



The New Language of Business:

How an AI-Literate Workforce Is the New Competitive Advantage



Introduction

Artificial intelligence (AI) has the potential to drastically transform nearly every area of your business. This isn't new news. The integration of AI is no longer an option for businesses but a necessity. Some might find this daunting. But innovative companies and professionals have already been using AI to reshape work.

Generative AI (gen AI) stands out for its ability to transform business communication by automating and enhancing manual and time-consuming communication tasks. Gen AI can help companies accelerate high-quality content production, gain new insights, scale personalized customer outreach, and enhance overall communication quality. The introduction of gen AI isn't just a technological upgrade. It's a fundamental shift in how employees communicate and how businesses operate.

The benefits for both employees and the enterprise are significant. Knowledge workers using gen AI say it increases their productivity, reduces stress, and lightens their workload. Leaders tout similar benefits for their business, including saved costs, faster pace of innovation, and increased quality of service.

However, your organization will only realize the benefits of gen AI if all of your employees are equipped to use the technology. According to the 2024 State of Business Communication report, most workers (52%) say they don't know how to use gen AI effectively. The learning curve to achieve enterprise-wide AI adoption might seem steep, but it is achievable.

Enter AI literacy—perhaps the most important upskilling businesses need to do (and employees need to achieve) to reach enterprise-wide AI adoption. As LinkedIn's VP Janine Chamberlin explains it, "Ensuring employees are AI literate is crucial. The skills for jobs are changing faster than ever, driven by rapid developments in new technologies such as generative AI, and businesses cannot afford to be slow on upskilling." AI literacy is a strategic imperative for business leaders who want to win in today's competitive market.

No matter where you are in your journey, now is the time to invest in your employee's generative AI literacy so that you can take the next step toward transforming your business.



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—Janine Chamberlin, Global Vice President, LinkedIn



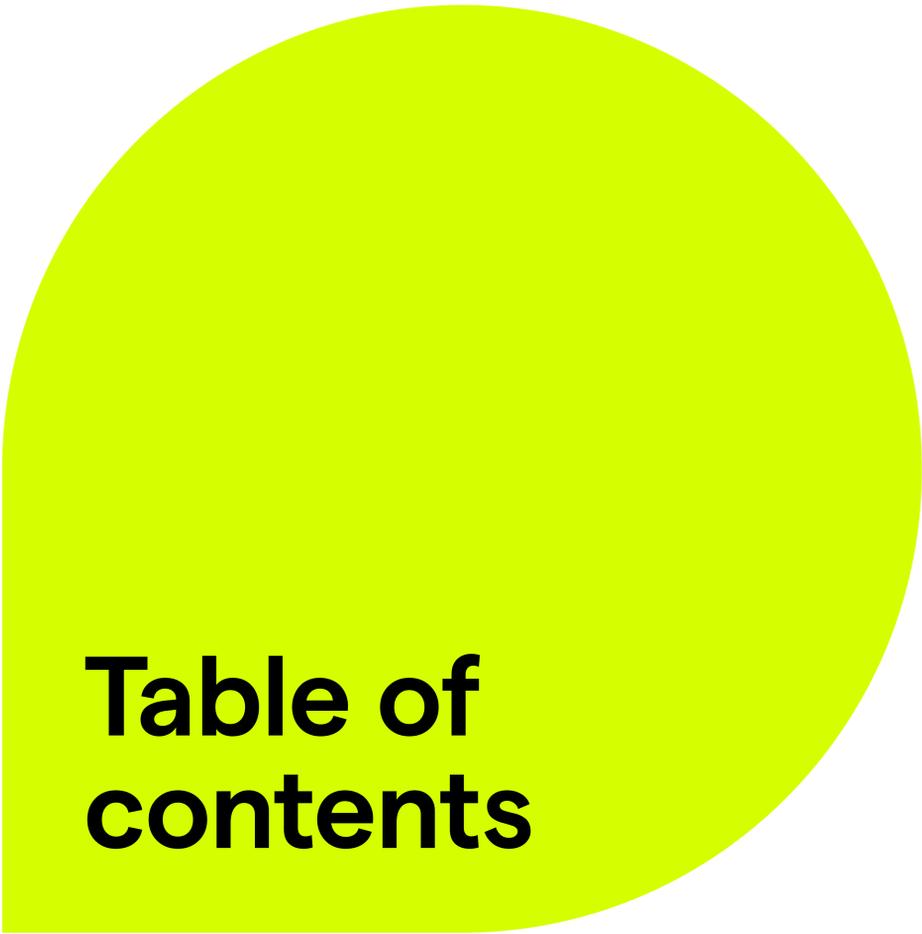


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The Human+Gen AI Future of Business Communication

Overall, generative AI offers powerful ways to create helpful and engaging new content and communication at scale. But without an active, engaged human in the loop (and ultimately in control), you risk settling for mediocre communication at best and real safety issues at worst. That's a dystopian, soulless future that we're simply not interested in exploring. This is why the concept of AI literacy is so important.

The most exciting possibility with generative AI is the augmented capabilities humans can achieve by pairing their insights, ideas, imagination, and direction with gen AI technology. Instead of thinking of it as humans vs. technology, the winning formula is humans multiplied by technology.

In augmenting our communication, gen AI can serve as:



A thought partner

In response to plain language questions or requests (i.e., “prompts”), gen AI can generate a plethora of unique ideas that you can then use to spark fresh creative thinking.



A time saver

Given gen AI's ability to produce and iterate at scale, you can rely on it to handle a range of time-consuming tasks (like versioning or translation) so you can use your time on the more strategic and creative aspects of your work.



A constructive critic

When gen AI understands your audience, goal, and best practices, it can improve the strategic value of writing that allows every employee to deliver the best possible work.



An innovation enabler

The blend of traditional and gen AI creative methods and outputs empowers you to close the gap between big-picture concepts and real-world execution. Ideas that might have once been impractical, unaffordable, or even impossible can now be operationalized with the help of gen AI.

