

The Be Courageous AI Survey

Full Report

Be Courageous adapted AI as a tool onto our team in 2023. We named it, “Fin,” for “infinite.”

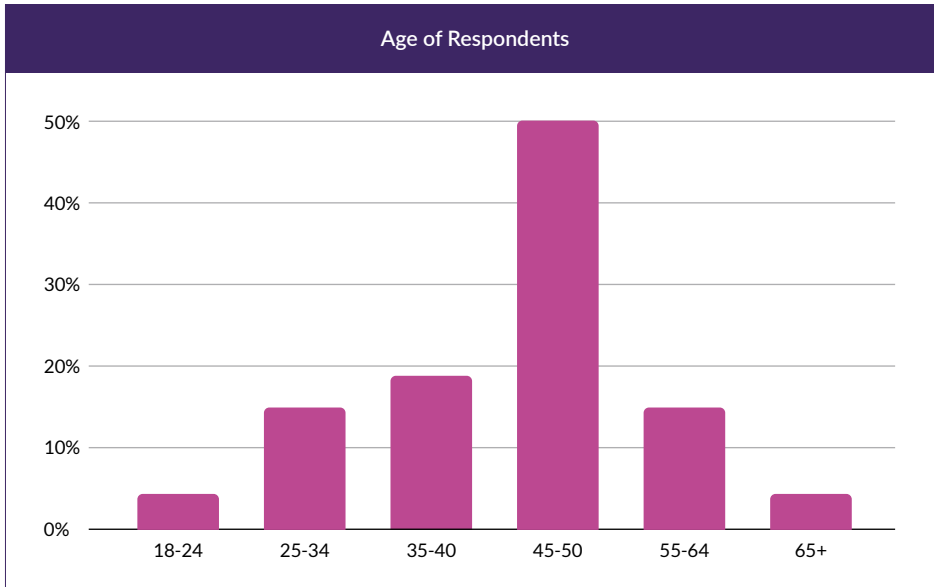
Since then, we’ve been increasingly helping companies large and small worldwide through challenging conversations, feelings, fears, and AI integration strategies.

To help understand the current state of emotions and the usage of AI, we developed [this survey](#).

Here’s what we¹ found.

1 26 participants

Demographics of respondents



Age

The average age of respondents was **47 years old**.



Industries represented

As you'd expect, there are few industries that AI has not affected. Most are at least considering its implications.

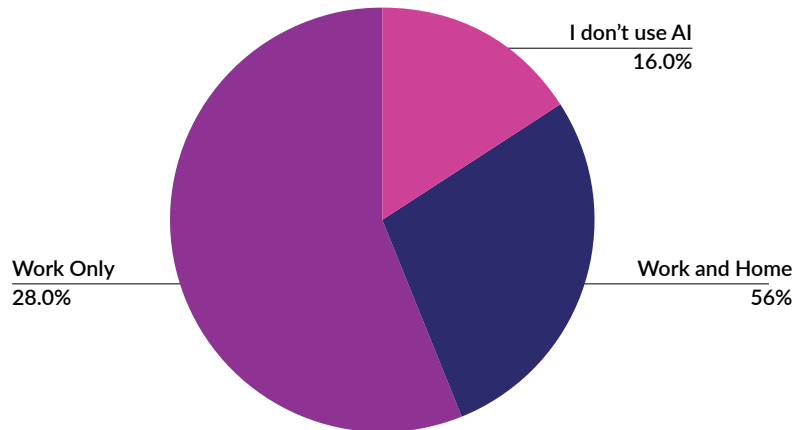
Job Titles Representation Word Cloud



Job Titles *represented*

These jobs make decisions, recommend direction, and are responsible for critical and strategic messaging.

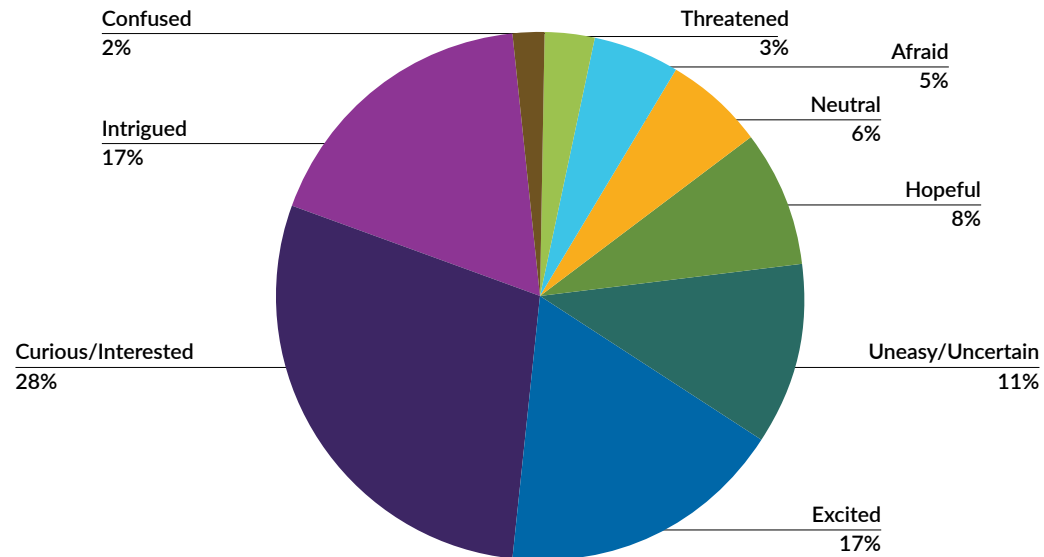
Where Do You Use AI?



