BCCG BOSTON CONSULTING GROUP

Decoding Swiss Talent Al & ways of working SEPT 2024 Midjourney ("Generative Al"

WEBINAR

BCG conducts annually the world's largest workforce survey A collaboration of BCG, The Network, and The Stepstone Group



10 years, 1 million data points

Latest study focuses on 'How Work Preferences Shift In The Age of GenAl' Launched 13 June 2024 - "hot of the press"



Shifting work preferences

- Jobseekers on the labor market: How often are they approached with jobs, how confident they are about their negotiating positions?
- What matters at work: How did the ranking of job preferences shift and did GenAl have an impact?
- **Dealbreakers for talent**: Why would jobseekers refuse an offer values, social impact, flexibility at work...?



GenAl's impact and perception

- **GenAl Adoption**: Are people using it, and for what? Which are key "GenAl user personas"?
- GenAl Experience: How are they finding GenAl, can they trust the output? What benefits are they seeing?
- **GenAl Impact:** How impacted do they feel by the GenAl revolution? How are they preparing for it (by re- or upskilling)?

Key findings of 2024 study

Global insights

Talent remains a critical scarce resource, with low unemployment rates and talent shortages around the world.

Jobseekers know this and remain confident: More than 2/3rds feel that they hold the upper hand on the labor market.

However, they are aware that remaining employable and needs effort: They increasingly look for jobs that offer job security as well as learning and development opportunities.

Work-life balance, financial compensation, and relationships at work remain important - but with strong variations around the world.

When it comes to Gen.AI, only 5% think it will replace their jobs, but 70% know they will need to up- or reskill.

Swiss insights

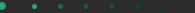
Swiss Workforce prioritizes work-life balance (esp. younger talent), while the world gives more importance to job security

For Swiss jobseekers, **interview impression & employer's impact on society key** - with 79% negative interview impression 'dealbreaker'

Swiss talent with highest Gen.Al adoption rate in Europe: 46% using Gen.Al regularly, particularly high with young & highly educated talent

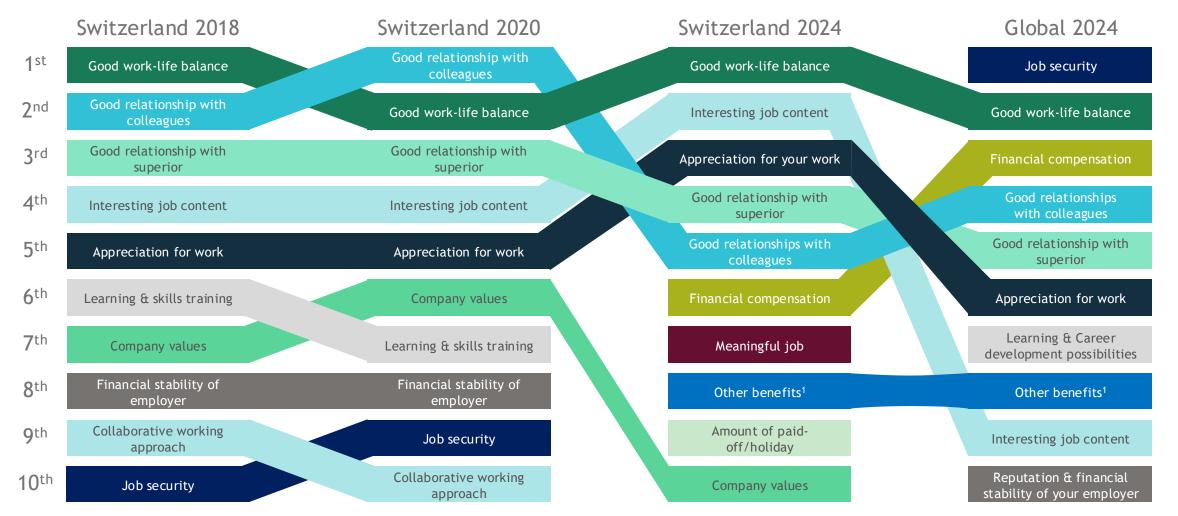
Gen.Al mostly used by Swiss workforce for writing and administrative tasks - with unavailability of data and slow speed being main pain points

