



FORTUNE AIQ

**EMPOWERING
LEADERSHIP:
HOW AI BUSINESS
LEADERS USE
GENERATIVE AI**

FORTUNE AIQ ADVISORY BOARD
SURVEY

SEPTEMBER 2025



ABOUT THE SURVEY

- Fortune AIQ Advisory Board is an exclusive community of business leaders who are on the front lines of the AI revolution.
- In September 2025, 119 members of the Fortune AIQ Advisory Board participated in this survey with the aim to better understand how business leaders are personally using GenAI in their day-to-day life and how they feel about the 'personality traits' displayed by these GenAI tools.

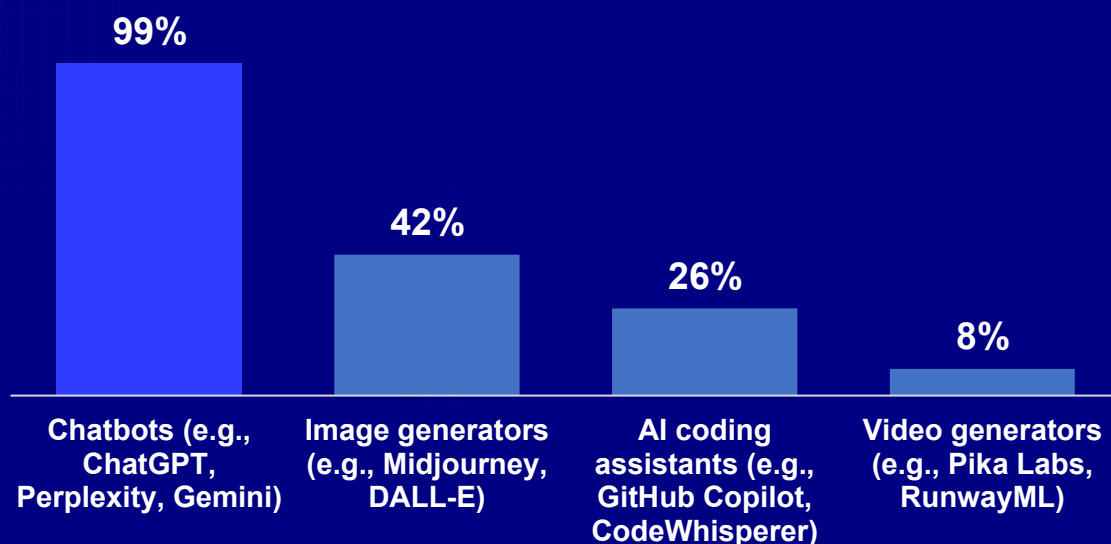


KEY FINDINGS

- GenAI is used widely and frequently among Fortune AIQ Advisory Board members, reinforcing that these tools are now standard for AI business leaders and are driving daily productivity while supporting high-level work
- Despite broad adoption and satisfaction among respondents, accuracy problems and lack of deep trust (especially for important decisions) mean human expertise, oversight, and careful validation remain essential.
- AI leaders prefer task-focused, logical AI over highly humanized personalities for GenAI tools, indicating a desire for dependable, unambiguous support rather than for companionship.

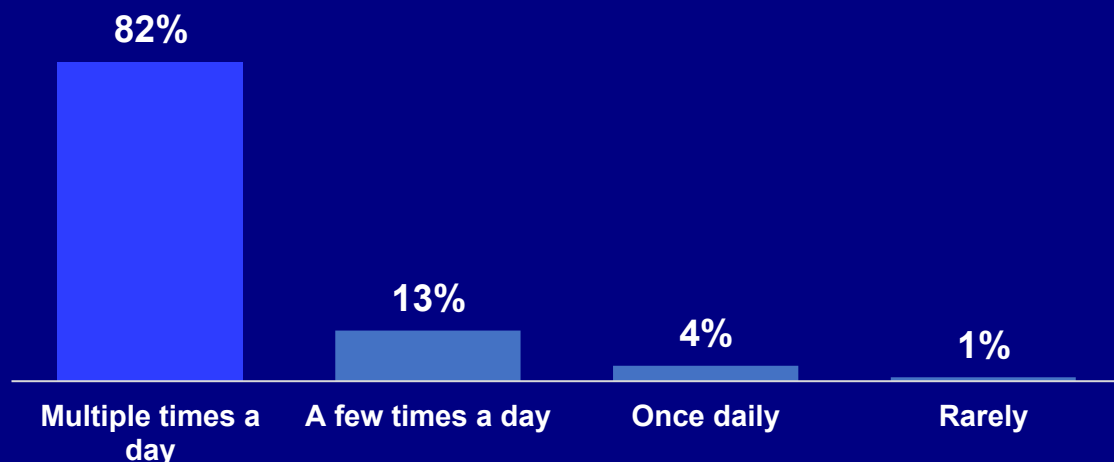
All respondents say they leverage chatbots, while many also use image generator tools in their day-to-day

Q: Which generative AI tools do you use regularly?



