

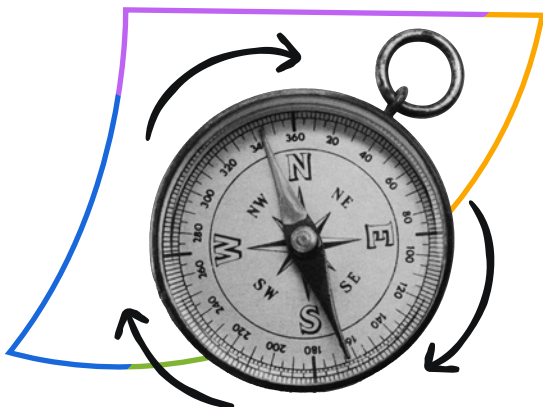


# The AI Collaboration Index

How leading companies  
unlock AI ROI

2025





## Executive Summary

**AI makes it easier to get work done. But it hasn't made it easier to work *together*.**

AI is everywhere—tackling to-dos, summarizing docs, and analyzing data. But it still hasn't delivered the transformation that was promised.

Yes, AI can save time by writing code or drafting emails. But most teams are still drowning in tasks, plus an ever-growing wave of AI tools. Silos persist. Work remains splintered across platforms. Goals are disconnected.

**Why?** Most AI focuses on making people more efficient. But ramping up individual output doesn't automatically translate to business success.

Atlassian's research shows that **while organizations are seeing isolated AI-enabled productivity gains, these gains are not translating to significant improvements in company-wide efficiency, innovation, or work quality.**

## Key insights

- 1. AI is not just hype.** Daily AI usage has doubled in the past year. Workers say AI makes them an average of 33% more productive, and executives say improved personal efficiency is AI's biggest benefit.
- 2. But transformation is rare.** 96% of companies have not seen dramatic improvements in organizational efficiency, innovation, or work quality.
- 3. The 4% of organizations that *are* seeing **transformational benefits** are doing three things differently. They:**

  - Work in ways that build a connected, company-wide knowledge base
  - Set up the right systems to enable AI-powered coordination
  - Effectively make AI part of the team



# Table of contents

- 4 Introduction
- 6 The state of human-AI collaboration
- 13 The productivity pitfall
- 16 Insights
- 31 Conclusion

“

At this moment, AI doesn't help collaboration between teams. That's a big pain point. **How can it actually make teams work better together?**

Head of Digital, Fortune 1000  
Financial Services Company



Focusing on personal productivity over innovation could cost the Fortune 500 **\$98 billion** annually in **lost returns** on their AI investments.

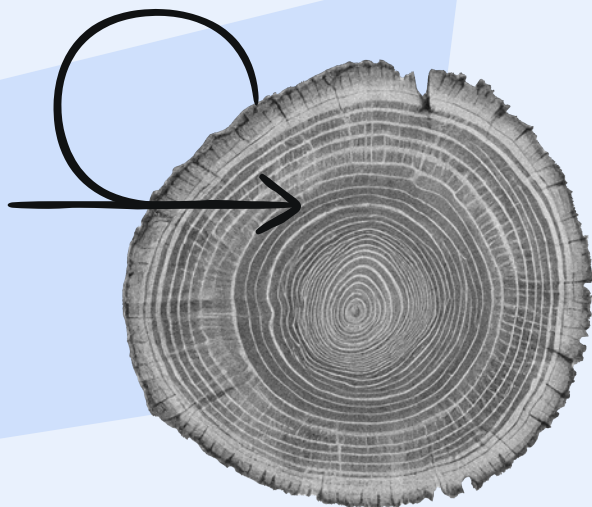




## Introduction

# The next wave of value is AI designed for teamwork

Imagine if AI could instantly scale real-time context across an entire organization.



Here's what that would look like:

- Change management no longer takes months or years. When strategies shift, AI instantly sends teams updates and smart next steps on how to keep making progress.
- Roadblocks are immediately flagged and sent to decision-makers for input. AI then assigns tasks to the right people.
- Leaders receive insights about employee capacity, helping them allocate resources effectively. Morale goes up, work quality improves, and teams hit their goals faster.

With the right systems, AI sharpens individual focus, enables teams to move faster, and empowers leaders to point their entire organizations in the right direction.

So how do you get there? Atlassian surveyed 180 Fortune 1000 executives and 12,000 knowledge workers to find out how the world's most innovative companies bridge the gap between AI-enabled personal productivity and company-wide impact. Here's what we learned.

**"I would love to have one magical AI tool that gets all teams on the same page so that everyone understands the KPIs and projects of every single team, and that we are all aiming towards the same goal."**

Head of Digital, Fortune 1000  
Financial Services Company



# The state of human-AI collaboration





# AI is now a workplace staple

In our [2024 AI Collaboration Report](#), we asked knowledge workers how they think about and work with AI.

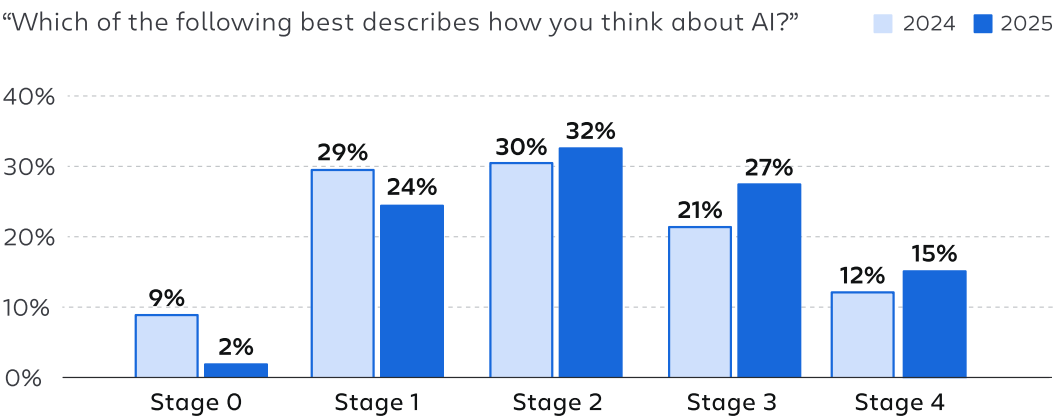
Over the past year, AI has shifted from nice-to-have to workplace staple. Compared to 2024, daily usage nearly doubled, while the share of people who think AI is useless has **dropped by 78%**. Meanwhile, the share of people who see AI as a strategic partner **jumped 27%**.

AI is increasingly becoming the first stop for finding information. [Six months ago](#), 56% of workers said scheduling a meeting was the only way of tracking down information. Now, most knowledge workers will ask AI before ping-ponging a colleague.

Broader support for AI adoption has likely contributed to these changes. The share of knowledge workers who say their leaders foster a safe environment for AI experimentation jumped from 60% in 2024 **to 74% in 2025**.

STAGE	DESCRIPTION OF AI
0: No AI	AI is useless in the workplace.
1: Simple AI user	AI is a tool I can use on occasion to accomplish a specific task.
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.
3: Strategic AI collaborator	AI is like a creative partner with its own set of skills and insights.
4: Strategic AI collaborator	AI is like a team of expert advisors who can enhance my decision making.

## People are using AI much more strategically

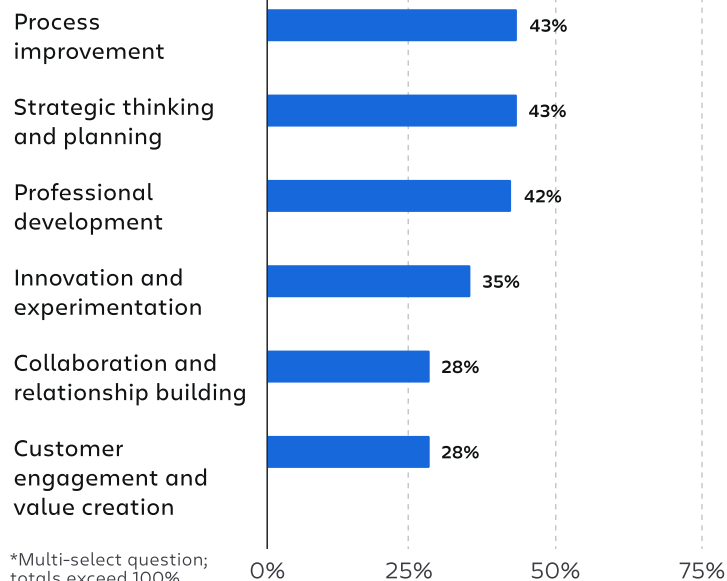




## Executives and workers report AI-enabled personal gains

On average, people say AI has made them **33% more productive** and saves them about **1.3 hours per day**.

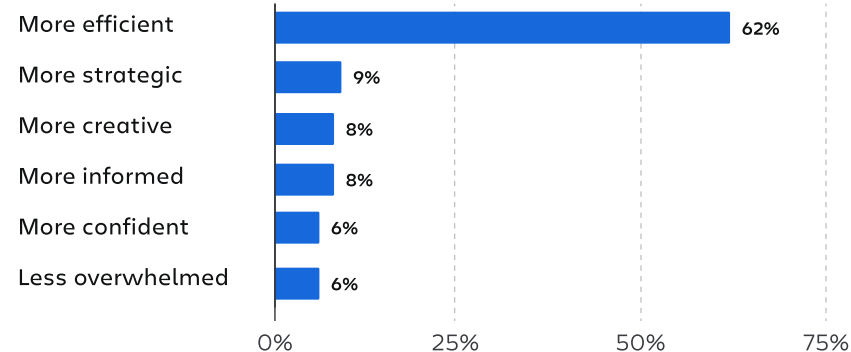
### Workers are reinvesting their time in:



**“AI is a shortcut from my brain to an output.”**

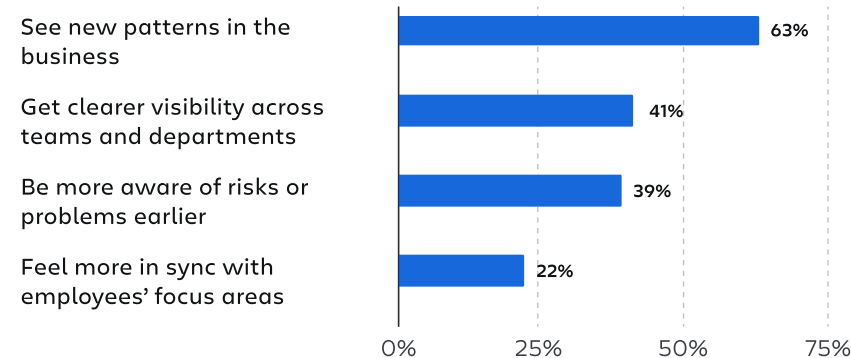
Global Head of Digital Marketing Platforms,  
Fortune 500 Financial Services Company

### Executives say AI makes them:



The majority of executives say AI has made them a better leader, and **62% say improved efficiency** is the top benefit of working with AI.

