




AI & Workforce Impact Summit

August 7, 2025, 9:30 am - 2:00 pm
Lloyd House, 220 N Washington St, Alexandria, VA 22314

 888.527.8488

 516 North Washington Street
Alexandria, Virginia 22314

 kaptivategroup.com

August 7, 2025



AI & WORKFORCE IMPACT SUMMIT

Thursday, August 7

9:30AM to 2PM

Historic Lloyd House

220 N Washington St, Alexandria, VA

Agenda

- **9:30-10:00 AM** Networking breakfast/coffee
- **10:00-10:15 AM** Welcome remarks from Kaptivate
- **10:15-11:00 AM** *AI and Workforce Impacts in the Region*, Dr. Terry Clower, Director of George Mason University Center for Regional Analysis
- **11:00-12:30 PM** Discussion: AI & Workforce Impacts
 - What are we doing to address AI as an economic accelerator and a job displacer? How are we preparing for the powerful transition underway?
 - What are potential initiatives the social impact community can drive?
- **12:30-1:00 PM** Networking lunch
- **1:00-1:55 PM** Discussion: Driving collective impact
 - What are the best options for collective action on this issue?
- **1:55-2:00 PM** Closing



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AI Trends, Opportunities, and Traps

Presentation to:

Kaptivate's AI and Workforce Impact Summit

Terry L. Clower, Ph.D.
Center for Regional Analysis
George Mason University

August 7, 2025

Agenda

1. What is AI being used for in business?
2. What are some of the most widely used apps?
3. Market trends for AI apps
4. Labor demand impacts
5. Benefits -- productivity
6. Threats – talent development, innovation
7. Thoughts for the Day

Purpose of Most Widely Used AI/LLM Apps

- Customer Support & Virtual Assistants
 - Chatbots, Virtual Agents
 - Zendesk AI, Intercom Fin, Salesforce Einstein
- Content Generation & Marketing
 - Writing blogs, ad copy, social media posts, product descriptions, email campaigns
 - Jasper, Copy.ai, Writesonic
- Document Processing & Summarizing
 - Copilot, Gemini, Notion AI
- Code Generation and Development Productivity
 - Generate code, debug, explain code snippets
 - Github, Code Whisperer

Purpose of Most Widely Used AI/LLM Apps

- Search & Knowledge Management
 - Enhances enterprise search with natural language queries and retrieval-augmented generation (RAG)
 - Perplexity AI, Glean, CoPilot
- Translation & Localization
 - Real time multi-lingual support for global operations
 - DeepL, Google Translate
- Business Intelligence & Analytics
- Dominant use cases: Customer support (27%), Software development (26%) Forbes

Ranked Uses (Adepto)

1. Content Generation
2. Language Translation
3. Sentiment Analysis
4. Question-Answer (chat bots)
5. Search Results
6. Text Summarization
7. Extract & Expand
8. SEO Strategies
9. Content Moderation
10. Clustering
11. Fraud Detection
12. Targeted Virtual Assistants
13. Code Generation
14. Real-Time Meeting Transcription & Summarization
15. Voice-to-Action Interfaces

Rising Uses

- Sentiment Analysis
 - (text, client reactions, sociological insights, commercial motives)
- Medical Diagnosis & Treatment
 - patient records, research literature, symptom interpretation, alternative treatments—decision support
- Education
 - tutoring, content delivery

Most Popular

not necessarily the best

- Microsoft Copilot
- ChatGPT Enterprise
- Google Gemini
- Jasper (marketing content)
- Github
- Notion AI
- Perplexity AI

Enterprise Use (early 2025)

- Google 69%
- Open AI 55%
- Meta 38%
- IBM 26%
- DeepSeek 17%
- Anthropic 13%
- Stability AI 6%
- xAI 6%