When guided by human insight, intent, and expertise, generative AI becomes a launchpad for human creativity rather than a limiter—not to mention a competitive advantage for businesses. It gives knowledge workers superpowers, enabling them to communicate more effectively and freeing up valuable time to focus on more strategic and creative work. With generative AI, humans drive the strategic and creative direction, selection, and polish, while AI enhances production, productivity, and efficiency at scale.



Chapter 1: The Critical Role of AI Literacy to Transform Your Business

Before we dive in, it's important to start with the fundamentals. The (near) future workplace will be one where every employee's unique skill set will be augmented by artificial intelligence. While some may fear or resist this new technology, the reality is that machines will not replace knowledge workers—instead, they will enhance, automate, and make our lives easier. But this is only possible if every employee can proficiently use generative AI tools to capture their full potential.

Every employee in your company is likely in a different phase of gen AI literacy. If your company aims to continue on its path of AI adoption, it's critical to start by ensuring your workforce has an equitable AI skillset. Here are four key concepts that help explain where people might be in their journey of AI literacy:

AI avoidance	AI familiarity	AI literacy	AI fluency
means that someone is actively choosing not to interact with AI tools. This could stem from a resistance to change or a preference for more traditional working methods. It could also be due to a lack of trust, ethical concerns, or perceived cost and complexity.	refers to the basic ability to interact with AI tools. This involves a user being familiar with some AI technologies and able to operate and experiment with them at a fundamental level, but likely not reaping the benefits of gen AI at large.	refers to a deep understanding of gen AI technologies and the ability to use them effectively. Someone who is AI literate is aware of its capabilities and limitations specific to their role. This person uses gen AI as a part of their daily workflows for a variety of tasks and multiple different use cases and, therefore, sees both personal and business benefits.	is the most advanced level, referring to a second-nature relationship with gen AI technologies for even the most complex tasks. This is not something that all employees will need but reserved for roles where AI offers the most opportunity and disruption.

AI Literacy: Org Level Gaps

	Avoidant Does not use gen AI	Familiar Has tried gen AI	Literate Uses gen AI for some communication tasks	Fluent Uses gen AI for all communication tasks
Workers	32%	15%	44%	9%
Leaders	8%	3%	65%	24%



Chapter 1

According to the [2024 State of Business Communication report](#), only 53% of knowledge workers report using gen AI at work regularly. Of this group, 44% can be considered AI literate, using gen AI for some or most tasks, while a small fraction (9%) would be considered fluent, using gen AI for all communication tasks. Of knowledge workers who don't use AI regularly at work, 15% have experimented with it, while 32% of workers are avoidant, reporting that they do not use generative AI personally or professionally.

Regular AI usage is more common among business leaders, with 65% falling into the literate category and nearly a quarter (24%) considered fluent. Only a small percentage (8%) of leaders are avoiding AI technology completely.

Businesses must not only close the wide AI-usage gap but also address the rampant AI literacy and fluency gaps that exist between levels, teams, and generations.

It's clear that AI experimentation is rampant in the workplace, particularly among younger workers. Notably, Gen Z-ers and millennials have embraced gen AI, with over 78% having at least experimented with generative AI tools at work. The older generations are far more likely to resist the new technology, with 41% of Gen X-ers and a staggering 66% of baby boomers avoiding it altogether.

This rampant experimentation amplifies the urgency for org-wide AI literacy. If your employees are familiar with gen AI tools, but not using them safely or effectively, it increases the risk for your business. That's why it is key to invest in secure technology, create trainings, and develop formal policies to uplevel the skillset of your entire workforce.

AI Literacy: Generation Gaps

	Avoidant	Familiar	Literate	Fluent
Gen Z	21%	18%	46%	15%
Millennials	22%	17%	53%	8%
Gen X	41%	11%	41%	7%
Baby boomers	66%	11%	22%	1%



Chapter 1

Perhaps the most noteworthy AI usage and literacy gaps exist between different teams within an organization. Knowledge workers in sales and customer experience (CX) have been more resistant to adopting gen AI in their roles. Meanwhile, their colleagues in IT, HR, and marketing are mostly literate with gen AI tools. These gaps must be addressed in order for businesses to reap the benefits of AI enterprise-wide.

If you do not address the usage and literacy gaps it can lead to inconsistencies in how your business processes are handled and can create bottlenecks where AI-utilizing departments must wait for others to catch up. For instance, if only your IT department uses gen AI regularly, while other departments such as sales and CX do not, your organization loses out on opportunities for enhanced productivity and innovation. While it's expected some teams will adopt AI more quickly, you should aim to ensure that innovation is not siloed but instead used to uplevel all teams.

AI Literacy: Team Gaps

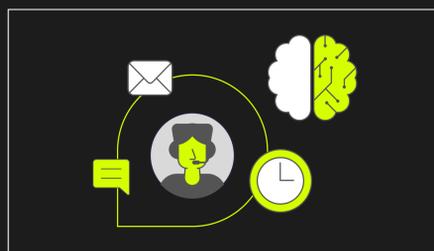
	Avoidant	Familiar	Literate	Fluent
Sales	41%	16%	38%	5%
CX	41%	22%	32%	5%
HR	14%	10%	62%	14%
Marketing	21%	12%	64%	3%
IT	12%	9%	61%	18%

Despite these wide usage and literacy gaps, the general consensus is that experimentation is driving new interest, with 58% of workers wishing their organizations were more open to AI implementation. It's critical for businesses to act upon this in order to see the transformational benefits of gen AI.

Visit our blog for even more insights into your team's gen AI usage and communication trends



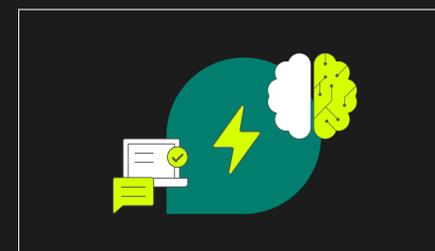
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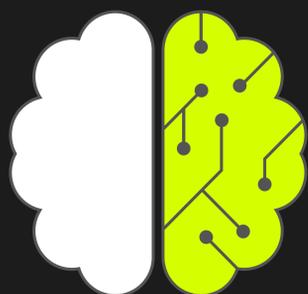
The Importance of Understanding LLMs

One critical component of AI literacy is understanding the large language models (LLMs) that the gen AI technology uses to actually generate text. LLMs are trained on vast amounts of data, which allows them to perform the tasks that we ask them to do. There are many different LLMs that are trained on different data sets and fine-tuned to perform certain tasks. Some LLMs may be great at natural language processing, which allows them to generate text when asked a question, while others perform better at coding tasks, and others are better suited for translation assistance.