### Executives say AI lets them:





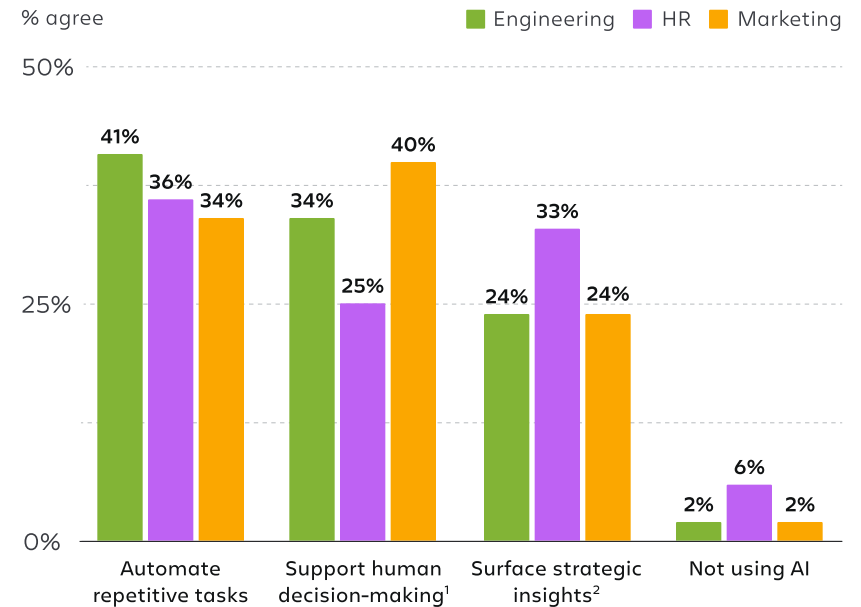
## Organizations see scattered early wins

Developer teams have the highest share of strategic AI collaborators, followed by marketing and human resources (HR) teams.

While leaders agree that technical workers are likely getting the highest value from AI, function heads report gains within their own departments, too. However, leaders agree that these early wins are not driving company-wide transformation.



## How teams are using AI, by function

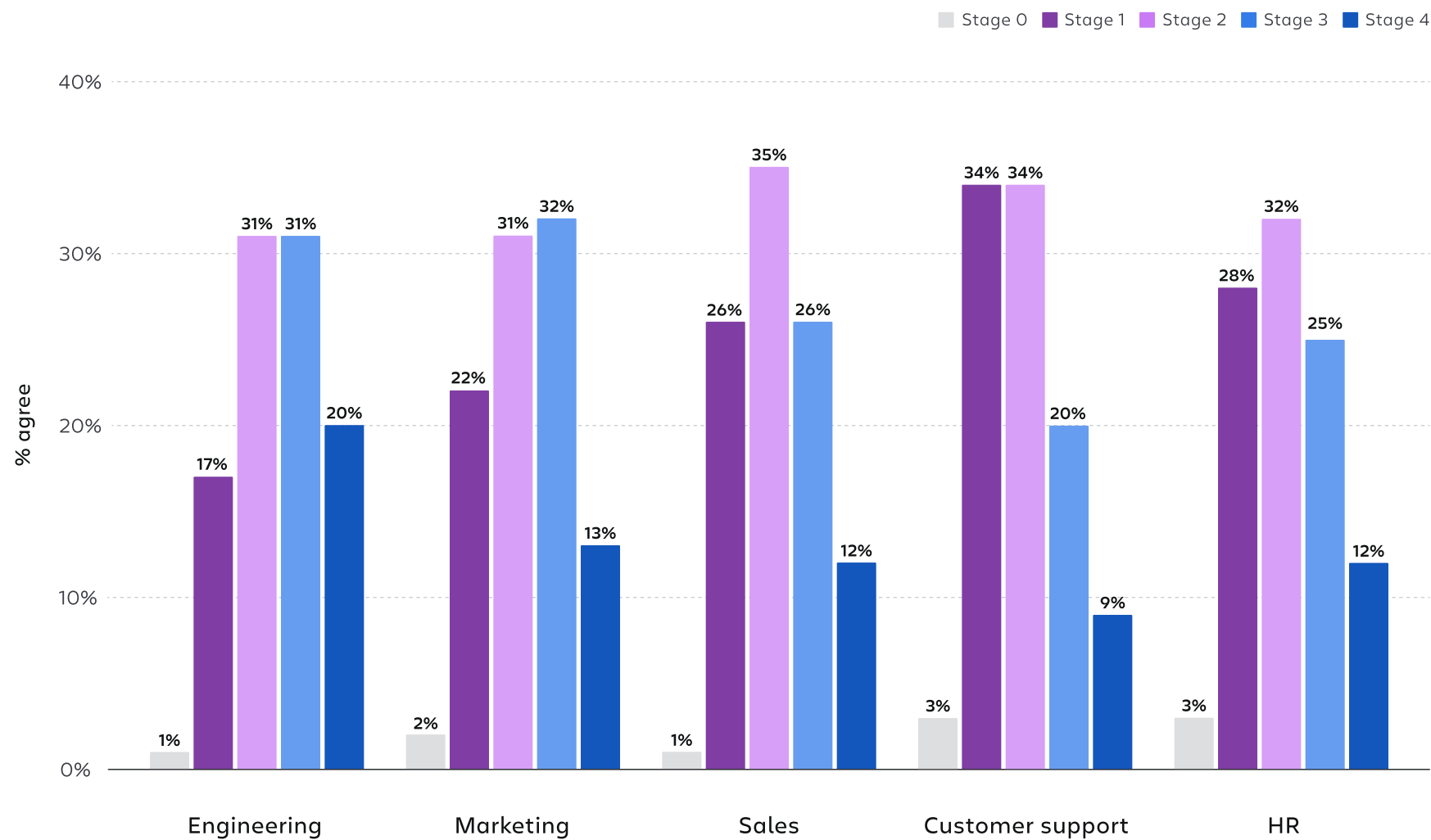


<sup>1</sup> We defined “human decision-making” as “e.g., system diagnostics, incident prediction” for developer teams, “e.g., attrition prediction” for human resources teams, and “e.g., campaign performance analysis, audience targeting” for marketing teams.

<sup>2</sup> We defined “strategic insights” as “e.g., capacity planning, architecture optimization” for developer teams, “e.g., workforce planning, skills analysis” for human resources teams, and “e.g., customer journey mapping, ROI forecasting” for marketing teams.

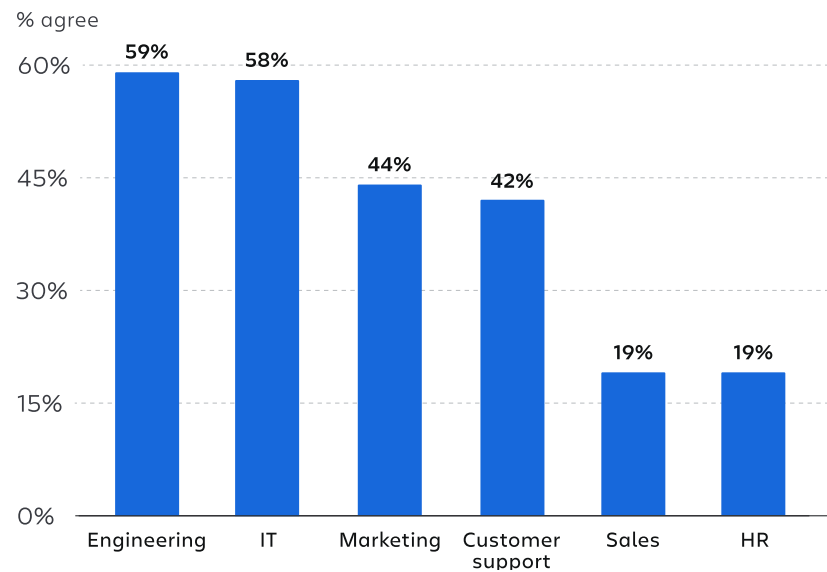


## How AI usage differs across functions





### Executives say early value is concentrated among technical workers



### Leaders see AI gains within their own functions but not within others

**82%**

of marketing executives say marketers get a lot of value from AI; only 26% of HR and 20% of Technology leaders agree.

**50%**

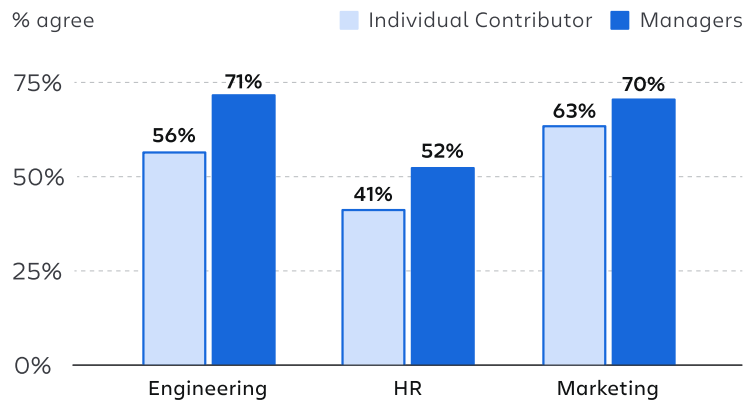
of HR executives say HR employees significantly benefit from working with AI; only 11% of Technology and 5% of Marketing leaders say the same.



## Leaders expect AI to redefine work

Executives and managers are more convinced of AI-driven disruption than their teams are. Managers see bigger changes on the horizon within their departments than individual contributors do.

### Managers expect more transformation from AI than team members

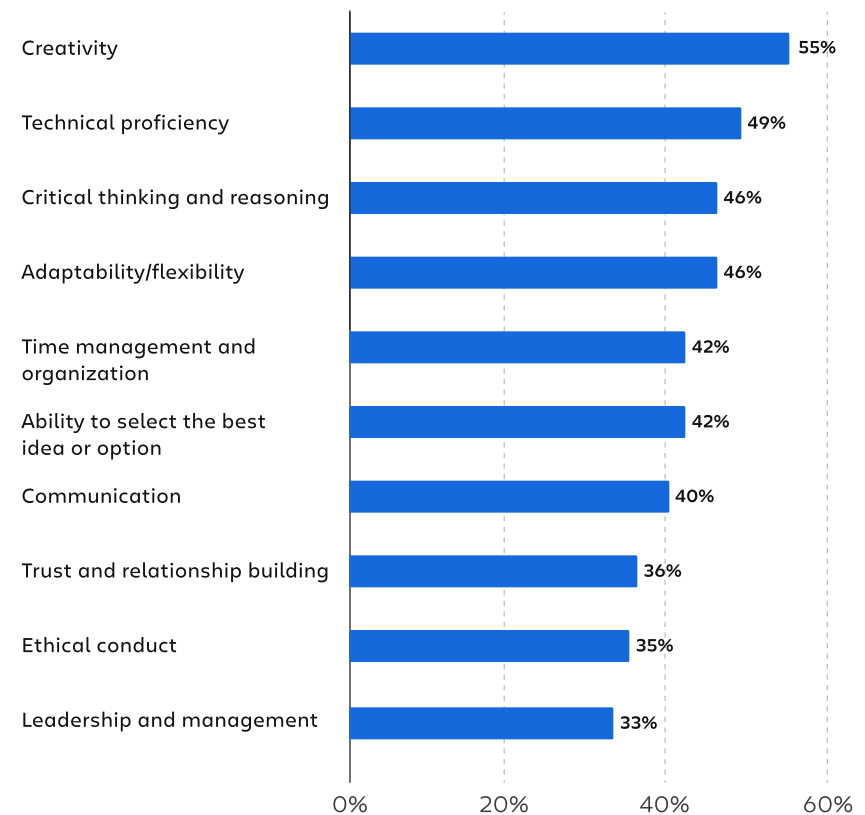


## Executives are bullish on AI's potential

**1/3** By 2030, executives predict only a third of work will be fully done by humans

**2x** Executives also expect AI to nearly double the amount of innovative ideas their organizations can pursue

## Most important skills for the future, according to strategic AI collaborators:



Executives, managers, and individual contributors all agree that creativity, technical proficiency, and critical thinking are the most important skills for an AI-powered future.





