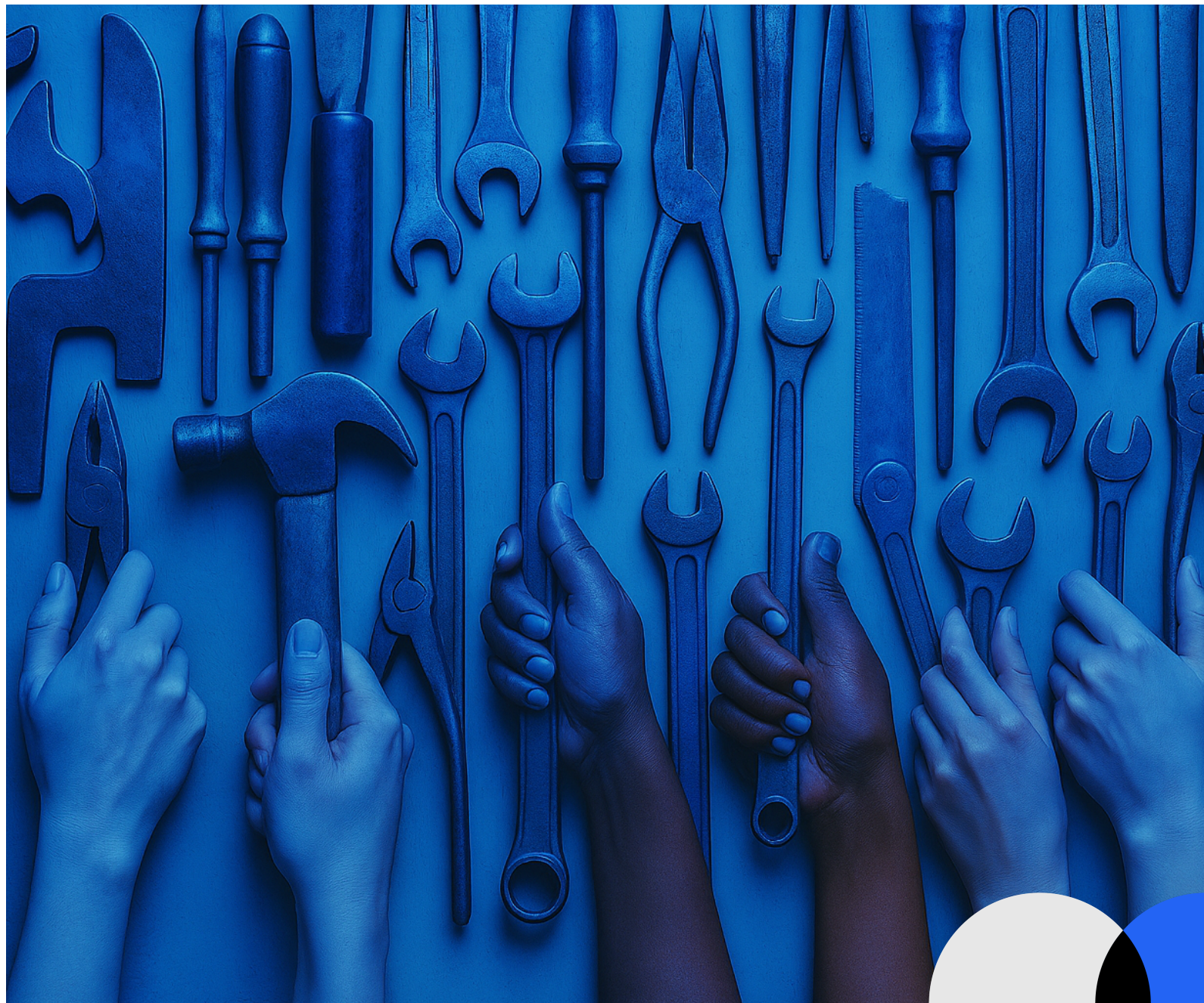




AI at Work: OpenAI's Workforce Blueprint

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OpenAI



Foreword

No technology in history has spread faster than AI. ChatGPT, launched less than three years ago, is now used weekly by 800 million people – about 10 percent of the global population. The speed and scale of AI adoption have fueled competing narratives about AI’s potential impacts on the workforce. Some predict widespread job losses; others forecast an imminent productivity boom. At OpenAI, we aim to be first to truth about AI’s impacts. And like many polarized debates, the truth lies in between.