AI Usage

AI is being applied to all aspects of life. It's becoming an everyday resource at both work and home.

How Do You Feel About AI?



AI Emotions

Two-thirds of respondents reported positive feelings about AI, or at least are curious and open-minded about it.

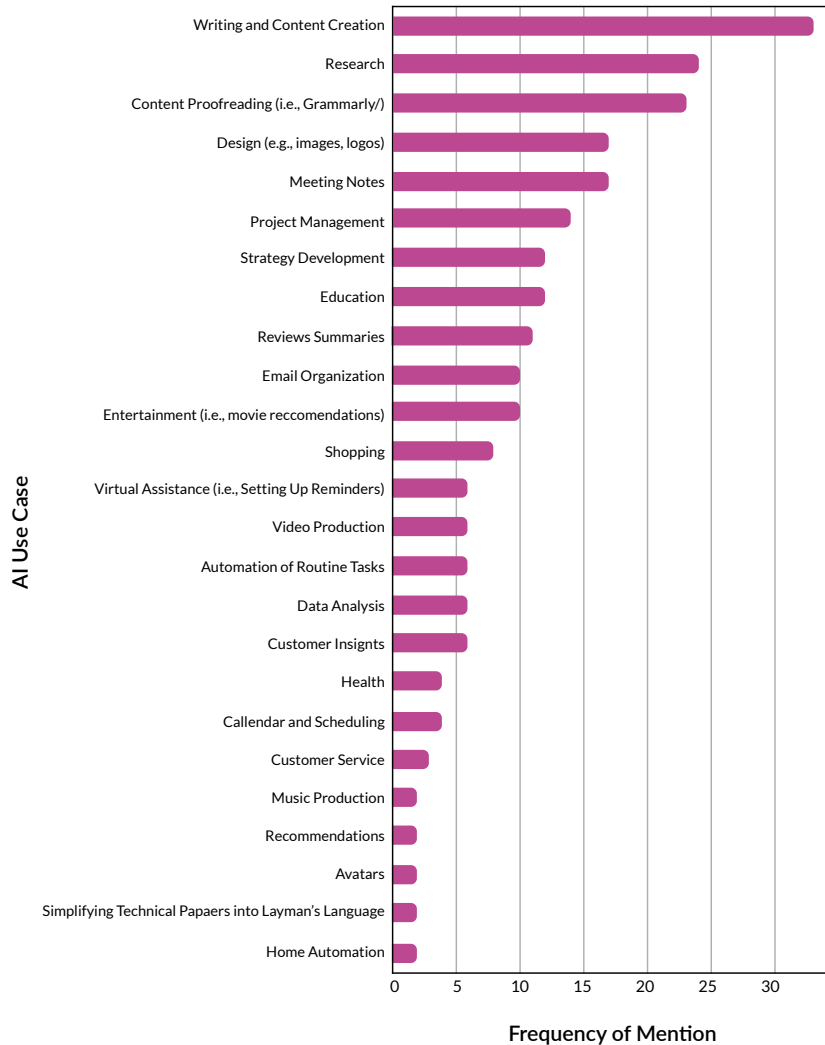
The remaining third of the people felt uneasy and unsure.

Usually, people feel trepidatious when a new technology, system, or way of being is offered or required. Changing old ways is challenging—humans crave comfort and rituals and the feeling that we have things figured out.

AI's quick adoption rate (once commercially available) has been unusually fast. Rapid adoption like this happens when the “new thing” makes sense to people and adds value to that person's world. If innovation is too far out and doesn't make sense, fear, and rejection increase because people want to hold on tight to what is and what has been true in the past.

If people see themselves in the new future, and the offering adds value, they are more likely to be happier to make a change quickly.

AI Usage in Professional and Personal Life



What are people using AI for most?

The number one application people have been getting AI help on surrounds content creation, i.e., help with turning thoughts into words. This could be generating ideas surrounding a particular topic, writing social media posts and emails, proofreading, researching information, the use of AI as a thesaurus, and blog or article writing.

If this is you, become quality assurance between AI and your audience. Ask, “What value are you bringing to your content that someone else can’t just ask AI themselves?” The answer will always be your human insights, experience, connections, and voice.

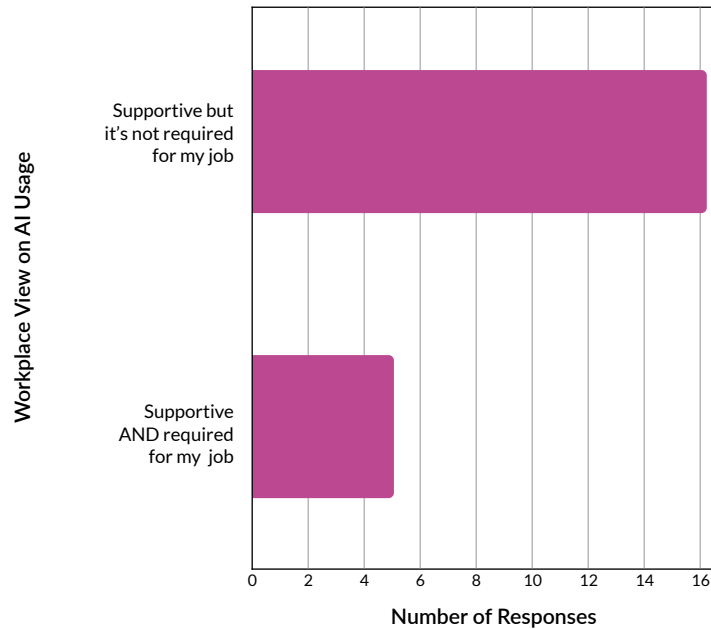
Meeting notes is another popular way people are using AI.