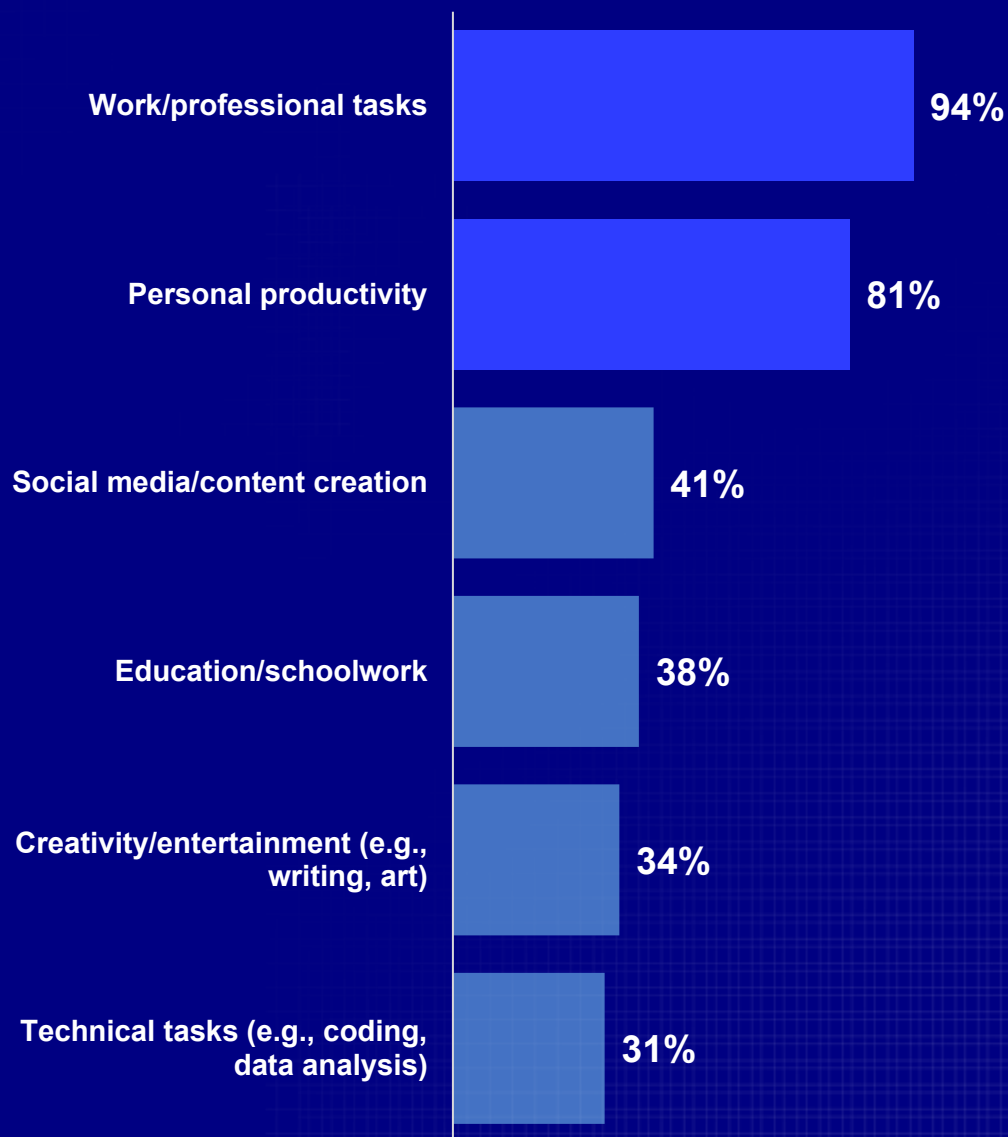
More than 8 in 10 use GenAI tools multiple times throughout the day

Q: How often do you use GenAI tools in your daily life?