AI will increasingly reshape work over time. New jobs will be created; others will evolve. And some jobs will disappear – we should be clear-eyed about that. The purpose of this Blueprint is to spark constructive discussion among policymakers, employers, and business and labor organizations about how we can prepare for this transition and make sure that everyone – not just a few – benefits from the opportunity AI creates.

For now, the data about AI’s economic impact tell a nuanced story. OpenAI recently analyzed ChatGPT usage, the largest dataset in existence on actual use of AI, from three different angles to better understand who is using generative AI, what they’re using it for, and what it can do in today’s economy. Interpreting these results requires humility. We live in an incredibly dynamic era and our tools are evolving fast. But studies like these point to an emerging pattern: so far, AI is more enabler than replacer.

On consumer use, our analysis of 1.5 million de-identified ChatGPT conversations found that three kinds of activity dominate: seeking information, getting practical guidance, and writing, together accounting for nearly three-quarters of all user interactions. About one third of these messages on the consumer platform appear to be work-related. This kind of use doesn’t fully register in GDP, but it creates what economists call consumer surplus by saving time and improving decisions. One recent independent estimate by economists Avinash Collis and Erik Brynjolfsson measured this value at nearly \$100 billion per year for consumers, most of whom are using ChatGPT for free.

At the workplace, ChatGPT adoption follows a bottom-up pattern. Employees often begin using ChatGPT at work before their employers introduce it. Within the first 90 days of companies deploying ChatGPT, workers use it for core business tasks like researching markets and data



analysis, with writing consistently leading across all functions, from finance to sales and legal. Similar to consumer use, AI's greatest value at work lies in improving how people write, reason, and make decisions. In short: *more ask than task*. People are using AI to help them make decisions and streamline routine chores and duties. These gains matter economically, though not in a way that traditional indicators capture.

These patterns aren't surprising in the context of technological history. General purpose technologies like electricity and the Internet existed for decades before we realized their full potential. With AI, the question everyone wants answered is, when will we see that kind of transformation?

To explore that question, OpenAI researchers developed a new evaluation, called GDPval, that measures *how well models perform on economically valuable tasks sourced from real-world practitioners*, from writing a legal brief to conducting market research. The results surprised even me: GPT-5-level systems now match or exceed human professionals on about half these tasks, completing them in minutes instead of hours. If current trends hold, these capabilities will advance rapidly over the next few years.

AI's increasingly powerful capabilities may already be showing up in labor market data. A recent working paper by Stanford's Brynjolfsson, Bharat Chandar and Ruyu Chen finds some evidence of a negative impact on the employment of early-career professionals, the same group that would likely be doing the kind of tasks our models are improving at. If these trends accelerate quickly, they could push the first rung of the career ladder out of reach for many new graduates at a faster rate than new jobs are created, requiring a strong response from companies and governments.

What would that response look like? It begins with accelerating AI education and training efforts so that new graduates and the rest of the workforce would be better prepared for what's next. Making this work also requires employers to be incentivized to provide these opportunities to their employees. Our OpenAI Academy and OpenAI Certifications initiatives provide a scalable solution in this direction. This kind of strategy is what we need to ensure that we have the right talent pipeline to ensure US competitiveness for years to come.

Still, translating technical capability into measurable job impacts is complex. Jobs are more than a set of static tasks. They require collaboration, judgment and relationships, skills that current models don't replicate. OpenAI's mission is to ensure that AGI benefits all of humanity – that doesn't mean removing humans from the loop, but rather building AI that can handle cognitive work while ensuring that humans stay responsible for important and consequential decisions. History also shows that when technology automates some tasks, new kinds of work and jobs emerge that often require human skills. Many of the jobs we do today didn't exist a generation ago. As AI



capabilities advance, we will need new ideas for making the most of new opportunities and managing negative impacts.

As ChatGPT and other AI tools have been adopted at unprecedented speed, the biggest impact has thus far been in helping people improve their work and make smarter decisions. As we continue to monitor the economic impact of AI, we need continued research into exactly how AI is used and better forecasts to help governments, businesses and individuals get ready. Whether change comes faster or slower than expected, now is the time to invest in democratizing access, building these tools with people as well as for them, and preparing them for the jobs of the future.

Ronnie Chatterji

Chief Economist





Proposals to help us prepare

By expanding people's abilities to think, learn, create, and build, AI scales human ingenuity itself. As AI improves, we expect the economic benefits to be significant. This is why we believe that access to AI should be a right. And it's why many of the enclosed proposals are steps that can be taken today, and steps OpenAI already is taking, to make AI and the ability to use it available to as many people as possible, not just a few:

- Most of our 800 million weekly users are using our AI for free.
- More than 2 million Americans already have engaged with it through the OpenAI Academy learning platform.
- Through OpenAI Certifications, we'll help 10 million Americans improve their AI skills by 2030 and give employers the confidence they need to hire with trust.
- And through the OpenAI Jobs Platform, we'll help future-proof the workforce by giving millions of people a path to stability and growth through better jobs and long-term career security.