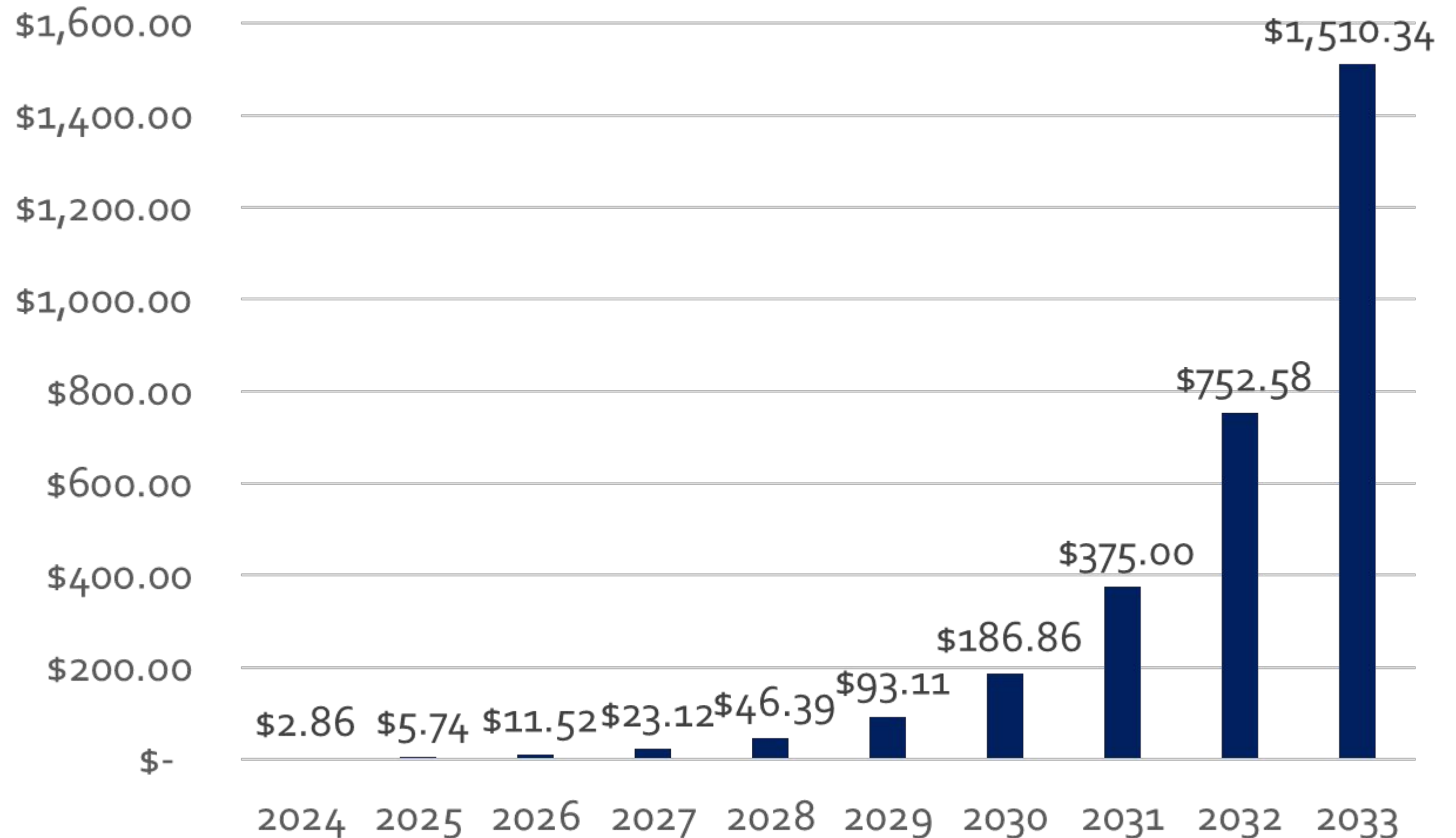
source: Kong Report

LLM Market Size (???)

(various estimates)

LLM Market: Business Research Insights

- Business Research Insights
 - US Market
 - 2024: \$2.86B
 - 2025: \$5.14B
 - 2033: \$1,510.34B
- Fortune Business Insights
 - Global
 - 2024: \$233.46B (\$76.8B US)
 - 2025: \$294.16B
 - 2032: \$1,771.62B



Labor Market Impact

Jobs Most Susceptible to AI Automation (Newsweek. Microsoft 7/31/25)

- | | |
|--------------------------------------|----------------------------------|
| 1. Interpreters/Translators | 11. Brokerage Clerks |
| 2. Historians | 12. Farm & Home Mgmt Educators |
| 3. Passenger Attendants | 13. Telemarketers |
| 4. Sales Reps for Services | 14. Concierges |
| 5. Writers/Authors | 15. Political Scientists |
| 6. Customer Service Reps | 16. News Analysts, Reporters |
| 7. CNC Tool Programmers | 17. Mathematicians |
| 8. Telephone Operators | 18. Technical Writers |
| 9. Ticket Agents/Travel Clerks | 19. Proofreaders and Copy Makers |
| 10. Broadcast Announcers & Radio DJs | 20. Hosts & Hostesses |