# The productivity pitfall



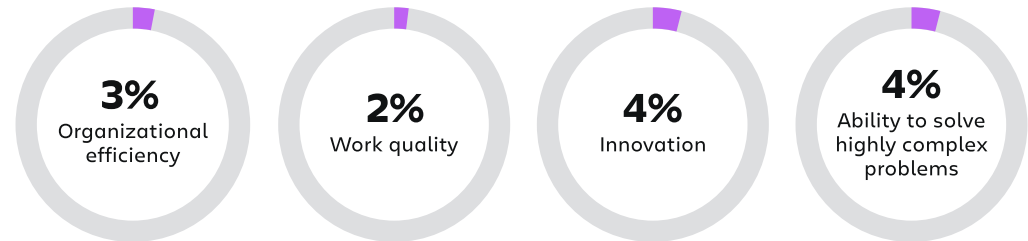
# Organization-wide transformation is rare

Despite a few early AI-enabled wins, executives are not seeing breakthrough gains.



## Few executives report transformational improvements due to AI

% who have seen transformational improvements in the following areas



- **Organizational efficiency:** Almost half of executives have seen very slight improvements at most, and only 3% report transformational change.
- **Work quality:** Just 2% of executives (and exactly zero IT leaders) say work quality across all teams has dramatically improved.
- **Innovation:** 1 in 5 executives see little to no improvement.
- **Ability to solve highly complex problems:** The majority of executives report slight improvement at most.

**“I’m not seeing any kind of major transformational change in how teams are operating. They’re basically operating in the same way just with some extra bells and whistles.”**

Global Head of Digital Marketing Platforms, Fortune 500 Company



If AI adoption has increased, why has AI not yet delivered broader business success? Our research shows the key issue may be an overemphasis on AI-enabled personal productivity.

**76%** of execs see **increased employee productivity** as the #1 indicator of whether or not their AI investment is paying off.

But organizations hyper-focused on personal productivity as the main AI outcome are **16% less likely to drive innovation** compared to those focused on coordination.

### When coordination is not a focus, anchoring on personal productivity can *worsen* existing problems.

People may work with AI to complete tasks more quickly, but they don't stop to consider whether they're doing the *right* tasks.

**37%** 

of executives say AI has wasted their teams' time or led them in the wrong direction

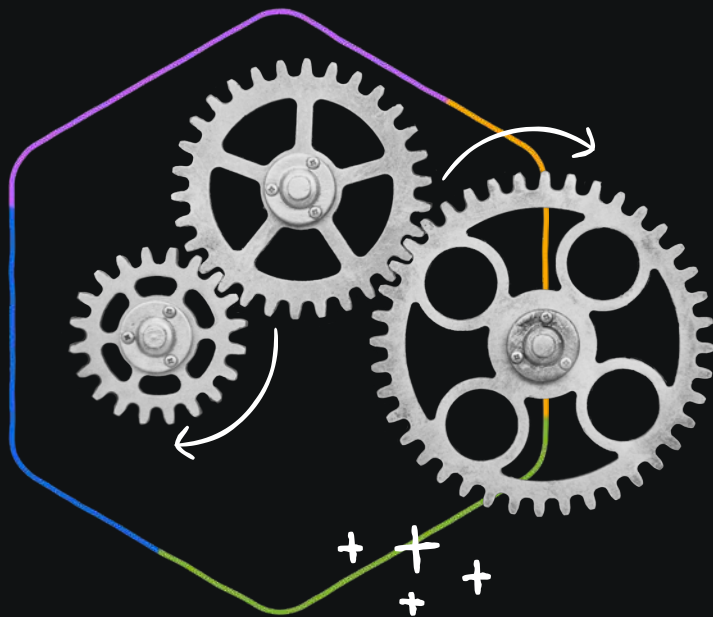
- Only 1 in 3 people fully trust AI, but 42% admit to trusting AI outputs without checking their accuracy due to time pressures.
- 1 in 3 knowledge workers admit they sometimes use AI tools that are not approved by their company for work tasks. The true share is likely higher. When teams work with AI tools that are not connected to the company's knowledge base, silos worsen and security risks jump.



# Insights



# Business success starts with AI-enabled coordination



AI-powered productivity doesn't lead to coordination, but AI-powered coordination leads to the productivity that drives mission-critical outcomes.

## 2x

Companies focused on AI-enabled coordination are **nearly twice as likely** to say that AI has significantly transformed organization-wide efficiency

## 16%

Companies that are hyper-focused on personal productivity are **16% less likely** to drive organization-wide innovation

The organizations that are successfully bridging the gap between individual productivity and company-wide impact:

- Work in ways that build a connected, company-wide knowledge base
- Set up the right systems to enable AI-powered coordination
- Effectively make AI part of the team

These actions enable AI to become the connective layer across an organization—bridging silos, driving action on the right context, and aligning everyone around shared goals.



## INSIGHT #1

# Build a connected, company-wide knowledge base

# 79%

of knowledge workers say  
they'd use AI at work more if  
it could access the right  
data and information

You can't bring old ways of working to new technology and expect success.

AI can only action what it can access. If knowledge is only shared in side conversations or stuck in silos, AI cannot proactively flow those insights across the organization. The teams that see the greatest AI-enabled impact work in a new way—where making knowledge available to AI is at the core of everything they do.

**“What will separate winners from losers in AI is having a strong data strategy. If you don't have good data, you'll end up with bad AI—no matter how advanced your technology is.”**

VP Technology, Fortune 500  
Financial Services Company



## Adopt AI-first collaboration practices

Encourage teams to stop playing telephone and to work directly with technology instead. By brainstorming in digital whiteboards, collaborating in shared pages, and including AI notetakers in live meetings, teams can give AI context without additional work. Quick videos (stored in a connected platform that exports precise transcripts and allows for two-way conversation) are an effective way for teams to offer feedback, demo an idea, or give useful context to each other—and to AI.



## Give AI accurate context

AI makes it easy to produce an enormous amount of content. The risk is it might build on the *wrong* information, polluting a company's knowledge base and degrading broader decision-making.

To avoid this, teams should document high-quality information. Encourage them to add clear owners, tags, and statuses to work. By marking a page as a “draft” or “verified,” teams help AI (and other teams) know what information should and should not be shared across the organization.

Ensure work is clearly tracked; consistently link and document updates, goals, and priorities. Teams should ask themselves: “Have we made it easy for AI to understand the who, what, when, and why of this project?”

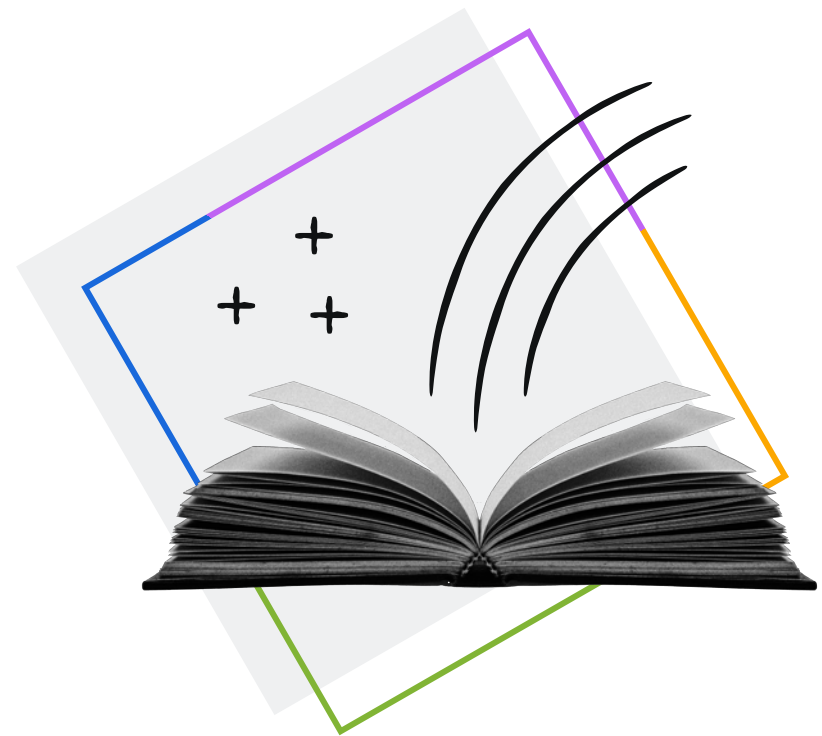


## Incentivize knowledge sharing

To motivate teams to document knowledge, give them shared goals. A common objective incentivizes teams to make knowledge sharing a core part of collaboration.

Encourage team members to default to public channels (vs direct messages) where their questions and comments can be incorporated into AI context.

Storytelling can also be a powerful way to change behavior. Discuss how leaders or teams achieved a better outcome *because* they worked in ways that added context to the company's knowledge base.





# Inside Atlassian

Here are three practices that have helped us build a connected, company-wide knowledge base.

## Make the “why” explicit

AI can best scale a team’s impact when it understands the fundamental challenges that need to be addressed. At Atlassian, we start each project with a clear brief or “project poster” that states the challenge and intended impact. By clearly documenting the “why” behind work, teams can better enable AI to steer them in the right direction.

➞ TRY IT YOURSELF

[Run the Project poster Play](#)

## Ask Rovo: What matters most?

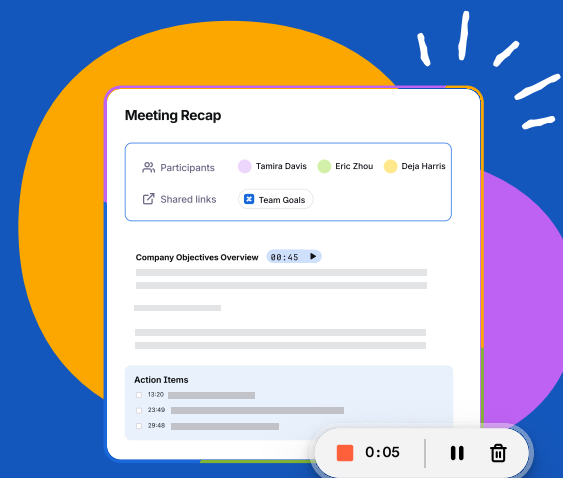
Because we document our goals, projects, decisions, and tasks in a connected system, we can kick off each workday by asking Rovo—our AI-powered offering (see p. 34)—what to tackle first. Rovo swiftly scans everything at Atlassian to deliver actionable recommendations.

## Invite Loom AI for meetings

We encourage managers to set up “mission meetings” with their reports, and to include Loom AI for meetings, which can automatically take notes in Confluence and assign action items in Jira. Managers use the time to discuss team member’s goals for the upcoming quarter. Afterward, each report works with AI to integrate meeting notes, team goals, and company objectives to create a personal plan that aligns with their manager’s expectations and Atlassian’s overall goals.