Swiss talent with below average willingness to re-skill (52%) amid fast changing work environment, with key barriers lack of time and support by employer





Swiss Workforce prioritizes work-life balance, while the world gives more importance to job security



1 Other benefits such as retirement, insurance, workplace amenities, etc. Source: 2023 BCG/The Network proprietary web survey and analysis

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Good work-life balance especially key for younger Swiss talent

	Younger than or equal to 20	21-30	31-40	41-50	51-60	Older than 60
1 st	Good work-life balance	Good work-life balance	Good work-life balance	Good work-life balance	Interesting job content	Interesting job content
2 nd	Job security	Interesting job content	Appreciation for your work	Good relationship with superior	Good work-life balance	Appreciation for your work
3 rd	Good relationships with colleagues	Appreciation for your work	Financial compensation	Interesting job content	Appreciation for your work	Good relationships with colleagues
4 th	Interesting job content	Good relationships with colleagues	Interesting job content	Appreciation for your work	Good relationship with superior	Meaningful job
5 th	Financial compensation	Financial compensation	Good relationship with superior	Good relationships with colleagues	Good relationships with colleagues	Good relationship with superior
6 th	Appreciation for your work	Amount of paid-off/holiday	Good relationships with colleagues	Financial compensation	Other benefits	Good work-life balance
7 th	Values	Other benefits	Amount of paid-off/holiday	Meaningful job	Meaningful job	Creative environment
8 th	Opportunities to lead and take responsibility	Learning and career development	Learning and career development	Values	Financial compensation	Financial compensation
9 th	Other benefits/Learning and career development	Good relationship with superior	Meaningful job	Amount of paid-off/holiday	Values	Values
10 th	Good relationship with superior/'Creative environment	Job security	Other benefits	Other benefits	Creative environment	Reputation & financial stability of employer/Other benefits

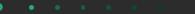
For Swiss jobseekers, interview impression & employer's impact on society key

Swiss talents would refuse an otherwise attractive offer from an employer if...

54%	39%	38%	29%
79%	54%	51%	49%
They had negative	Employers' products or	They had bad experience	Employers don't offer any
impressions during the	services have negative	during the recruitment	options to work remotely
interview	impacts on the society	process	or from home
40%	28%	32%	24%
31%	25%	19%	18%
Employers don't offer	Employers don't have a	Employers don't offer	Employers don't have
mental health or well-	diverse or inclusive	attractive family-friendly	sustainability or
being benefits	environment	benefits	environmental initiatives

Source: 2024 BCG/The Network/The Stepstone Group proprietary web survey and analysis Note: Dealbreakers are ordered basis Global percentages





Percieved impact of Gen.Al on the workforce in Switzerland

Swiss talent with highest Gen.AI adoption rate in Europe

Countries ranked according to percentage of respondents using Gen.AI regularly, i.e., few times a week or month

India	749	South Africa	-
Pakistan	619		-
China			-
Morocco	529	D	-
Tunisia			-
Kenya	499	Donmark	-
Ghana	47%	Dortugal	-
Nigeria	47/		-
Thailand		Germany	-
-		Poland	-
Philippines			-
Switzerland		NOVEDIA	-
UAE		JEIDIA	-
Uganda		I IIIdilu	-
Turkey		FIGILE	
Malaysia	43%		
Australia		Belgium	
Estonia		6 Ireland	-
Singapore		Spain	-
Algeria	419	Jordan	
) USA		6 Romania	
Bulgaria	399	Saudi Arabia	-
Bosnia and Herzegovina	399		-
Canada			
Indonesia		•	

Note: Data for countries with at least 250 respondents. Ranking is similar when controlled for young respondents, those in digital and IT professions, or those who use GenAI for work. Countries are ranked basis regular usage of Gen AI only (using few times a week/month). | Adoption % es on this page might differ from the regular use % es shown on next slide as respondents who regularly use GenAI but do not know what they use it for have been excluded Source: 2024 BCG/The Network/Stepstone proprietary web survey and analysis.

