



Lenovo Work Reborn Research Series 2025

Reinventing workplace productivity

How to release the power
of people with Gen AI
and personalization.

**Smarter
technology
for all**

Lenovo

Bring on the new

A new era of Gen AI-powered personalization is here. Are you ready to unlock the potential?

Gen AI is helping people create and innovate in ways they simply couldn't before. Traditionally, businesses have invested in productivity by standardizing and optimizing their processes. Productivity was driven by the specialization of roles and economies of scale.

But our new age of Gen AI is bringing a new approach to the workplace. The revolutionary impact of large language models (LLMs) includes complex tasks now being automated and, as a result, commoditized.

Which means that competitive differentiation is increasingly being defined by the tasks that can't be automated: knowledge, creativity, and innovation.

This is where organizations struggling to release real value from AI can surge forward into a new world of productivity. By shifting focus from what can be automated to enhancing what can't, individuals in the workplace can be empowered to energize productivity.

Employees need to be able to think, create, and collaborate without disruption. They need a workplace that frees them to express their talents like never before; that enables them to focus on the work that's most valuable for the organization and its customers; and that puts the power of Gen AI at their fingertips.

It's an approach that can revitalize your workplace, ignite innovation, and bring smarter AI for all. It's Work Reborn.

To gauge how enterprises are responding to this shift, Lenovo surveyed 600 IT leaders from across the globe. We found that unlocking the productivity and creativity of their employees is among their most important IT objectives. But they are held back by a limited ability to personalize the digital workplace to employees.

Gen AI makes this agenda more urgent. But it also makes it more achievable. Using Gen AI to automate the processes that underpin the digital workplace enables the employee experience of one.

Hope you enjoy the report,
Rakshit



Rakshit Ghura

Vice President & General Manager
Lenovo Digital Workplace Solutions

Powering productivity with technology

IT leaders must now create a digital workplace that uses technology to release productivity and innovation.

The new digital workplace must:



minimize the time employees spend on getting tools to work



eliminate disruptions to their ability to get work done



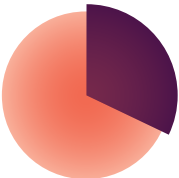
create a simple, seamless user experience

The value of engagement

This all requires new thinking on how employees contribute to the company's success.

As repetitive tasks are automated and commoditized by AI, competitive advantage will spring from workers' creativity and innovation.

Unlocking these human qualities requires an employee experience that matches their role and working style – maximizing their engagement with work.



Only 36% believe their current digital workplace supports employee engagement “very effectively”

Therefore, personalization – assisted by technology – is key to unlocking productivity and innovation.

“It’s good business for organizations to invest in their digital workplace and provide a seamless and optimized user experience for employees. When companies set up their employees for success – by reducing the number of interruptions in day-to-day activities – with the right hardware, provisioned with the right software, and the right services, employees can accomplish more, more efficiently.”



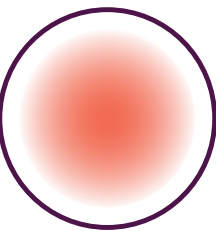
Patricia Wilkey

Senior Vice President & General Manager
Lenovo Solutions & Services Group

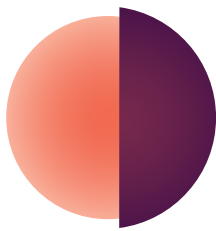
Challenges in energizing the workplace

Enhancing employee experience (EX) is a priority – but IT leaders are struggling

EX is high on the agenda for IT leaders



81%
agree a
productive and
engaging EX is
an important
objective



**Nearly
half**
say it is the
most important
IT objective

Primary drivers behind their investments in EX:



Increased
productivity



Innovation
& creativity



Employee
satisfaction

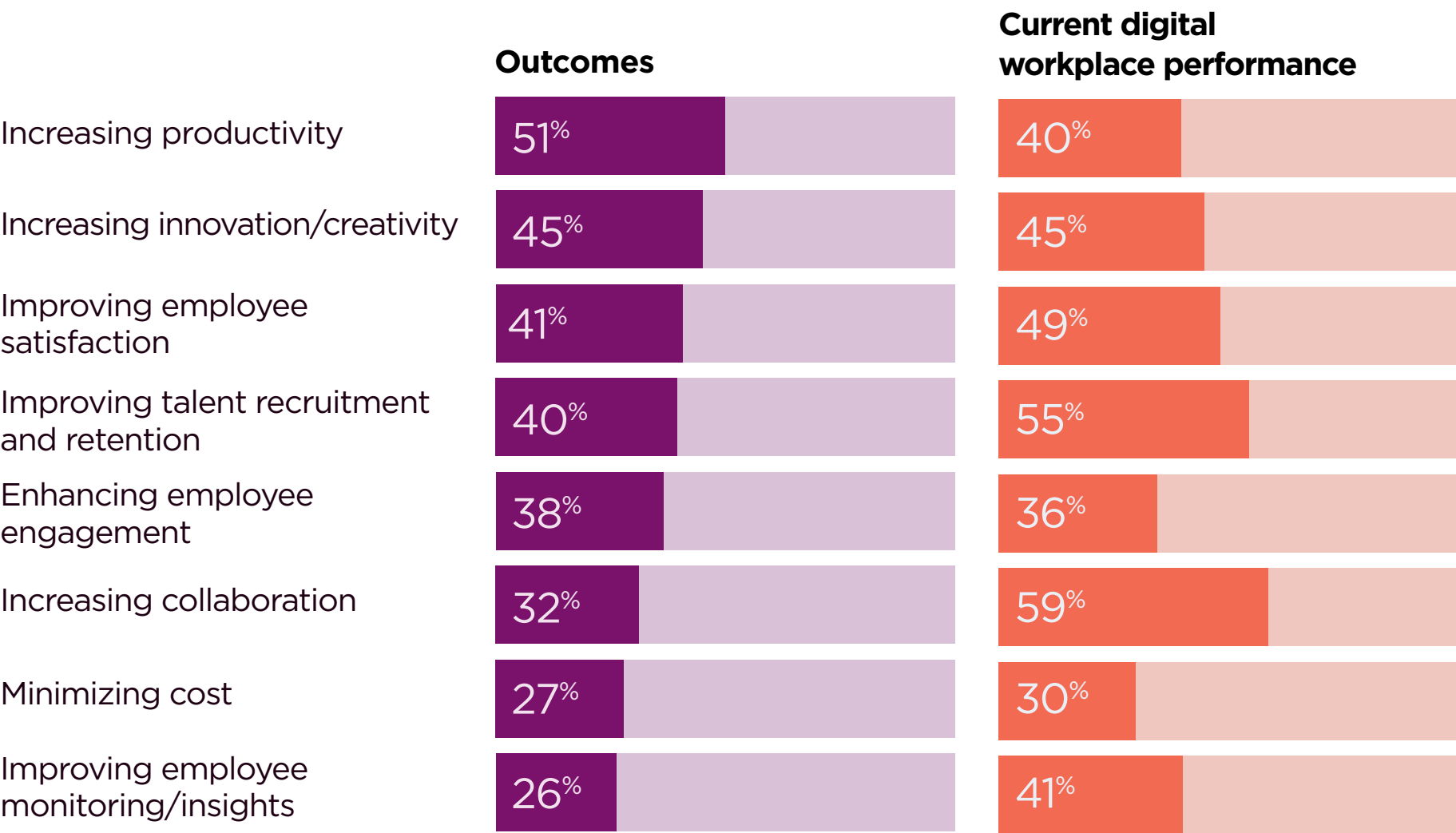
But there is plenty of room for improvement:



Less than half
of IT leaders say their organization’s
current digital workplace helps to achieve
the primary drivers “very effectively”

Top priorities for employee experience and digital workplace investments

Why IT leaders invest in EX versus how well they feel their current workplace performs.





The power of Gen AI hyper-personalization

Any three people doing the same task will take three different approaches.

Releasing the potential of each employee requires tailored digital workplaces that support their specific needs.

A digital workplace that supports this diversity of approaches and roles will help you make the best use of employees' talent, while bolstering their engagement in their work.

Supporting every work style

How Gen AI can empower different types of employee:



Employee 1: The Organizer

- **Goal setting templates:**
Create customizable templates for clear goals.
- **Timeline & task management:**
Set detailed timelines and task assignments.
- **Dashboard views:**
Design personalized dashboards for milestones and deadlines.



Employee 2: The Creative Thinker

- **Brainstorming tools:**
Support brainstorming and mind-mapping.
- **Collaboration spaces:**
Create AI-assisted spaces for idea sharing and refinement.
- **Idea management:**
Tagging and categorizing ideas.