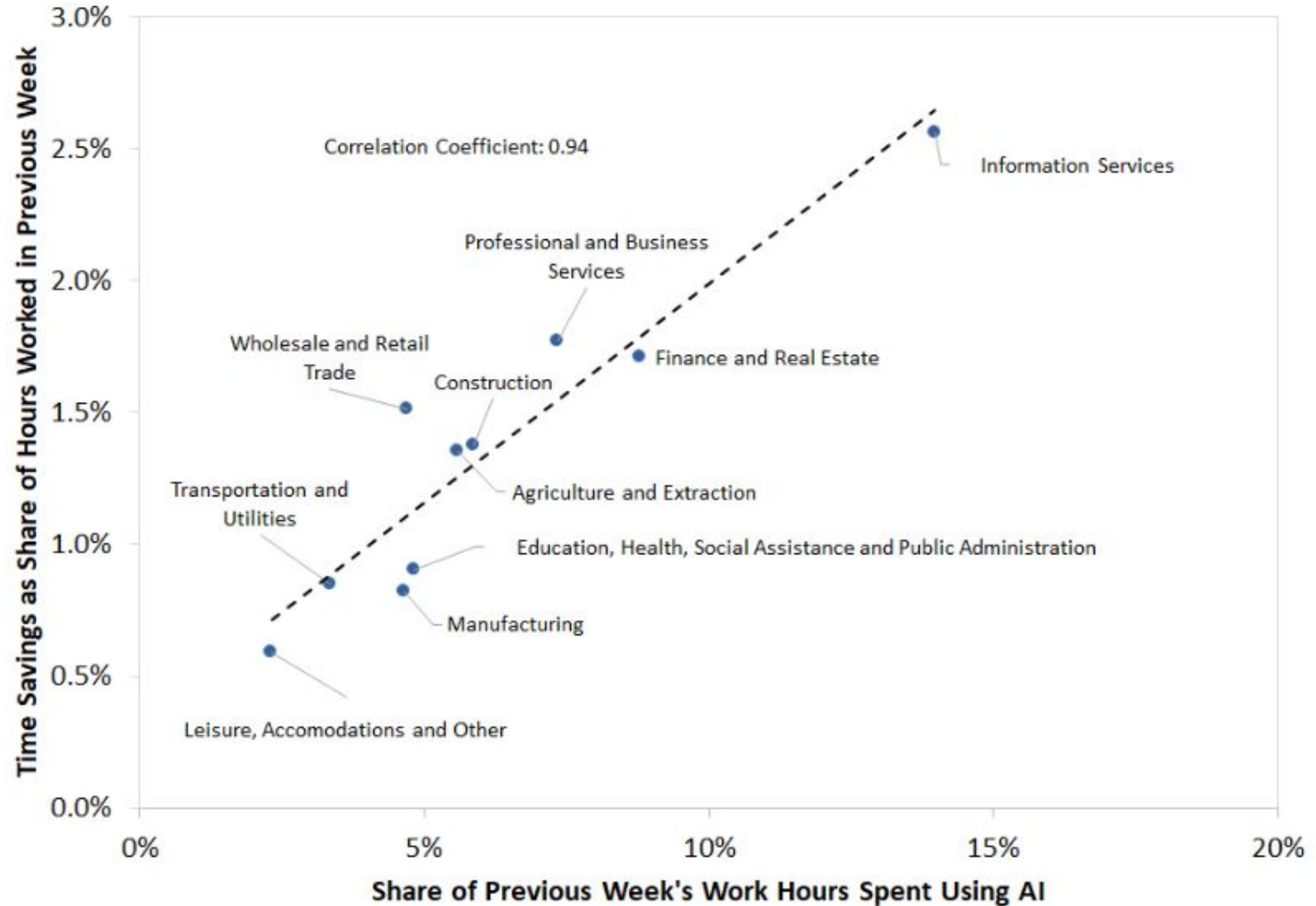
At Risk Jobs in DC Metro Area				
Rank	Description	# jobs	avg salary	LQ
1	Interpreters/translators	2,199	\$ 90,908	1.74
2	Historians	478	\$ 113,442	5.72
3	Passenger Attendants	882	\$ 48,534	1.49
4	Sales Reps for Services	30,815	\$ 93,669	1.22
5	Writers/Authors	2,409	\$ 116,704	2.35
6	Customer service representatives	38,933	\$ 49,773	0.67
7	CNC Tool Programmers	1,138	\$ 54,734	0.31
8	Telephone operators	96	\$ 46,967	1.07
9	Ticket Agents/travel clerks	2,661	\$ 55,636	0.97
10	Broadcast Announcers & Radio DJs	263	\$ 93,485	0.52
11	Brokerage Clerks	732	\$ 71,068	0.82
12	Farn & Home Mgmt Educators	306	\$ 78,189	0.97
13	Telemarketers	1,478	\$ 40,142	1.04
14	Concierges	5,471	\$ 40,841	5.58
15	Political Scientists	4,149	\$ 153,658	23.06
16	News Analysts/reporters	2,846	\$ 160,967	3.22
17	Mathematicians	271	\$ 151,328	4.19
18	Technical Writers	2,534	\$ 99,145	2.25
19	Proofreaders and Copy Makers	232	\$ 57,337	1.84
20	Hosts & Hostesses	8,688	\$ 36,709	0.92

DC Metro Area

Exposure to AI At-Risk Jobs

- Top 20 at risk occupations only
- Total Jobs: **106,581**
- Avg Annual Salaries & Wages: **\$72,438**
- Total Labor Income: **\$7.7 Billion**
- Concentration: **2.2**
 - The DC Area has 2X the risk compared to national average

