

# The Impact of AI on business 2025

---

JANUARY 7

---

GDG Consultancy

Authored by: Isaac Salmon



---

# THE IMPACT OF AI ON BUSINESS 2025

The AI future is now

## Business Report: AI in 2025

### Executive Summary

In 2025, Artificial Intelligence (AI) continues to revolutionise industries, reshaping work dynamics and driving unprecedented growth. Key trends include the rise of generative AI, increased adoption of AI agents, and a focus on ethical and sustainable AI practices.

### Key Trends

1. **Generative AI:** Generative AI technologies are transforming various sectors by enabling the creation of content, data, and solutions autonomously. This trend is driving innovation in fields such as media, telecommunications, and customer service.
2. **AI Agents:** The deployment of AI agents is becoming more widespread, with enterprises leveraging these agents for decision-making, problem-solving, and enhancing productivity. AI agents are expected to grow significantly, with 25% of enterprises adopting them by 2025.
3. **Ethical AI:** There is a heightened focus on ethical AI practices, including privacy, transparency, and accountability. Businesses are prioritizing the development of AI systems that align with human values and ensure equitable benefits.
4. **Sustainability:** AI is playing a crucial role in promoting sustainability, with applications in energy management, supply chain optimization, and environmental conservation.
5. **Skills Gap:** The demand for AI-related skills continues to outstrip supply, highlighting the need for reskilling and upskilling initiatives. Workers are encouraged to acquire expertise in AI programming, data analysis, and cybersecurity.

### Challenges and Opportunities

- **Challenges:** Job displacement in sectors reliant on repetitive tasks, economic inequality, and ethical concerns are significant challenges. Addressing these issues requires comprehensive policies and continuous learning initiatives.

- 
- **Gray Scott, a futurist and philosopher**, poses an important challenge: **“The real question is, when will we draft an artificial intelligence bill of rights? What will that consist of? And who will get to decide that?”**
  - **Opportunities:** AI presents opportunities for creating new job roles, enhancing productivity, and fostering a more resilient workforce. Businesses can leverage AI to achieve operational excellence and drive innovation.
  - **Marc Benioff, CEO of Salesforce**, aptly encapsulates this when he says, **“Artificial intelligence and generative AI may be the most important technology of any lifetime.”** This quote emphasizes the far-reaching implications of AI—not just for individuals and businesses but for entire societies

### **Conclusion**

AI in 2025 is a powerful force driving transformation across industries. By embracing ethical practices and investing in skills development, businesses can harness the full potential of AI to achieve sustainable growth and success but we need to consider also the wider impacts on humanity and responsibilities that come with the way utilise AI.



***“Schedule a consultation today to elevate your business.”***