- 36% - 35% - 35% - 33% - 33% - 33% - 33% - 32% - 31% - 30% - 30% - 30% - 29%

-28% -27% -26% -26% -25% -23% -23% -22% -21% -21%

Gen.AI usage particularly high among young and highly educated talent

	Switzerland		Global		
ılar	Used few times a week in work/personal life	20%	18%		
Regular	Used few times a month in work/personal life	26%	21%		
	Only once or twice	19%	14%		
	Heard of these technologies but never experimented with them	31%	34%		
	Not heard of these technologies	4%	14%		
	and for talent segments* in demand	%	and for talent segments* in demand FUTURE Young Highly educated 45%		

*Note: Split for young talent (<30 years) and highly educated (Masters/Diploma, Doctorate/PhD/MD) categories are amongst regular users only (using few times a week/month) Source: 2024 BCG/The Network/The Stepstone Group proprietary web survey and analysis

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Gen.AI mostly used by Swiss workforce for writing and administrative tasks

What do you use GenAl for at work?

Writing tasks	57%	41%
Administrative tasks	47%	37%
Studies, learning, research	39%	41%
Creative tasks	31%	30%
Knowledge Management	24%	26%
Research & Development	14%	24%
Creating personalised content for the enduser	14%	14%
Customer support / interaction	10%	14%
Software development / coding	9%	15%
Fraud detection and compliance	4%	7%

Global

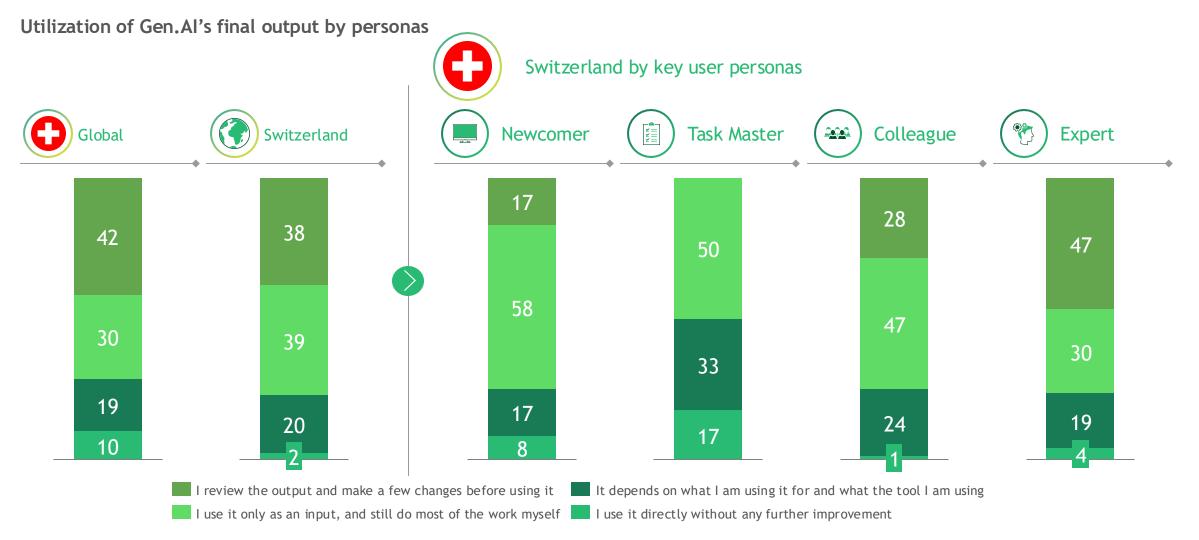
What do you use GenAl for in your personal life?

