

# Pearson Skills Outlook

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Country Factsheet  
Brazil

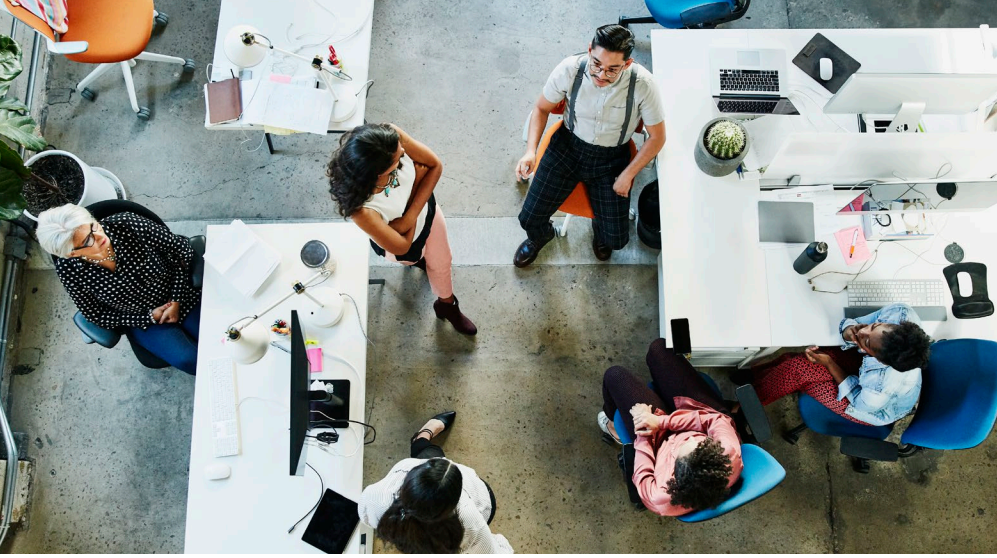
## Reclaim the Clock: How Generative AI Can Power People at Work

In nearly every workplace, people spend their day on common, time-consuming tasks that eat away at productivity or their work/life balance. If those tasks could be augmented with Generative AI, employers and their workers could reallocate time to the things that need a more human touch and mean more to their customers.

For this latest Skills Outlook we've looked at which everyday tasks, the ones done in millions of workplaces around the world, could be easily automated by generative AI. Looking ahead to 2026, we've identified the top 10 job tasks, countrywide, with the most time saved using this technology.

We found the potential for employers and their employees to reallocate millions of work hours to more valuable, human tasks by using generative AI to help them on the job. In Brazil alone, workers could reclaim nearly 6 million hours a week on routine tasks like presenting research, record keeping and data collection.





Gen AI could help Brazilian workers reclaim nearly **6 million hours a week**

## Hours saved on work tasks per week due to Gen AI by 2026

1. **Develop educational programs, plans, or procedures** (339,000 hours)
2. **Maintain current knowledge in area of expertise** (271,000 hours)
3. **Develop safety standards, policies, or procedures** (253,000 hours)
4. **Assess student capabilities, needs, or performance** (235,000 hours)
5. **Examine materials or documentation for accuracy or compliance** (221,000 hours)
6. **Prepare reports of operational or procedural activities** (215,000 hours)
7. **Read documents or materials to inform work processes** (178,000 hours)
8. **Monitor individual behaviour or performance** (171,000 hours)
9. **Maintain operational records** (163,000 hours)
10. **Teach academic or vocational subjects** (162,000 hours)

Companies and their workers can reallocate time to focus on the high value work that humans do best: strategic thinking, collaboration, caring for others, decision making, innovation, problem solving, empathy, leadership. At an individual level, even small amounts of time saved with generative AI can help people feel more in control of their job and achieve a better work/life balance.

 **339k** hours saved

### Education

Gen AI could save nearly **339,000 hours** helping people develop educational programs or plans. For teachers and educators, the time they save on developing lesson plans or syllabi could be devoted to classroom instruction, tutoring or other hands-on, individualised work with students.

 **271k** hours saved

### IT

The **271,000 hours** saved a week on maintaining knowledge in an area of expertise. For an IT professional, that means AI could help them search for the right training videos or software programs and they have more time to spend resolving a customer's problem.

 **253k** hours saved

### Manufacturing

Gen AI could save **253,000 hours** helping people develop safety policies and procedures. At a manufacturing plant, instead of writing procedures, a supervisor could spend more time teaching safety training or conducting safety inspections. That could mean safer workers, safer products and a long-term savings for companies.



## So what can employers and employees do now?

Employers should consider how to incorporate this new technology into their teams, and redesign roles to free people up to focus on more valuable, human tasks.



### 1. Embrace generative AI as a tool to enhance employee productivity.

Employers can look at the roles across their company and, critically, the specific tasks within the roles to see what individual tasks can be most easily automated or augmented with this new technology.



### 2. Invest in or facilitate training that helps employees understand how to leverage generative AI effectively.

This could mean casual lunch and learn sessions about how to write great AI prompts, all the way to offering digital badges and certifications in the use of AI.



### 3. Hire employees for their learning ability or learning orientation, rather than solely on the basis of their skills.

Jobs and individual tasks are being disrupted frequently, so employees will need to embrace a growth mindset and have the ability to learn while they work.



### 4. Encourage a culture of experimentation and learning.

Employees are encouraged to explore new tools and ways of using generative AI to improve workflow and processes.



### 5. Provide clear guidelines and policies for the use of generative AI in your workplace.

Ensure that employees understand how generative AI works, the limitations of the technology and, most importantly, the ethical and responsible use of AI in your business.



### 6. People managers should lead by example by using generative AI in their own work.

Share that experimentation, new tools, and curiosity with employees and colleagues. This showcases the benefits of using AI and helps create a culture of curiosity and AI acceptance in the workplace.

## How did we gather the data?

We looked at hours currently spent, countrywide, in Brazil on work tasks each week, and then calculated what this would be in three years' time as Gen AI technology is adopted into the workplace. We then identified the tasks which would have the greatest hours reduced by the technology (specifically LLM Chatbots and AI Text-to-Visual Media Generators).

## How Pearson Helps Employers

The world of work is changing fast. Pearson helps organizations understand, retain and enhance their most vital asset - their people.

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