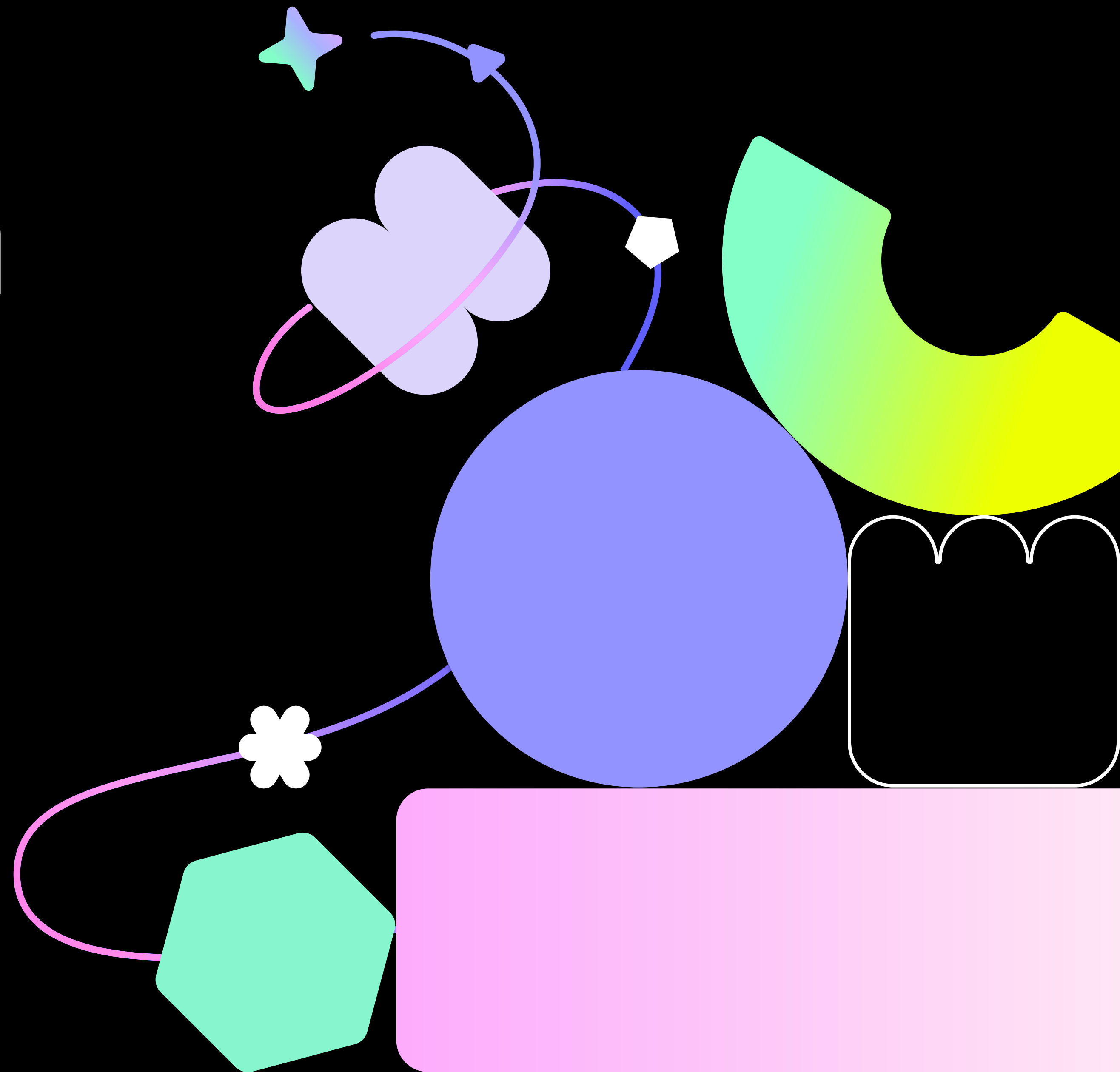


AI at work: From vision to value

What 500 directors and millions of
monday.com workflows reveal about
the emotional reality of AI adoption



Introduction

AI was sold as a revolution — one that would reinvent how we work, think, and create. Headlines boldly declared it would accelerate innovation, reshape entire industries, and even make humans obsolete.

To understand how AI is actually being used at work — and what’s really driving its adoption — monday.com partnered with Nielsen to survey 500 directors across the US and UK. We paired their responses with insights from millions of monday.com users to provide a clear, real-time view of how people are bringing AI into their work across industries, departments, and daily workflows.

Spoiler: It’s not overhaul. It’s output.

AI’s potential for innovation is limitless, but what our research revealed is that its impact today is more practical than radical. Across industries and company sizes, people aren’t chasing futuristic leaps or talking robots. Their innovation looks more like automation and finding ways to work smarter, faster, and with less strain.