➞ TRY IT YOURSELF

[Run the Maximize meeting impact with AI notes Play](#)







## INSIGHT #2

## Set up the right systems

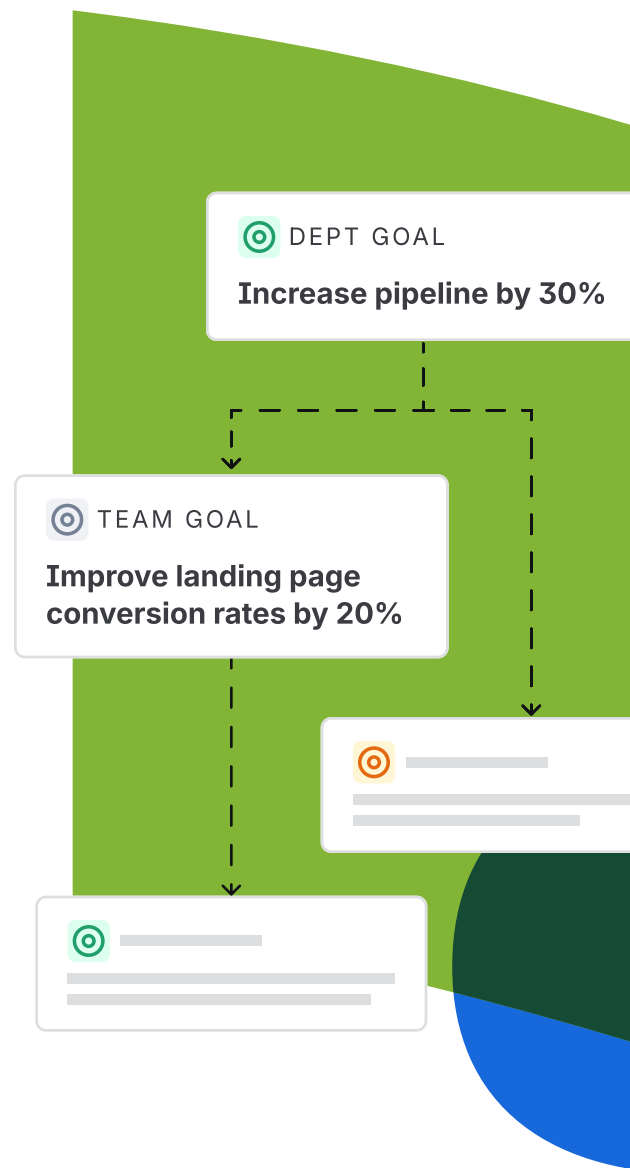
By establishing connected frameworks, leaders ensure that AI understands where teams should be headed—and exactly how it can help them get there, faster.



### Document goals so AI can help teams hit them

Too often, a team's latest goals are buried within a deck titled "March3\_2a\_finalversion1," making it unnecessarily tricky for AI to connect the dots.

Set 3–5 clear goals per team. Define what the team wants to accomplish and how they'll know they've succeeded. Then document all team goals within a centralized platform, and ladder each one up to department- and organization-wide milestones. To ensure that goals continue to reflect the most important work happening, review them quarterly. When AI knows every goal, it can drive teamwork in the right direction, quickly flag duplicative work, and connect the right people, projects, and knowledge.





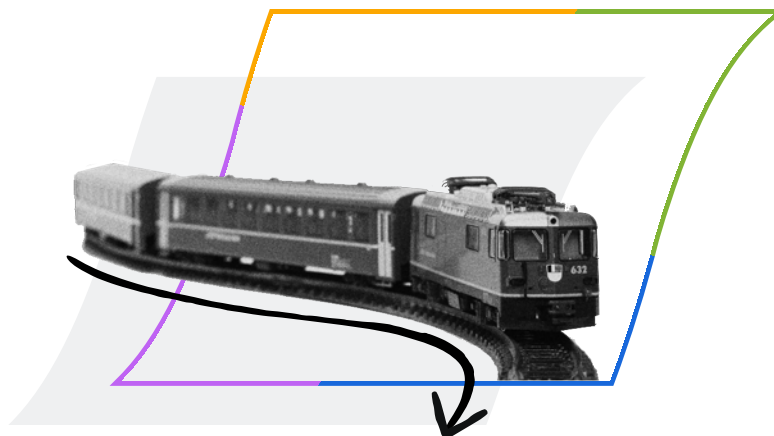
## Adopt an integrated system of work

Silos (e.g., isolated analytics platforms or communication channels) limit AI's ability to provide insights and direction. Integrated platforms enable AI to scale real-time context across workstreams.

Connected systems also allow AI to learn how teams work together, and then send smarter suggestions. Say social media data shows a sudden spike in requests for a new feature. With an integrated setup, AI can quickly suggest that the product team make timeline tweaks and guide the marketing team to craft targeted content that coincides with shifting launches.

**“To deploy enterprise AI at scale, you need to have the plumbing set up to get the data flowing through the systems properly.”**

SVP of Software & Digital Platforms,  
Fortune 500 Technology Company



## Establish clear policies to accelerate confidence in AI

Uncertainty about which AI tools are permitted—and how to use the ones that are—slows down experimentation. Set up transparent policies, clear guidelines, and smaller community spaces where people feel safer asking questions (e.g., a team- or department-channel vs. a company-wide channel).

Avoid being overly punitive. Harsh penalties for minor missteps can stifle experimentation and learning. If many people break the same rule, you may need to clarify your guidelines or offer a new solution that better maps to how teams actually work.



# Inside Atlassian

These practices help us support AI-enabled coordination.

## Document and connect goals

At Atlassian, every team adds their objectives and key results (OKRs) to the Goals app. Team goals are rank ordered and include clearly documented success metrics. All OKRs are linked so it's easy to see how every team's OKRs ladder up to our single, big company goal. We also add weekly OKR updates and monthly scoring to the Goals app.

Having all of our OKRs in one place makes it easier for AI to help us prioritize tasks, flag duplicative work, and surface opportunities for teams to combine their efforts.

↳ TRY IT YOURSELF

[Run the Objective and key results Play](#)

## Make open the default

We start from a place of “everyone can access everything,” and restrict as needed. This gives AI a full picture of what's happening across Atlassian, making it easier to surface important updates and streamline efforts.

## Put clear guidelines right where teams need them

We've crafted clear guidance on the AI tools Atlassians can leverage and how to work with them. We aim to surface those guidelines exactly when someone is most likely to need them. For example, all Atlassians have access to an AI playground where they can safely experiment with a variety of AI language models. Guidelines for how to use the AI playground are listed at the top of the page.

We also have several team- and function-specific (but open) Slack channels where Atlassians can ask questions about how to safely and securely work with AI.



## INSIGHT #3

# Make AI part of the team

Transformational, AI-enabled business success happens when every team understands how to weave AI into their specific workflows.

While roughly half of executives and teams work with AI throughout the day, over a third of executives and nearly half of knowledge workers use it only a few times per week or less.

Here are three ways to help teams uncover AI a-ha moments.



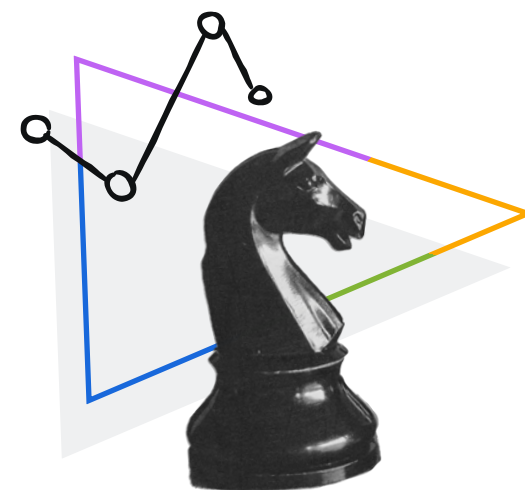
## Put AI in every team's hands

To unlock the full value of AI, all teams (i.e., not just technical teams) need freedom to experiment.

Our research shows that the companies that empower every team to use AI, even if their strategy isn't set in stone, are twice as likely to make innovation gains than slower-adopting companies.

**“As AI continues to advance, companies are realizing they need to catch up. After assessing the risks and benefits, they’ll understand it’s time to move forward. Otherwise, they risk being left behind.”**

SVP Performance Marketing, Fortune 500 Financial Services Company





## Prioritize hands-on experimentation over training

Executives and knowledge workers alike say that formal training and self-serve knowledge hubs are among the most effective ways to drive AI adoption. These are also two of the most common approaches, with 69% and 57% of organizations offering them, respectively.

But our data show that formal training and self-serve knowledge hubs are among the *least* effective ways to spark strategic AI collaboration. AI learning happens best in small, active communities organized around shared problems. Think champion-led workshops that include live demos or hackathons where teams try to incorporate AI into a specific workflow.



## Scale what works, and ask how AI can help

The most effective way to scale high-ROI AI use cases is to have AI identify them and then recommend them to the right teams. Look for ways to do this (for examples, see Inside Atlassian, p. 26).

Our research indicates that managers are also pivotal to driving effective AI adoption. Help managers understand compelling AI use cases, and encourage them to share their screen during meetings to demonstrate what they're doing.

# 4x

Knowledge workers who have seen their manager model AI are **4x more likely** to consistently experiment with AI

# 3x

They are also **3x more likely** to be a strategic AI collaborator



# Inside Atlassian

These are key steps we've taken to help every Atlassian make AI part of the team.

## Make AI essential on day one

We want every Atlassian to have an AI "aha" moment within their first week. That's why we built the Newlassian Onboarding Rojo Agent (NORA), which makes it easy for new hires to:

- Confidently ask any question they have about the company
- Understand company and team goals –and how their work will support both
- Learn how their key collaborators work with AI

NORA helps new hires instantly see the value in working with AI, which increases the likelihood that they continue to collaborate closely with AI beyond their first few weeks.

## Assign AI clear responsibilities

At the start of every project, we figure out exactly what role AI will play. For example, a team might decide that AI will analyze customer feedback trends, create the first draft of a project plan, and update Jira issues. We often ask AI to suggest ideas for how it can best help us.

We regularly revisit these AI use cases, evaluate each one's utility, and discuss where else AI might be able to drive teamwork forward.



TRY IT YOURSELF

### Run the Define AI's project role Play

## Prioritize hands-on experimentation

Every Atlassian can build agents, and we offer frequent hands-on workshops. For example, an AI champion recently led a prompt engineering session for our Brand and Creative teams. Participants learned how to work with AI to draft copy in Atlassian's voice and tone, generate A/B testing ideas to improve awareness metrics, and create on-brand graphic concepts.



TRY IT YOURSELF

### Run the AI workshop Play

Members of our Marketing department are also encouraged to share learnings in a Slack channel. Recent shares include a Growth Content Expert agent, a tip that AI can translate a picture of a brainstorming session on a whiteboard into a Confluence page, and a recommendation on how to work with AI to draft presentation scripts.




# New metrics to evaluate AI ROI

To get real return on their AI investments, leaders need to stop optimizing solely for personal productivity metrics (e.g., time saved or number of tasks automated) and instead look at team- and organization-level outcomes.

We recommend assessing:

METRIC	Organizational efficiency ⚡	Work quality ★	Innovation 💡
ASK	Is AI helping teams solve existing problems with less effort?	Is AI consistently making it easier to create high-quality outputs?	Is AI empowering teams do things that were not possible before?
CONSIDER TRACKING	<ul style="list-style-type: none"><li>• Time savings on repeatable tasks</li><li>• Percentage of repeatable tasks automated by AI (e.g., AI now handles 30% of monthly reporting)</li><li>• Ticket cycle time</li><li>• Employee experience (e.g., the share of employees who believe AI keeps their team on the same page goes up)</li></ul>	<ul style="list-style-type: none"><li>• Reduced error rates (e.g., a drop in customer escalation tickets)</li><li>• Customer feedback (e.g., a rise in net promoter scores rise)</li><li>• Stronger performance on KPIs (e.g., a jump in proposal win rates within sales teams or candidate accept offers within HR teams)</li></ul>	<ul style="list-style-type: none"><li>• Experiment cycle time (e.g., teams learn from failed experiments and adapt more quickly)</li><li>• Percentage of projects using new capabilities or technology (e.g., more projects have changed a workflow or are leveraging new AI capabilities)</li><li>• Number of new patents or prototypes</li><li>• Number of new product offerings and associated revenue</li></ul>

 Leaders should monitor all three of these metrics, but note that progress is dependent on adopting new ways of working that enable human-AI coordination.