Employee 3: The Data-Driven Planner

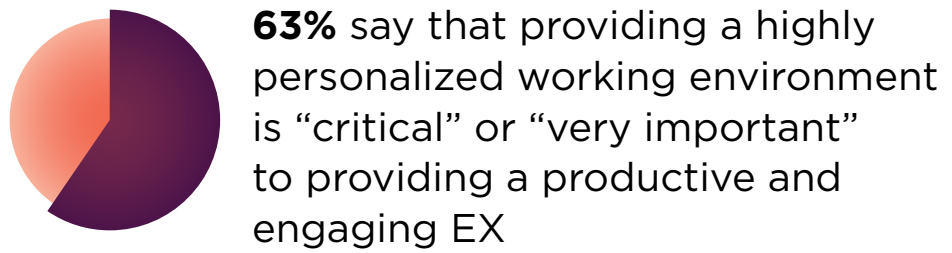
- **Data analytics integration:**
Access and analyze past campaign data.
- **Reporting & insights:**
Customize reports on key metrics.
- **Data-driven recommendations:**
Create AI-driven insights and predictive analytics.



Supporting diverse roles and approaches will help you boost engagement and get the best from talent.

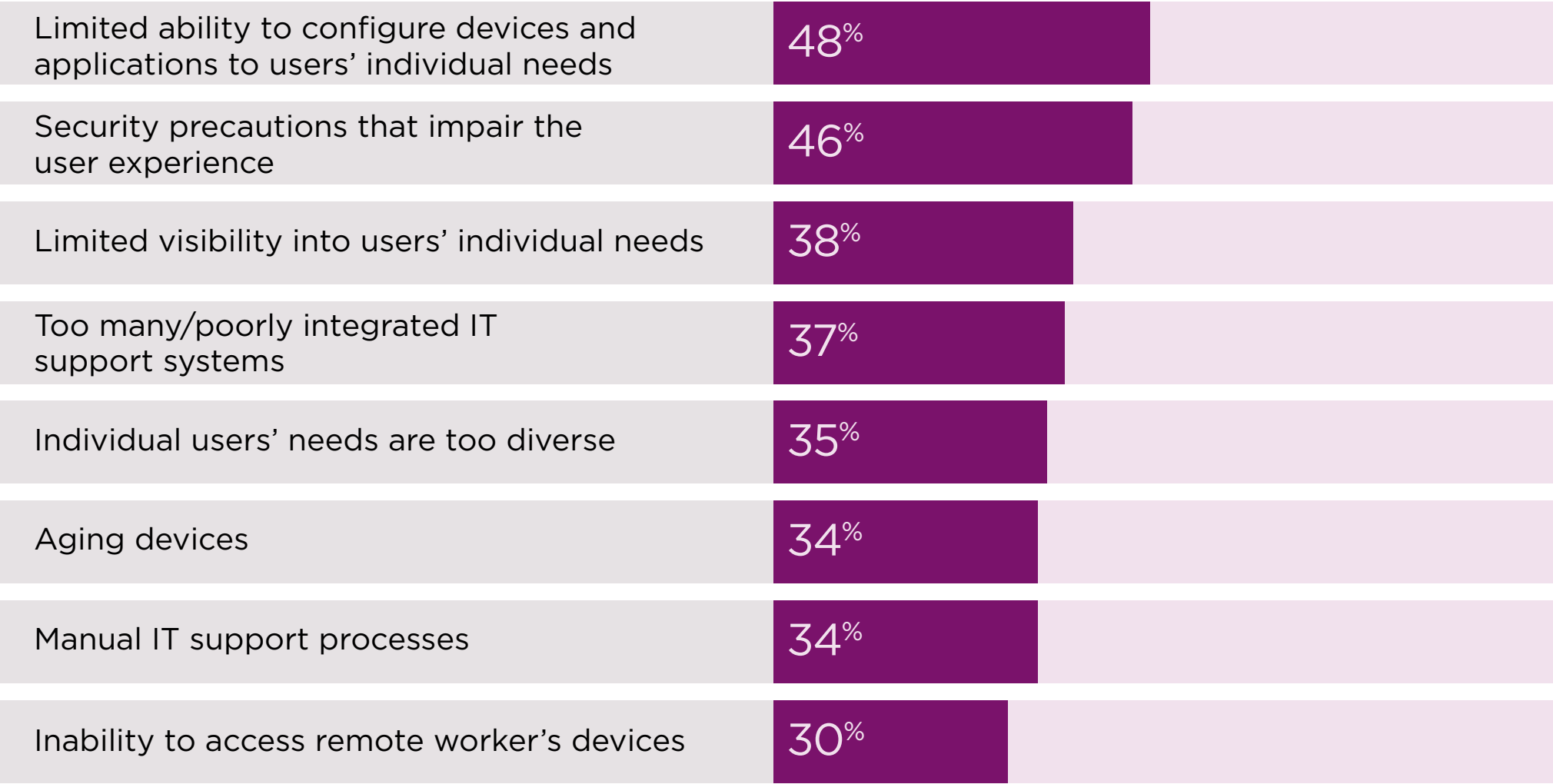
And it’s not just devices and software that can and should be personalized. The IT support that each employee relies on can also be tailored to their specific requirements and abilities.