Productivity in particular is the essential ingredient to raise living standards and improve quality of life for everyone. Economists differ in their projections for how AI will impact productivity, but even at the lower end of forecasts, AI will expand the economic pie – and today's workforce should benefit. Workers should have broad access to AI and should be supported as they learn the technology; experiment with it for personal and professional use; and explore opportunities to upskill in their current profession or to reskill into entirely new ones.

To seize this opportunity, policymakers, employers, educators, workers and AI companies together must build an ecosystem designed for the Intelligence Age that:

- Provides every worker with the opportunity to leverage AI, meeting them where they are
- Uses AI to unlock workforce solutions
- Builds AI talent hubs across the country

Together, these three steps can turn AI from a disruptive force into an engine of shared prosperity – helping workers across every community not just adapt to the Intelligence Age, but thrive in it.





Helping workers and businesses adopt AI

AI offers workers, small startups and mainstay small businesses an unprecedented opportunity to thrive in the Intelligence Age. Once limited to large enterprises, world-class resources like advanced analytics, marketing tools, and operational insights are now at their fingertips. With the right training and tools, workers can use AI to reduce repetitive tasks, sharpen their skills, take on higher-value responsibilities, and shape how AI is deployed responsibly in the workplace. Startups and small businesses can leverage AI to scale their operations, tap into specialized expertise without needing in-house teams, and compete for customers and contracts far beyond their local markets.

To seize this moment, policymakers should modernize workforce and small business programs to ensure that every worker and every size of business can benefit from AI's transformative potential.

Prioritize small business adoption. Policymakers should fund upskilling grants that enable small businesses to dedicate time for employees to take part in AI training courses and explore opportunities to increase efficiency with AI. For example, policymakers could increase AI-focused funding at the Small Business Administration (SBA), as well as state small business development agencies. Policymakers could also authorize Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) program funds, which distribute more than \$4 billion annually, to be used for AI adoption—helping small businesses develop, test, and integrate AI technologies to improve their products, processes, and services. Policymakers could also create tax incentives for small businesses to invest in reskilling, or offer creative tax incentives for AI-related training and business consultations.

Create AI starter kits. AI companies, chambers of commerce, and local governments should partner to create AI starter kits to help businesses quickly and safely put AI to work. These toolkits should include simple guides for achieving fast wins with AI, such as improving customer service, speeding up proposal-writing, and streamlining everyday operations to help businesses of all sizes save time, grow smarter, and keep people at the center. Starter kits should include case studies that illustrate how different industries can benefit from AI, step-by-step playbooks for deploying AI across common tasks, and training modules to build AI skills that are common across roles. Toolkits could also provide a ChatGPT prompts library and a vetted vendor list so teams can choose tools with confidence. In the US, AI starter kits could be made available alongside training



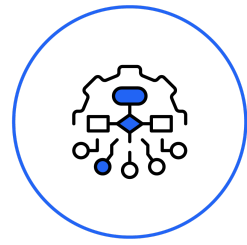
at local small business development centers (SBDCs); nonprofits that OpenAI has worked with already are putting such kits together.

Expand partnerships with community colleges and trade schools. Students shouldn't just learn AI as a stand-alone subject, but as a skill they can apply directly in their chosen fields. AI companies from across the value chain – including semiconductor manufacturers, data center operators, AI model deployers – should partner with community colleges and technical and trade schools to embed AI into their curricula (e.g., skilled trades, cybersecurity practitioners). For example, OpenAI partnered with Miami Dade College to develop AI literacy workshops and educational materials to help students to build confidence and skills in AI.

We also plan to ensure that our Stargate AI infrastructure investment translates directly into local AI literacy and opportunity. For example, we will connect Stargate data center campuses with community workforce and education partnerships through our newly announced OpenAI Certifications and Jobs Platform, starting in 2026 with our Stargate site in Abilene, Texas.

Incentivize participation in worker-led training pathways. Employers, policymakers, community colleges, and workers themselves should design and launch AI training and career pathways in sectors where AI use shows promise (e.g., education, health care, manufacturing). Incentives could include grants to establish these programs, tax credits or training grants to encourage employers to participate, and expanding the definition of qualified expenses to include these programs in education-related savings accounts (e.g., 529 plans in the US).