## ✗ DON'T

Run meetings without any documentation



## ✓ DO

Have AI notetakers **automatically add meeting transcripts** and **next steps** to a connected knowledge base

Feed any and every thought your team has into AI



Mark the **status of work** for AI (e.g., by tagging it as “draft,” “in progress,” or “verified”)

Leave goals buried in DMs or decks



Document, connect, and update goals in a **centralized place**

Focus solely on passive AI training sessions



Prioritize hands-on AI **workshops, hackathons,** and **community learning** sessions

Assume teams will work with AI



Clearly define AI **roles and responsibilities** at the start of each project

Assume managers will champion AI



Encourage managers to **screenshare** and **demo** how they're working with AI





## Checklist

# How to promote AI-powered teamwork

### Build a connected, company-wide knowledge base

- Think of AI as a consumer of organizational knowledge: encourage teams to brainstorm in digital whiteboards, collaborate in shared pages, and have AI notetakers automatically create transcripts and assign action items
- Share knowledge often and ask questions in AI-accessible spaces
- Give AI context on work by adding owners, due dates, and statuses
- Update or archive stale or low-quality pages regularly
- Make sure AI understands the “who, what, when, and why” of each project

### Set up the right systems

- Set 3–5 goals per team, define success, document in a central platform, map to department and org goals, and review quarterly
- Connect analytics platforms and communications channels so AI can provide accurate, real-time insights
- Establish clear AI policies and guidelines by outlining approved tools and allowed data
- Set up smaller community spaces for people to ask AI-related questions
- Define role-based permissions (e.g., search vs. agent-building); require approvals for higher-risk capabilities

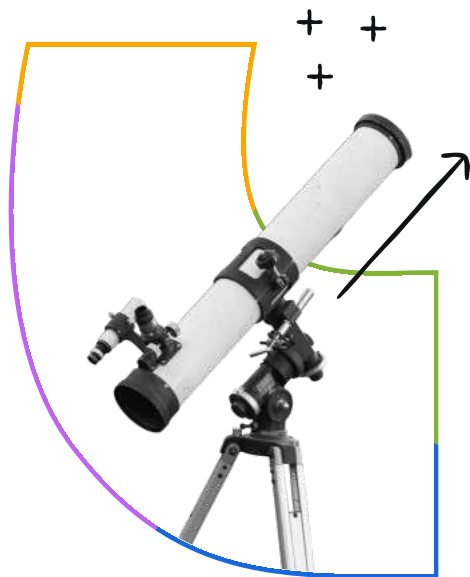
### Make AI part of the team

- Make sure every team has access to approved AI tools and the freedom to experiment
- Deprioritize formal training and static, self-serve knowledge hubs
- Run team hackathons and empower AI champions to lead small workshops where they demo how to solve a specific problem
- Encourage managers to demo compelling AI use cases in team meetings
- Define AI’s role at the start of every project; revisit as needed as the project evolves



Looking ahead

## Predictions on the future of work



### Winning companies will work with AI to move *teamwork* forward

In order to drive business value, AI capabilities must be embedded into the organization, integrated into existing systems, and enabled for wide use.

### AI will lead to *more* hiring

If AI were to significantly free up employees' time, 79% of executives said they would prefer to redirect their teams' focus toward delivering better customer outcomes over reducing employee costs.

As AI empowers companies to adapt, expand, and seize new opportunities, they may need to increase their workforce. Smaller companies also tend to scale rapidly, hinting at a future where many more businesses will grow from small teams into larger organizations, naturally necessitating additional hiring.

### AI will *increase* burnout unless we restructure the workday

For some workers, AI implementation brought an unintended consequence. With busywork eliminated, employees are left with only the cognitively demanding work. This shift removes natural breaks in the workday and can increase mental strain.



To bridge the gap between AI-enabled personal productivity and business success, set AI up to **connect teams, projects, and knowledge.**



## About the research

This report is based on research conducted by Atlassian's Teamwork Lab, a group of scientists dedicated to developing best practices for modern teams. Their findings guide the design of Atlassian's products and practices.



# 12,000

## knowledge workers



Work across the U.S., U.K., Australia, India, Germany, and France



Come from a range of industries, including:

- Technology
- Financial services
- Healthcare & pharmaceuticals



Mean age 40 years



39% from SMB (<1000 employees), 61% from enterprise organizations (1000+ employees)

# 180

## Fortune 1000 executives



Director level or higher



67% are in the United States



Predominantly from the following sectors:

- Financial services
- Technology, IT and software



Represent three key business functions:

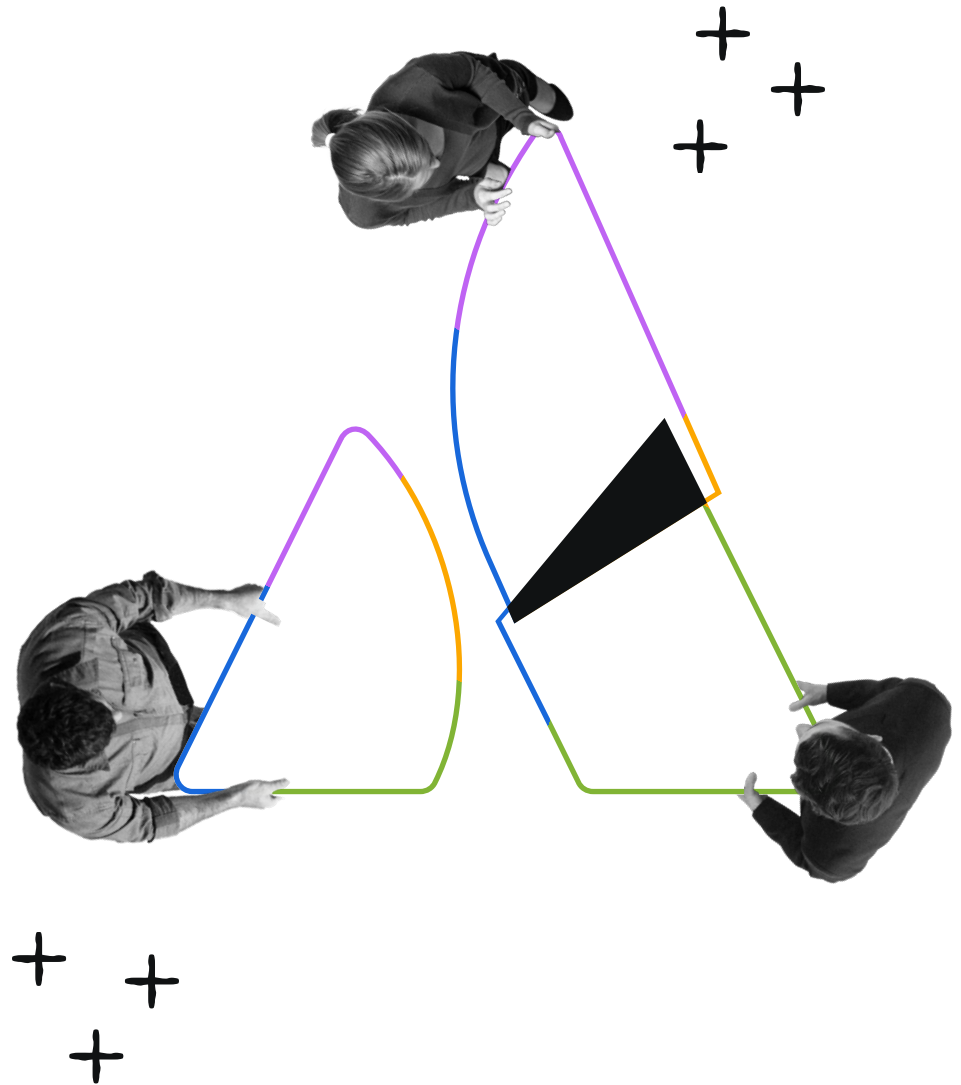
- Engineering
- Marketing
- Human Resources



# About us

## Atlassian unleashes the potential of every team.

Our AI-powered software development, service management, and work management software helps teams organize, discuss, and complete shared work. The majority of the Fortune 500 and over 300,000 companies of all sizes worldwide—including NASA, BMW, Kiva, Deutsche Bank, and Dropbox—rely on our solutions to help their teams work better together and deliver quality results on time. Learn more about our products, including Jira, Confluence, and Jira Service Management, at <https://atlassian.com>.





# This report is a product of human-AI collaboration

Our team included researchers, writers, marketers, data scientists, and Rovo. Here are a few examples of how we collaborated with Rovo to accelerate and improve our team's work.

## What's Rovo?

Rovo is Atlassian's AI-powered offering that leverages the Teamwork Graph to connect AI workflows to all your organizational knowledge, enabling personalized and actionable search, chat, agents, and studio experiences.

Data Science

Confluence

## AI Collaboration Report

### Overview

Marketing

Rovo

### Data Gathering

Research



## Knowledge discovery



To help us craft a report strategy, Rovo Deep Research did two things: it ran a comprehensive competitive analysis of 15 top industry reports, and it summarized the best- and worst-performing B2B content strategies our marketing team has tried over the past year.

### Example prompt:

```
Analyze leading industry reports comparable to our AI Collaboration Report and compare their primary themes, trends, and content formats.
```

[See more Deep Research prompts ↗](#)

When a new team member joined a few weeks after the project kicked off, they used Rovo to get fully caught up within just a few days. With Google Calendar connected, Rovo helped them easily spot the right meetings to join and set up 1:1s with key stakeholders.

### Example prompt:

```
I am onboarding onto the Brand Narrative team as a content strategist. Create a Confluence page to help me get up to speed on the AI Collaboration Report. Include resources to learn about my role and team priorities, a list of key people to connect with, and ways to engage in team discussions.
```

[See more onboarding prompts ↗](#)

## Brainstorming and creative partner



Rovo tapped into our connected knowledge base, including past survey examples and the Teamwork Lab's best practices for question design. So when given a prompt like, "We want to understand how executives balance cost efficiencies with innovation investments," Rovo quickly drafted clear, targeted questions that could surface meaningful insights.

Rovo also drafted a complete campaign strategy by pulling our objectives from the Goals app, our strategy from a Confluence page, and our project deadlines from Jira.

### Example prompt:

```
Develop a comprehensive marketing strategy for our AI Collaboration Report by pulling context from Confluence [link], Goals [link], and Jira [link].
```

[See more marketing strategy prompts ↗](#)



Rovo is thinking...



Section	Copy
Title page	The AI Collaboration Index: The secret to AI-enabled impact
Executive summary	<p><b>AI makes it easier to get work done. But it hasn't <i>together</i>.</b></p> <p>AI is everywhere – tackling to-dos, summarizing docs, and analyzing the transformation that was promised.</p>



## Performance insights



Rovo helped us quickly turn a large amount of information into key insights. We gave Rovo specific guidance for how to synthesize qualitative feedback, then worked with it to analyze our 15 hour-long interviews with Fortune 1,000 executives and identify key trends and quotes. Our PhD researchers validated the results.

### Example prompt:

Provide 5 key insights from the interview transcripts of these Loom recordings [links].

## Refinement and iteration



Throughout the report writing process, Rovo surfaced concrete examples to illustrate our main points, drafted and revised copy, and informed us of key changes to Atlassian's messaging.