The foundation of an LLM is its training data. This training data could be vast amounts of public text gathered from the internet or it could be proprietary data sources. Both the volume and the quality of the data that each LLM is trained on impact how that LLM will learn. The more high-quality data, the better the LLM becomes at predicting human language patterns, generating contextual and relevant responses, and performing the specific tasks it's been fine-tuned to perform.

Two (Of Many) LLM Behaviors To Be Aware Of:

Biases	Hallucinations
If an LLM is trained on unreliable data, such as massive amounts of text data from the internet, which is subject to societal biases, it can reflect or amplify existing prejudices found in its training data.	Receiving a seemingly perfectly crafted answer from AI may sound ideal, but LLMs can create outputs that sound confident and reliable but are actually false or misleading.



Understanding the basics of LLMs is essential to AI literacy because effective use of gen AI requires you to be aware of its capabilities so that you know when to use certain LLMs for the task at hand. Responsible use of these tools also requires you to be aware of their behaviors so that you can spot potential biases and inaccuracies and actively work to avoid them.

The Compounding Effect of AI Literacy

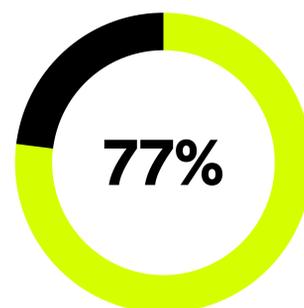
Investing in an AI-literate workforce is not only impactful for your team but for your business, too. On an individual level, generative AI has the potential to improve the quality of life and quality of performance for every employee. For workers who use gen AI regularly, 77% say that it makes them better at their jobs. Four in five (80%) workers affirm that gen AI improves the overall quality of their work, and the same percentage share says they can get more done using gen AI. Workers say that this leads to tangible benefits like reduced stress, heightened productivity, lighter workloads, and job satisfaction.

These individual gains add up for businesses. Org-wide AI literacy compounds all of the employee-level benefits at scale, presenting a massive opportunity to truly transform the workplace. Business leaders report seeing gains in productivity, increased quality of service for customers, saved costs, and faster innovation as a result of having an AI-literate workforce.

The reality is that businesses won't be able to see the full impact of generative AI unless everyone is using it. Business communication is multi-dimensional. If only half of the people communicating are doing so effectively with gen AI tools, those folks might be more productive, creative, and happier in their jobs, but the people on the receiving end won't feel those benefits. This could then lead to roadblocks that prevent moving projects forward and frustrations from people communicating at different levels of efficacy.

According to the State of Business Communication report, we already see a divide between how leaders and workers perceive their company's internal communication. Business leaders express a more optimistic view of communication effectiveness than knowledge workers. This contrast is highlighted by a substantial 24-percentage-point gap, where 87% of business leaders perceive their organization's communication as "highly effective," compared to 63% of knowledge workers.

Addressing these disparities in communication efficacy and AI literacy must be a strategic imperative for business leaders. The best place to begin is to assess your current position on the path to enterprise-wide AI adoption. In the next chapter, we'll lay out a generative AI adoption framework to help you understand your business's current state and how to get ahead.