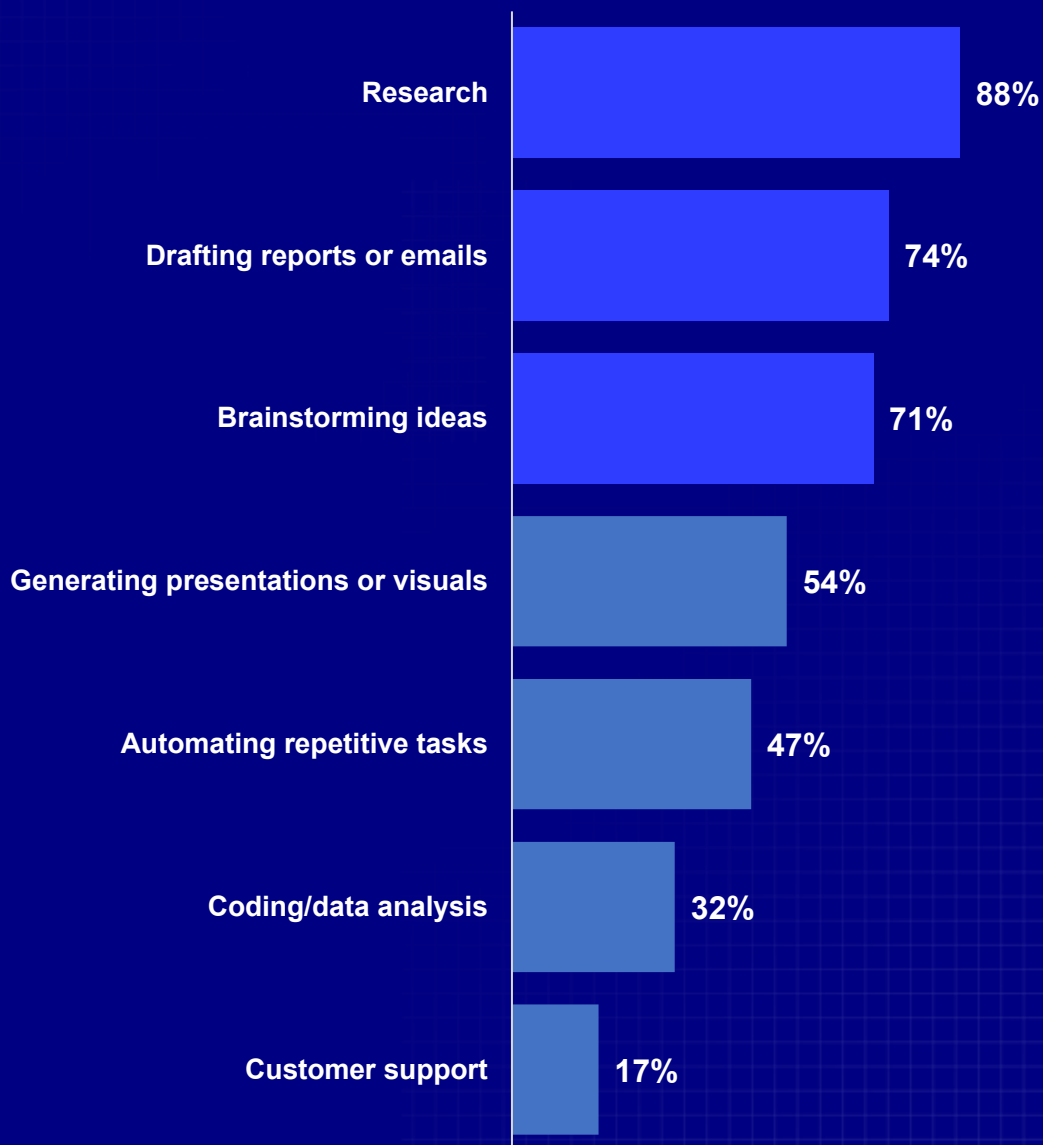
They integrate GenAI in professional life primarily for work-related tasks and personal productivity

Q: What are your primary purposes for using GenAI?



GenAI tools primarily helps accelerate research, assist in reports and emails, and sparking new ideas

Q: In which work-related tasks do you use GenAI?