With Figma connected to our Atlassian ecosystem, the design team used Rovo to instantly pull from existing assets and brainstorm creative concepts and campaign visuals—ensuring they always had the right context at the right time.

### Example prompt:

Create 5 visually appealing and on-brand graphic concepts. Ensure each concept effectively communicates the key message of the project and brings the description to life in a creative and engaging way.

[See more design prompts](#) ➔





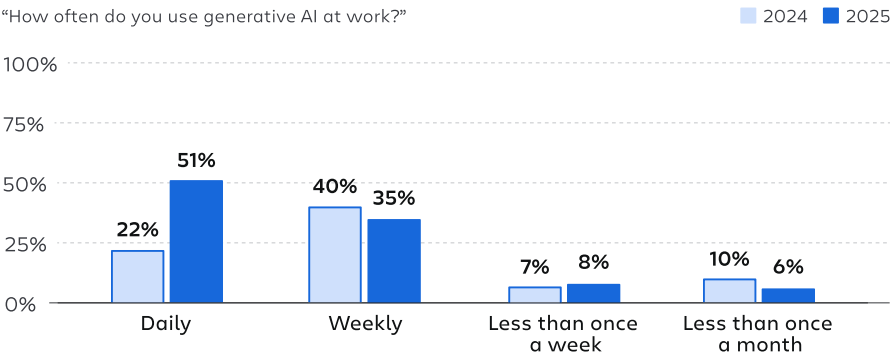
# Appendices

by country

# United States

## Frequency: 86% of respondents use AI at least once a week

“How often do you use generative AI at work?”



## Top ways people are currently reinvesting time saved through AI

- #1** Work-life balance (51%)
- #2** Strategic thinking and planning (43%)
- #3** Process improvement (41%)

## AI Mindset at work: 40% of respondents are Strategic AI Collaborators

Stage	Description of AI	2025	Since 2024
0: No AI	AI is useless in the workplace.	2%	▼ -7%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	28%	▼ -4%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	30%	▲ +5%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	26%	▲ +4%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	14%	▲ +2%

### GAINS

Employees are seeing isolated productivity gains with AI

**64 min**

saved per day on average

**32% more**

productive on average

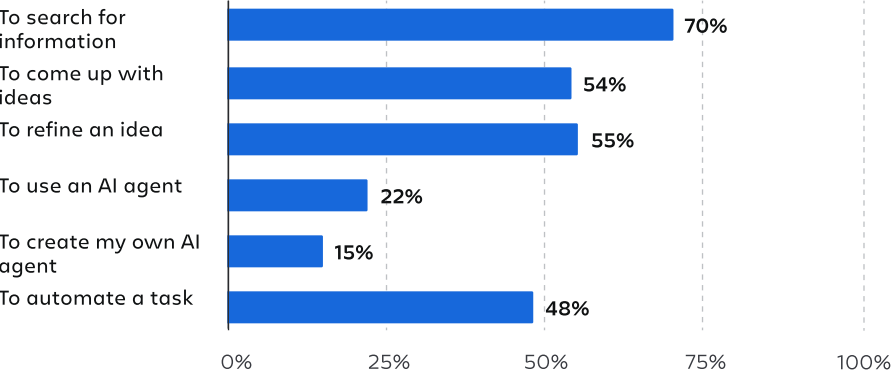
### PROBLEMS

But **74%** say they're held back by AI not being **connected to the right data and information.**

## Less than 25% of employees have interacted with or built an agent at work

“How have you used AI at work?”

\*Multi-select question; totals exceed 100%



## Top 3 AI-specific abilities to develop in the next year

- #1** Evaluating AI outputs for accuracy and bias (50%)
- #2** Writing clear AI prompts (50%)
- #3** Know how to use different AI tools (49%)

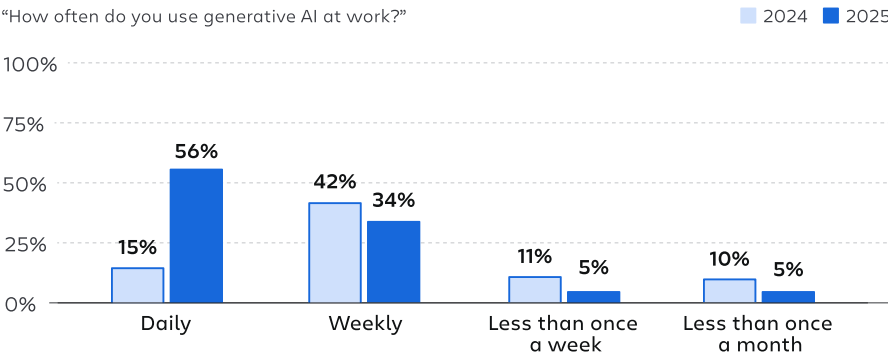
## Top 3 general abilities to develop in the next year

- #1** Critical thinking and reasoning (50%)
- #2** Creativity (47%)
- #3** Technical proficiency (45%)

# Australia

## Frequency: 90% of Respondents Use AI at least once a week

“How often do you use generative AI at work?”



## Top ways people are currently reinvesting time saved through AI

- #1** Work-life balance (49%)
- #2** Strategic thinking and planning (43%)
- #3** Process improvement (41%)

## AI Mindset at work: 43% of respondents are Strategic AI Collaborators

Stage	Description of AI	2025	Since 2024
0: No AI	AI is useless in the workplace.	1%	▼ -10%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	24%	▼ -15%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	32%	▲ +5%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	29%	▲ +12%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	14%	▲ +7%

### GAINS

Employees are seeing isolated productivity gains with AI

**78 min**

saved per day on average

**33% more**

productive on average

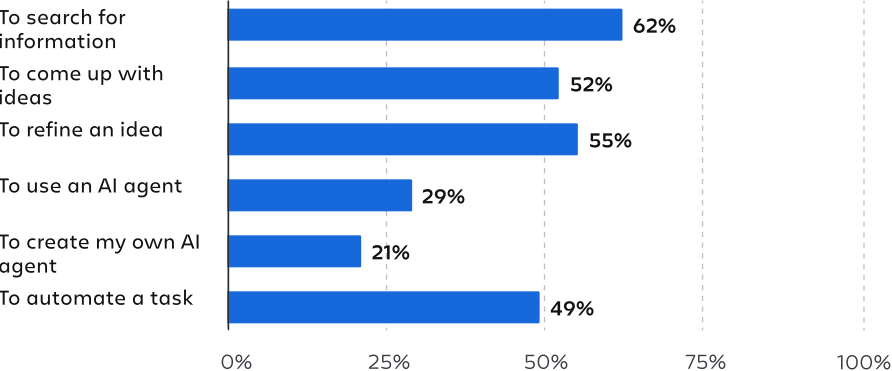
### PROBLEMS

But **80%** say they're held back by AI not being **connected to the right data and information.**

## Less than 30% of employees have interacted with or built an agent at work

“How have you used AI at work?”

\*Multi-select question; totals exceed 100%



## Top 3 AI-specific abilities to develop in the next year

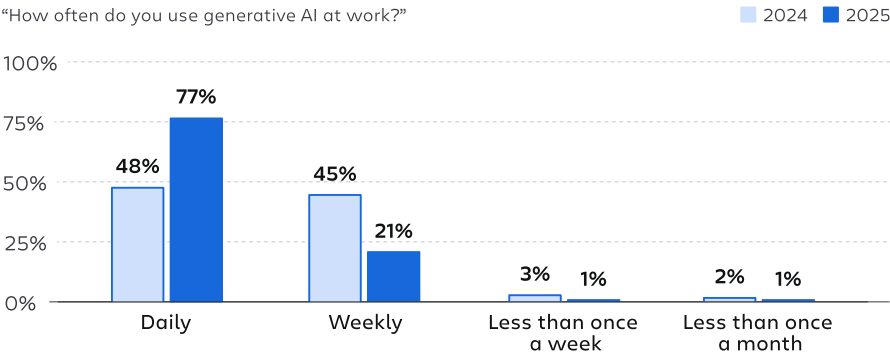
- #1** Writing clear AI prompts (48%)
- #2** Knowing how to use different AI tools (47%)
- #3** Understanding AI ethics and safety (46%)

## Top 3 general abilities to develop in the next year

- #1** Creativity (45%)
- #2** Critical thinking and reasoning (44%)
- #3** Adaptability/flexibility (42%)

# India

### Frequency: 98% of Respondents Use AI at least once a week



### Top ways people are currently reinvesting time saved through AI

- #1**  
Work-life balance (66%)
- #2**  
Professional development (61%)
- #3**  
Strategic thinking and planning (58%)

### AI Mindset at work: 58% of respondents are Strategic AI Collaborators

Stage	Description of AI	2025	Since 2024
0: No AI	AI is useless in the workplace.	2%	▼ -2%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	10%	▼ -7%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	30%	▼ -3%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	33%	▲ +9%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	25%	▲ +3%

### GAINS

Employees are seeing isolated productivity gains with AI

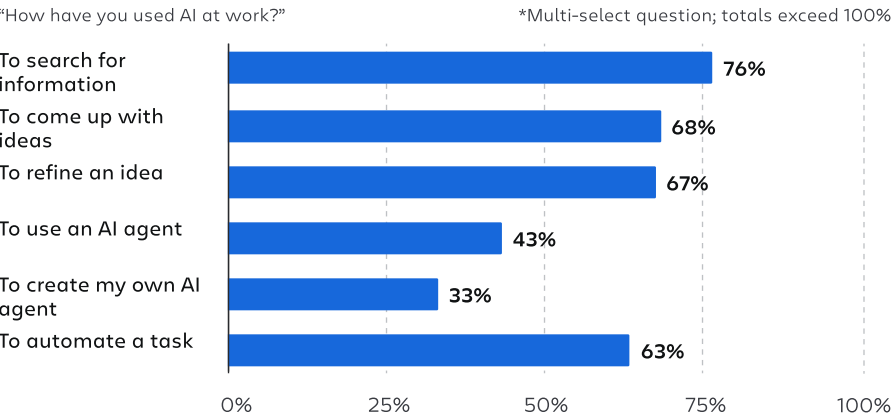
**112 min**  
saved per day  
on average

**47% more**  
productive on  
average

### PROBLEMS

But **91%** say they're held back by AI not being **connected to the right data and information.**

### Less than 45% of employees have interacted with or built an agent at work



### Top 3 AI-specific abilities to develop in the next year

- #1** Keeping up-to-date on latest AI trends and updates (60%)
- #2** Knowing how to use different AI tools (58%)
- #3** Writing clear AI prompts (57%)

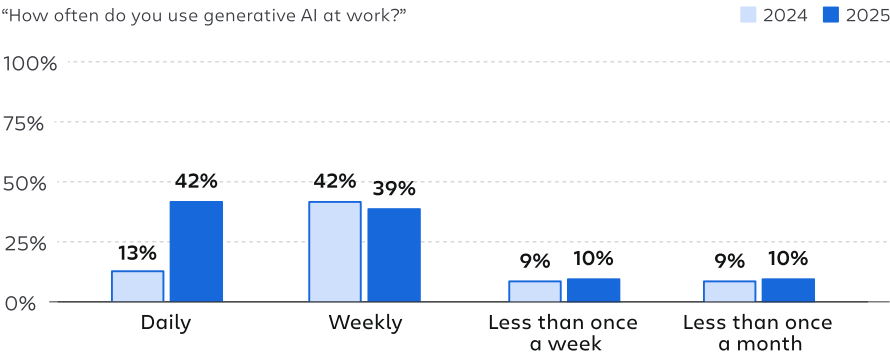
### Top 3 general abilities to develop in the next year

- #1** Creativity (63%)
- #2** Technical proficiency (59%)
- #3** Adaptability/flexibility (55%)

# France

## Frequency: 81% of Respondents Use AI at least once a week

“How often do you use generative AI at work?”



