GENERATIVE INTELLIGENCE · IMPACT REPORT

The Business Impact of Creative Intelligence in the AI Era

Protecting the human side of AI ROI

Creative Intelligence Training & Development for an AI-Powered World

www.generativeintelligence.io · November 2026

AI investment is burning cash. Your people are paying the difference.

Companies are already paying for AI subscriptions — and seeing productivity decline in key areas — because they haven't trained their people to use AI wisely. “AI debt” is accumulating faster than anyone realizes: the silent erosion of human capital while the AI investment burns cash.

45%

of frequent AI users report high burnout

55%

of AI-trained employees are more likely to quit

58%

mistrust AI-generated content

25%

drop in divergent thinking among heavy AI users

Sources: Quantum Workplace · EY 2025 Work Reimagined Survey · University of Chicago / Harvard 2025

The four faces of AI debt

45%

Burnout costs are rising

of frequent AI users report high burnout — vs 38% of infrequent users and 35% of non-users.

Quantum Workplace

55%

Turnover is spiking

of AI-trained employees are more likely to quit. Turnover costs run 1.5–2x annual salary per lost employee.

EY 2025 Work Reimagined Survey · Work AI Index 2026

58%

Trust is eroding

mistrust AI-generated content — and 42% see colleagues who use AI as less reliable.

Stanford Social Media Lab

25%

Innovation is stalling

drop in divergent thinking among heavy AI users — a measurable decline in creative cognition.