If you use AI for meeting summaries, engage your team to pay attention in meetings versus passively waiting for a summary. It’s proven that information is retained better when people take their notes. Don’t lose the opportunity for creative connection-making.

It seems humans are using AI to do activities that require time, patience, and creative thinking. Consider this thought-provoking question: *Are humans losing the ability to manage time and space to work on profound, creative acts?* It takes time to sit down and create. And not just any kind of time—it takes an open, curious, and flowing mindset. To be in a mode of creativity, there needs to be a pause from “getting task-after-task done” mode.

If this is you, try using AI for the less creative tasks to open up more space for your creativity and flow.

Psychological Safety in Using AI



How safe do people feel using AI at work?

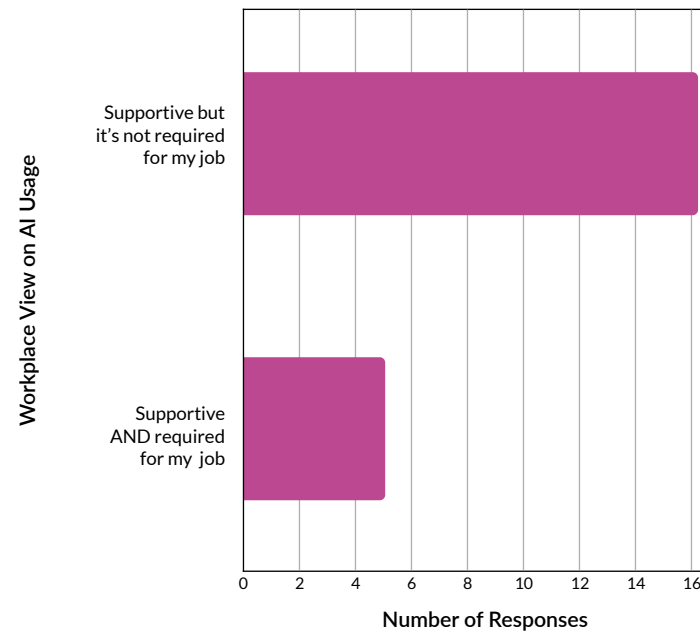
These results show that more people feel safe using AI than not—but not everyone.

Some folks are unsure how it would appear if they were seen using it, as society's stance on the use of AI (i.e., whether it's "cheating" or not) is still to be determined.

It's understandable to feel a bit of an existential crisis with AI. If you're hired to do a job and you're suddenly using a tool to perform the fundamentals of what you were hired to do, you might begin to question your value and skill.

If this is you, the courage needed here is to not hide you're using it and to make it a partner of yours.

Workplace Support for AI Usage



How supportive are companies in using AI, and how *required* is AI for people's jobs?

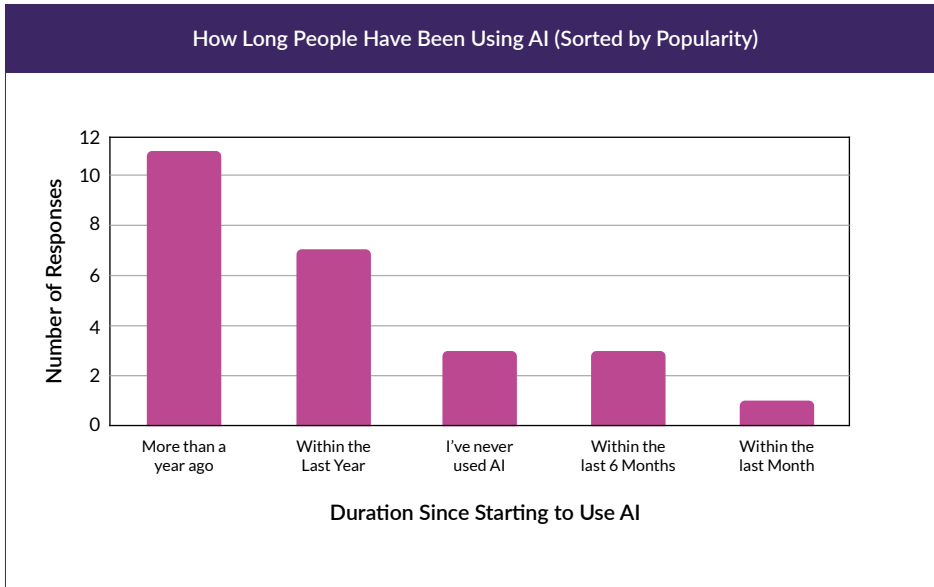
We were interested to see that there are now jobs out there that *require* AI. It's wild that many of those using a required tool are learning it via trial and error. People who just graduated in many fields which are now requiring the use of AI, did not have an AI class.

The fact this tool is now a requirement on some resumes, when it didn't even exist (in mainstream business) several years ago, is an example of the exponential change our world is in.