We’re calling this moment what it is: **the Operational Era of AI** — a phase defined not by vision, but by value. Where the tools that win aren’t the flashiest, they’re the ones that work. They’re easy to access. Easy to use. And actually *get* used.

This isn’t the AI moment we were promised. It’s the one we needed.

In the pages ahead, we’ll show you how pragmatism is beating promise, how tool fatigue is reshaping adoption, and the primary motivators for AI adoption. We’ll dig into the industries where AI is taking root, the functions where it’s already indispensable, and the unexpected people deploying AI.

Key insights



No one solution meets all AI needs

76% of directors report switching between AI tools.



Privacy blocks AI adoption

40% of directors cite privacy concerns as a barrier to AI adoption.



AI adoption is driven by pragmatism

Directors cite speed (59%), accuracy (56%), and productivity (53%) as the top drivers of AI adoption.



Women underestimate their AI skills

Women are 80% more likely than men to say they ‘know a little’ about AI.



AI guilt spikes in enterprises

Directors at large companies are 2× more likely to fear judgment for AI use.

Methodology

This report is built on three intersecting lenses.

#1 | Nielsen survey of business leaders

The monday.com research team partnered with Nielsen, a global leader in audience measurement, data and analytics, to survey 500 directors across organizations (500+ employees) in the US and UK. Respondents represent a diverse range of departments and industries, and were balanced across three business sizes.

Directors shared their experiences with AI, including usage, confidence, key drivers and barriers, and their views on how AI is shaping their work.