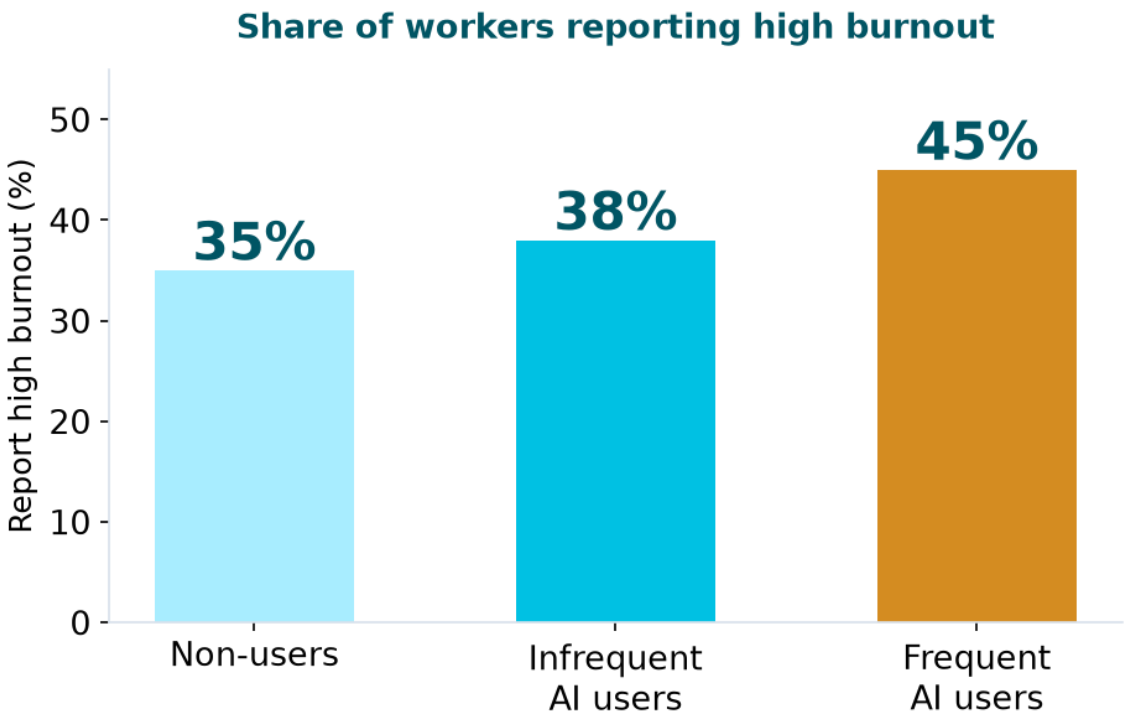
University of Chicago / Harvard, 2025

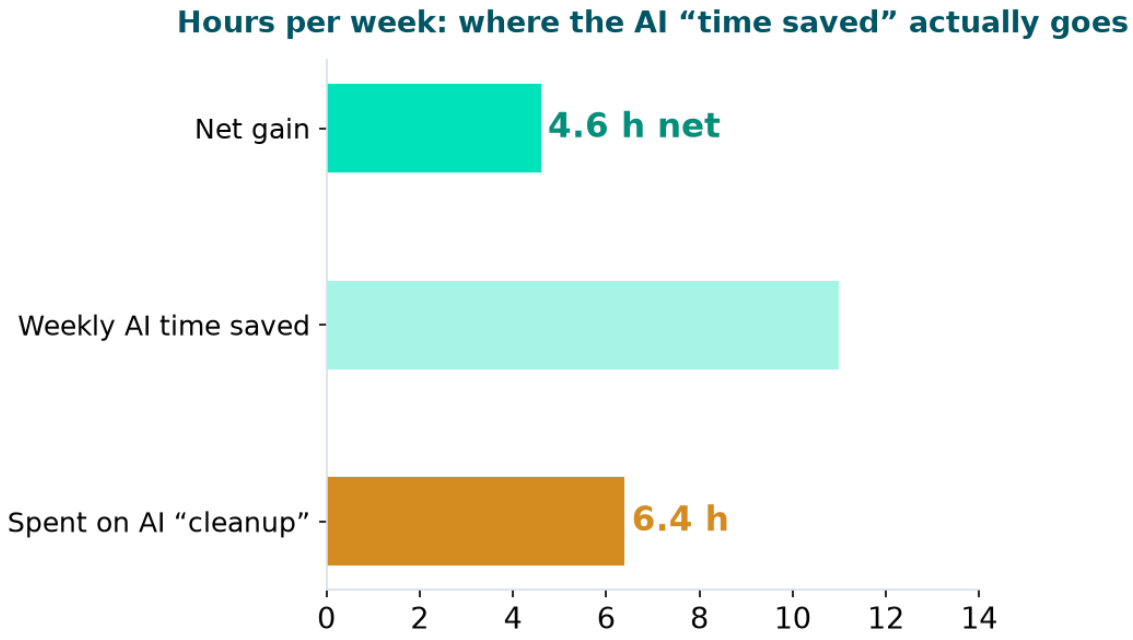
01
The Human Cost

Stress from AI uncertainty · overwhelm while adapting · loss of concentration as AI floods the mind · discouragement as AI takes over human skills · loss of meaning and pride in one's work.

The business result: burnout and poor talent retention.