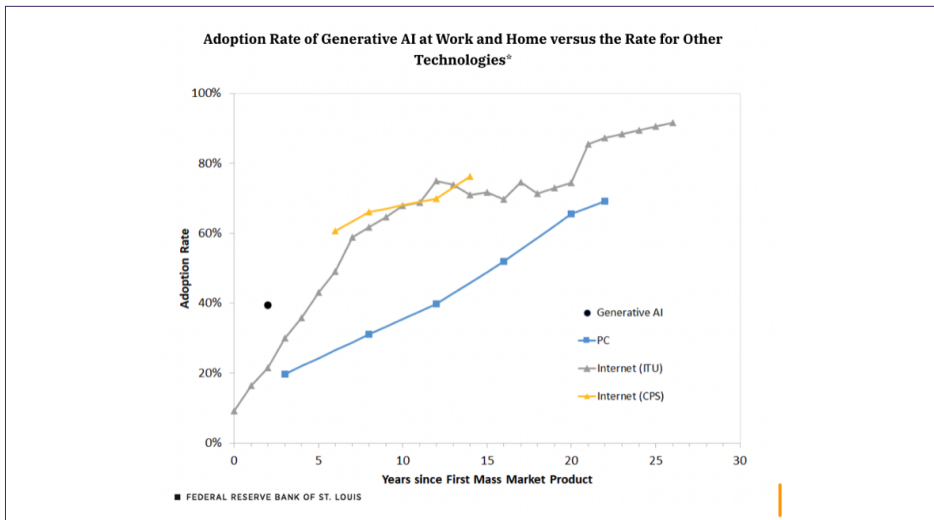
To illustrate this further, note this data from Microsoft's ["AI Work Trends Report:"](#)

- 66% of leaders say they wouldn't hire someone without AI skills.
- 71% say they'd rather hire a less experienced candidate with AI skills than a more experienced candidate without them.
- 77% of leaders say, that with AI, early-in-career talent will be given greater responsibilities.

Demographics of respondents

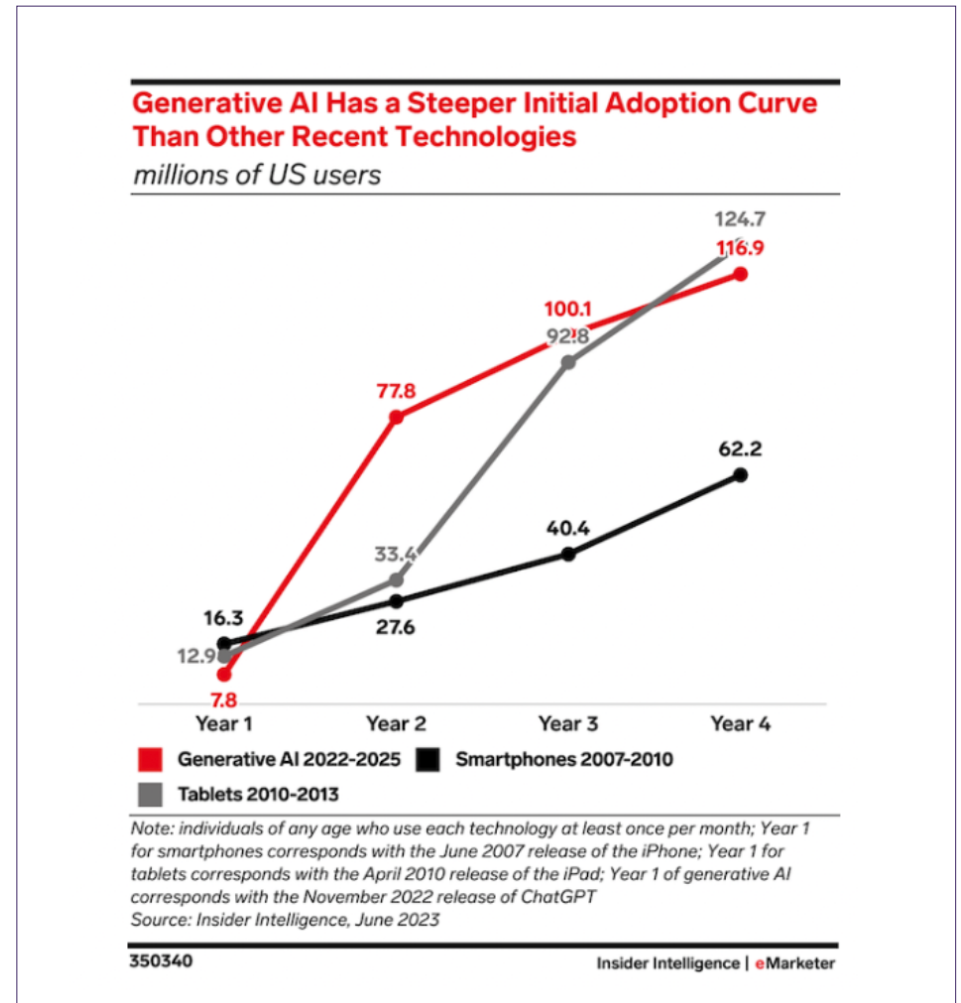


And [this report from emarketer.com](https://www.emarketer.com) shows that AI has a steeper adoption rate than cell phones and tablets!