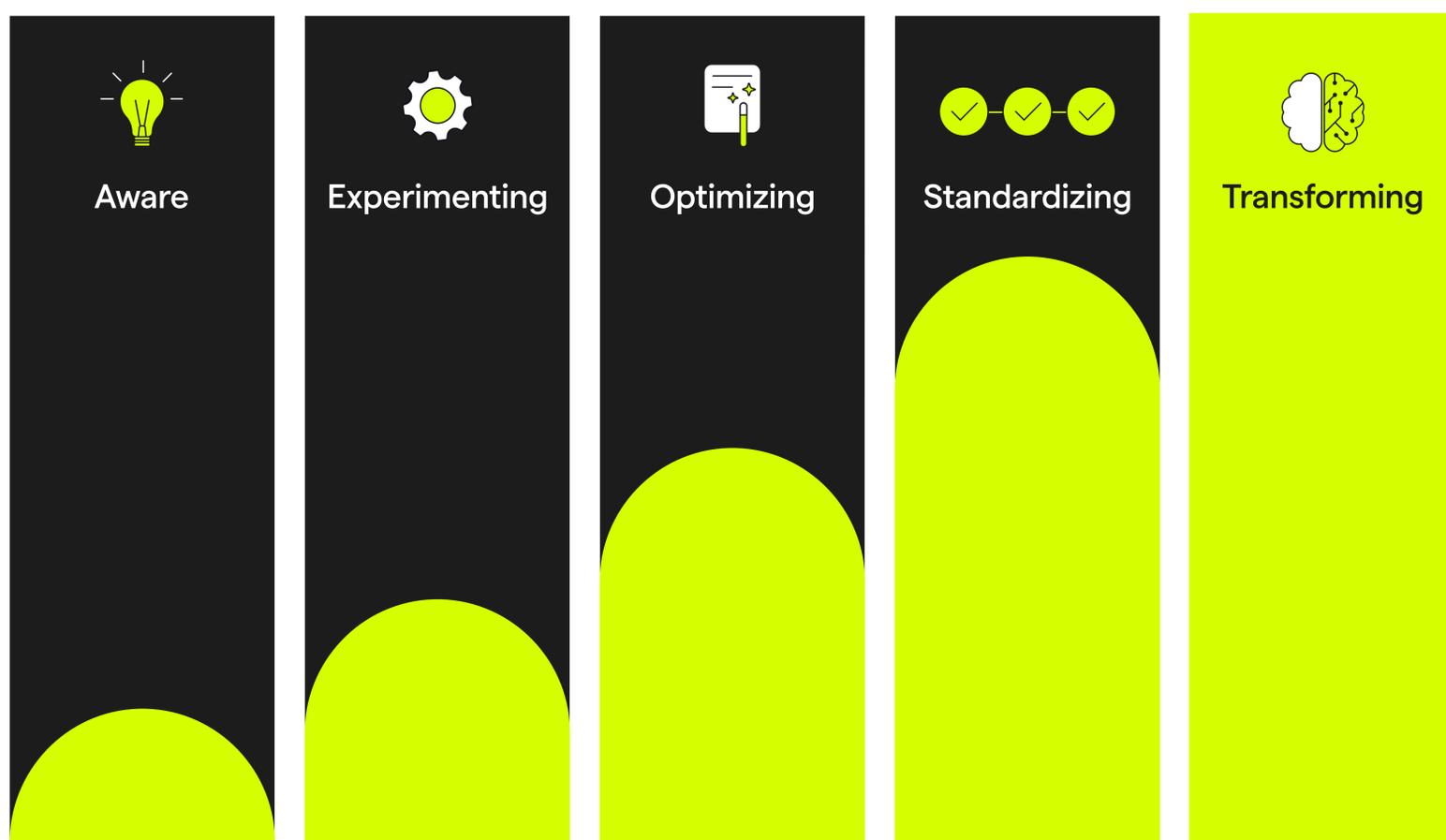


of knowledge workers using gen AI say that it makes them better at their jobs.

Chapter 2: The 5 Stages of Enterprise-Wide Gen AI Adoption

As generative AI technologies evolve, it can be challenging to keep up and understand how to leverage these tools most effectively. This is where the generative AI adoption framework comes in. Use this as a way to assess where your organization is currently, identify areas for improvement, and navigate the complex landscape of gen AI so you can transform your business.

The Generative AI Adoption Framework



- 1. Aware.** The first stage is simply being aware of generative AI technology. At this stage, people within your organization have an early interest in gen AI and may be researching different tools to build an understanding of their capabilities and different use cases for your business. There is a chance that no one is using gen AI tools yet. Instead, the focus is on garnering interest in gen AI, exploring its potential for business communication, and finding out how to use it to add value for employees.
- 2. Experimenting.** The second stage is all about experimentation with gen AI tools. In this phase of adoption, AI literacy is likely limited, with only a few select people or teams actively using gen AI in their day-to-day work. In the experimentation stage, there is no formal gen AI strategy in place and it's likely that each team within your organization is experimenting with a different tool. The focus here is on exploring the potential of AI, building skills and expertise to improve communication, and identifying areas where gen AI is adding value to the business.

