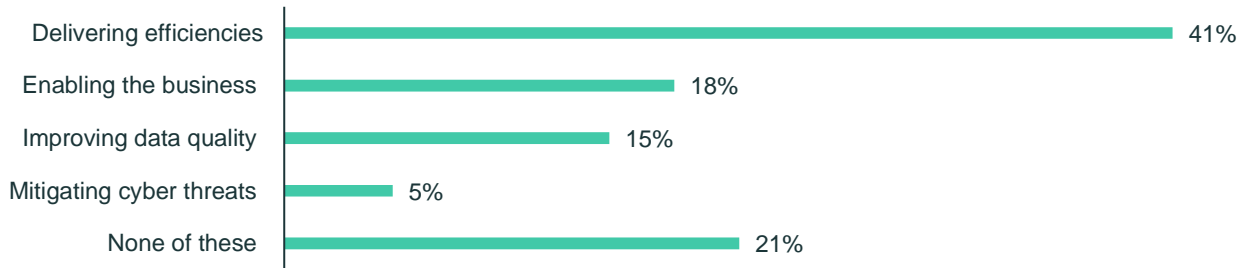


## Generative AI is taking the IT world by storm. Where do you think the biggest impact will be in your organisation?

In the last few years, generative AI has been the talk of not only IT professionals, but the entire world. It is already making its mark on the professional world, and will continue to do so – but is this impact entirely positive?

If you would like to read further about the potential benefits of and fears surrounding generative AI, have a look at our more in-depth blog on the topic [here](#).



Source: The 'generative AI' poll was on the Vanson Bourne Community website in November 2023 and was completed by 66 respondents.