Time Savings from Generative AI Usage: By Industry



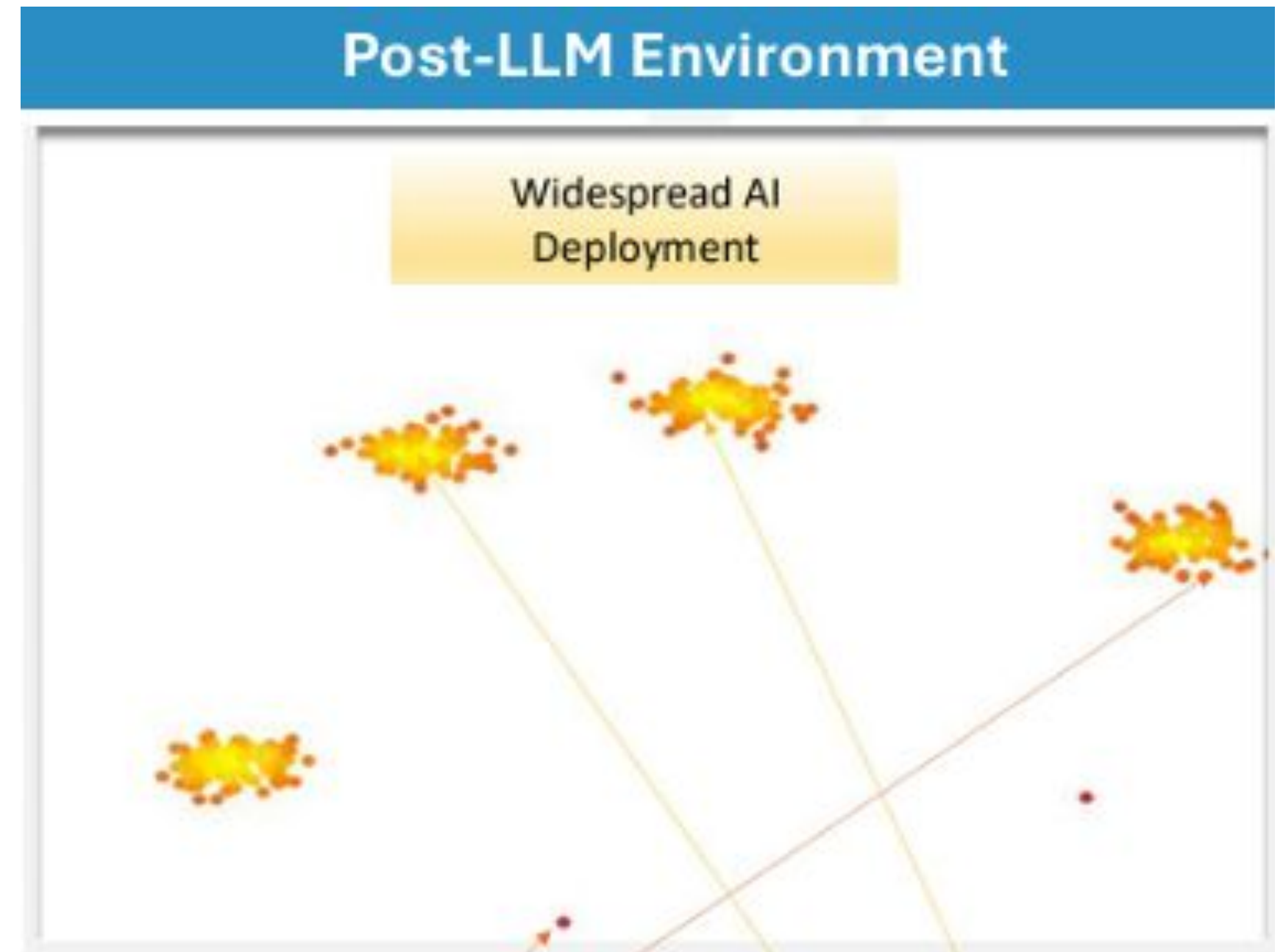
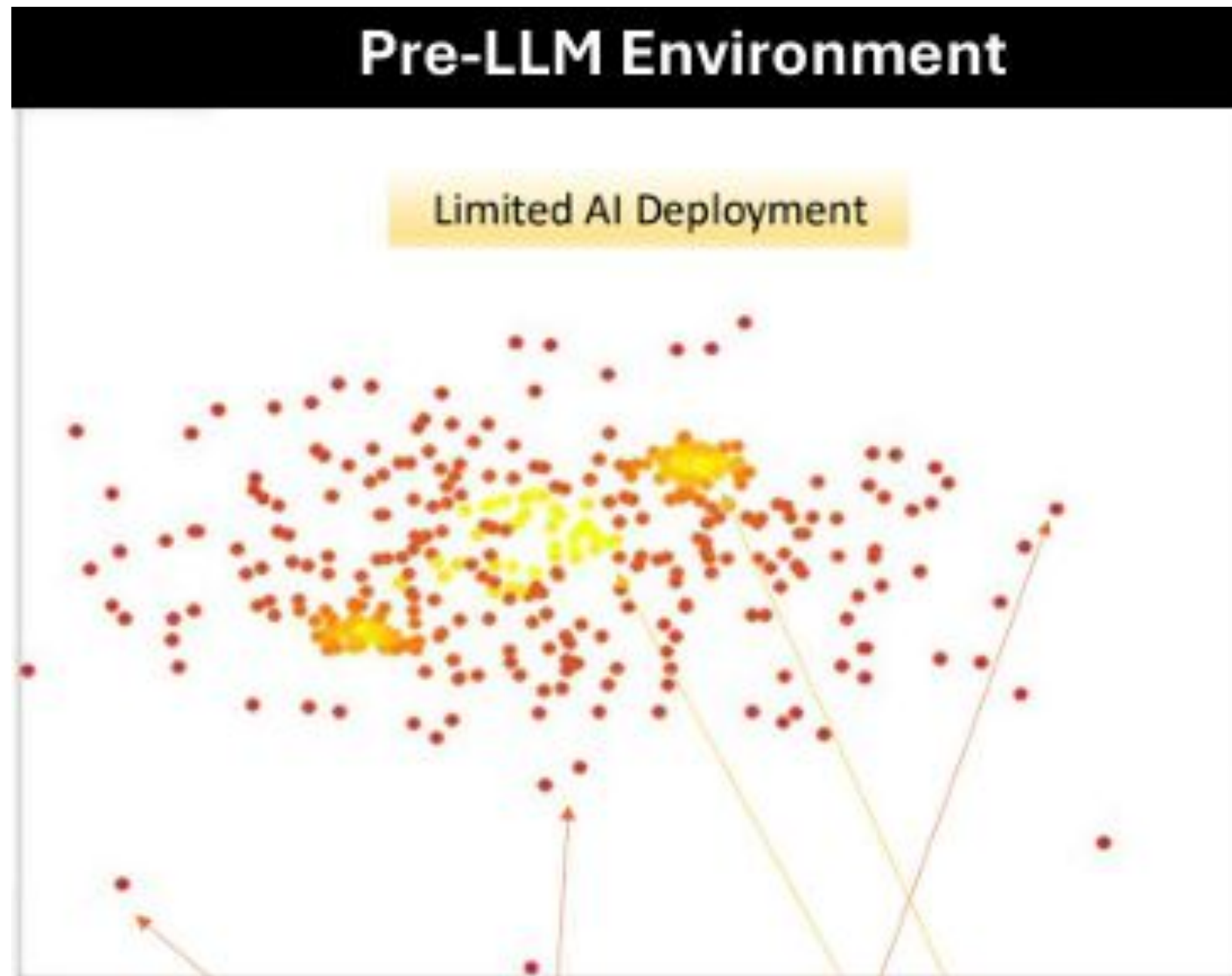
**Productivity
Enhancement**