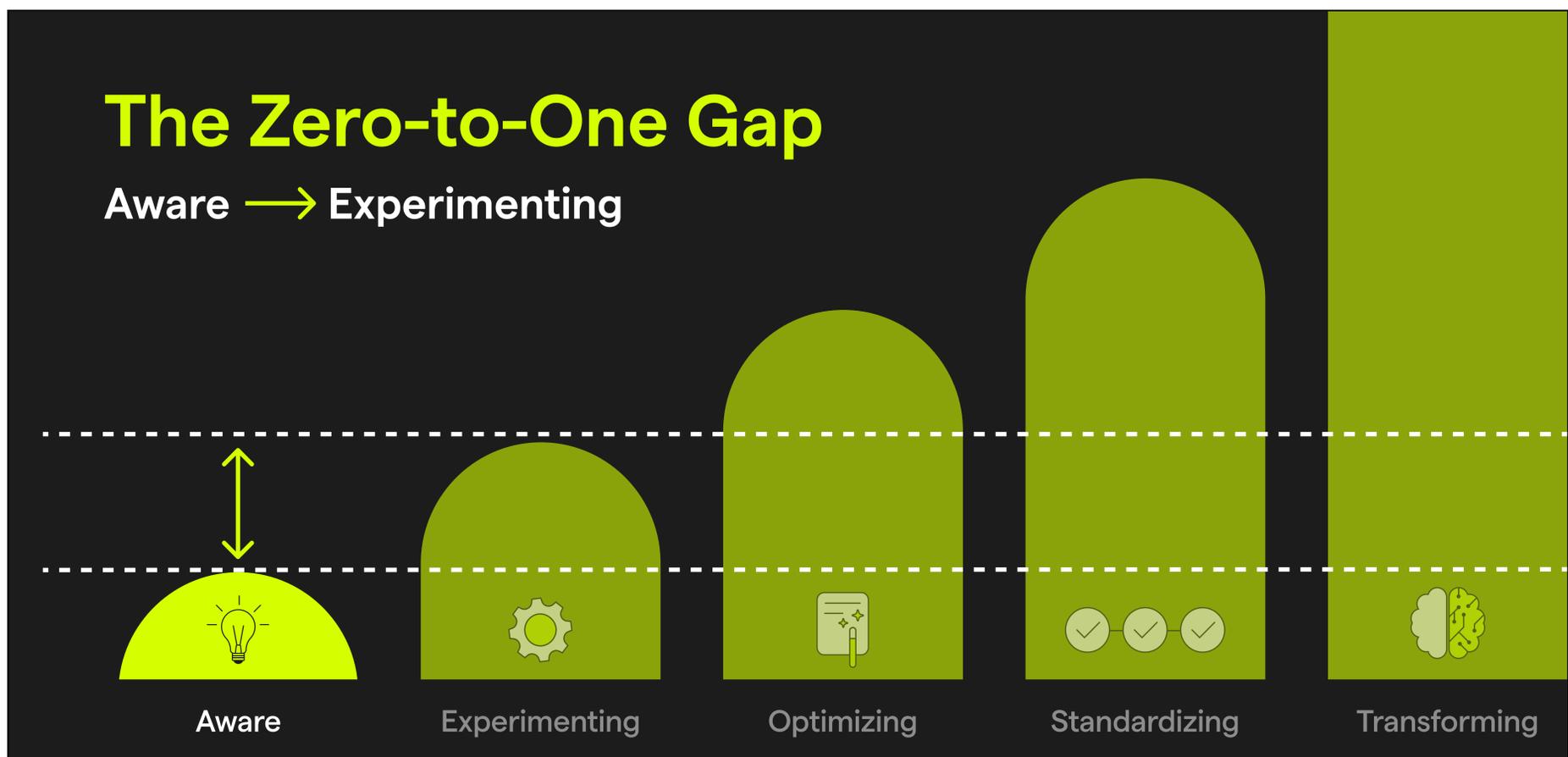


- 3. Optimizing.** In the third stage of generative AI adoption, businesses are focused on optimization. Graduating from the experimentation phase means applying all of the lessons learned into repeatable processes. You should use that to define a gen AI strategy and implement tools for the majority of your employees to use regularly. In this stage, it's important to improve the AI literacy of your entire workforce, not just certain individuals or teams. Gen AI should become integrated into key business processes, and your focus here should be on achieving measurable improvements in productivity, communication effectiveness, and business performance.
- 4. Standardizing.** The fourth stage is all about ensuring standardized usage of gen AI across the business. This involves investing in proper technology for every team, creating a culture of innovation, and encouraging the appropriate use of gen AI tools to drive the business forward. In this stage, gen AI is integrated into every area where employees communicate. The focus here is on empowering every employee to communicate with more effectiveness, clarity, and context rather than more noise. At this stage, you're driving maximum efficiency across teams, scaling automation and content creation, and creating a competitive advantage due to gains in productivity and creativity.
- 5. Transforming.** The final stage of enterprise-wide gen AI adoption is when businesses truly transform. At this level, your business is using gen AI to completely transform its operations and employees' communication. Your business is likely recognized as a leader in your industry, recognized for driving innovation and disruption. The focus here is on maximizing the benefits you see in employee productivity, business communication, customer satisfaction, and the bottom line.

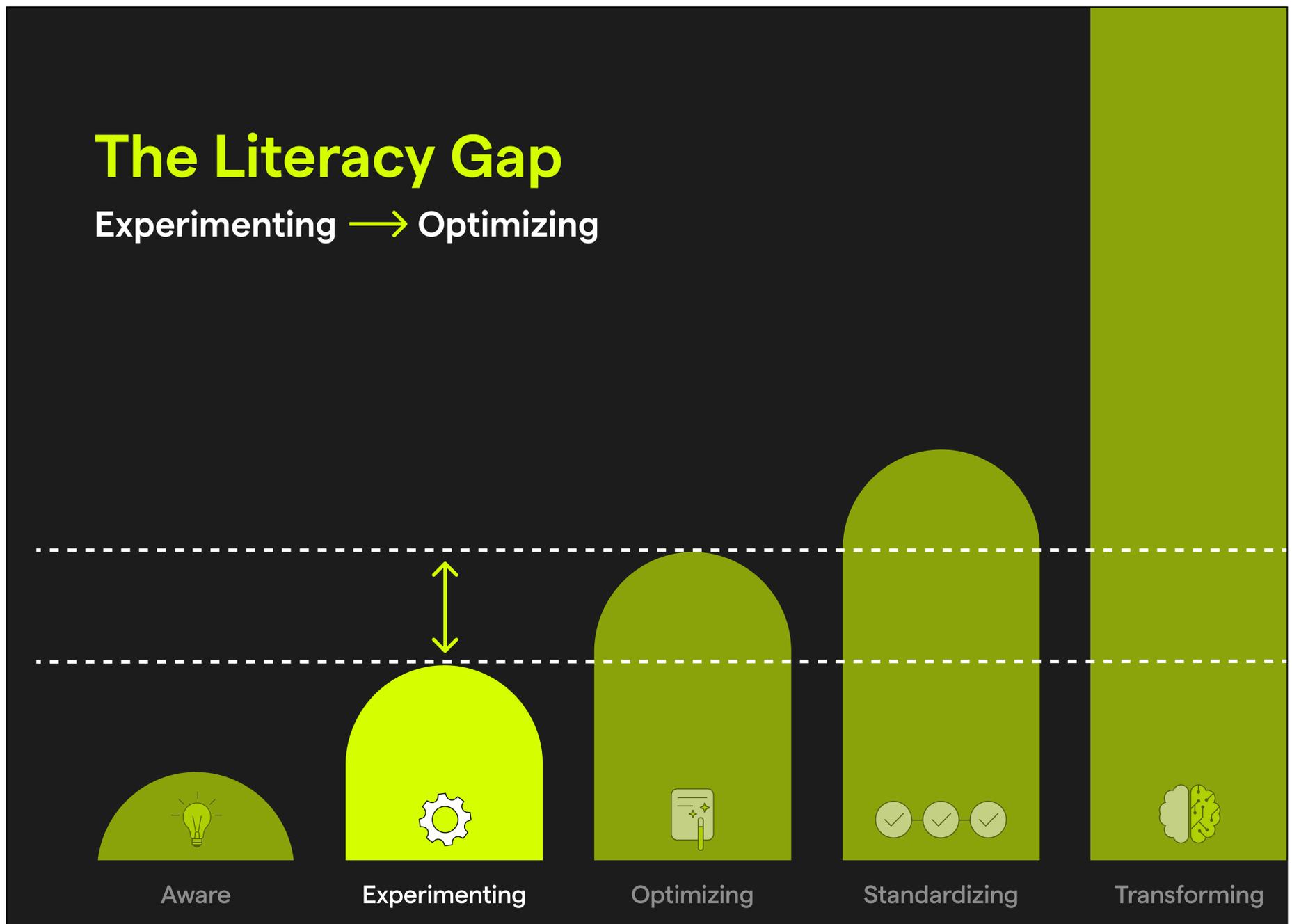
Understanding where your business is in its gen AI adoption journey is key if you want to adapt and win in today's competitive market. This framework should help you understand your current stage of adoption, but how do you know what's holding you back from reaching the next stage?

