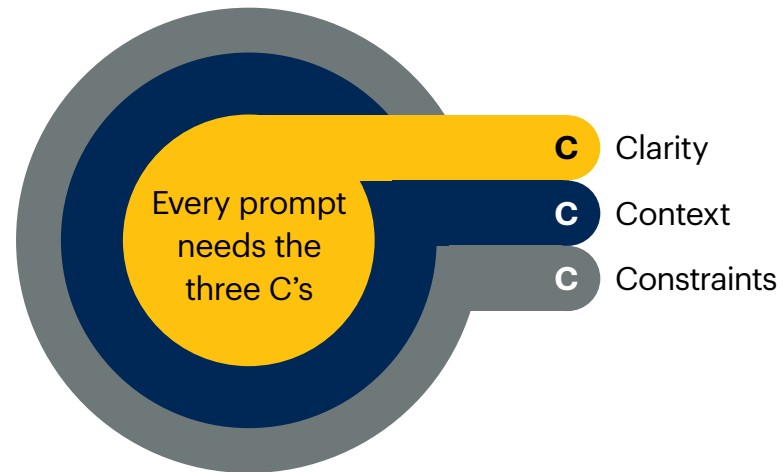
## Chapter 1

# Skills to Build in Your Workforce

Leveraging GenAI starts with your employees, and it's critical you empower them with the skills they need to succeed.

### Craft the question: Mastering art of prompt engineering

**Communication is key.** Collaborating effectively with Gen AI largely depends on the quality of your prompts. To get the best results, it's important to be clear and precise in what you ask.



- c Clarity:** Essentially, it should be clear and to the point, without any extra words that might confuse the main goal.
- c Context:** Your prompt should give the GenAI all of the information it needs to get the results you want. This means including instructions and examples of how information should be processed and interpreted.
- c Constraints:** If there are any more specific rules, make sure they're clearly spelled out in the prompt.

**Common pitfall:** Users often treat prompts like they're talking to a human, saying things like, "Write a blog post about GenAI in the digital workplace," assuming the GenAI will get it. But it needs more context. How long should the post be? Who is the audience?

**Be specific. Provide a persona.** Specify the length and tone. Tell it what to reference and give it examples of style, like samples of things you've written before. Break the prompt into clear sections like persona, instructions, sources and examples. This allows you to mix and match these elements for reuse in future sessions.

## Chapter 1 (continued)

### Craft the question: Mastering art of prompt engineering

Telling the AI what you want it to do is just one part of the puzzle. You also have to make sure it has all the details it needs to get the job done right.

**Remember:** Large language models (LLM), like Google Gemini, OpenAI GPT or Meta Llama aren't search engines. **They only "know" the information they were trained with.**

This means they're out of the loop on the latest updates and completely unaware of any internal or proprietary enterprise information. So be sure to include all the necessary details in your prompt to help the GenAI help you.

Learn more about prompt engineering at [Gartner Digital Workplace Summit](#). Past conference sessions have included:

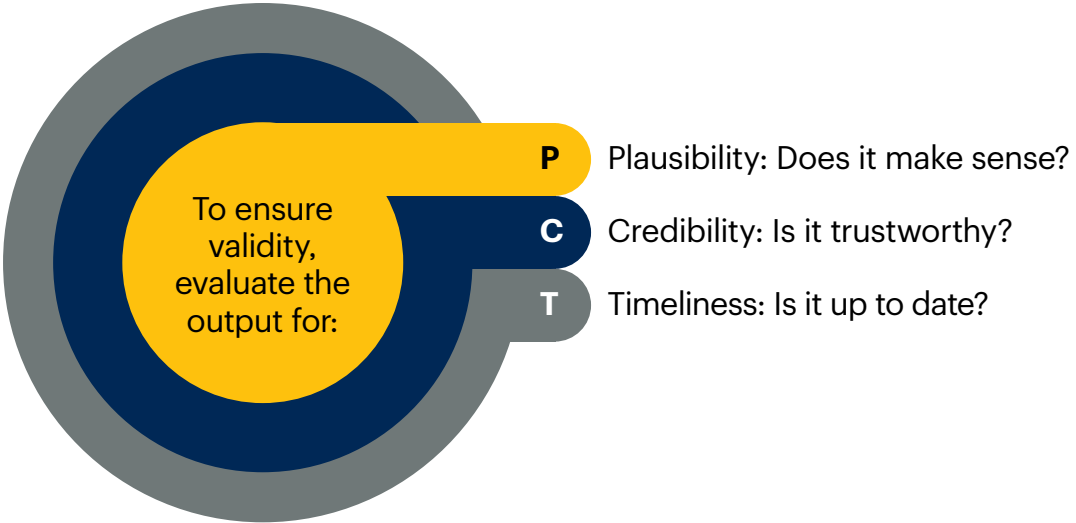
- **6 Facets to ReFLECT on for More Effective Prompts**  
Marko Sillanpaa, Senior Director Analyst
- **Leading Employees Through the AI Revolution**  
Christopher Trueman, Director Analyst



## Chapter 1 (continued)

### ▶ Check the GenAI's work: Ensuring output accuracy and reliability

Think of content from GenAI as a rough draft, meaning it always needs to be verified and validated.



- P Plausibility:** Does what the GenAI came up with seem reasonable or likely? Just because something seems a bit off doesn't mean it's wrong or useless, but it does mean you should take a closer look.
- C Credibility:** Look at the sources the GenAI used to come up with its answer. Are they legitimate? It's a good idea to ask for citations in the GenAI's output, even if you don't keep them in the final version.
- T Timeliness:** Even reliable sources can get old. Double-check that the information the GenAI used hasn't been replaced by newer facts or events.