Downside: Workforce Development

“Probably in 2025, we at Meta as well as other companies that are basically working on this are going to have an AI that can effectively be a sort of mid-level engineer that you have at your company that can write code.”

-- Mark Zuckerberg, Jan. 2025

Downside: Loss of Creativity/Originality



Source: Hupside.com

Thoughts for the Day

- AI/LLM Tools are here and growing (BFO). Some, not all, are useful.
- If the economy is getting weaker, the immediate effect is lower employment
 - Delay/forgo hiring may be bigger than lay-offs
 - Age issues are emerging
 - Older worker resistance to adoption, with implications for competitiveness
 - Where is the dividing line between the tool and what a worker needs to know?
- There WILL be market backlash against some functions
 - Some companies/organizations may keep/expand “human-touch” service as competitive differentiators, but this will be temporary.
- Identifying and valuing creativity will be the emerging undercurrent for employers and employees

Good Luck with Your Day!

Terry L. Clower, Ph.D.

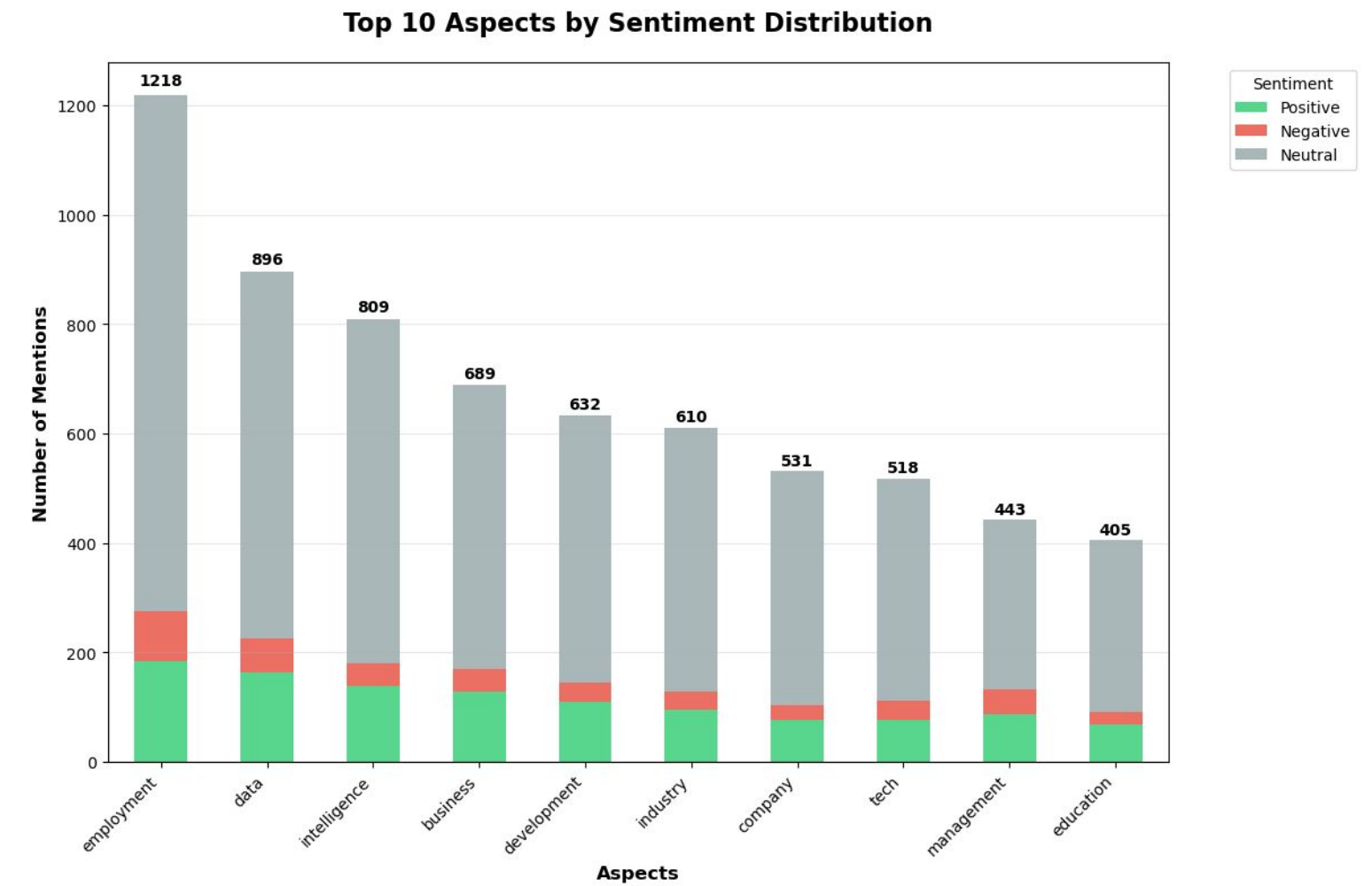
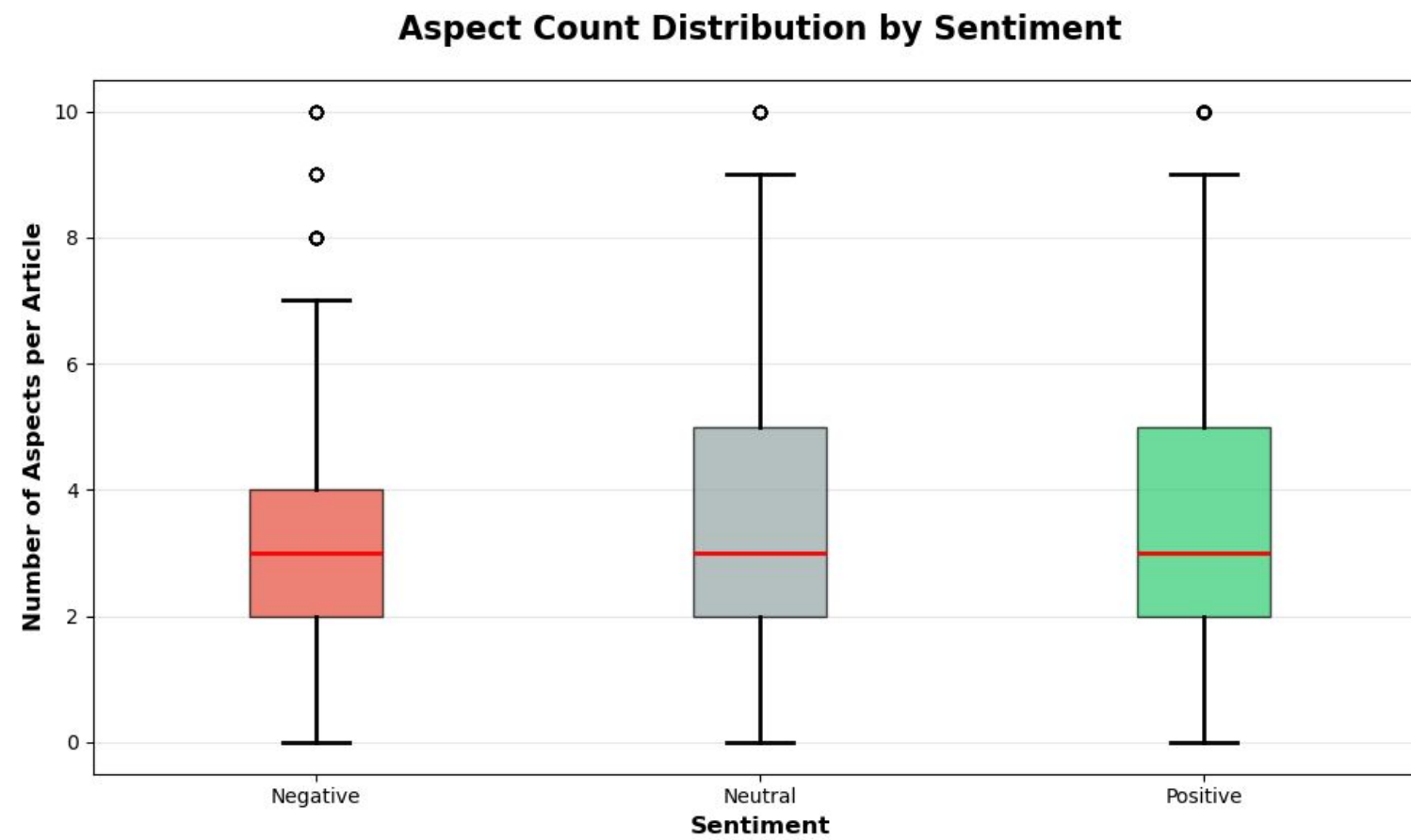
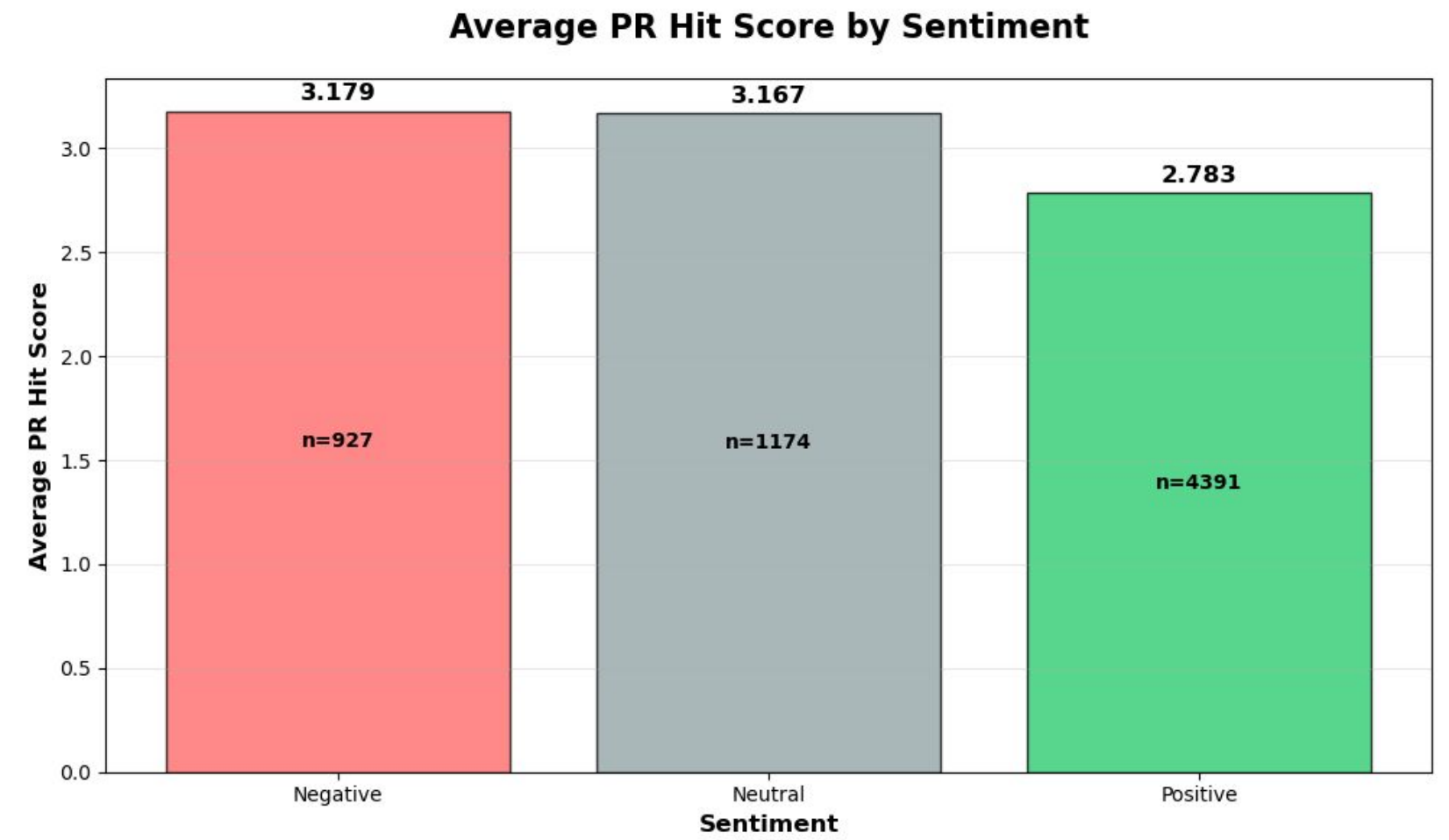
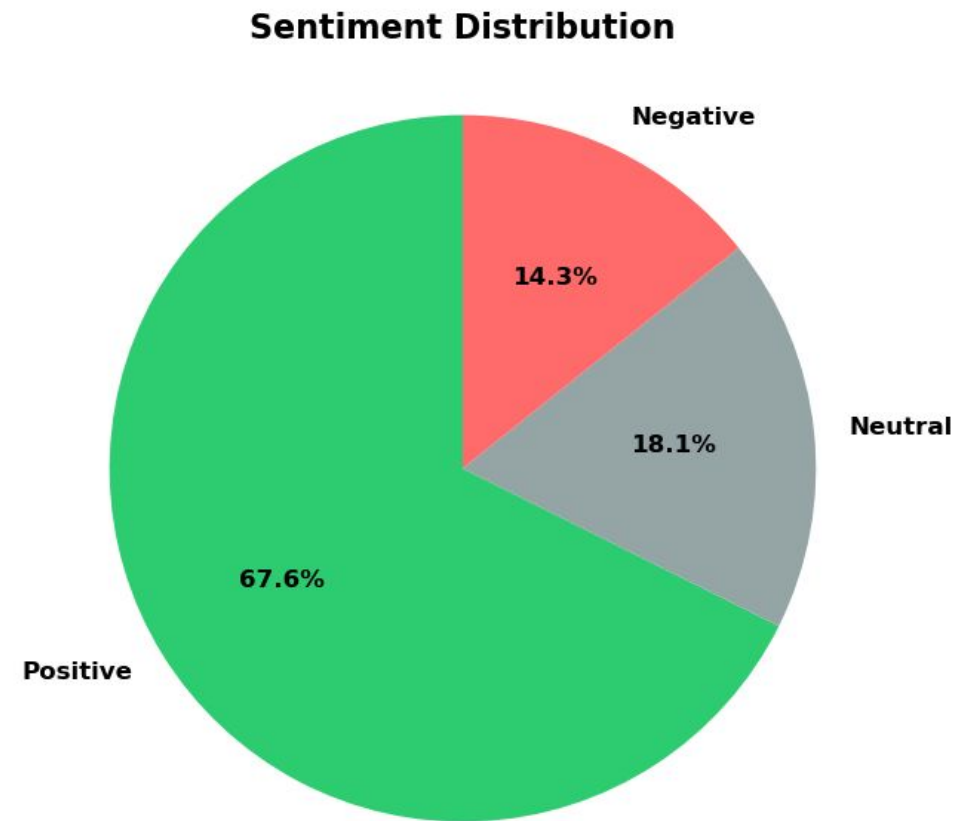
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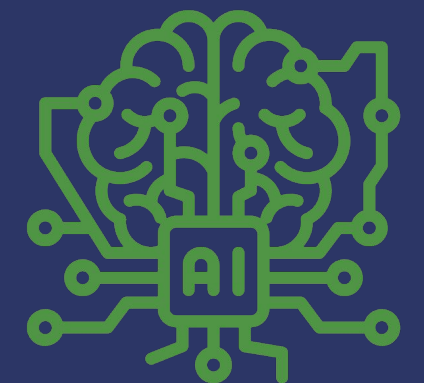
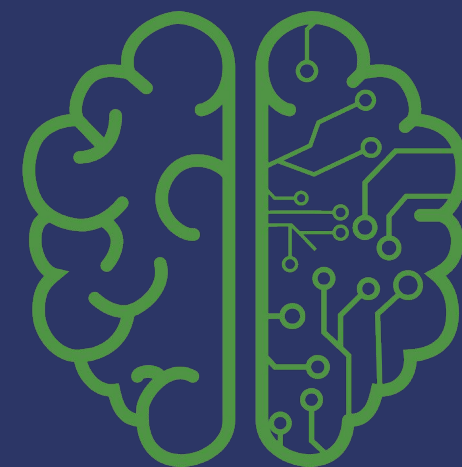
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Discussion Guide