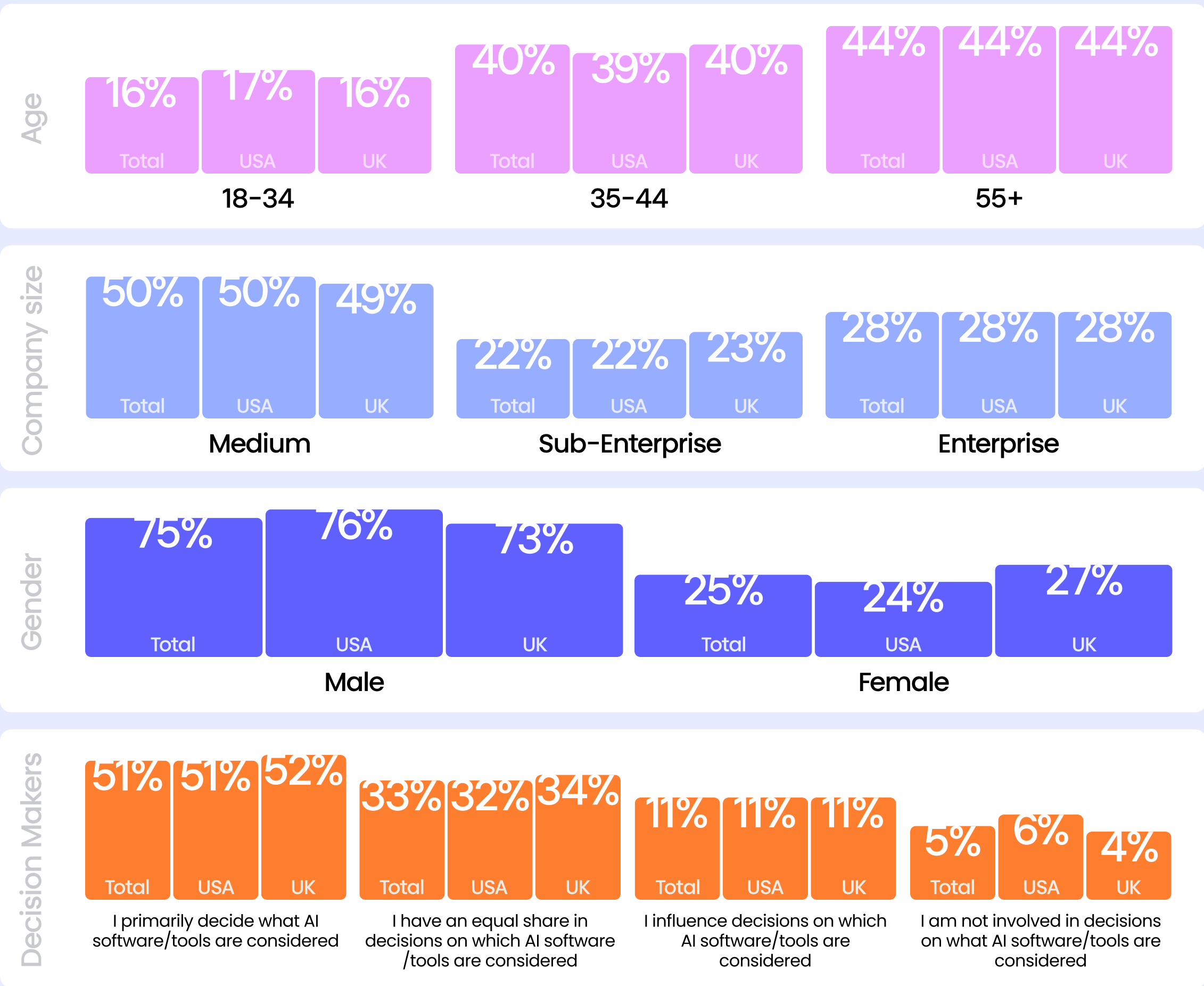
#2 | Platform data from monday.com

Our research team analyzed millions of anonymized AI actions performed within the monday.com platform, focusing on usage across company size, industry, and role.

#3 | monday.com customer survey

Our research team surveyed 2,440 global monday.com customers who have been using the platform for at least three months. Data collection took place in April and May 2025. The sample is statistically representative of monday.com customers by global distribution, company size, and company industries. The monday.com market research and insights team managed and distributed the survey.

Nielsen demographic profile



Base (Age, Gender, Company Size, Job Level: All respondents: Total (n=500), US (n=258), UK (n=242)
Company Size Definition: Medium = 500 – 1,499 employees, Sub-Enterprise = 1,500 – 4,999 employees, Enterprise = 5,000+ employees

You're still the innovator. AI's the doer.

Most agree AI will change work as we know it, but right now, its impact is grounded in managing tasks and improving efficiency.

According to the Nielsen survey, **directors overwhelmingly cite improving speed (59%), enhancing accuracy (56%), and boosting productivity (53%)** as the most compelling personal motivators to bring AI into the workplace.

This pragmatic approach is consistent across markets. Directors in both the US and UK prioritize operational benefits. "Enabling innovation" doesn't even crack the top five. It's a reminder that change often starts small, and it doesn't have to be disruptive to be real.



According to Amir Cohen, monday.com’s AI Go-to-Market Lead, this step-by-step adoption mirrors past technological revolutions.

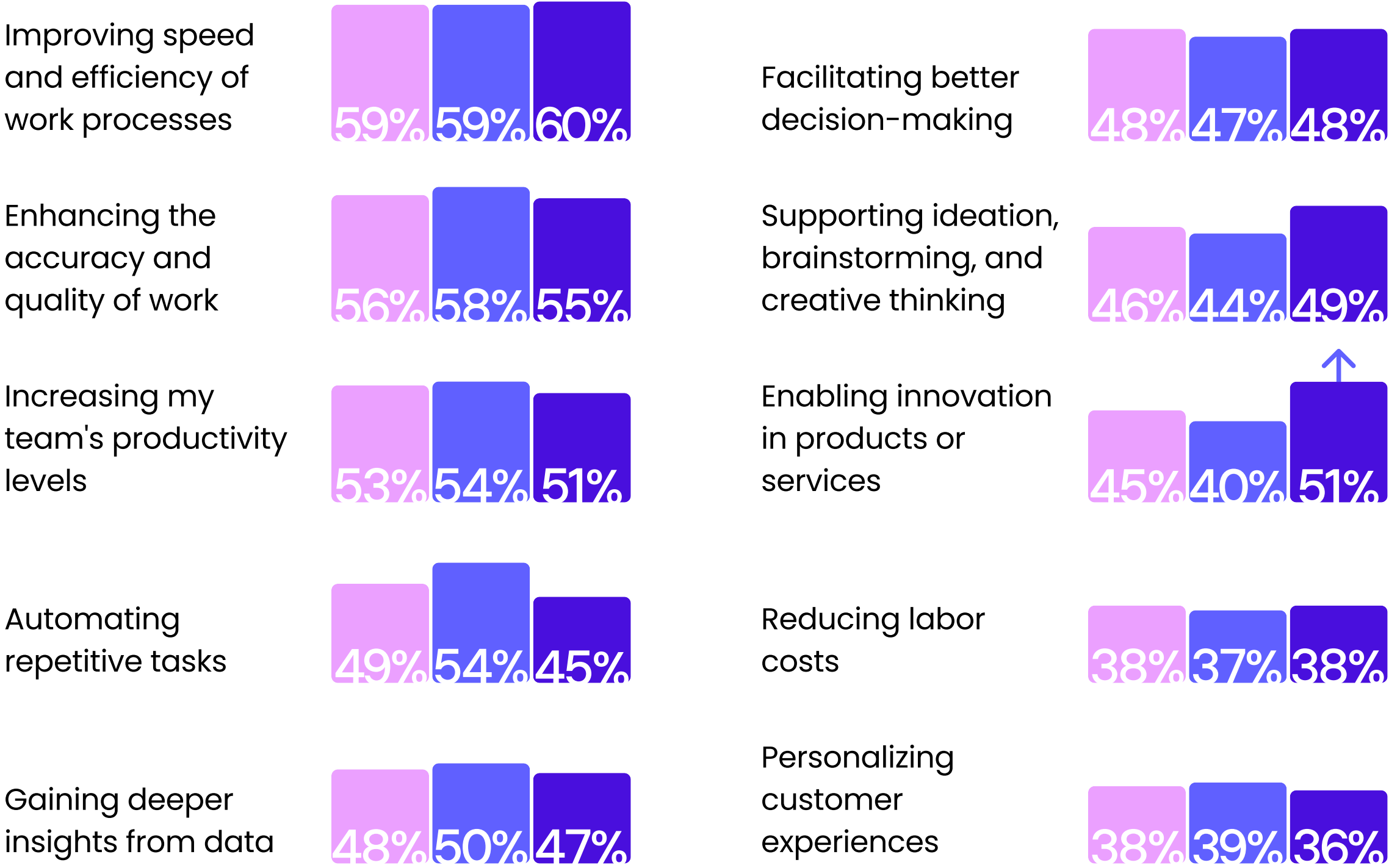
“It takes time for people to adapt to new technology and use it to the fullest,” says Cohen. “When the car was invented, not everyone started driving at once — we had to build roads, teach people to drive, and shift habits. AI is the same: the challenge isn’t just technological, it’s cognitive and societal.”

