



Generative AI + Gen Z = The Future of Work

**Join Forces With The Generative AI Generation
To Transform How Your Team Works**



Gen Z is Already Using Generative AI Across Multiple Areas

Paragon One Surveyed 700+ Diverse Gen Z College Students / Early-Career Professionals

87%

of Gen Z students consider themselves to be familiar with generative AI technology

ChatGPT & Work (Professional or School)

Students were asked: in the past three months, how often have you used ChatGPT or other generative AI tools for work or school-related projects?



>70%

of diverse Gen Z use Generative AI tools **multiple times a month** for work or school related projects



i.e. content production

>60%

of diverse Gen Z students use Generative AI tools **weekly** for work or school related projects



i.e. synthesizing lecture notes

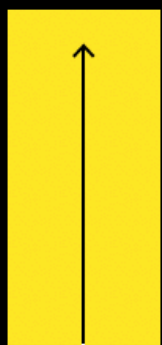
>47%

(1 out of 2) of Gen Z students use Generative AI tools **multiple times per week** for work or school related projects



i.e. performing data analysis

26.8%



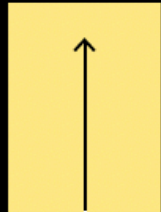
2-6X
A WEEK

20.2%



≥1X A
DAY

13.5%



A FEW X
/ MONTH

13.2%



1X A
WEEK

9.9%



≤1X A
MONTH



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Executive Summary:



Understanding the transformative power of AI and the engagement of Gen Z talent trained in it is critical for all organizations. Embracing generative AI and Gen Z talent through the Paragon One Externship can help you achieve better business outcomes, drive innovation, and position your business for long-term success in a rapidly evolving marketplace. Invest in the future of work by partnering with the next generation of leaders and contributing to the development of a highly skilled workforce capable of navigating generative AI technology.

Gen Z is Making Generative AI Part of Their Workflow

>60%

of diverse Gen Z students use Generative AI tools for **academic assistance**



i.e. summarizing lecture notes

39%

of diverse Gen Z students use Generative AI tools to **learn a new skill**



i.e. second language learning

>50%

of diverse Gen Z students use Generative AI tools for personal **productivity and organization**



i.e. task prioritization

25%

of diverse Gen Z students use Generative AI tools for **social media content creation**



i.e. generating social media captions



Major Companies Are Also Leveraging Generative AI Tools to Accelerate Work Output and Save Resources

Marketing & Communications



Marketing has been revolutionized by the introduction of Generative AI, from tools optimizing copy and design to structure, to saving marketers time across projects.

Grammarly utilized GPT-3, an AI developed by OpenAI, to enhance their writing assistant tool, resulting in higher quality content and reduced editing time for users.

Similarly, **Virgin Holidays** employed Phrasee's AI for email marketing campaigns, leading to a significant increase in open rates and revenue through optimized email subject lines, body text, and calls-to-action.



Human Resources



These companies are harnessing generative AI in their HR processes, illustrating how AI has revolutionized talent acquisition, employee engagement, and overall HR efficiency.

Dutch-British consumer-goods giant **Unilever** has been using artificial intelligence to hire entry-level employees, and the company says it has dramatically increased diversity and cost-efficiency.

IBM implemented Watson Assistant, an AI chatbot, to handle routine HR inquiries, freeing up professionals to focus on strategic tasks while improving service levels.



Companies Leveraging Generative AI Continued...



Finance



These generative AI-powered solutions have transformed financial processes, enhanced decision-making, and mitigated risks.

PayPal successfully implemented Fraud.net, an AI-driven platform, to detect and prevent fraudulent transactions, leading to substantial savings in time and resources.

Morgan Stanley utilized Kensho, an AI tool, for advanced financial analysis, enabling efficient processing of complex documents and reports.

PayPal Morgan Stanley

Product Management

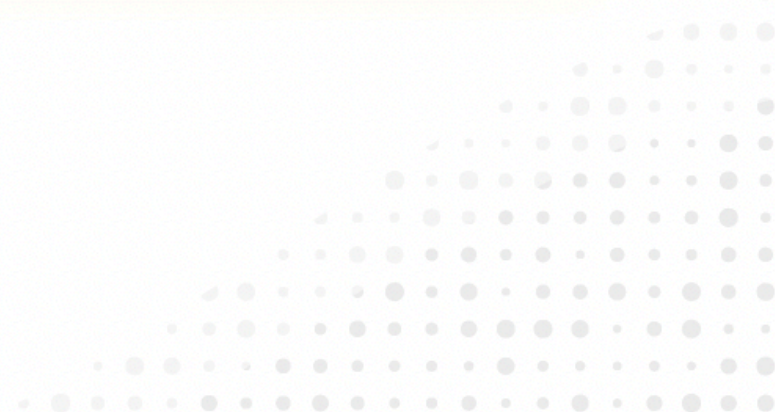


Generative AI-powered tools and technologies have enhanced customer experience, streamlined product development processes, and enabled data-driven decision-making.