Please follow the Chatham House Rule

Participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.



Discussion Guide



Introductions (11:00 - 11:10)



Question 1: (11:10 - 11:40)

What are you doing to address AI as an economic accelerator and a job displacer? How are you or your company preparing for the powerful transition underway?



Question 2: (11:40 - 12:10)

What are potential initiatives the social impact community can drive?

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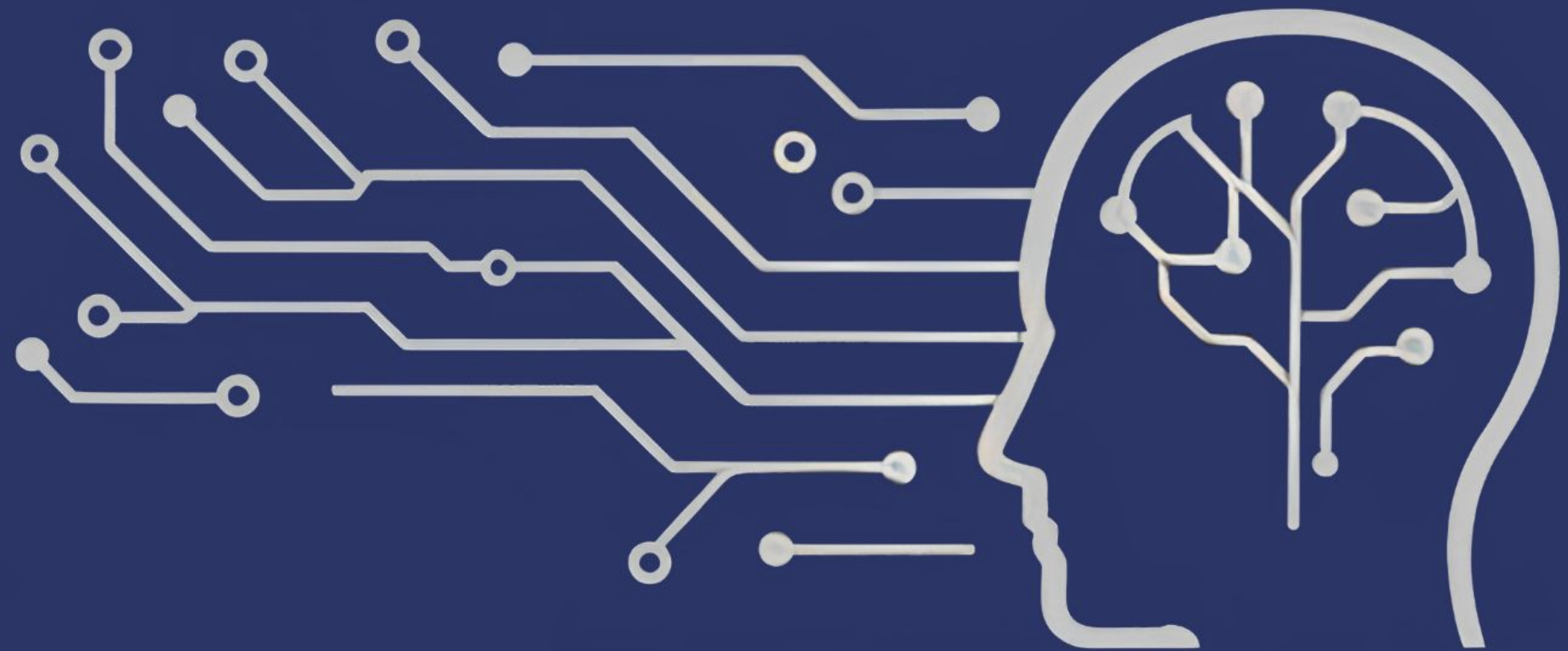


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Thank You



kaptivategroup.com/ai-workforce