Burnout by the numbers

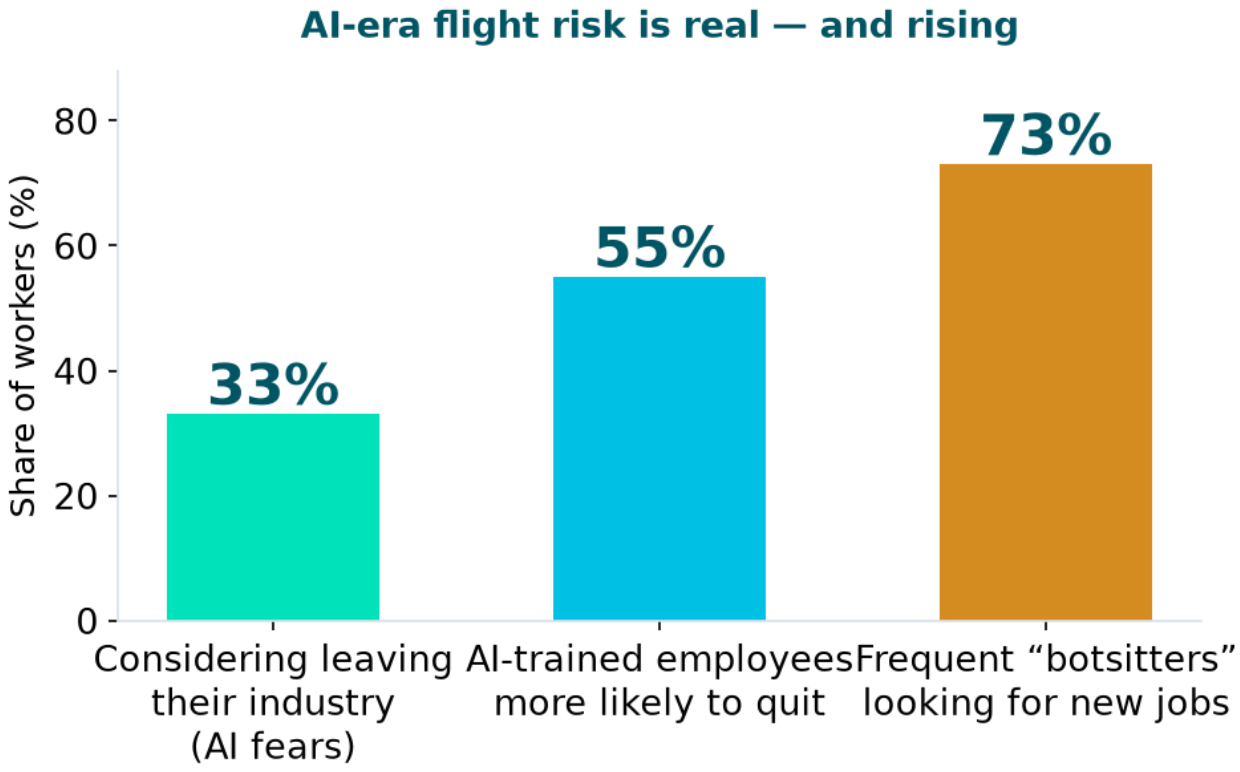




32% of employers experience “AI burnout” — costing £29 billion in lost productivity in the UK alone (AI Trust Report 2026, n=1,000 senior UK decision-makers).

26% of marketers report “AI brain fry” — with 33% higher poor decision-making and 39% more likely to quit (Harvard Business Review, 2026).

Talent retention: the quiet exodus



- 33% of knowledge workers are actively considering leaving their industry because of AI fears (Adaptavist — 2,500 workers across 5 countries, 2026)
- AI-trained employees are 55% more likely to quit (EY 2025 Work Reimagined Survey)
- Frequent “botsitting” — managing AI outputs — makes workers 73% more likely to be job-hunting
- Every lost employee costs 1.5–2x their annual salary in turnover (Work AI Index 2026, Glean's Work AI Institute)

Creative Intelligence training directly targets the disengagement driving this flight risk.

What AI debt costs you — an illustrative scenario

Model: 1,000-employee company · 10% AI-attributable increase in burnout- and turnover-related costs

Cost component	Baseline annual cost	AI-attributable (10%)
Burnout costs (lost productivity, absenteeism)	$5,000,000	**$500,000**
Turnover costs (13.5% voluntary turnover — ~135 employees at $45,236 each)	$6,106,860	**$610,686**
Total estimated annual cost	**~$11,100,000**	**~$1,100,000**

≈ $1.1M a year in AI-attributable burnout and turnover costs — an annual financial drain that Creative Intelligence training can directly mitigate.