Using AI to unlock workforce solutions

AI should not just be the subject of training — it should be part of the solution. AI can personalize learning, match workers with opportunities, and keep training programs current with the rapidly evolving technology landscape. It can shorten the time it takes workers to acquire new skills, make it easier to pivot into new careers, and ensure that companies find the talent they need. In the Intelligence Age, AI itself can be part of the solution.

Develop training tools that teach, not just answer. AI companies should build tools that help workers learn new subjects and skills, and don't just offer solutions without helping make sense of them. For instance, OpenAI built StudyMode as a learning experience that helps users work through problems step by step instead of just giving them an answer. Workers could use tools like StudyMode to shorten the time it takes to learn the new skills required for a promotion, to develop new subject matter expertise that allows them to pivot into a different career field, or to study for professional exams and certifications.

Match workers with new opportunities. Employers and workers should use AI to assess what jobs might be a good fit, identify upskilling programs, and help find the perfect match between what companies need and what workers can offer. That's why we're building the OpenAI Jobs Platform, to help match knowledgeable, experienced candidates at every level with big companies, small businesses, and local governments that are looking for AI-skilled talent. AI tools can also help workers see beyond the jobs they hold today, identify new opportunities where their skills apply, and locate training or apprenticeship programs that support their transition. By analyzing transferable abilities, AI could show how a warehouse supervisor might transition into logistics management or how a retail worker could pivot into digital marketing, opening doors to fresh career paths that may not have been clear before.

Make AI certifications and training broadly available. AI companies should develop training and certification programs for different levels of AI fluency, from the basics of using AI at work all the way up to AI-custom jobs and prompt engineering. Companies should make these programs broadly available online. One possible pathway is the OpenAI Academy, a free online learning platform that connects AI learners with the resources, workshops, and communities they need to master AI tools. Another pathway is OpenAI Certifications, which will certify employees of



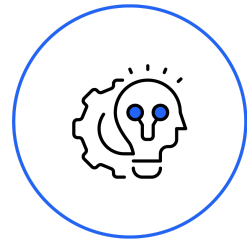
companies large and small, state and local government workers, start-ups and individual entrepreneurs in multiple levels of use of ChatGPT through OpenAI's StudyMode, with courses constantly updated to keep pace with our innovations.

Invest in professional learning partnerships. AI companies, large and small employers, educators and workers themselves can partner to, or individually create structured opportunities for workers across sectors to build AI skills—ideally through peer-to-peer learning. For example, the [OpenAI Nonprofit Jam](#) brought together more than 1,000 nonprofit leaders nationwide for hands-on, peer-driven exploration of how AI tools can support mission-driven work. OpenAI and the American Federation of Teachers (AFT) also have partnered to explore responsible classroom use cases and develop practitioner-led guidance. This approach helps ensure that AI is built and deployed in ways that keep workers at the center of technological change—not on the sidelines.

Make AI available for everyday use. AI companies should partner with employers to support pilot programs that allow workers to experiment with deploying AI to become more efficient. For example, through its partnership with OpenAI, the Pennsylvania state government found that ChatGPT saves employees an average of 95 minutes per day.

Employers should also offer AI training that encourages hands-on experimentation, including for personal use. For example, in exchange for attending introductory courses, companies could provide their employees with access to commercial tools that enable them to use AI at home. By experimenting with AI outside the workplace – to schedule children's activities, manage the household budget, and plan family vacations – people will gain the familiarity and confidence to start applying AI at work. Equipping workers with both AI skills and the autonomy to deploy them both at work and at home can unlock individual creativity and entrepreneurship.





Building AI talent hubs across the country

To thrive in the Intelligence Age, we need more than just isolated programs or one-off training grants: we need a connected workforce ecosystem where the whole is greater than the sum of its parts. That means integrating workforce programs, AI-powered solutions, employer demand, and employee-driven ideas and creativity into a cohesive strategy that meets the needs of local companies and communities. It also means coordinating across a community to leverage all training providers, equip talent from across all sectors, and include talent from underserved areas, rural areas, and underrepresented groups.

To tackle this challenge, we can adapt a proven workforce development model – one that has helped strengthen the defense industrial base, is currently addressing workforce shortages in semiconductor manufacturing, and was recently highlighted by the White House AI Action Plan. By building cross-sector partnerships, investing in community-level coordination, and using data to continuously improve outcomes, we can ensure that workers gain skills that are in demand and that employers can quickly find the talent they need.