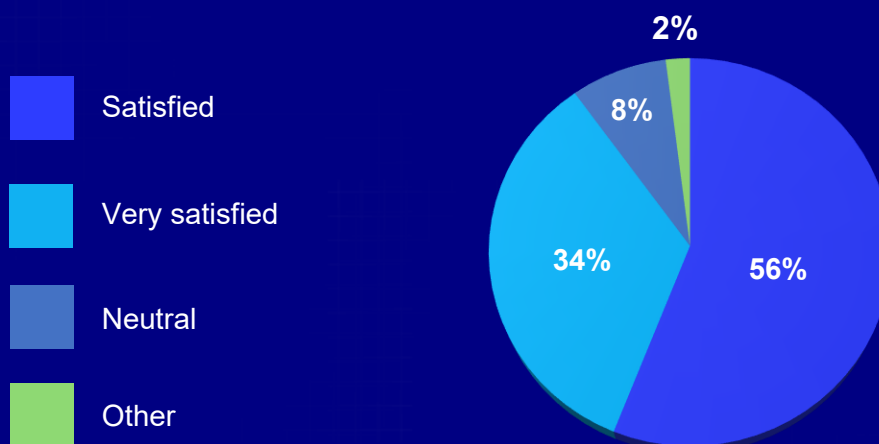
Their organizations' first AI agents were designed for elevating routine task automation and knowledge work

Q: What purpose was your organization's first AI agent designed for?



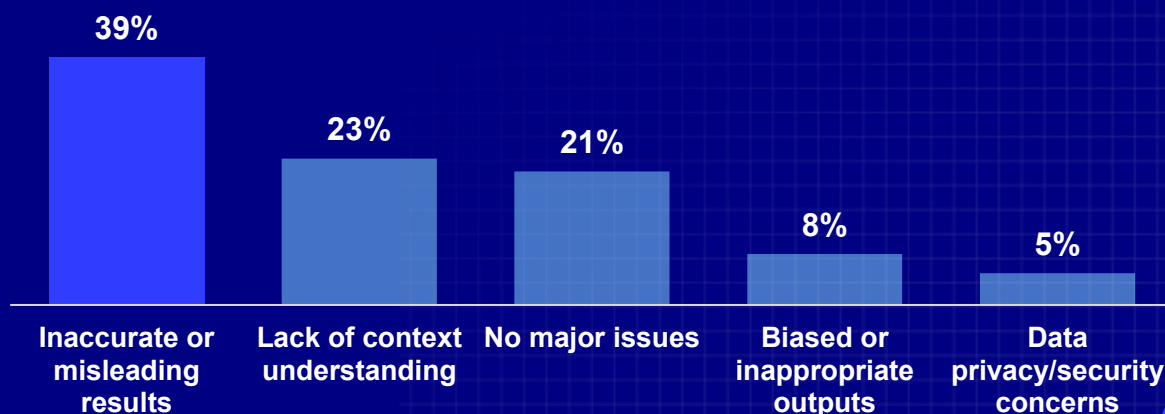
Most report being satisfied with the results of generative AI tools

Q: How satisfied are you with the results from GenAI tools?