Gen AI Adoption Gaps: What's Holding You Back From Reaching The Next Stage

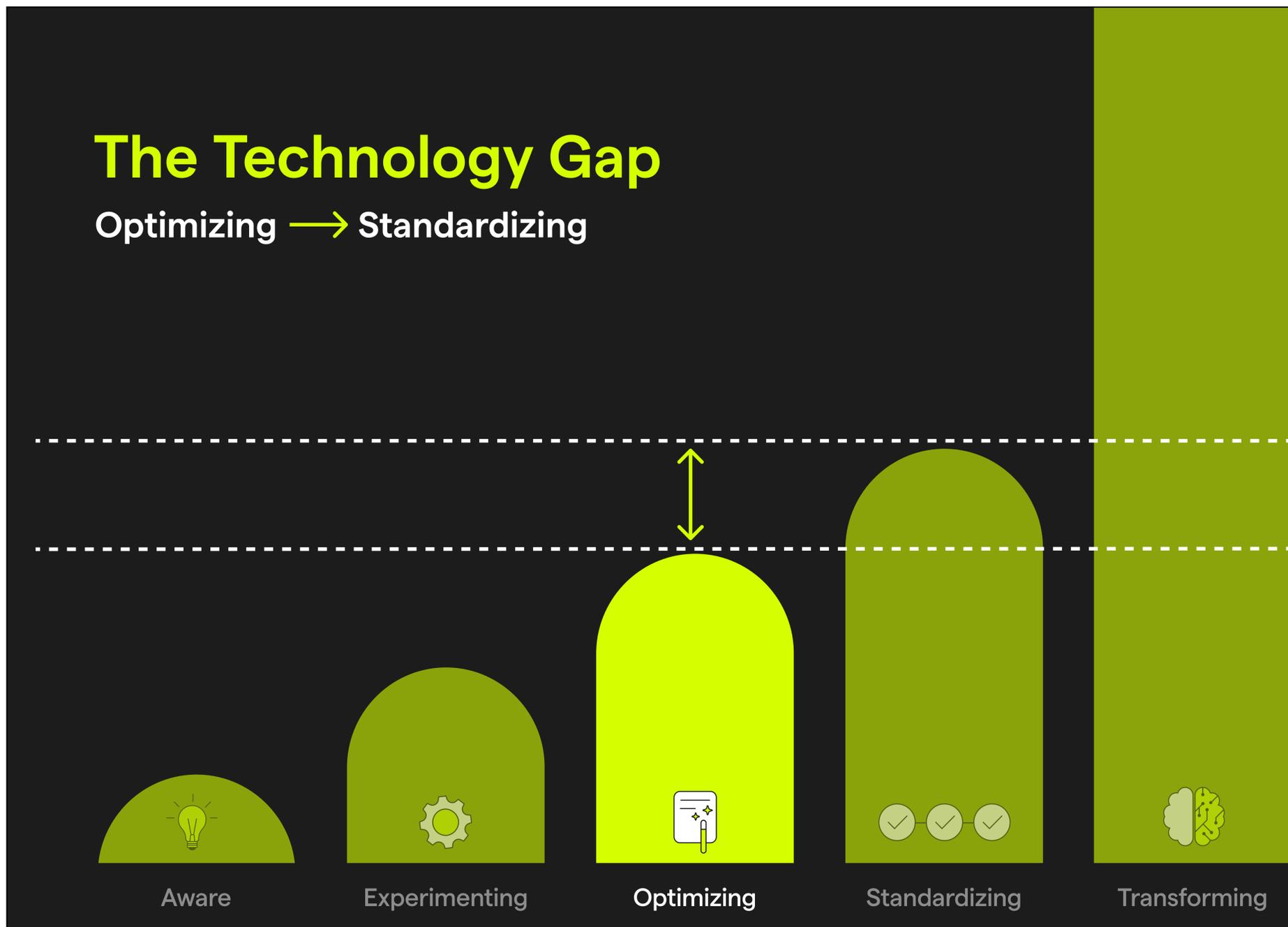
Having an understanding of where your business currently sits is a solid first step toward business transformation. But it's what you do with that knowledge that really matters. Enter generative AI adoption gaps. These are the key blockers that companies must overcome to reach enterprise-wide AI adoption:



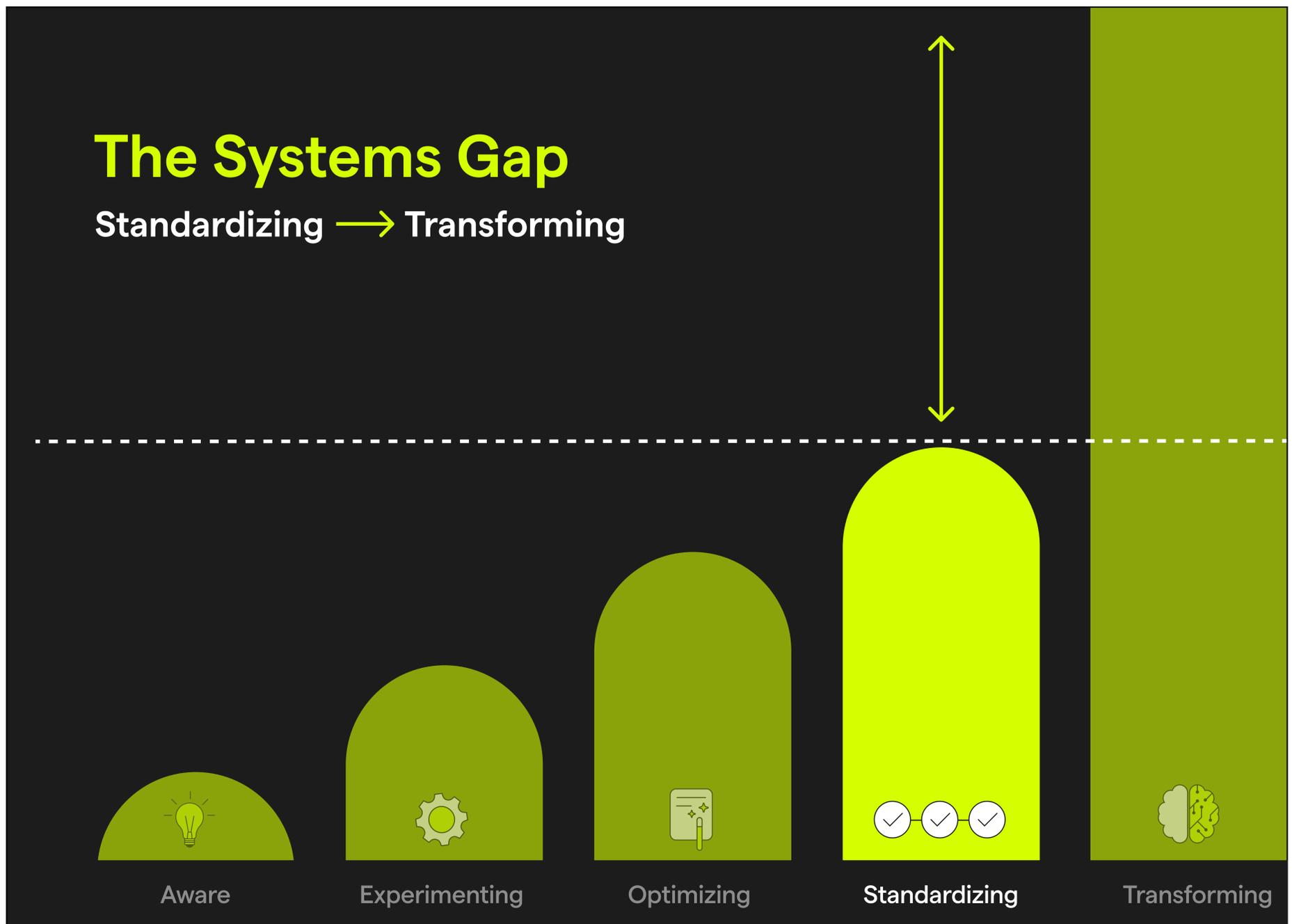
- **The zero-to-one gap.** If your business is stuck in the awareness stage, it's likely that you have a lack of buy-in across the organization to try out gen AI technology. You could be missing key buy-in from leadership, whose approval you need before bringing in new technology. It could also be because the company is stuck in a state of fear of messing up, so they're avoiding getting started altogether. Or there could be a lack of buy-in from employees who prefer to avoid new technology and use more traditional methods to communicate.
- **How to bridge the gap:** To enter the next phase of experimentation, you should focus on communicating the benefits of generative AI for individuals and the business so that both employees and leadership are keen to try it out. Start small and simple. You don't need your long-term AI strategy fully developed from the get-go. Choose one problem, like improving one aspect of one team's communication effectiveness, and see how gen AI can solve it.



- **The literacy gap.** The majority of companies today are in the experimentation stage of gen AI adoption. It's possible that you have a few individuals who use gen AI regularly for communication, but your workforce's overall AI literacy is holding you back from reaching the next phase. Someone who is literate with gen AI has a fundamental understanding of the tools and their capabilities, is comfortable using them regularly for some communication tasks, and is starting to see personal benefits—but has room to improve to realize its full potential.
- **How to bridge the gap:** The key to bridging this gap and entering the next stage of optimization is investing in proper training and policies. It's crucial to ensure that your entire workforce not only feels confident using gen AI for their roles' specific use cases but also knows your organization's guidelines and policies around gen AI usage to enhance business communication.



- **The technology gap.** Once your workforce is upskilled and has elevated its AI literacy, it's time to turn your attention to the technology you invest in. If you find your business stuck in the optimization phase, it's likely because you don't have the proper AI communication tools in place to support each function or the strategies to make the most of those tools.
- **How to bridge the gap:** To enter the next stage of standardization, it's crucial to invest in trusted, responsible, and ubiquitous generative AI technology. Not all generative AI tools are created equal. For your entire workforce to reap the benefits, you'll need a solution that combines user-friendliness, scalability, and robust data security. The best place to start is an AI-powered communication assistant that is easily embedded into employees' existing workflows and communication channels.



- **The systems gap.** The final gap that you must overcome to achieve enterprise-wide AI adoption is building systems that standardize AI usage and effective communication throughout your enterprise. You must ensure that everyone is invested in a culture of innovation. When you focus on building systems that support this culture, you'll upskill your entire workforce, enable everyone to communicate more effectively, and maximize the benefits of generative AI.
- **How to bridge the gap:** To bridge the systems gap and achieve business transformation, you'll need to double down on standardization. This means standardizing the tools you invested in (from the technology gap above) and creating standardized, role-specific training and enablement so every employee feels confident in using them effectively.

As gen AI continues to demonstrate its transformational capabilities on business communication for organizations across all industries, it's critical for you to take this moment to assess where your business stands. Once you know what stage you're in, you can prioritize building a strategy for gen AI adoption. In the next chapter, we'll lay out a roadmap to get started or improve your gen AI capabilities to scale effective communication, drive business results, and stay ahead of the competition.

Chapter 3: Your Roadmap to Enterprise-Wide Gen AI Adoption

As you read above, every business is starting at a different place with generative AI. Those slower to adopt likely feel behind, especially if they are still avoiding the technology altogether. Early adopters might be ahead of the curve and the competition now; however, with an emerging technology like gen AI, the curve continues to move. We are all at the beginning of a long-term shift that takes proactive planning, incremental adjusting, and the occasional pivot to achieve true transformation and put your business in front of the competition.

Read on to get the roadmap to equip your workforce with the resources to achieve AI literacy—and prepare your business to enter the next stage of gen AI adoption.

5 Actionable Steps to Take to Achieve Enterprise-Wide Gen AI Adoption

Business leaders looking to get ahead with the power of gen AI must take a strategic and comprehensive approach to achieving enterprise-wide adoption. Here's a roadmap to help you steer your organization through the intricacies of adopting and integrating generative AI effectively.