## Top ways people are currently reinvesting time saved through AI

- #1**  
Process improvement (38%)
- #2**  
Professional development (34%)
- #3**  
Work-life balance (33%)

## AI Mindset at work: 33% of respondents are Strategic AI Collaborators

Stage	Description of AI	2025	Since 2024
0: No AI	AI is useless in the workplace.	3%	▼ -13%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	30%	▲ +3%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	34%	▲ +3%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	22%	▲ +4%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	11%	▲ +3%

### GAINS

Employees are seeing isolated productivity gains with AI

**54 min**

saved per day on average

**24% more**

productive on average

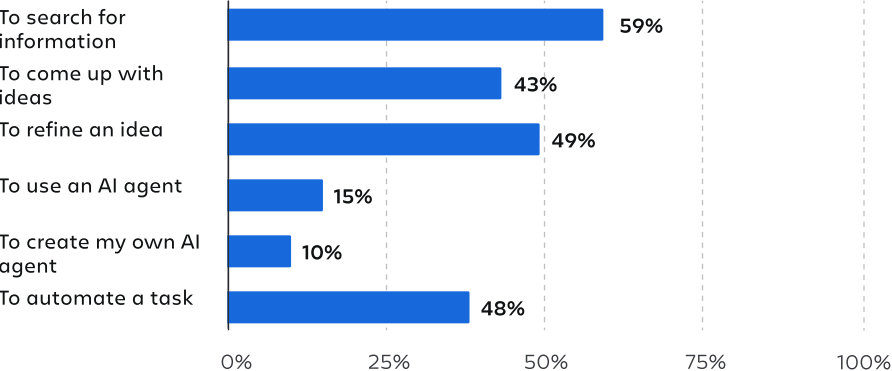
### PROBLEMS

But **75%** say they're held back by AI not being **connected to the right data and information**.

## At most 15% of employees have interacted with or built an agent at work

“How have you used AI at work?”

\*Multi-select question; totals exceed 100%



## Top 3 AI-specific abilities to develop in the next year

- #1** Knowing how to use different AI tools (49%)
- #2** Writing clear AI prompts (43%)
- #3** Understanding AI ethics and safety (39%)

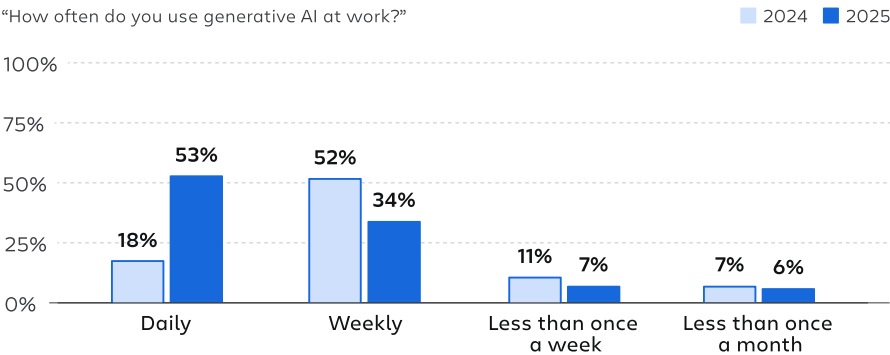
## Top 3 general abilities to develop in the next year

- #1** Creativity (39%)
- #2** Critical thinking and reasoning (37%)
- #3** Time management and organization (36%)

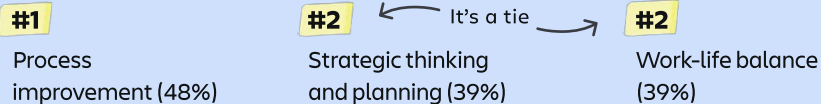
# Germany

## Frequency: 87% of respondents use AI at least once a week

“How often do you use generative AI at work?”



## Top ways people are currently **reinvesting time saved** through AI



## AI Mindset at work: 42% of respondents are Strategic AI Collaborators

Stage	Description of AI	2025	Since 2024
0: No AI	AI is useless in the workplace.	2%	▼ -4%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	26%	▼ -4%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	30%	▼ -2%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	28%	▲ +6%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	14%	▲ +4%

### GAINS

Employees are seeing isolated productivity gains with AI

**69 min**  
saved per day  
on average

**26% more**  
productive on  
average

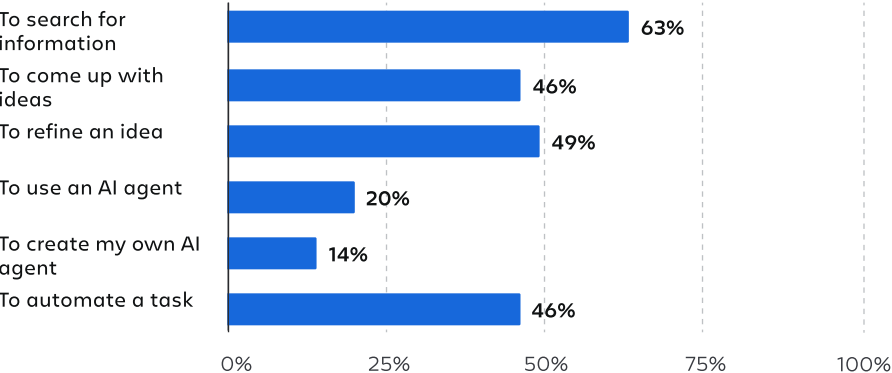
### PROBLEMS

But **74%** say they're held back by AI not being **connected to the right data and information**.

## At most 20% of employees have interacted with or built an agent at work

“How have you used AI at work?”

\*Multi-select question; totals exceed 100%



## Top 3 **AI-specific abilities** to develop in the next year

- #1** Writing clear AI prompts (49%)
- #2** Evaluating AI output for accuracy and bias (42%)
- #3** Knowing how to use different AI tools (41%)

## Top 3 **general abilities** to develop in the next year

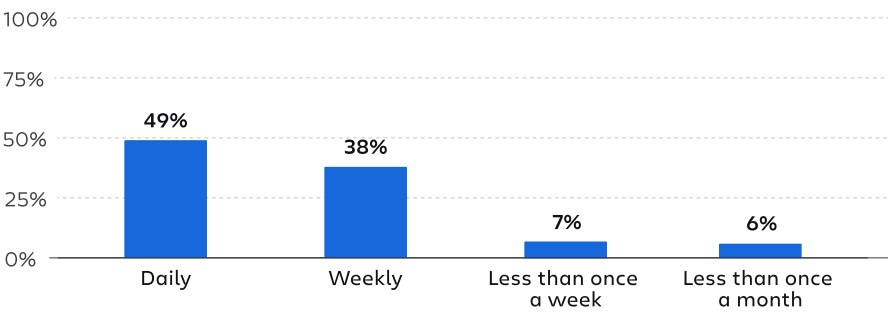
- #1** Critical thinking and reasoning (49%)
- #2** Technical proficiency (41%)
- #3** Creativity (38%)

# United Kingdom

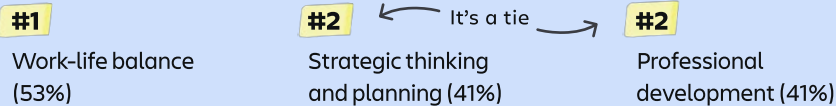
## Frequency: 87% of respondents use AI at least once a week

“How often do you use generative AI at work?”

■ 2025



## Top ways people are currently reinvesting time saved through AI



## AI Mindset at work: 36% of respondents are Strategic AI Collaborators

Stage	Description of AI	2025
0: No AI	AI is useless in the workplace.	2%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	27%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	35%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	24%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	12%

### GAINS

Employees are seeing isolated productivity gains with AI

**80 min**  
saved per day  
on average

**34% more**  
productive on  
average

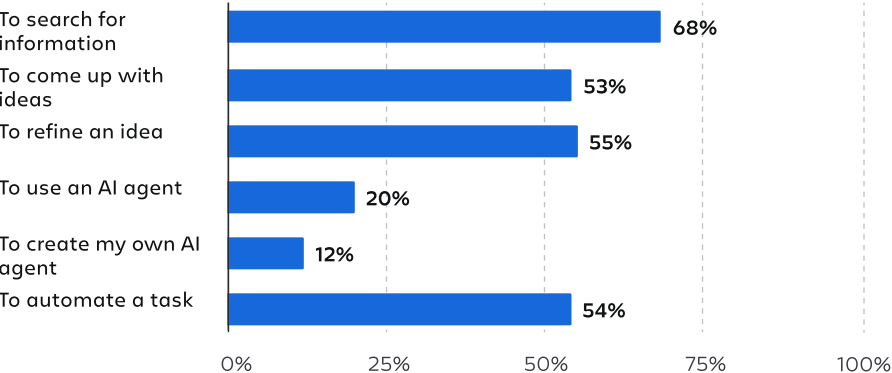
### PROBLEMS

But **78%** say they're held back by AI not being **connected to the right data and information.**

## At most 20% of employees have interacted with or built an agent at work

“How have you used AI at work?”

\*Multi-select question; totals exceed 100%



## Top 3 AI-specific abilities to develop in the next year

- #1** Knowing how to use different AI tools (50%)
- #2** Writing clear AI prompts (48%)
- #3** Evaluating AI output for accuracy and bias (47%)

## Top 3 general abilities to develop in the next year

- #1** Creativity (49%)
- #2** Critical thinking and reasoning (48%)
- #3** Technical proficiency (47%)



# Appendices

by function

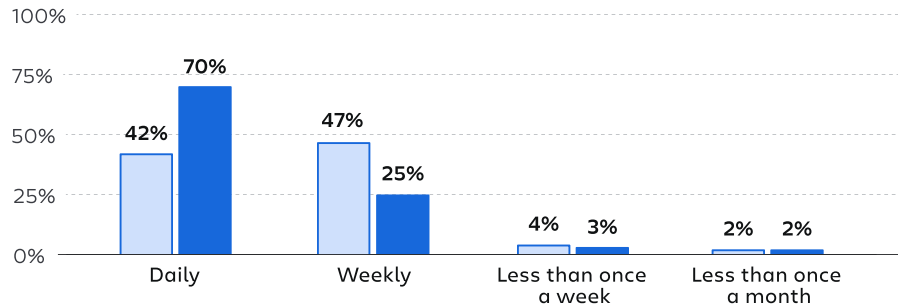


## FUNCTION PROFILE:

# Engineering

### Frequency: 95% of respondents use AI at least once a week

"How often do you use generative AI at work?"