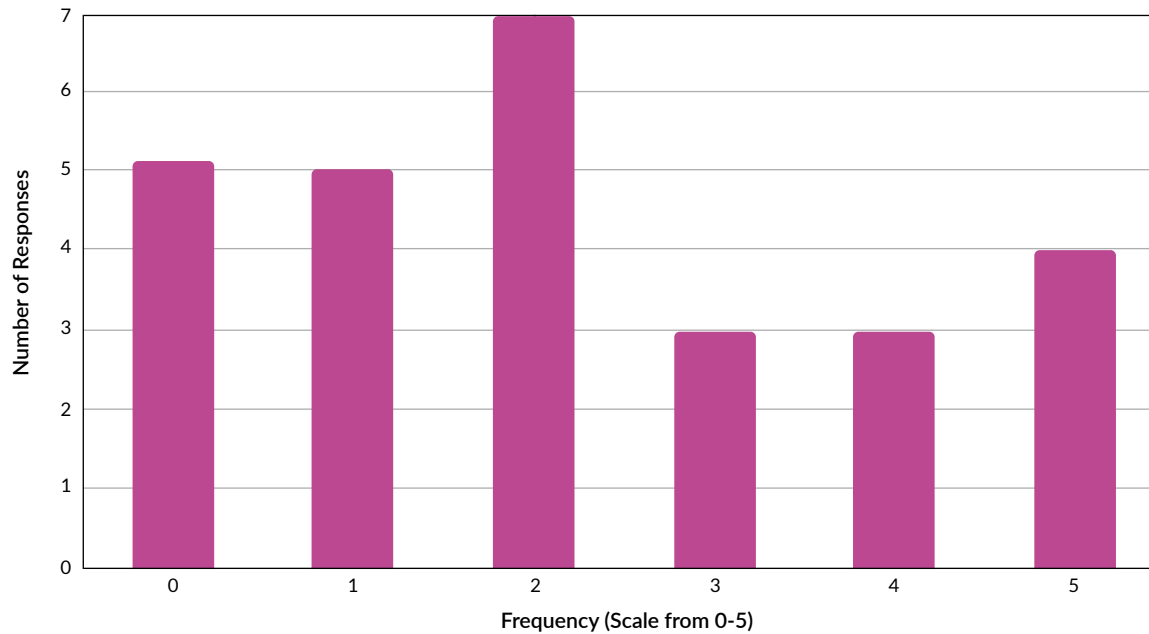


When did people start using AI?

More data on the speed of AI adoption can be found in [this chart](#) from the Federal Reserve Bank of St. Louis.



Frequency of AI Usage in Daily Life

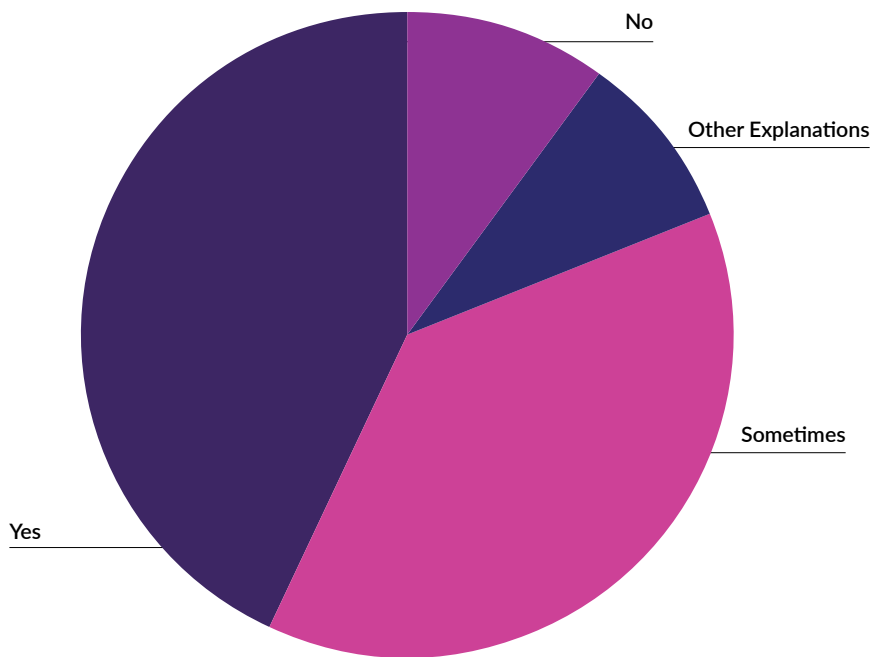


How often do people use AI (5 = frequent, 0 = none)

For most of our respondents, AI has not yet reached *heavy* usage. But that will change as the technology gets embedded in more and more tools used in daily life. It's possible those in the zero category may not even realize they're using AI (if they don't realize Grammarly is AI, email suggestions, auto-correct, or that photo they took to calculate their meal's calories or a Google search round-up of answers, as examples).

Note: 100% of people who had never used AI reported they might use it in the future.

Do You Give Credit to AI?



Do people credit AI when they use it?

In the world of AI, crediting and citing have been ambiguous. The rules are being created as we go. When in doubt, have the courage of transparency. We always credit our ChatGPT, “Fin” for how it is used in any content we create. In the context of this report, we relied on Fin for chart creation, for example.

More and more, apps and tools that offer AI are requesting disclosure for transparency for consumers. For example, book publishing sites like Amazon KDP ask a key question about AI usage before you publish your book.