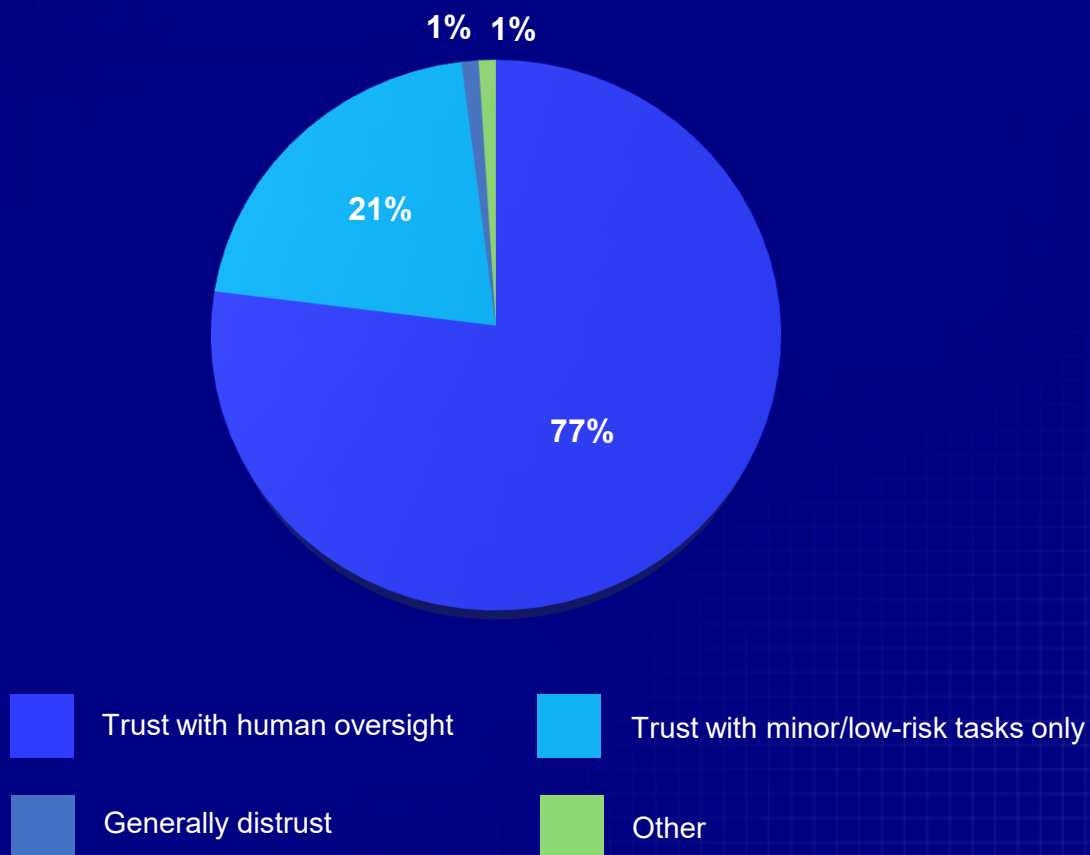
While overall satisfaction with GenAI remains high, many frequently encounter inaccurate results

Q: Have you encountered any issues with GenAI outputs? ?



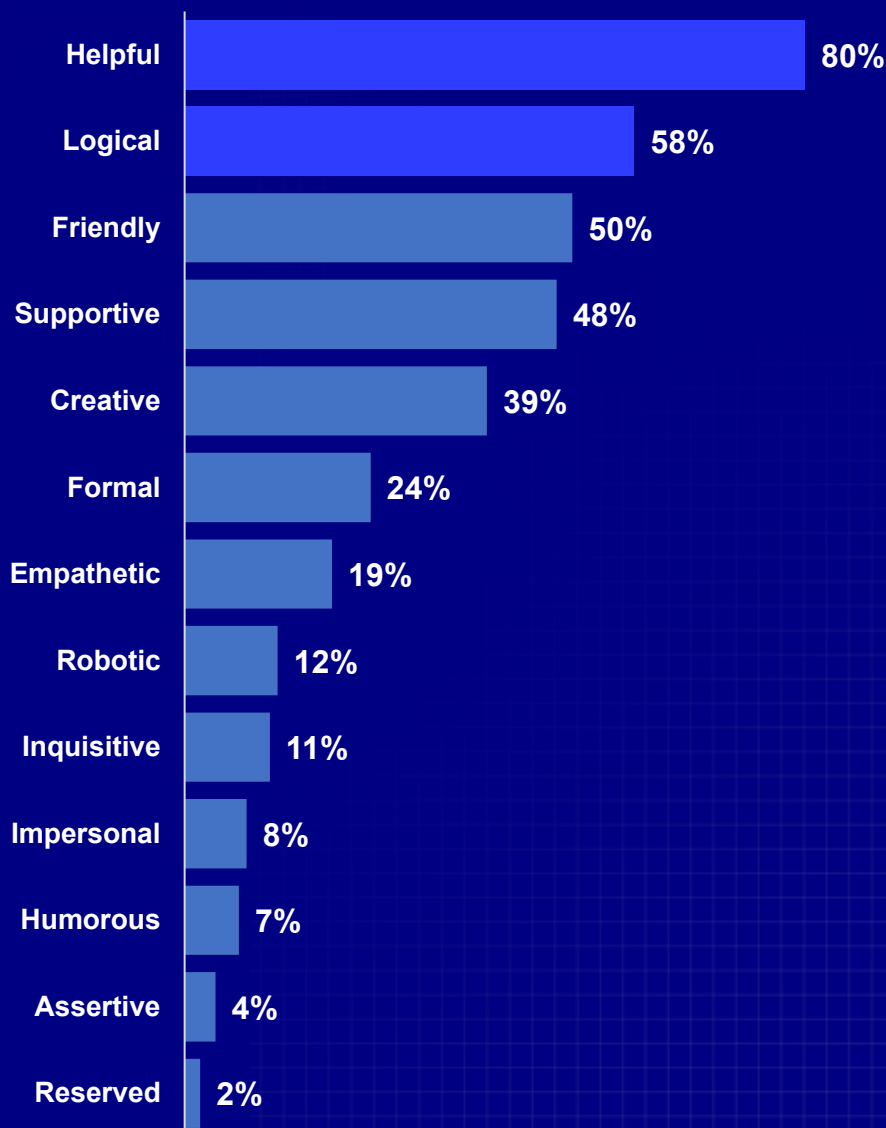
For important decisions, most require human validation and transparency alongside AI recommendations