1

Gain Buy-in from Leadership and Employees



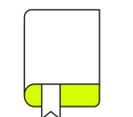
2

Provide Training and Education to Improve AI Literacy



3

Invest in the Right Generative AI Tools



4

Create Acceptable Usage Guidelines and Policies



5

Build an Enterprise-Wide Gen AI Culture





1

Gain Buy-in from Leadership and Employees



The journey to full AI adoption begins with gaining buy-in, not just from the top executives at your company but also from employees who will be expected to use AI in their daily work. Start by demystifying AI for everyone involved, explaining the basics of gen AI usage, and showcasing the benefits for everyone involved. Here are a few actionable next steps to take:

- **Assign a gen AI business driver or tiger team** to manage the research, strategy, and implementation across your company. If you're reading this ebook, this is probably you.
- **Educate your leadership** through a series of workshops where you bring in experts to share the benefits, challenges, and strategic importance of generative AI to transform business communication. You'll need their approval before investing in any technology or implementing new policies.
- **Engage and prepare employees** through interactive sessions like town halls and Q&As. In these sessions, you should not only outline the impact that generative AI will have on business but also the benefits that it will bring to their specific roles. It's crucial for employees to understand how they'll be able to leverage gen AI in their daily tasks to make their work more efficient and communication more effective.
- **Showcase early wins** that you achieve in pilot programs where key individuals or teams experiment with gen AI tools. These successes will boost confidence among employees and leadership alike.



2

Provide Training and Education to Improve AI Literacy



Next, make AI education a top priority. AI literacy is a foundational skill for every employee to focus on. Here is how you can equip your workforce with the resources they need to use gen AI systems responsibly, effectively, and with the desired outcomes:

- **Launch general AI onboarding programs** that provide an overview of AI technologies, touching on everything from basic concepts and best practices to risks and security considerations.
- **Align gen AI education to how people work** to address usage and literacy gaps between levels and teams. Create customized training sessions that are practical, hands-on, and tailored for every function within your organization. They should focus on the specific gen AI tools and use cases that they will use in their role on a daily basis.
- **Promote continuous learning** for early career and senior-level workers alike by regularly updating training materials to reflect the latest gen AI advancements and insights. This will ensure that your team remains on the cutting edge and you are constantly investing in upskilling your workforce.
- **Offer a learning stipend** for employees who are interested in further improving their AI literacy and fluency. This could be a portion of your company's learning and development budget dedicated to providing external courses, workshops, and books to employees.



3

Invest in the Right Generative AI Tools



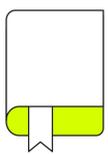
Every function within your organization likely has countless options for generative AI tools. Over the past year, we've seen hundreds of point-solution startups pop up across industries. It's a complicated landscape that gets more crowded by the day. Here's how you can break through the noise and choose the right tools for your business:

- **Identify AI capabilities in your current tech stack**, looking for tools that your employees already use. Rather than investing in more tools, look for AI technology that works with your existing tech stack to create ease around AI adoption and everyday usage.
- **Carefully select vendors** based on criteria such as ubiquity, scalability, ease of integration, customer support, and robust data security. Look for gen AI technology that is easily embedded into employees' existing workflows and communication channels.
- **Invest in gen AI tools that can be customized** to your brand guidelines and that tailors results to your organization's context, tone, clarity, and fluency to create more consistent and effective communication across the entire company.
- **Prioritize security and privacy** by monitoring how your employees use gen AI technologies and watching for risky or unusual inputs and outputs. Security, data privacy, and protection of company intellectual property are top gen AI concerns for almost two-thirds of knowledge workers and business leaders. Choose a secure and reputable AI provider to ensure the protection of sensitive company data.



4

Create Acceptable Usage Guidelines and Policies



With great power comes great responsibility. As you adopt powerful generative AI tools, it's critical to guide their use with clear policies. After all, if you don't have control over the gen AI systems your employees are using, how can you protect your data, your people, and your brand from the most common risks? Start with these steps:

- **Draft clear usage policies** that define acceptable and unacceptable uses of gen AI in your business operations. This will help prevent misuse and guide employees in making ethical decisions.
- **Develop an ethical framework** for gen AI that addresses key issues such as data privacy, security, and bias. This framework should align with your brand's values and compliance requirements.
- **Stay up to date on AI regulations** to ensure your policies remain compliant with both local and international laws. Regular reviews and updates to your policies are necessary as regulations evolve.
- **Prioritize standardization across your enterprise** to ensure that all employees are using the same tools under the same guidelines. This will help to combat the uncertainty that can arise from differences in gen AI use and proficiency.



5

Build an Enterprise-Wide Gen AI Culture



Finally, nurturing a culture that embraces innovation and continuous learning is vital for achieving sustainable gen AI success. Here's how you can create a culture that supports your business transformation:

- **Encourage employees to share** effective prompts, best practices, and lessons learned with each other so everyone learns to use AI tools responsibly and celebrates each other's wins.
- **Identify gen AI champions** who experiment with new gen AI features and technologies. Think of these people as incubators for new ideas and breeding grounds for AI-driven innovation and skill sets.
- **Incentivize innovation** with rewards for teams or individuals who come up with new ways to leverage generative AI to improve communication. Recognition can go a long way in motivating employees to think creatively.
- **Embrace gen AI for the long term** by investing in continuous education and new technologies. Regularly seek feedback from employees to learn how to improve your operations and business communication with gen AI.

Related Resources

Generative AI is fundamentally changing the way we communicate at work. If your workforce does not achieve AI literacy, if your business does not adapt and mature, you will be left behind. This is not just about embracing technology—it's about embracing a new way of operating, communicating, and innovating within the modern enterprise. It's the new language of business.

Here is a curated collection of resources to further enable an AI-literate workforce and guide your business toward enterprise-wide gen AI adoption.

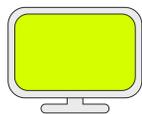


Read

[The Generative AI Adoption Assessment](#)

[A Comprehensive Guide to Generative AI](#)

[IT Needs To Lead AI Implementation and Adoption](#)



Watch

[AI Adoption Across the Enterprise: Think Big, Act Small, and Accept Change](#)

[A Comprehensive Guide to Transforming Enterprise Communication](#)

[The 2024 State of Business Communication Webinar](#)



Learn

[The Ultimate Guide to Business Communication](#)

[The 2024 State of Business Communication Report](#)

[A Framework for Safe Generative AI Adoption](#)





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