



# AI-augmented workers could add up to \$6.6 trillion to the US economy by 2034. But only if learning keeps pace.

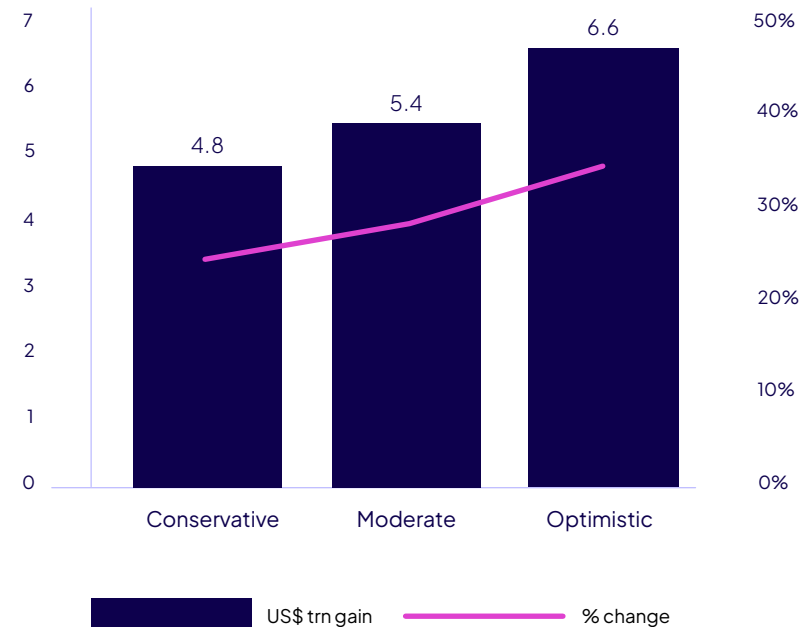
Artificial Intelligence has the potential to revolutionize the way we work and significantly increase workplace productivity – but we need to flip the script on the old idea of “deploy technology, then train people.” AI investment and learning must go hand in hand.

Organizations worldwide are embracing AI to accelerate work and unlock new possibilities. Yet, while AI investment is surging, people’s ability to adapt is lagging. Without integrated workflows where humans and AI learn together continuously, productivity suffers and the full potential of AI remains untapped.

## The size of the prize

If organizations focus on creating AI-augmented workforces through learning, US Gross Value Added (GVA) could rise between \$4.8 trillion to \$6.6 trillion by 2034 (around 15% of its current size at the lower range).

Estimated impact of AI worker augmentation on US economy (GVA) by 2034, (US\$, 2024 prices)



Note: The percentage change shows the potential increase in GVA that augmentation can bring to our cohort of knowledge workers by 2034.

**Gains scale only when learning and augmentation happen together.**

# The success of AI starts with learning

The promise of AI can only be realized through human development. To keep pace with technological change, organizations need to prioritize both upskilling and lifelong learning for their people.



**The real promise of AI lies in enhancing human potential and, essentially, making people better at what they do.”**

**Omar Abbosh,**  
Chief Executive Officer, Pearson

## AI is changing how we work, but people need the right skills to keep up

The D.E.E.P. Learning Framework helps organization build a future-ready workforce by ensuring employees gain the knowledge, skills, and experience to harness AI as it evolves.

### The Augmented Knowledge Worker

Early examples on how AI may enable knowledge work:



Capture and share expertise easily



Speed up research and brainstorming



Coordinate complex tasks effortlessly

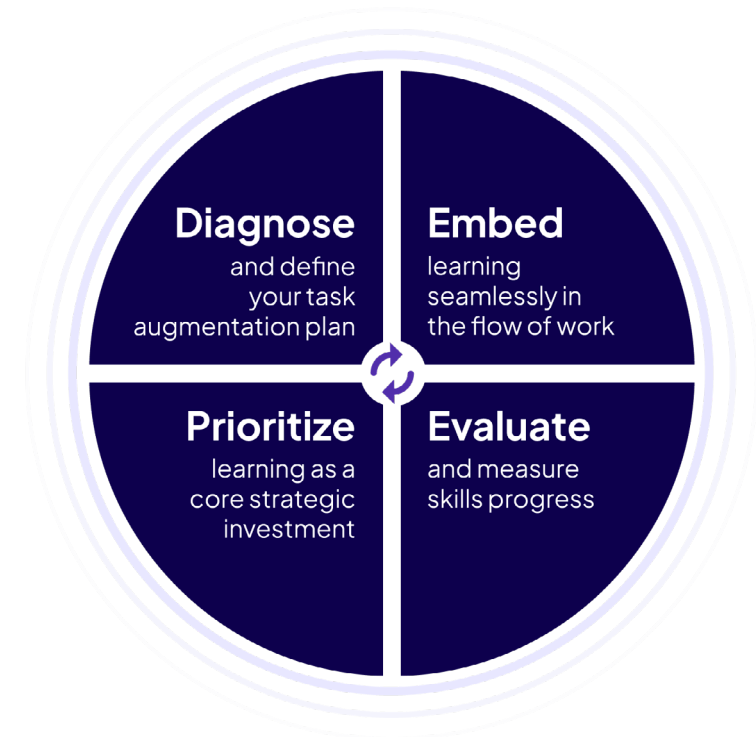


Keep learning - faster than ever



Work better side by side with AI

Together, these capabilities don't just improve individual performance, they unlock enterprise-wide value.



**Close the learning gap with us.**

Learn more: [Pearson.com/ai-learning-gap](https://www.pearson.com/ai-learning-gap)