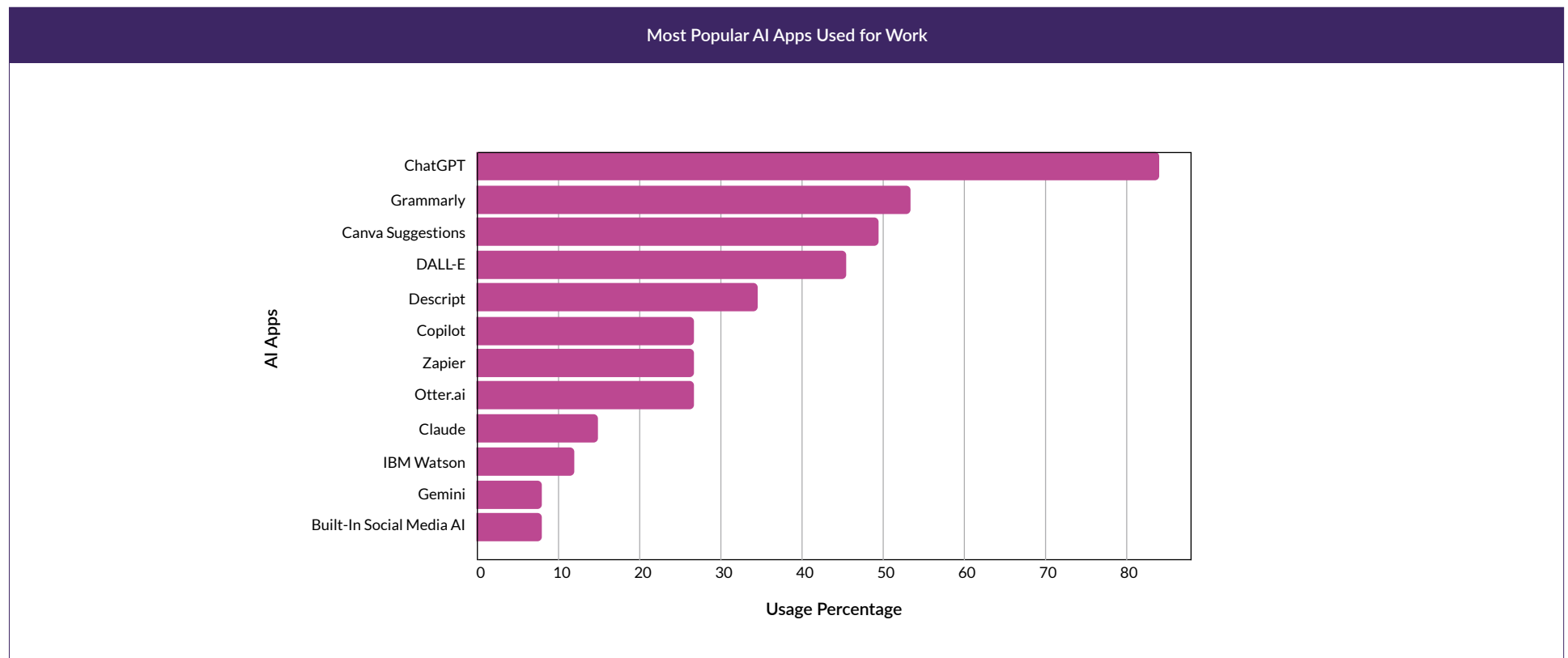
Curious if the content others submit to you is AI-written? If you’re a teacher, it matters a ton. On the [ZeroGPT site](#), you can find out what percent of content submitted or shown to you is human versus machine-created.

What people want from the leadership of their organizations when it comes to AI

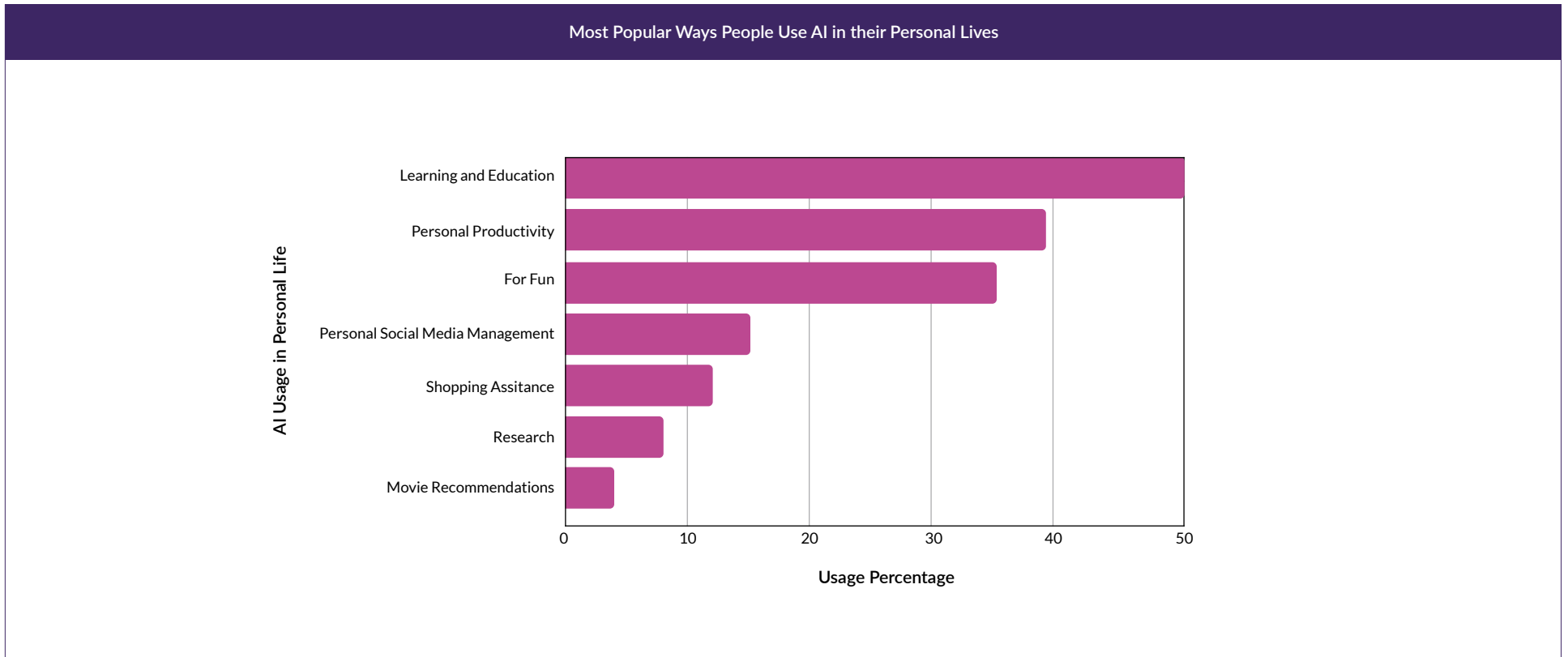
When it comes to how leaders can step up when it comes to AI, this is what people are looking for:

- **Clear guidelines and permission:** Clarity on when and how AI can be used, with protocols and explicit permission (or non-permission).
- **Training and education:** Training, support, and knowledgeable resources to help navigate AI integration.
- **Resource allocation:** Proper resources, including tools and support systems, to effectively leverage AI
- **Ethical considerations:** Address concerns about cheating and the ethical implications of AI usage.