Airbnb relies on Databricks' AI platform to gain insights from vast user data, enhancing understanding of customer behavior, optimizing listings, and personalizing user experiences.

Netflix employs AutoML, an AI tool, to predict user behavior and preferences, aiding in prioritizing platform features and updates, thereby increasing user engagement and satisfaction.

 **airbnb** **NETFLIX**



How Are Companies Training Their Teams on Generative AI Tools?



Companies are recognizing the importance of training their teams on generative AI tools to harness the full potential of artificial intelligence. Here are some common approaches used by companies to train their teams on generative AI tools:

Internal Workshops + Training Programs

Companies foster internal knowledge sharing by creating communities of practice where employees can exchange insights, best practices, and experiences related to generative AI tool usage.

These communities provide a platform for collaboration, allowing team members to learn from one another and share their expertise in effectively leveraging generative AI tools.

Collaborations With AI Tool Providers

Some companies collaborate with generative AI tool providers to facilitate customized training sessions for their teams. The tool providers offer dedicated training and support to ensure employees have the necessary skills to utilize their generative AI tools optimally.

These collaborations may include on-site training, webinars, and ongoing guidance to address specific use cases and challenges faced by the company.



External Training Courses + Certifications

Companies often invest in external training courses and certifications offered by renowned institutions or generative AI training providers.

These programs offer in-depth knowledge and practical skills required to use generative AI tools effectively. Employees can earn certifications to validate their expertise in using specific generative AI tools, enhancing their professional profiles.

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Continuous Learning + Skill Development

Provide practical exercises and projects for students to apply their knowledge within domain (i.e. leverage SEMRush and Jasper.ai to build a GTM strategy and associated content including 1 landing page, 1 LI Ad, 1 SEO campaign, 1 email template).

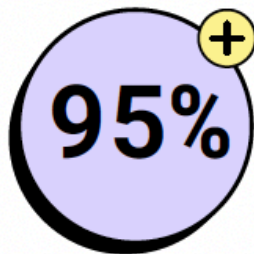
Meet the Company Behind the Gen Z Insights Survey



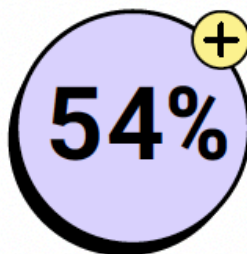
The Generative-AI Early Adopters

Paragon One has built a **community of 20,000+ Diverse Gen Z emerging professionals**. We've engaged this group through our **Externship program** that allows diverse students to collaborate on projects with Fortune 1000 brands.

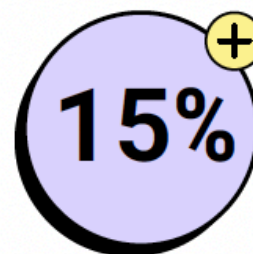
On Average...



of Externs from **Underserved Backgrounds**



of Externs are **Women**



of Externs identify as **LGBTQ+**



HBCUs Represented Among Externship Alumni



Generative AI Skills Training Program



Paragon One saves enterprises money and time in their effort to engage and hire **emerging professionals trained in generative AI tools**. Through **connecting companies to innovative and Gen Z diverse student talent**, Paragon One empowers business leaders to assess and harness the potential of the next generation.

58%

Budget Savings

The Externship saves brands more than half of their budget on average.

2X

More Emerging Professionals

The Externship allows Fortune 1000's to up-skill and collaborate with twice as many young professionals on average, within the same budget.

Partners / Customers

∞ Meta

Pfizer

THE HOME DEPOT RETOOL YOUR SCHOOL

The Nature Conservancy

Snap Inc.

pwc

Cargill

HSBC

Companies That Hire Externs

aws



Google

TikTok

NATIONAL GEOGRAPHIC



Coca-Cola

McKinsey & Company




Gen Z Experts in Generative AI Help Companies Generate Work and Save Resources Through Paragon One Externships






- * With their innate familiarity and adaptability to generative AI tools, this generation is uniquely positioned to leverage and harness the power of AI in various domains, showcasing their preparedness to embrace and utilize generative AI tools effectively.
- * Externships can provide hands-on experience with generative AI tools and focuses on developing practical skills in applying prompt engineering techniques across various business functions:

The Paragon One AI Externship

Application:

-  Students will **tackle diverse tasks** including conducting research, creating meeting agendas, designing product roadmaps, generating interview questionnaires, and refining keywords.
-  They will deliver tables containing prompts, outputs, assessments, and feedback, along with **reports identifying the most effective prompts and workflows for generating high-quality content.**
-  Additionally, **students will leverage AI to develop marketing and communication materials**, such as email responses, automated inquiries, employee engagement strategies, and publish-ready articles and copy.