However, there is a notable standout in the UK. **Leaders in the UK are more likely to cite innovation as a motivating factor.** The UK government may be shaping this difference by positioning AI leadership as central to its economic growth agenda.

It’s not to say that higher-order benefits are off the table. **Directors overall still cite decision-making (48%), creative thinking (46%), and innovation (45%)** as reasons to bring AI into the workplace, but less frequently than operational goals such as speed, accuracy, and productivity.

At the company level the trend holds. Companies adopt AI to boost efficiency and automation (62%), **while more future-oriented goals, such as developing new AI products (49%) or staying competitive in the industry (50%), lag behind.** Larger enterprises are more likely to cite competitiveness as a key motivator, reflecting the high stakes and complexity of their environments.

Personal AI drivers at work



Q. What attracts you to the potential of using AI in a professional context?

Base: Total (n=500), US (n=258), UK (n=242)

↑ Indicates a statistically significant difference compared to the US at a 95% confidence level

● Total ● US ● UK

Construction and Real Estate are the surprising pioneers of AI

According to monday.com platform data, the industries leading AI adoption aren't what you'd expect. While directors surveyed by Nielsen believe technology, finance, and marketing are at the forefront, monday.com's data tells a different story.

We looked at how heavily different industries use AI on monday.com — not just total usage, but usage relative to their size on the platform. A score of 1.0 means an industry is using AI as expected based on its user base. Below 1.0 = underperforming. Above 1.0 = overperforming.

Turns out, the perceived leaders are lagging:

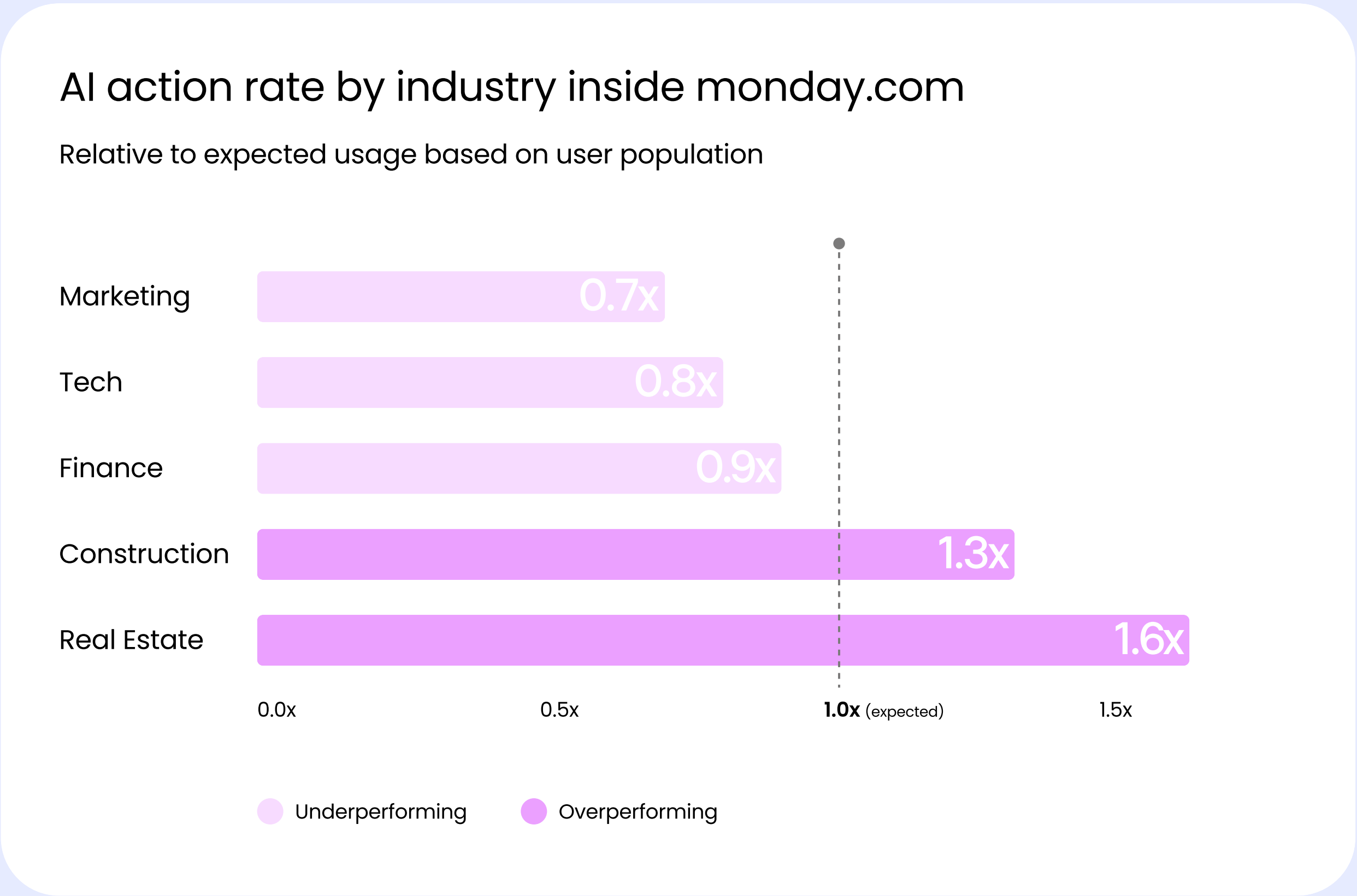
- Marketing: 0.7x
- Tech: 0.8x
- Finance: 0.9x

Meanwhile, **the real overperformers are Construction (1.3x) and Real Estate (1.6x)** — industries not typically known for tech-forward adoption.

Their AI use is highly practical. For Construction and Real Estate, AI is about paperwork, or more accurately, escaping it. The Extract feature, which converts unstructured documents into usable data, is widely used in these industries. While these sectors overperform in overall AI adoption (1.3x and 1.6x), **Extract usage is even more pronounced: Construction reaches 1.4x and Real Estate hits 1.9x.**

“A lot of these industries are still doing the basics — and doing it manually,” says Cohen. “They don’t have separate tools for every task. So when you give them AI that works inside the platform they already use, the impact is huge.”

These industries aren’t experimenting with AI. They’re deploying it to solve what slows them down and doing it at a higher rate than the sectors usually associated with innovation.



How to start adopting AI in small but powerful ways



Assaf Elovic

AI Director, monday.com

01

Begin with simple, familiar tools

Start with AI that helps with summarizing and categorizing information. These are easy for anyone to understand and can reduce repetitive updates, freeing up time without requiring major process changes.

02

Tackle the most tedious tasks

Automating file extraction — from CVs, RFPs, or other documents — can reduce hours of manual work down to minutes. These small wins quickly demonstrate the business value of AI.

03

Layer in trust from the start

Adoption sticks when people feel safe using AI. Keep humans involved in key checkpoints so teams build confidence before moving toward more autonomous workflows.

For IT leaders, AI familiarity drives appetite for innovation

According to the Nielsen survey, 70% of IT leaders say they know a lot about AI, compared to just 41% of non-IT leaders. That gap shows up in action too — 52% of IT leaders feel very confident implementing AI, versus 37% of non-IT leaders.

This confidence also shapes how leaders view AI's potential. **Among respondents who work in IT, strategic drivers are significantly more prominent, with 57% citing decision-making and 50% citing innovation as motivators for AI adoption.** That's a marked difference from their non-IT peers, where those numbers drop to 35% and 39%. This suggests that familiarity with AI drives the appetite for strategic impact.

“People in IT understand what AI can do, not just in theory, but in practice,” says Tsafrir Ezra, Chief Information Officer of monday.com. “We know how to tailor it, how to integrate it, and how to get real outcomes. That’s why we see AI as more than just an advisor. We see it as a team member — something that doesn’t just support the work, but actually performs it.”