What are the most popular AI apps used for work?



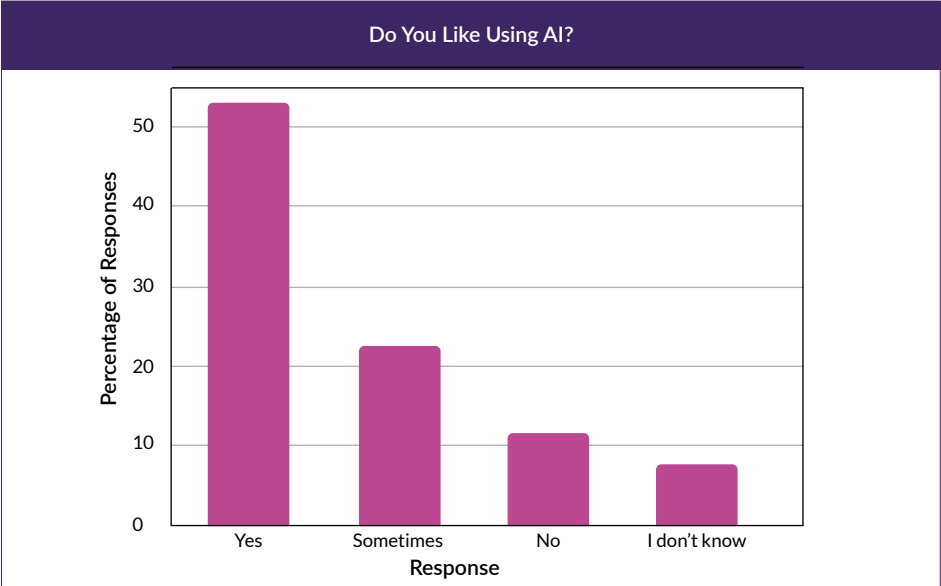
What are the most popular ways people use AI in their personal lives?



What do people *wish* AI could do for them?

These results show that more people feel safe using AI than not—but not everyone.

- **Task automation:** “Take the boring or awkward tasks and just do them.”
- **Enhanced search and organization:** Improve search functionality, make sense of vast information, and organize resources such as libraries and archives.
- **Insights and recommendations:** Provide meaningful insights, assist decision-making, and make proactive suggestions.
- **Sales and client interaction:** Assist in sales, lead generation, and client communication.
- **Time-saving solutions:** Streamline workflows and speed up complex processes.



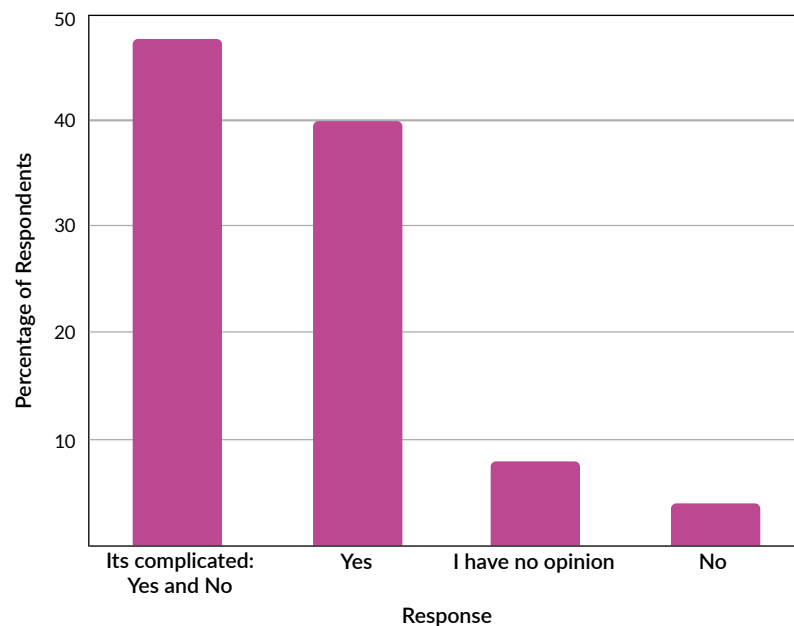
How afraid are people that AI will take their Jobs?

Most respondents reported low levels of fear at this point.

However, [this report from tidio.com](https://tidio.com), shows that 69% of college graduates are fearful AI will take over their jobs within a few years.

A courageous question to ask: If you look out 1-10 years, which careers or jobs do you think AI could heavily impact from the way they are today?

Overall, Do You Think AI is a Good Thing?