Learning + Tools:

-  Students **will receive basic training in statistics, natural language processing (NLP), machine learning (ML), and experimentation** to develop a strong foundation in AI technologies.
-  They will utilize generative AI tools like ChatGPT, Bard, and Gamma.app to **enhance their research capabilities and create polished final outputs.**
-  Students will learn deal sourcing research, variable estimation, and **sharpen their communication and presentation skills during the externship.**

Q: How Can Companies Collaborate With Gen Z Trained in Generative AI Tools?

A: Across your Communications and Marketing Teams:

AI-Assisted Blog Content

Use **GPT-4** to create engaging, SEO-optimized blog posts.

Project: Generate a series of three interconnected blog posts about the new product, each targeting a specific high-value keyword.

Social Media Content Generator

Use **Jasper.ai** for creating diverse and engaging social media content.

Project: Create a week-long social media campaign with daily posts designed to generate anticipation and engagement for the product launch.

Competitive Research

Use **SEMrush** for competitive research and analysis.

Project: Use **SEMrush** to analyze a set of competitors and generate a comprehensive report outlining their online presence and marketing strategies.

Product Positioning + Messaging

Use **GPT-4** for generating unique product positioning statements and value claim messages.

Project: Use **GPT-4** to generate a unique product positioning statement and a series of value claim messages tailored for each of the audience personas.

Automated White Paper + Case Study Drafting

Use **GPT-4** and **MarketMuse** for drafting detailed whitepapers and compelling case studies.

Project: Develop a technical whitepaper that explains the new product's benefits and features, as well as a case study demonstrating its real-world application.

Events Marketing

Use **AI** to develop compelling invitations and promotional materials for a product launch event.

Project: Use **DALL-E** to generate unique visual content for invitations and **Jasper.ai** to create compelling copy for promotional emails and social media posts.

SEO Strategy

Use **MarketMuse** and **SEMrush** to develop an SEO strategy that boosts the visibility of the product's online content.

Project: Perform keyword research and create an optimization plan for the product's website, blog content, and social media posts. Audience Persona Creation: Use AI tools to generate detailed audience personas.

Project: Use **GPT-4** to analyze market research data and create three detailed personas representing the product's target audience.

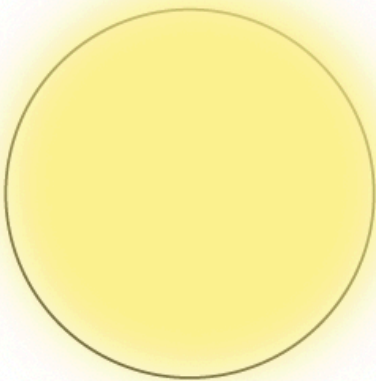
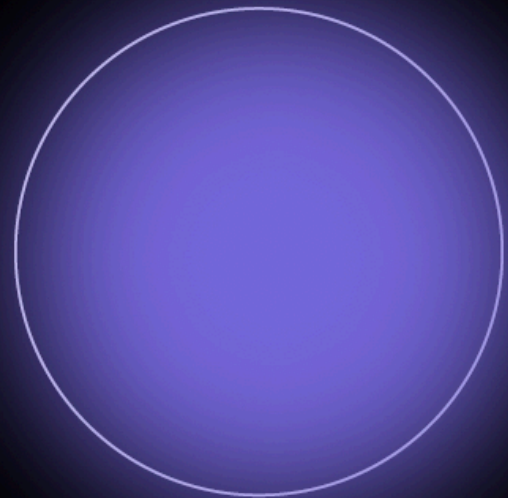


About Paragon One

Meet *Marlene* Paragon One AI Leadership

M and the Paragon One team
guide enterprises towards their
AI future

In addition to her executive role at Paragon One, Marlene is the co-author of "Applied Artificial Intelligence: A Handbook For Business Leaders." She has aided numerous organizations and professionals who are passionate about leveraging machine intelligence to enhance the productivity of their companies and quality of life in their communities.



Meet Brittany

Do you believe your organization is ready to
amplify its business outcomes through Gen Z
Student Learning Insights?

Learn more about how Paragon One can connect
you with top Gen-Z talent for AI prompt engineering
projects, starting with a call with [Brittany](#)

