

The Future of AI and Technical Skill-Building

Learning platforms and educational providers are key to workforce readiness in an AI-driven economy

Sept. 17, 2026 – As artificial intelligence transforms the very fabric of work, closing the technical skills gap has shifted from a business goal to a strategic imperative for organizations and their workforces. In a new global study commissioned by Google, Ipsos surveys business decision-makers, cloud professionals, and learners across nine countries to learn how organizations and workforces are navigating this transition and the resources they need to equip themselves with the right skills for the future.

The findings are clear: to thrive in an AI-driven economy, companies must build an engaged, resilient culture of continuous professional learning. The research underscores that technological adoption requires a shared commitment. Organizations must invest directly in targeted skill-building, while individuals must take charge of their own upskilling through expert-led courses, hands-on training, and earning recognized industry credentials.

When businesses provide these structured pathways for AI upskilling, they not only empower their employees and achieve business outcomes but also improve talent retention, accelerate onboarding for technical roles, and drive core business objectives more efficiently. Simultaneously, learners who actively guide their own technical development are more likely to accelerate their career progression, enhance their value in a competitive job market, and remain resilient amid rapid technological shifts.

About the Study

This research was conducted by Ipsos using quantitative surveys in the United States, United Kingdom, France, Germany, India, Brazil, Mexico, Japan, and Australia/New Zealand among three audiences: business decision-makers, cloud professionals, and learners. The surveys were offered in English and the predominant language in each market and fielded Nov 3, 2025 – Dec 1, 2025.

Business Decision-Makers and Organizations Sample

The business decision-maker/organization audience sample of n=800 was recruited exclusively from B2B panels and expert networks evenly across the United States, the United Kingdom, France, Germany, India, Brazil, Mexico, Japan, and Australia/New Zealand. Decision-makers answered survey questions about their organization.

Decision-makers/organizations are defined as business leaders with decision-making authority whose organizations have engaged with learning resources from learning and education providers. Data not weighted to reflect population size.



Cloud Professionals Sample

The cloud professional audience sample of n=800 was recruited exclusively from B2B panels and expert networks evenly across the United States, the United Kingdom, France, Germany, India, Brazil, Mexico, Japan, and Australia/New Zealand.

Cloud professionals are defined as professional practitioners employed as data scientists, developers, engineers, security analysts, IT professionals or cloud architects who have engaged with learning resources from learning and education providers. Data not weighted to reflect population size.

Learners

The learners sample of n=400 was fielded in the United States, Brazil, Japan and India.

Learners are defined as full-time, part time or self-employed professionals and university or graduate students who engage with learning resources from learning and education providers. Data not weighted to reflect population size.

For more information on this news release, please contact:

Kayvon Spire
Vice President, US, Market Strategy & Understanding
Kayvon.Spire@Ipsos.com



About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com