Q: To what extent do you trust GenAI outputs for important decisions?



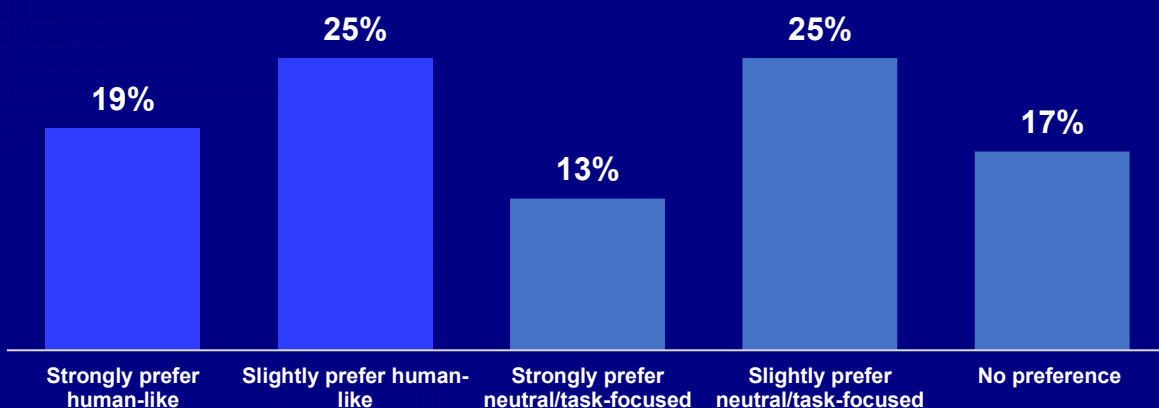
They most commonly describe the personality traits of GenAI they interact with as ‘helpful’ and ‘logical.’

Q: Which of the following personality traits do you feel best describe the GenAI you interact with?



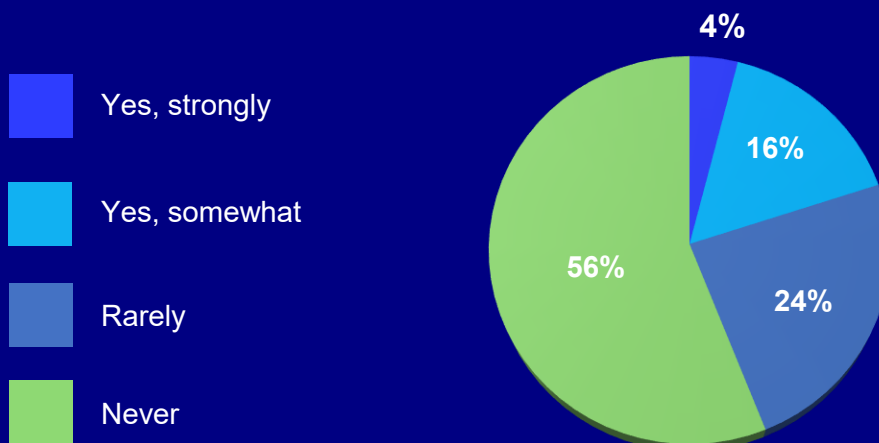
Most report being satisfied with the results of generative AI tools

Q: Do you prefer GenAI with more “human-like” personality traits or strictly task-focused, neutral behavior?



While most say they’ve never had an emotional connection to AI, 20% felt at least some sense of connection

Q: Have you ever felt emotionally connected to a GenAI during an interaction?





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