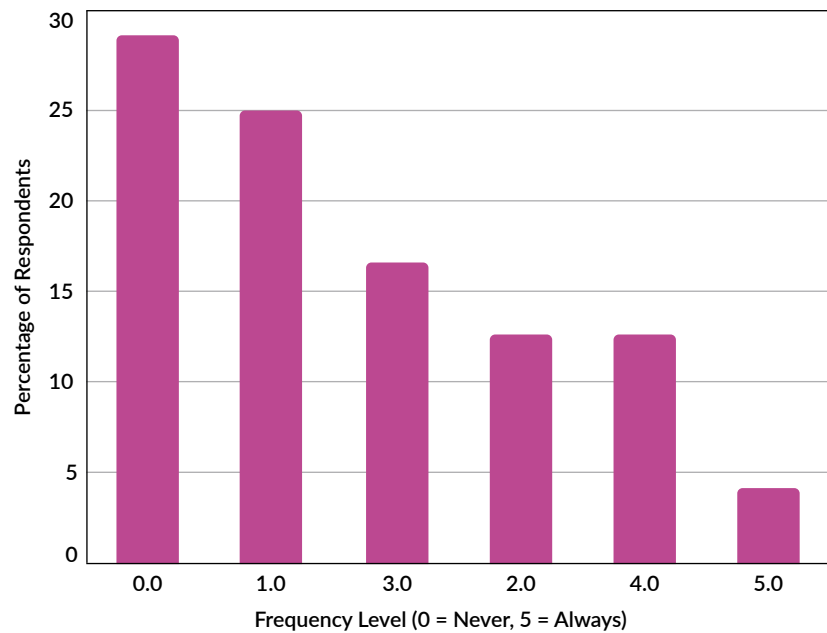
What are people excited about for AI?

- **Problem-solving and innovation:** *“Solving our most complex persistent and limiting problems.”*
- **Medical and scientific advancements:** *“Medical and studies—for it to scan for health (problems) prevention.”*
- **Creativity and idea sharing:** *“Increased vivid idea sharing.”*
- **Automation of mundane tasks:** *“Simplify everyday tasks.”*

Overall, do people think AI is a good thing?

This result shows the importance of ethics, morals, and values in how people decide to use this tool going forward.

How Often Do You Use AI to Help You Make Decisions?



How often do people use AI to help make decisions, specifically?

71% of our respondents are using AI at least somewhat to decide on what to do in their jobs and lives. Let this sink in.

Where is the courage needed when it comes to AI integration into society and workplaces?

Acceptance and adaptation:

“Accepting its inevitability and getting started where we can.”

“Viewing (AI) as a partner rather than a competitor.”

“Accepting its inevitability and getting started where we can.”

Ethical boundaries and human-centered policies:

“Policies that maintain our humanity.”

“Courage to limit it to what it is good at and to protect human jobs.”

“Courage to limit it to what it is good at and to protect human jobs.”

“Taking the time to train and limit the AI...versus giving it free rein.”

Where do people see AI going in the future?

Full integration and automation:

“Full integration and automation of much of modern life.”

“Integrated into everything we do, like the internet.”

“Full integration into our daily lives, like Alexa.”

“Omnipresent.”

“I see it automating a lot of the daily tasks and processes that happen around computers, I also see a lot of mistakes and disasters coming from it.”

“It’s going to take over everything.”

“Being a co-pilot across a variety of tasks.”

Concerns about ethical risks and abuse:

“Being abused by corporations to greatly reduce the human workforce across most industries in the next few years.”

Job displacement and relationship impacts:

“Taking over human jobs and depersonalizing relationships—I see everything changing, from the process of buying a car to going to space.”

Enhancing lives and productivity:

“Helping streamline medical decisions, making recommendations faster for humans, identifying diseases faster, analyzing trends faster, predicting and preventing financial collapses, helping organizations improve strategies, the list goes on.”

Existential concerns:

“All kinds of scary places!”

“I think the scenario Ray Kurzweil laid out two decades ago may realize—i.e., humans becoming one with the machines.”

Key Takeaways

The emotional landscape

People feel both hope and hesitation. The promise of time-saving innovation is met with fears of job loss, depersonalization, and ethical ambiguity.

Common AI applications

Using AI to help with content creation and summarization leads the way, with respondents using AI for writing, idea generation, research, and meeting summaries. Yet, even as tasks become automated, our unique human insights and voices remain irreplaceable.

Psychological safety at work

Most people feel moderately safe using AI, but uncertainty lingers. Normalizing transparency—crediting AI when and how AI is used will create safe spaces for experimentation without fear of judgment.

Organizational leadership

People crave clear guidelines, education, and resource allocation. Leadership's role is to provide clarity and support while fostering ethical considerations.

Desired improvements

Respondents called for AI to be better at creating visuals, organizing information, smoother usage (less stalling), and more accurate, thorough research.

Navigating ethical terrain

Our data showed that crediting AI remains ambiguous. When and how should we give credit? The answer is simple: Always. Transparency builds trust—in ourselves, our teams, and our work. The ethical courage to acknowledge the role AI plays is vital to maintaining integrity.

Courage and AI

AI is both a marvel and a mystery. It is rewriting the rules of creativity, productivity, and decision-making.

AI is embedded in more facets of life than people may even realize.

With this truth comes an opportunity to design a future where humanity remains central to every technological leap.

Courage this complexity with clarity. Take risks while staying anchored in your values, and lead with the belief that technology should enhance, not erase, what makes us human.

The greatest innovation isn't in what AI can do but in how we choose to partner with it to create meaning, connection, and impact. It's up to us to shape this story not with fear, but with courage.

Our internal commitment at Be Courageous remains clear: AI assists our work but never replaces human ideation, storytelling, or heart. This commitment echoed in the survey findings, speaks to the courage needed to use technology in service of people, not at their expense.

To help lead your team through any disruption or transformation, [reach out](#) to <https://bcrgs.com/contact> or call (+1-415-213-2820)---we can help.

Credits:

Survey questions: Be Courageous Team
Analysis: Kyle Hermans, Shannon Geher, and Fin
Research: Kyle Hermans and Fin
Graphics: Fin



be courageous