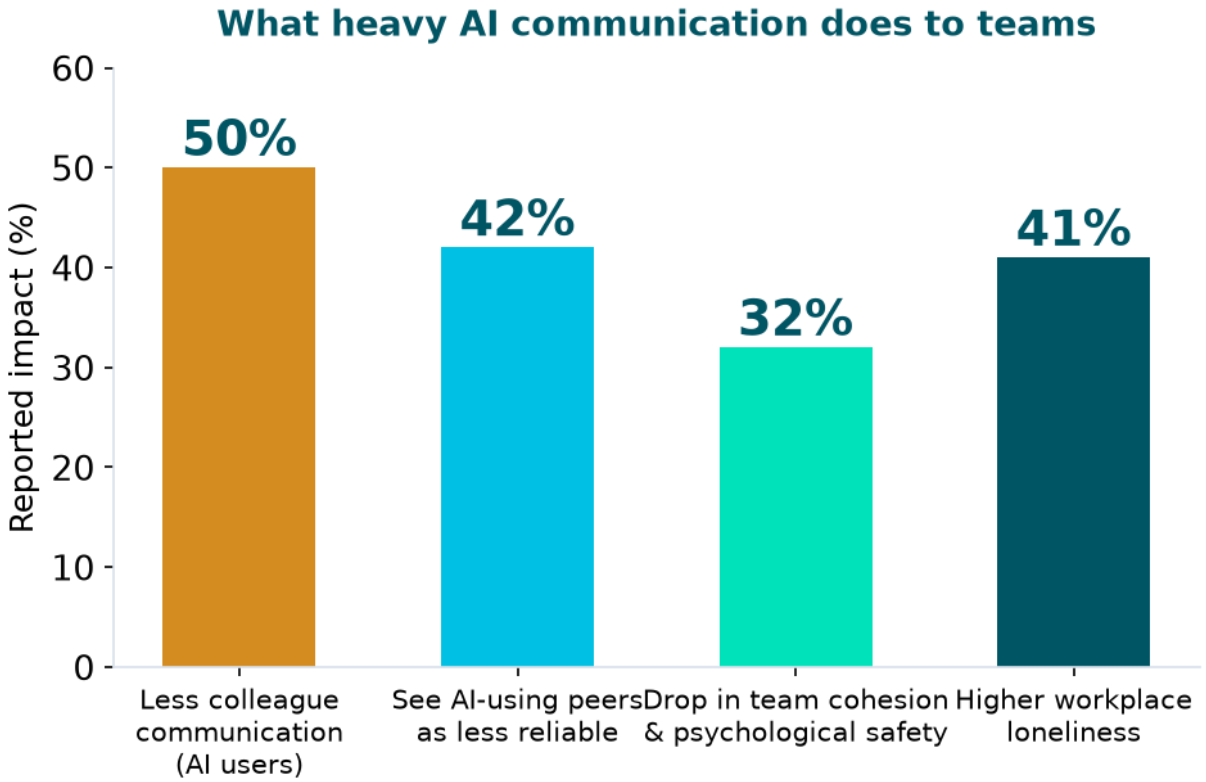
Turnover-cost assumptions informed by Gallup and SHRM research; burnout and productivity risks supported by APA and Gallup. Baseline costs and the 10% increase are modeled assumptions, not measured AI-attributable losses.

02
The Collaboration Cost

As AI increasingly mediates workplace communication, organizations face new challenges in maintaining authentic connections. AI-generated messages may affect perceptions of trust, while overreliance on digital interactions can reduce opportunities for meaningful human collaboration.

The business result: weakened team cohesion, trust, and engagement.

Trust & engagement by the numbers



- Loneliness-related absenteeism and lost productivity cost U.S. employers $154B+ annually (Workday / Hanover Research)
- 41% higher workplace loneliness among frequent AI users — linked to a 25% drop in engagement (Gallup / University of Michigan, 2025)
- Highly collaborative teams are 5x more likely to be high-performing — and when collaboration breaks down, project success rates drop 50% (Salesforce / McKinsey)

$1.25M / year — **Illustrative financial exposure**

Potential additional communication costs for a 1,000-employee company, assuming a hypothetical 10% increase over a research-derived baseline.

Sources: Cigna · Gallup · McKinsey · Grammarly/Harris Poll

Illustrative financial estimate using Grammarly/Harris Poll's $12,506 annual communication-cost benchmark per employee and an assumed 10% increase.