Assaf Elovic, Director of AI at monday.com, agrees and points out that technical understanding often shapes confidence.

“The more you understand how AI works, the more comfortable you are using it,” says Elovic. “You start to see its pros and cons. Knowing its limitations isn’t a drawback; it’s what helps you optimize how you use it and understand what it’s really capable of.”

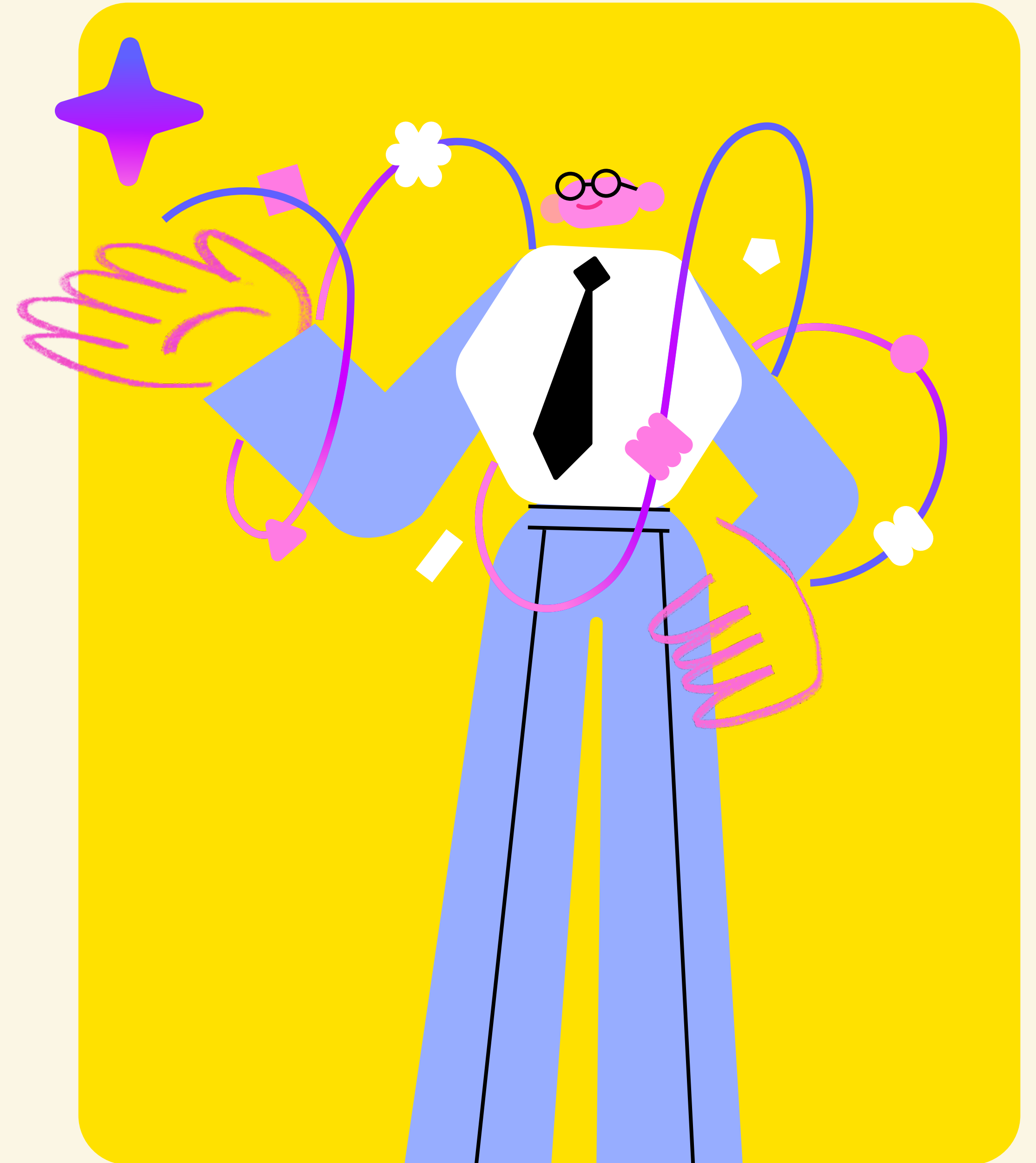
It seems those closest to the technology see its full potential. However, both IT and non-IT leaders are equally motivated by practical benefits like speed.

AI guilt that's real and unwarranted

For all the talk of AI confidence and adoption, there's a quieter emotion running beneath the surface: guilt.

