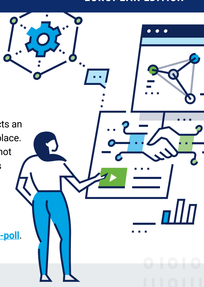
ISACA

EUROPEAN EDITION

Taking the Pulse of AI in 2025

Global digital trust association ISACA conducts an annual poll taking the pulse of AI in the workplace. New results show AI skills and expertise are not just a nice-to-have: they're essential in today's workplace as AI usage soars and AI-related risks abound. AI policies, training and risk prioritization continue to lag, but significant progress has been made since last year. For further analysis, visit www.isaca.org/ai-pulse-poll.



AI Knowledge and Skills In Demand

30% of organizations are increasing jobs for AI-related functions **IN THE NEXT 12 MONTHS.**

71% believe that **AI SKILLS ARE VERY OR EXTREMELY IMPORTANT** for professionals in their field right now.

81% consider themselves to currently have just a beginner or intermediate level of expertise in AI.

85% agree or strongly agree that many jobs will be modified due to AI.

89% of digital trust professionals say they will need AI training within the next two years to advance their careers or even keep their current roles. 42% say it is needed within the next six months.

AI Policies and Training Still Lacking

83% believe employees within their organization use AI, **WHETHER OR NOT IT IS PERMITTED.**

YET ONLY 31% of organizations have a **FORMAL, COMPREHENSIVE POLICY** in place for AI.

AI Risks a Concern, But Action Has Not Been a Priority

71% expect deepfake cyberthreats to become **MORE SOPHISTICATED AND WIDESPREAD** in the next 12 months.

BUT ONLY 18% say their organizations are **ACTIVELY INVESTING** in tools to detect and mitigate deepfake threats.

64% are very or extremely worried that generative AI will be **EXPLOITED** by bad actors.

63% believe that AI-powered **PHISHING AND SOCIAL ENGINEERING** attacks are now more difficult to detect.

ONLY 28% believe organizations are adequately addressing **ETHICAL CONCERNS** in AI deployment, such as data privacy, bias and accountability.

ONLY 26% have a high degree of confidence in their ability to detect AI-related misinformation.

THE AI RISKS:

1. **85%** Misinformation/disinformation
2. **68%** Privacy violations
3. **62%** Social engineering
4. **58%** Loss of IP
5. **37%** Increasing skills gap

Yet only **43% OF RESPONDENTS** say AI risks are an immediate priority for their organization.

Big Year-Over-Year Changes

2024		2025
17%	Organizations with a comprehensive AI policy	31%
45%	Organizations that permit the use of generative AI	63%
12%	Provide AI training to all employees	28%

THE TOP FIVE WAYS AI IS BEING USED:

1. **56%** To create written content
2. **56%** To increase productivity
3. **42%** To automate repetitive tasks
4. **39%** Analyzing large amounts of data
5. **33%** Customer service

Enhancing cybersecurity is at **26%**