Build cross-sector partnerships for the Intelligence Age. Sector partnerships are proven, employer-driven workforce strategies that build pipelines of skilled workers by aligning the capabilities of local training providers with industry needs. For example, in both urban and rural communities, sector partnerships have helped upskill healthcare workers, build new pipelines of IT workers, and prepare coal workers to seek employment in other sectors.

Traditionally, sector partnerships focus on single sectors (e.g., healthcare, IT), identify employer needs, and then bring together businesses, training providers, and community organizations to design targeted programs to train workers for in-demand jobs. In the Intelligence Age, communities should expand these partnerships across sectors, recognizing that different industries share many of the same AI training needs. Foundational skills like responsible use, data stewardship, workflow automation, and prompt engineering are competencies that apply across finance, manufacturing, public service, and more.



Policymakers, universities and AI companies also can proactively partner on scientific research, which can both advance that research and, in the process, also produce new jobs, new skills, and new professionals in the STEM fields, where the US needs to remain a leader.

Create AI Talent Hubs across the country. Communities should create AI Talent Hubs (or workforce intermediaries) to serve as backbone organizations for the cross-sector partnerships, responsible for convening community employers and educators, aligning training with industry needs, coordinating funding streams, and ensuring accountability for outcomes.

Hubs can be new, neutral organizations or established, repurposed ones; for example, communities could leverage local workforce development boards, non-profits, or industry associations to serve as AI Talent Hubs. Hubs can be funded through existing federal and state workforce programs (e.g., the Workforce Innovation and Opportunity Act), or through new state-based creative funding mechanisms. Prizes or economic impact awards could be presented to employers or trainers that implement the most impactful workforce initiatives in coordination with the Hub. Local employers, AI companies, and philanthropies should also contribute to Hub operating costs and sector-specific training.

Hubs, in turn, should be responsible for coordinating across the entire workforce ecosystem – such as local businesses, chambers of commerce, labor unions, and across a broad range of educational institutions including those that serve underserved areas, rural areas, and underrepresented groups – to prepare workers for jobs in the Intelligence Age.

Co-design training. AI Talent Hubs should work with local employers to identify workforce needs, mobilize local training providers to design programs that meet them, and match newly trained talent with career opportunities. Because they serve multiple companies, AI Talent Hubs can design company-agnostic training pathways that creates mobility for workers across entire communities rather than a single employer. Hubs can also help training providers – including trade schools, community colleges, and apprenticeships – build and continuously adapt new programs that meet communities where they are. They can also ensure that employers enjoy broad access to talent across the community, including from underserved communities, rural areas, and underrepresented groups, by providing wraparound services such as childcare, transportation stipends, and flexible scheduling so that all workers can participate in training.

Create structured spaces for training, peer learning, and professional sharing. AI Talent Hubs should offer physical spaces for convening communities to learn about and share their experiences with AI. AI companies should host in-person training with dedicated instructor Q&A time that supplements their online courses and credentials. Hubs should also host regular “AI show-and-tell” events where workers, employers, and training providers can share their experiences using



AI—what worked, what failed, and what they learned. Hubs should also provide communities with shared compute labs, affordable access to enterprise-grade tools, and other resources that democratize access to AI for small businesses, workforce boards, and training providers who cannot afford them individually.

Collect and deploy data to improve training and match talent. AI Talent Hubs should measure completion, placement, retention, and promotion rates across every training program and use these metrics to refine curricula and maximize return on investment for workers and employers. Hubs should also leverage AI to match workers with training programs and open roles — for example, deploying platforms like OpenAI’s forthcoming Jobs Platform — to ensure that talent quickly connects to training programs and employers seeking their skills.

We look forward to discussing these proposals, and reporting out on progress and lessons learned from our own initiatives, with representatives of all the key stakeholders on this all-important question of how best to make AI and AI skills broadly available and keep the US at the forefront of global technological innovation.

About OpenAI

Artificial intelligence is an innovation like electricity—it will change how we live, how we work, and how we engage with one another. OpenAI’s mission is to ensure that artificial general intelligence benefits all of humanity. We’re building AI to help people solve hard problems because by helping with the hard problems, AI can benefit the most people possible—through more scientific discoveries, better healthcare and education, and improved productivity. We’re off to a strong start, creating freely available intelligence being used by more than 800 million people around the world, including 4 million developers. We believe AI will scale human ingenuity and drive unprecedented productivity, economic growth, and new freedoms that help people accomplish what we can’t even imagine today.

Cover image created with ChatGPT