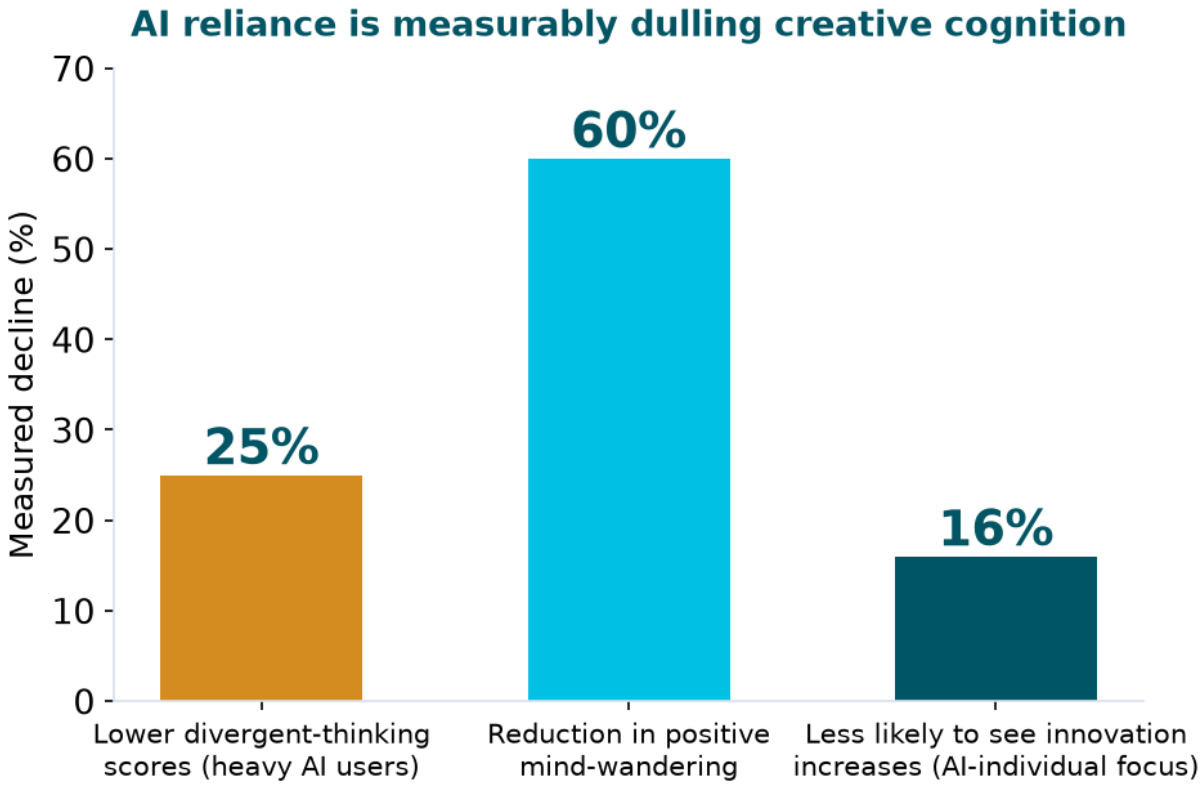
03

The Innovation Cost

Overuse of AI reduces cognitive skills. The mind loses its creative habit of asking its own questions. AI outputs recycle existing data — trapping teams in narrow silos. Reliance on AI crowds out the positive mind-wandering that sparks novel ideas, and suppresses intuition and lateral thinking.

The business result: strategic thinking declines, ideas dry up, and stuck thinking blocks progress.

Innovation by the numbers



- Positive mind-wandering drives 40% of breakthrough ideas — AI reliance cuts it by 60%, halving novel idea generation (UC Santa Barbara / University of British Columbia)
- A single “strategic bottleneck” — teams defaulting to AI instead of generating novel solutions — costs a Fortune 500 company ~$18M/year (Gartner / IDC)
- Individual-AI-productivity-focused companies are 16% less likely to see innovation increases — risking ~$98B in annual ROI across the Fortune 500 (Atlassian Teamwork Lab)

+$35M – Illustrative innovation opportunity

For a $1B-revenue company, a hypothetical 3.5% revenue uplift would represent $35M in additional annual revenue.

THE INTERVENTION

What Creative Intelligence training delivers

Creative Intelligence training develops the human capabilities organizations need to translate AI adoption into sustainable business value.

Faster Adaptation

Equip teams to go from stuck to unstuck — anticipating change instead of reacting to it.

Connected Collaboration

Turn individual strengths into collective intelligence — rebuilding trust and shared understanding.

Better Decision-Making

Develop the critical thinking that transforms AI insights into impactful action.

3.5x

revenue growth — companies that foster creativity (Adobe, 2023)

2.6x

faster growth with creative leadership training (Forrester, 2021)

350%

more ideas from teams trained in creative problem-solving (Thrive My Way, 2024)

“I've been in the corporate coaching business for 14 years and I have never seen anything like this. What you are offering to teams is just fantastic!” — Cindy Stradling, Athena Training and Consulting

CONTACT US

Stop the silent erosion.
Realize the ROI you expected from AI.

Creative Intelligence training protects your people and your AI investment — building the creative intelligence that turns AI adoption into real returns.

Start the conversation

Generative Intelligence — Creative Intelligence Training & Development for an AI-Powered World · www.generativeintelligence.io
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THE FINE PRINT

About the research & estimates

- This report draws on published research and illustrative financial scenarios to explore the potential human and business implications of AI adoption.
- Research findings reflect the populations, methodologies, and limitations of their respective studies.
- Financial scenarios are based on stated assumptions and are intended to illustrate potential business exposure or opportunity. They are not measured losses, forecasts, or guaranteed outcomes.
- Training impact describes the intended objectives of Generative Intelligence programs, not independently verified financial results.
- Actual outcomes depend on organizational context, implementation, and measurement.