IT leaders agree:



But many feel that their hands are tied, ranking a limited ability to configure devices and applications to users’ individual needs as the primary barrier to creating such an experience.

Challenges to providing a productive and engaging employee experience



Overcoming challenges with Gen AI-powered automation

Gen AI provides a new solution. A way around the complexity that once slowed down hyper-personalization. Now, automated persona-based configuration can help you build highly tailored digital workplaces that drive productivity.

61%

of IT leaders say automating IT support processes using AI is “critical” or “very important” to creating a productive and engaging EX

“Ten years ago, talking about hyper-personalization would have made IT folks’ hair stand up. They would have said, ‘We need standardization, otherwise we’ll have complexity that we cannot manage’. With Gen AI, that complexity becomes manageable. Using persona-based configuration, we examine user profiles more deeply and personalize the employee experience much more precisely.”



Art Hu

Senior Vice President & CIO
Lenovo Solutions & Services Group



Lenovo

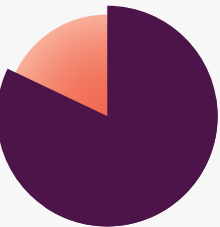
New beginnings with Gen AI

Reinventing workplace productivity.

Until recently, the evolution of AI had been gradual.

But the emergence of LLMs has rapidly accelerated the pace and sophistication of automation. Gen AI has fast emerged as a new dimension of the digital workplace. A global survey by Microsoft found that 75% of knowledge workers were using Gen AI at work in 2024, double the figure in 2023.¹

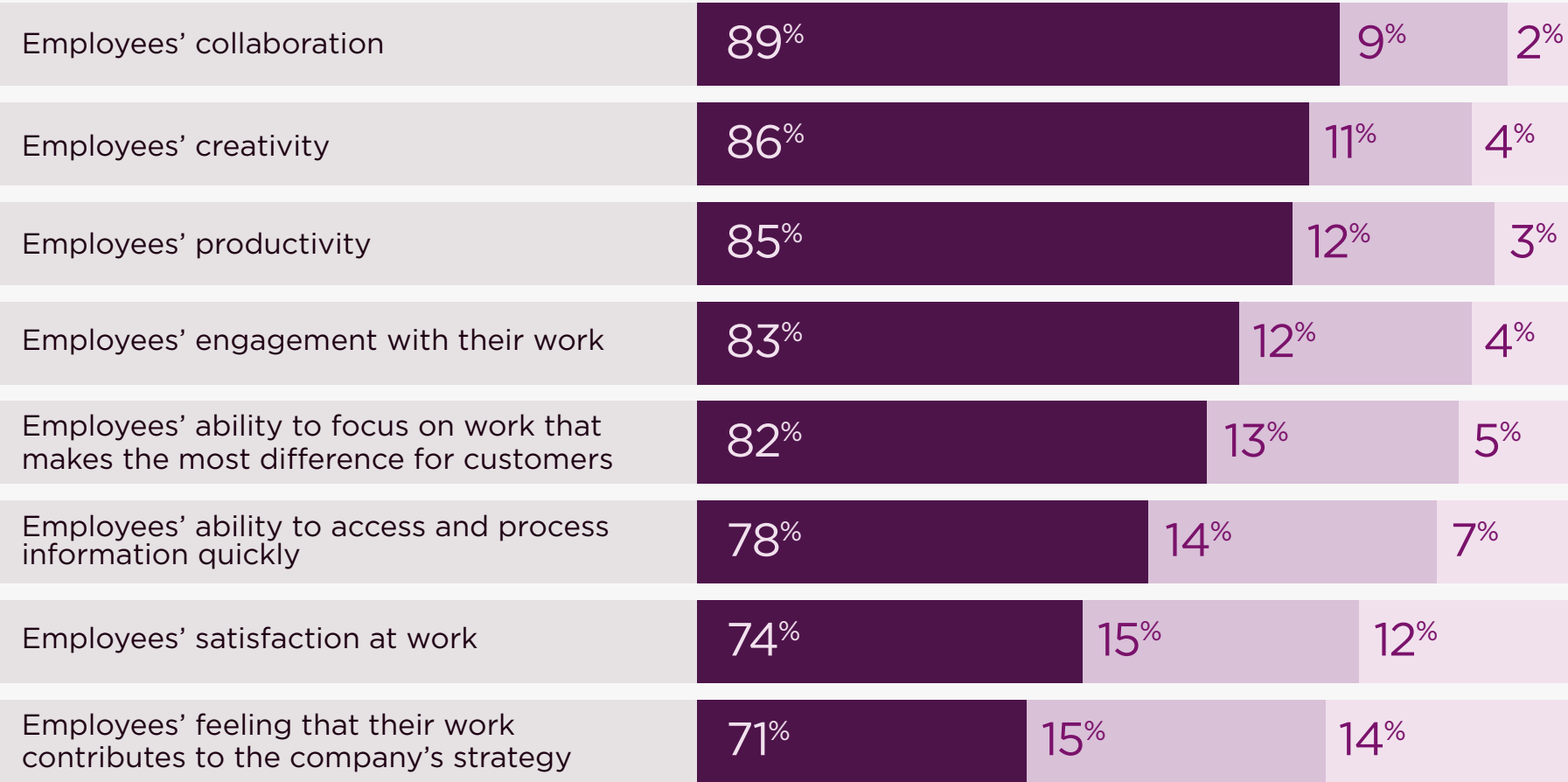
IT leaders believe that Gen AI could have a range of benefits for employees and their work:



Over 80% expect Gen AI to positively impact employee collaboration, creativity, productivity, and engagement

¹Microsoft, AI at Work is Here, 2024

Gen AI impact on employees*








■ Positive impact ■ No impact ■ Negative impact

*Figures may not total 100% due to rounding



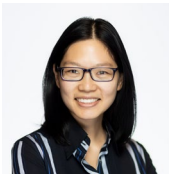
Gen AI opportunities

Collaboration 	Creativity 	Innovation 
<ul style="list-style-type: none">• Reduce admin, freeing up time for meaningful collaboration.• Assist communication across language and culture barriers.	<ul style="list-style-type: none">• Create visual content using text prompts or even sketches.• Write and edit written material in any style.	<ul style="list-style-type: none">• Generate ideas to help employees consider every angle to a problem.• Perfect ideas with virtual testing and experimentation environments' to keep it shorter please.
Engagement 	Productivity 	
<ul style="list-style-type: none">• Automate repetitive tasks, allowing employees to work on meaningful work.• Personalize the employee experience so it matches individuals' working style.	<ul style="list-style-type: none">• Accelerate data analysis and content creation, freeing up time for more impactful work.• Automate IT support services to quickly resolve issues and minimize disruption.	

Why are these opportunities being missed?

Businesses continue to face challenges putting Gen AI into practice and struggle to achieve significant increases in productivity.

“That’s why digital workplace transformation is needed. Its about understanding how people stay productive, what their preferences are, and rolling it out to everybody”



Linda Yao
Vice President, AI Solutions & Services
Lenovo Solutions & Services Group



Barriers to wider employee adoption of Gen AI

The biggest barrier to wider Gen AI adoption is the concern among employees that it will diminish the contribution of their work to their organization.

