

Generative AI: The Risks, Opportunities and Outlook

Global digital trust association ISACA surveyed more than 2,300 professionals who work in audit, risk, security, data privacy and IT governance—including 334 respondents in Europe—to get their take on the current state of generative AI.

THE TAKEAWAY: Use of generative AI is ramping up, but organizations are not yet prepared with policies, training and effective risk management. AI can bring tremendous opportunities—but only if its use is effectively managed.

Use of Generative AI is High, With Few Policies in Place

ONLY 29%

OF ORGANIZATIONS SAY their companies expressly permit the use of generative AI.

YET 48%

SAY THEIR ORGANIZATION'S employees are using it regardless, and another **34% aren't sure**.

HOW GENERATIVE AI IS BEING USED:

- 72%** To create written content
- 44%** To increase productivity
- 33%** To automate repetitive tasks
- 26%** To deliver customer service
- 22%** To improve decision-making



ONLY 10%
say their organization has a formal, **comprehensive policy** for generative AI.

CLOSE TO ONE-THIRD

(29%) say no policy exists and there is no plan for one.

Lack of Training and Low Attention to Ethical Implementations Can Lead to Increased Risks

ONLY 7% of organizations are **providing training** to all staff on AI.

60% say **no AI training** at all is provided, even to teams directly impacted by AI.

53% say not enough attention is being paid to **ethical standards** for AI implementation.



RISK MANAGEMENT NEEDS TO BE PRIORITIZED

JUST UNDER ONE-THIRD

(28%) of organizations say AI risk is an **immediate priority**.

Bad Actors Are Mastering AI More Quickly Than Digital Trust Professionals Are

56%

ARE VERY OR EXTREMELY WORRIED about generative AI being exploited by bad actors.

74%

SAY ADVERSARIES ARE USING AI as successfully or more successfully than digital trust professionals currently are.

TOP 5 RISKS OF AI

- 1. Misinformation/Disinformation** **86%**
- 2. Privacy violations** **69%**
- 3. Social engineering** **66%**
- 4. Loss of intellectual property (IP)** **60%**
- 5. Job displacement** **31%**

AI Will Have a Significant Impact on Jobs

1 IN 5 ORGANIZATIONS (19%) are opening job roles for AI-related functions in the next 12 months

37% believe a significant number of jobs will be **ELIMINATED DUE TO AI**.

YET 76% of digital trust professionals think it will have **SOME POSITIVE IMPACT ON THEIR JOBS**, though 81% say they will need additional training to retain their job or advance their career

22% think the number of jobs could **INCREASE**.

Overall, Outlook is Optimistic

87% of respondents say AI is a tool that **extends human productivity**

OVER THE NEXT FIVE YEARS:

- > **84%** of digital trust professionals believe AI will have a positive or neutral impact **ON THEIR INDUSTRY**
- > **86%** believe it will have a positive or neutral impact **ON THEIR ORGANIZATIONS**
- > **85%** believe it will have a positive or neutral impact **ON THEIR CAREERS**

58% believe it will have a **positive or neutral impact** on society as a whole.

Learn more at isaca.org/resources/artificial-intelligence