## Chapter 1 (continued)

### Building a go-to prompt library

When you're using GenAI, even slight changes in how you word your prompt can lead to totally different results. But crafting a good prompt takes time and starting from scratch each time isn't really practical.

That's why it's smart for organizations to set up a prompt library. This library should have tried-and-true, flexible prompts for common tasks and requests. They can be stored in any way that's convenient and always accessible. Additionally, each employee should be encouraged to build their own prompt library for requests they make most often.

**Key take-away:** Empower your employees with the resources and skills to craft prompts that drive results.



## Chapter 2

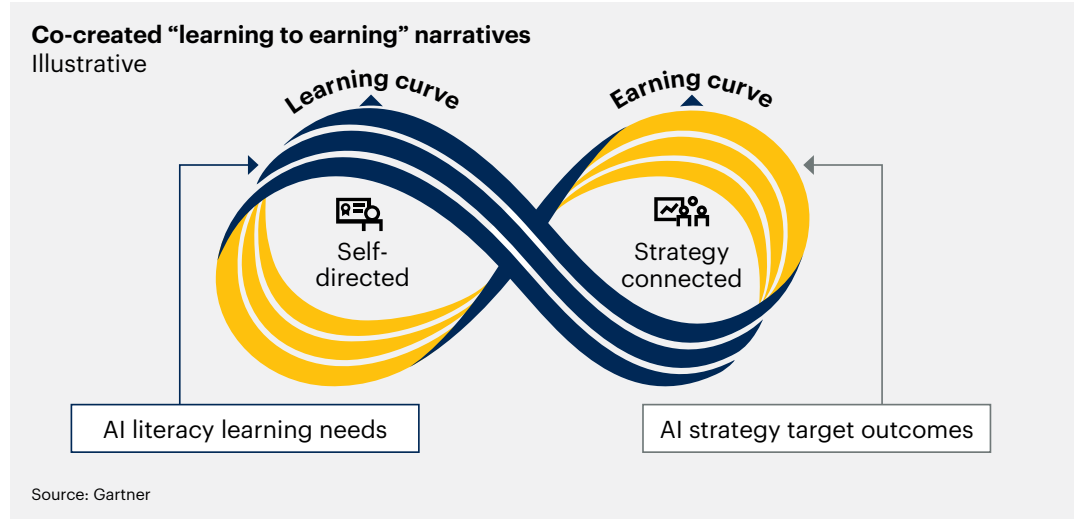
# How to Build GenAI Literacy in Your Organization

It's critical that your employees discover the personal value of GenAI, and you can achieve this in a scalable and ethical way with a solid GenAI Literacy strategy.

### Unite stakeholders around GenAI literacy

Executives leading GenAI should work with key stakeholders in the business to emphasize why GenAI literacy matters. Start by connecting learning to earning — showing how learning priorities and success metrics align for each employee group. This helps stakeholders see how learning activities lead to business goals and can adapt to meet changing needs.

These connections should also align employees' personal drive for growth with the enterprise's strategic push for success. Ultimately, this should bring everyone together under a shared goal: achieving real business results through GenAI literacy.



Be sure to identify — using the stakeholder's own language — the specific GenAI literacy needs for each role. Also, highlight the real business benefits of meeting those needs. For instance, you could tell marketing leaders how GenAI literacy training might enhance GenAI-driven personalization and targeting, potentially boosting marketing campaign performance by 20%.

## Chapter 2 (continued)

### Outcome-driven agile learning

Any GenAI literacy program based on outcome-driven agile learning should uphold specific values and principles to keep the learning cycle going strong. This way, employees learn as a key part of making the most of GenAI, rather than just as a “nice-to-have” academic exercise.

Next, set up learning paths that deliver immediate business value by combining three approaches:

- **Formal learning through courses** boosted with quick, just-in-time snippets like short videos.
- **Social learning** via communities of practice, centers of excellence and group coaching share knowledge and amplify the program’s impact.
- **On-the-job experiential learning** by providing opportunities for employees to apply their new GenAI literacy skills in real-world AI experiments (e.g., proof of concepts, pilots, hackathons) and to support initiatives.

**Key take-away:** Combine different learning approaches to help employees leverage AI.



## Chapter 2 (continued)

### Ensure ethical compliance

While a lot of the talk around GenAI is about its capabilities, efficiency and profitability, it's important to look beyond just what the GenAI can do and focus on the ethics of how it's being used. Be sure to:

- 1. Respect privacy and consent.** Always ensure that the content the GenAI uses and produces respects everyone's privacy. If personal information is involved, double-check that the person has given their consent.
- 2. Correct bias and ensure fairness.** Watch out for any unfair favoritism or bias in the GenAI's output. If you spot bias, fix it or discard the generated content. And make sure to let the folks in charge of the GenAI know — whether they're part of your company or an outside vendor — and demand that they take steps to address it.
- 3. Validate sources and give attribution.** Always give credit where it's due for the sources that inspired the new content. Remember, how you use GenAI impacts not only those around you, but also the wider company and community.

GenAI governance is covered in detail at [Gartner Digital Workplace Summit](#). Past conference sessions have included:

- How to Secure and Govern Microsoft 365 Copilot at Scale
- What Is the Role of the Digital Workplace Leader in Information Governance?
- Best Practices for Governing Power Apps, Power Automate and Copilot Agents



**Gartner Digital Workplace Summit** is the premier conference for IT leaders who want to help their employees thrive in the age of GenAI. Attend to get insights straight from Gartner experts on how to foster a culture of GenAI adoption and boost your workforce's GenAI literacy.

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