### AI Mindset at work: 51% of respondents are Strategic AI collaborators

Stage	Description of AI	2025	Since 2024
0: No AI	AI is useless in the workplace.	1%	▼ -3%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	17%	▼ -4%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	31%	▲ +1%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	31%	▲ +4%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	20%	▲ +1%

#### GAINS

Employees are seeing isolated productivity gains with AI

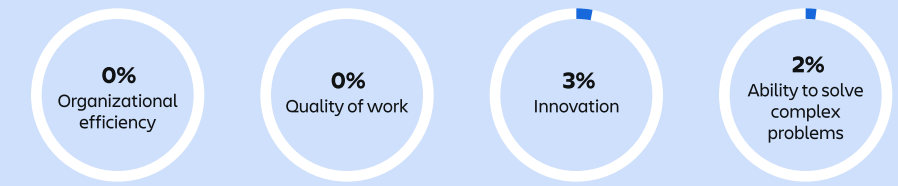
**91 min** saved per day on average  
**37% more** productive on average

#### PROBLEMS

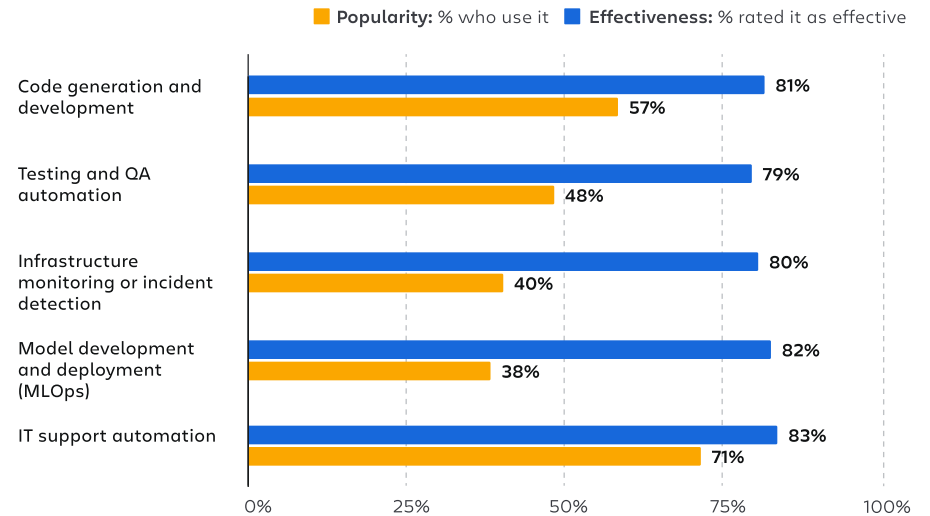
But **85%** say they're held back by AI not being **connected to the right data and information**.

### Executives are **not** seeing transformational improvements yet

% who have seen transformational improvements in the following areas due to AI



### IT support automation and code generation and development are top AI use cases



**69%** of engineering professionals believe that AI will change the **roles and necessary skills** considerably in engineering in the next year.

#### Top 3 AI-specific abilities to develop in the next year

- #1 Writing clear AI prompts (53%)
- #2 Evaluating AI output for accuracy and bias (51%)
- #3 Knowing how to use different AI tools (50%)

#### Top 3 general abilities to develop in the next year

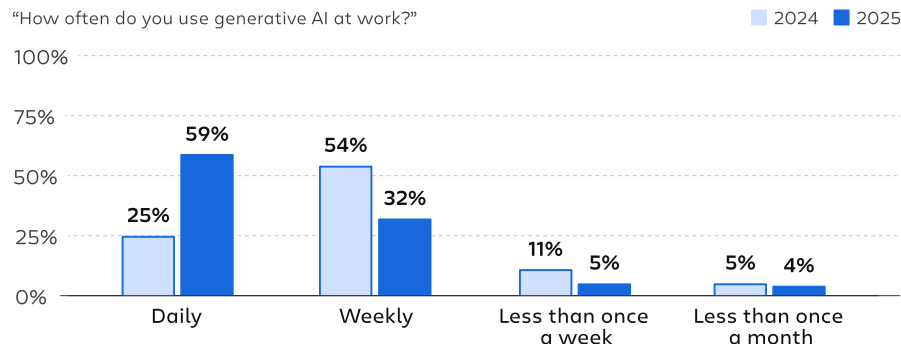
- #1 Creativity (52%)
- #2 Technical proficiency (51%)
- #3 Critical thinking and reasoning (50%)

## FUNCTION PROFILE:

# Marketing

### Frequency: 91% of respondents use AI at least once a week

"How often do you use generative AI at work?"



### AI Mindset at work: 45% of respondents are Strategic AI collaborators

Stage	Description of AI	2025	Since 2024
0: No AI	AI is useless in the workplace.	2%	▼ -4%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	21%	▼ -7%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	32%	▼ -2%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	32%	▲ +11%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	13%	▲ +2%

#### GAINS

Employees are seeing isolated productivity gains with AI

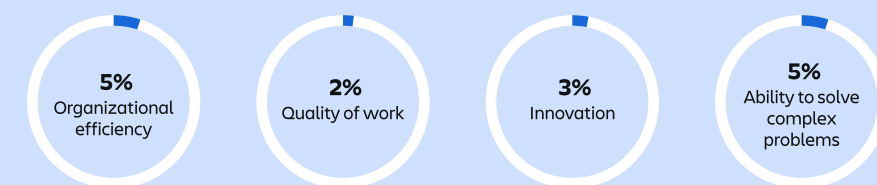
**82 min** saved per day on average  
**37% more** productive on average

#### PROBLEMS

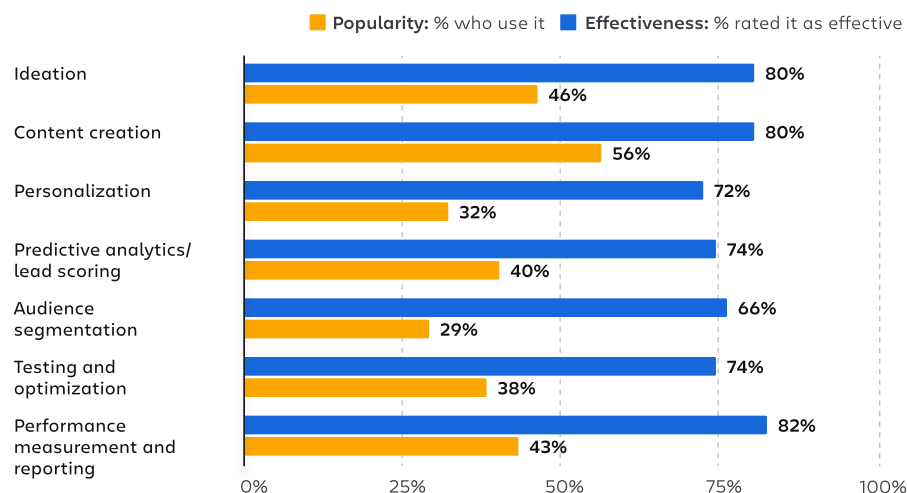
But **79%** say they're held back by AI not being **connected to the right data and information**.

### Executives are **not** seeing transformational improvements yet

% who have seen transformational improvements in the following areas due to AI



### Content creation, ideation, and performance measurement and reporting are the top AI use cases



**69%** of marketing professionals believe that AI will change the **roles and necessary skills** considerably in marketing in the next year.

#### Top 3 AI-specific abilities to develop in the next year

- #1 Writing clear AI prompts (50%)
- #2 Knowing how to use different AI tools (46%)
- #3 Understanding AI ethics and safety (44%)

#### Top 3 general abilities to develop in the next year

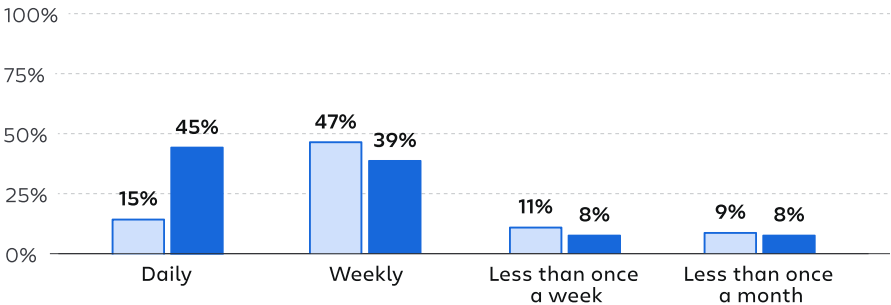
- #1 Creativity (49%)
- #2 Critical thinking and reasoning (47%)
- #3 Communication (41%)

FUNCTION PROFILE:

Human Resources

Frequency: 84% of respondents use AI at least once a week

“How often do you use generative AI at work?”



AI Mindset at work: 38% of respondents are Strategic AI collaborators

Stage	Description of AI	2025	Since 2024
0: No AI	AI is useless in the workplace.	2%	▼ -7%
1: Simple AI user	AI is a tool that I can use on occasion to accomplish a specific task.	28%	▲ +2%
2: Simple AI user	AI is like a personal assistant that can help make the hard parts of my job easier.	32%	▼ -2%
3: Strategic AI user	AI is like a creative partner with its own set of skills and insights.	25%	▲ +5%
4: Strategic AI user	AI is like a team of expert advisors who can enhance my decision making.	13%	▲ +3%

GAINS

Employees are seeing isolated productivity gains with AI

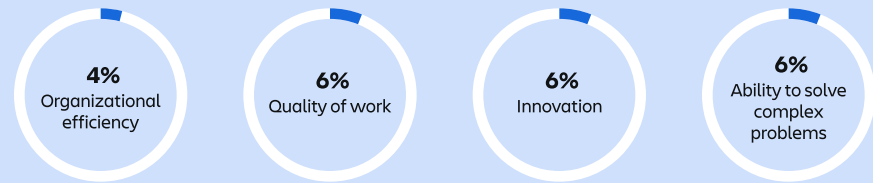
70 min saved per day on average  
29% more productive on average

PROBLEMS

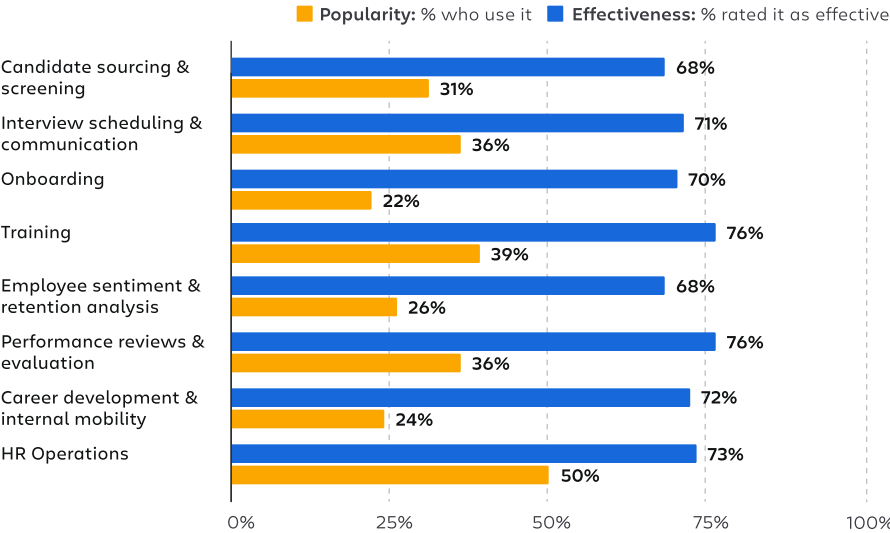
But 75% say they’re held back by AI not being **connected to the right data and information.**

Executives are **not** seeing transformational improvements yet

% who have seen transformational improvements in the following areas due to AI



HR operations, training, and interview scheduling are the top AI use cases



50% of HR professionals believe that AI will change the **roles and necessary skills** considerably in HR in the next year.

Top 3 **AI-specific** abilities to develop in the next year

- #1 Knowing how to use different AI tools (49%)
- #2 Evaluating AI output for accuracy and bias (47%)
- #3 Writing clear AI prompts (46%)

Top 3 **general** abilities to develop in the next year

- #1 Critical thinking and reasoning (45%)
  - #1 Creativity (45%)
  - #2 Technical proficiency (42%)
- It's a tie