Global

36%	54%	Language translation
46%	48%	Facts and general knowledge
25%	41%	Experimentation and testing what Gen Al can do
48%	38%	Skill development and learning
34%	34%	Support for career advancement
28%	28%	General problem solving and advice
25%	23%	Creative content creation
18%	21%	Recommendations for hobbies
18%	14%	Productivity and organization
8%	3%	As a virtual friend for conversations, emotional support

Note: Work/personal uses given only for those who do use Gen AI at work/in personal lives, respectively, amongst regular users only (using few times a week/month) Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis

Most Gen.AI users still review output and make changes before use



Overall data for utilizing output amongst regular users only (using few times a week/month) Source: 2024 BCG/The Network/The Stepstone Group proprietary web survey and analysis

Swiss talent with below average willingness to re-skill amid fast changing work environment, esp. driven by Gen.AI

Willingness of talent to re-skill

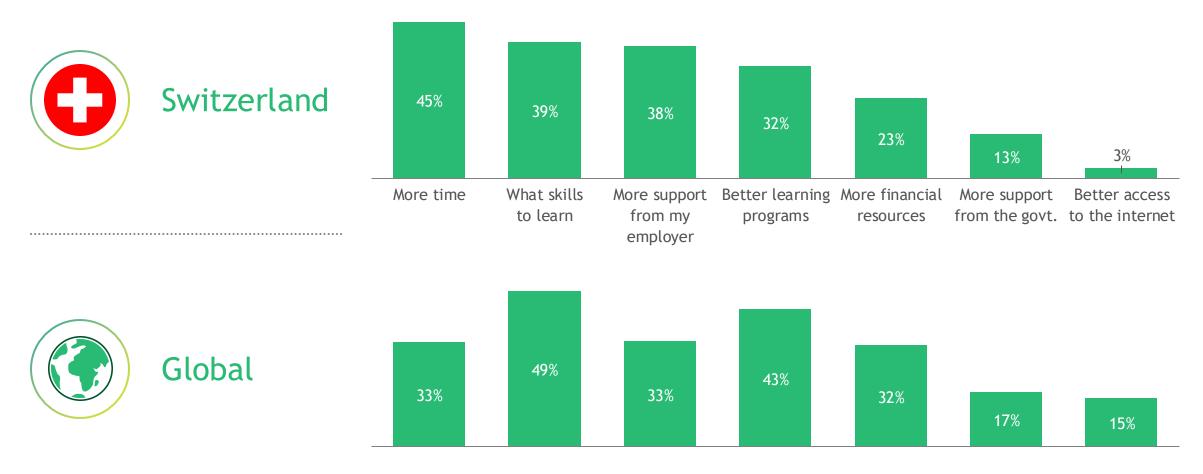
Mexico				-8	7%	Malaysia	
Chile				Global Average			
Kenya				Brazil			
Uganda				Portugal			
Argentina				Romania			
Nigeria						Bosnia and Herzegovina	
Ghana				-75%		Pakistan	
Philippines				-74%		Singapore	
Indonesia				72%		Austria	
South Africa				71%		C Switzerland	•
Turkey				-70%		Hungary	•
Thailand				69%		France	
Saudi Arabia			—	Belgium			
Tunisia				Ireland			
Jordan			-6	Poland			
Algeria			-6	UK			
Morocco			-63	China			
Egypt			-63	Germany			
Italy			Australia				
UAE			-63 -629			USA	
Estonia			-62%	Netherlands			
Bulgaria			-61%	Canada			
Serbia			-61%	Slovenia			
Spain			-61%			Finland	
India			- 59%			Denmark	
	% 20%	40%	60%	80%	100%		0% 20%

Malaysia				-58%		
Global Average				- 57%		
Brazil				57%		
Portugal				-56%		
Romania				55%		
Bosnia and Herzegovina				55%		
Pakistan			-5	3%		
Singapore			-5	3%		
Austria			- 53			
Switzerland			- 52	.%		
Hungary			— 49%			
France			- 48%			
Belgium			-45%			
Ireland			-45%			
Poland			- 45%			
UK			-43%			
China			-43%			
Germany			-42%			
Australia			-40%			
USA			-40%			
Netherlands		-	- 38%			
Canada			38%			
Slovenia		—	35%			
Finland		-3				
Denmark		- 3	4%			
C	% 2	0%	40%	60%	80%	100%

Note: Data for countries with at least 250 respondents. Source: 2024 BCG/The Network/Stepstone proprietary web survey and analysis.

Key barrier for Swiss talent to re-skill is lack of time and support by employer

Question: What would you need to keep up with new technologies?



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QUESTIONS?