According to the Nielsen survey, one of the most frequently cited fears surrounding AI isn't about privacy, bias, or job loss. It's the fear of **being judged or discredited for using AI tools at work**. While it ranks sixth overall, it outranks more frequently discussed concerns like the potential for unfair outcomes or displacing others on the team. And when you look closer, the trend becomes even more telling.

This fear is significantly more common among older directors, particularly those over 35 years old. For younger directors under 35, it was the least-selected concern, with just 1% naming it their top fear. The concern also scales with company size: **directors in enterprise organizations** (5,000+ employees) **were nearly twice as likely to worry about being judged** as those in medium-sized companies (500-1500 employees). Industry plays a role too — directors in finance and banking were far more likely to feel this pressure than those in software and services.



UK ambition meets AI guilt

The most apparent divide appears across regions. **In the UK, this fear of being judged ranked as the third most common concern** — a sharp contrast to the US, where it ranked last.

Inam Mahmood, General Manager, EMEA at Nielsen, points out how striking this is given the UK's strong appetite for AI innovation.

"This is such a paradox for the UK market," Mahmood explains. "Whilst UK leaders cite innovation as a motivator for AI adoption, they also express a significantly higher degree of 'AI guilt'. This juxtaposition speaks volumes about the current state of AI in the UK. The UK government's push to become a global AI leader is creating a top-down expectation for businesses to be forward-thinking."

This contradiction underscores just how emotionally layered AI adoption can be. Where there's a desire for innovation, there's often a hesitation. Even as many look toward the future of work, AI use is still tied to questions of credibility, effort, and ownership — **raising quiet doubts about whether using it diminishes the work or the person behind it.**

While some are still navigating that discomfort, others are fully bought in.

Cohen applauds those who are embracing AI. He shares that when he interviews candidates, he expects them to use AI during the assignment portion of the hiring process, and sees it as a signal of whether they're ready for how work is changing.

"I want to see people using AI," Cohen says. "If you didn't use AI to do your assignment, it means you're outdated. AI should play a part in producing every work deliverable these days."

What people once viewed as a shortcut is now quickly becoming the baseline. But that shift isn't happening evenly. While some leaders now expect AI to be part of every deliverable, others still grapple with fears around perception. But most teams aren't using AI to opt out of work; they're using it to unlock better work. And in many cases, that means stepping into roles that are more strategic.

“

“The fear of being seen as ‘cutting corners’ suggests a lingering cultural resistance to automation, which can hinder the adoption of AI for strategic and creative tasks.

To move beyond this, UK businesses must reframe the narrative from AI as a ‘shortcut’ to a tool that empowers employees. Senior leaders should openly discuss their own AI use to normalize it.”



Inam Mahmood
General Manager, EMEA at  Nielsen

How to use AI guilt-free: 3 mindset shifts for modern teams



Amir Cohen

AI Go-to-Market Lead, monday.com

01

AI is the new baseline

Using AI isn't a nice-to-have; it's expected. Whether it's summarizing, drafting, or automating, the assumption is that you're using AI to move faster. If you're not, it could signal that you're falling behind.

02

Stay in the details

AI can take the first pass, but it's still your job to go deeper. Leaders expect you to push beyond the output: refine it, challenge it, and understand the nuances.

03

Doing nothing is the biggest red flag

You don't need to master every model or feature, but you do need to engage. Sitting still while your peers adopt AI doesn't keep you safe. It makes you look outdated.

AI is helping people step up, not aside

According to the Nielsen survey, **only 38% of directors cite labor reduction as a motivator for adopting AI**. Far more see it as a way to unblock teams, reduce manual work, and increase accuracy.

This challenges headlines about mass job losses and a sidelined workforce. While concerns about AI-led job displacement haven't disappeared, there is a different reality also unfolding in the workplace.

According to the monday.com customer survey, AI users on the platform aren't stepping back; they're stepping up and taking on broader and more advanced responsibilities. When asked about their top goals for using work management solutions, **AI users were significantly more likely to cite strategic work as their primary objective**. Compared to non-users, **they prioritize managing resources**, such as headcount and spending (15% vs. 12%), and **delivering reports and analytics** (18% vs. 14%).

"AI is making people a 10x version of themselves and leveling up their ability to focus on the strategic aspects of their work," says Seetvun Amir, VP of Product at monday.com.

That strategic intent is evident in how AI users engage with the platform day-to-day. When asked which scenarios they use monday.com the most, **AI users report greater involvement in critical projects tied to business decision-making** (21% vs. 19%), **senior leadership reporting** (30% vs. 26%), and **cross-company collaboration** (27% vs. 24%).