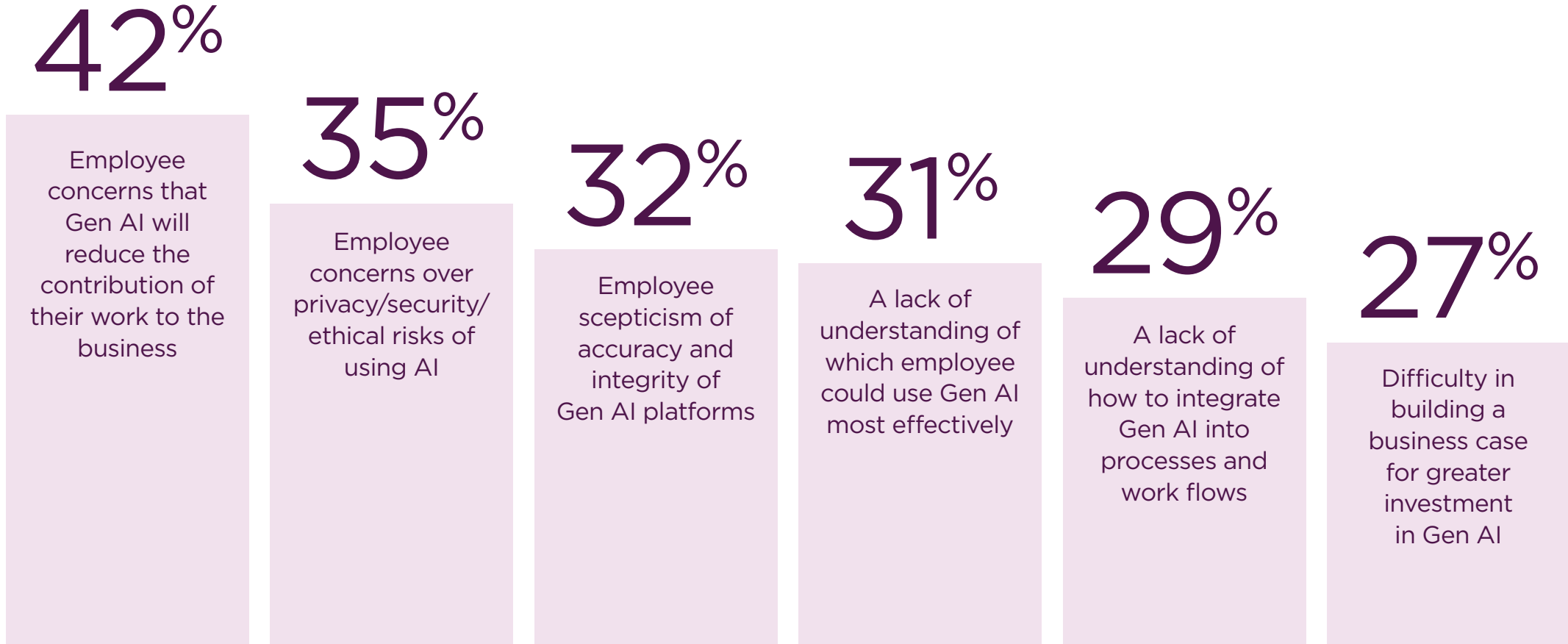
IT leaders have a more positive perspective:



agree that, by automating operational processes, Gen AI will allow their employees to focus on more impactful and important work.

The next biggest barrier is employees’ privacy, security, and ethical concerns, which we’ll examine in a forthcoming report in the Lenovo Work Reborn Research Series 2025.

What’s holding back Gen AI adoption



Reinvention is required

Simply automating existing processes will not deliver the transformative productivity improvements that Gen AI promises. Business leaders must completely rethink how their organizations create value:

89%

agree that enabling their employees to use AI most effectively requires digital workplace transformation

“Fundamentally, you must transform your workplace to be able to leverage Gen AI. Automating your current processes and workflows will only yield incremental benefits. All organizations take inputs and generate outputs to create value. So you need to know the top 10 value-creation levers that you have; and how you would do them differently today with Gen AI.”



Vijay Gopal

Global Offering Leader
Lenovo Digital Workplace Solutions



Lenovo

Recommendations for digital workplace renewal



Unlock productivity and engagement

- Tailor the employee experience to each user's role, requirements, and working style using persona-based configuration.
- Minimize disruptions to their workflow with a Gen AI-powered IT support experience.



Simplify the personalization process with Gen AI

- Identify and implement personas then configure devices, software, and IT support levels to them.
- Use Gen AI automation to ensure disruptions are predicted, detected, or resolved as quickly as possible.



Reinvent to release the power of people

- Identify how Gen AI can enhance and augment their organization's value-creation levers and competitive differentiation.
- Anticipate and manage the change that Gen AI unleashes, ensuring employees have the skills and motivation they need to adapt.



Ready for Work Reborn?

Start reinventing workplace productivity with Gen AI and hyper-personalization [here](#).

The vision is yours.
Get there with Lenovo.

Methodology

For this study, Lenovo surveyed 600 IT leaders in October and November 2024. The survey sample included respondents from the US (17%), Canada, UK, France, Germany, India, Japan, Singapore, Brazil, Mexico (8% each), Australia (5%), and New Zealand (3%). Respondents included IT leaders from companies with at least 1,000 employees and from a range of sectors.