Where monday.com customers use AI



Every project we do in department/ company



My personal work task list



Projects with high visibility to senior management



Monthly/quarterly planning



Cross-company projects



Small projects with low complexity



Critical projects for business decision making



Sending department/company notifications or messages



Annual planning



Projects with low visibility to senior management



Budget planning



Connect monday.com to other business systems for a full data picture



Other

Q: In which scenarios do you use monday.com most frequently?
(multiple choice)

● Used AI ● Did not use AI

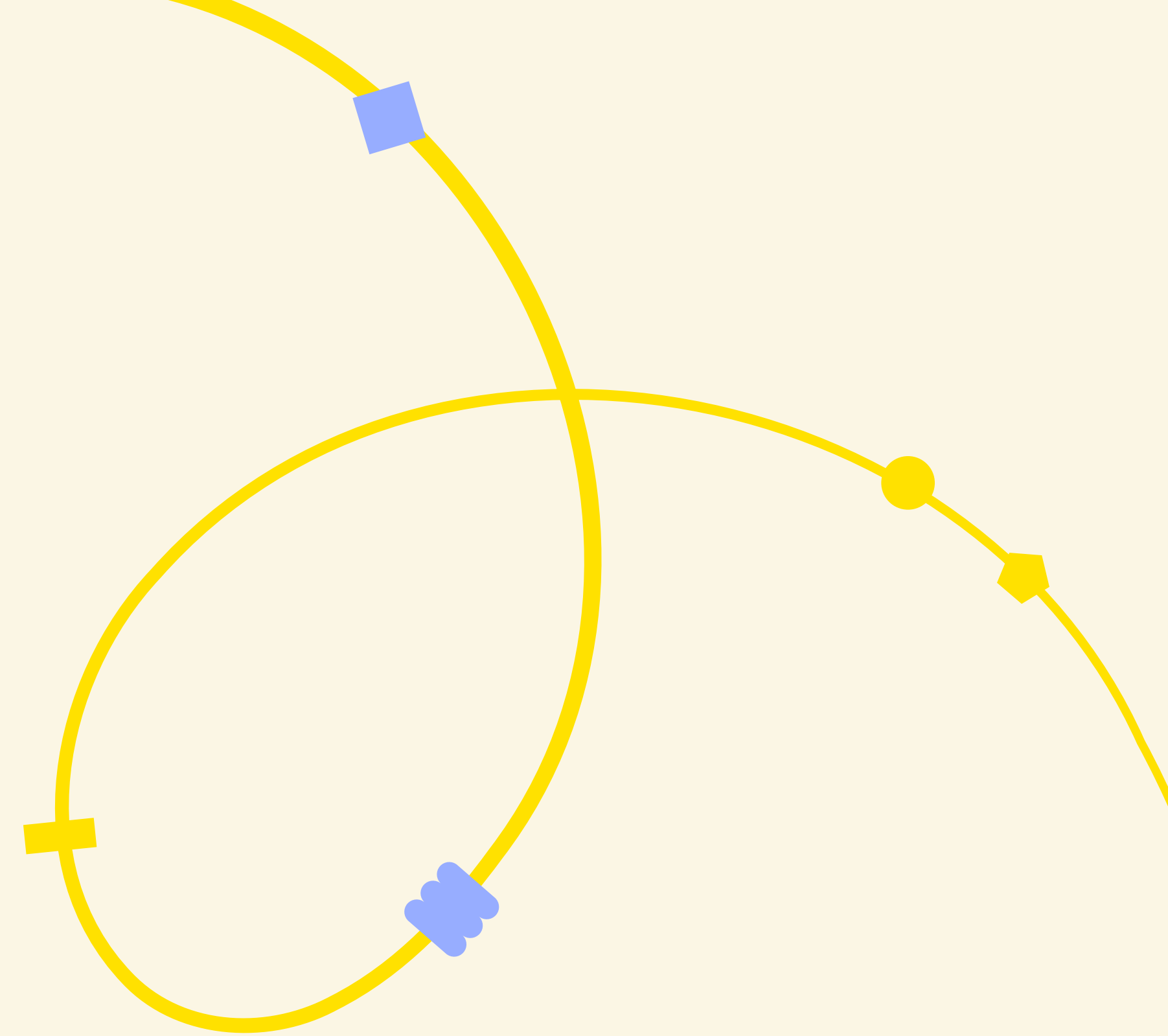
As AI clears low-value work from people's plates, it opens space for deeper analysis, sharper cross-functional thinking, and more strategic decisions.

"We're already seeing high adoption of autonomous tools," Elovic explains. "In engineering, AI is handling full development while humans focus on reviews. It's not replacing humans, it's looping them in at the most critical parts of the process."

Amir takes it a step further, shifting the focus from how humans fit into today's workflows to how they'll guide AI in the future.

"As roles evolve, we'll see more people acting as AI 'tuners', teaching these systems to deliver the best outcomes," she explains. "The next wave of productivity won't come from AI alone, but from how well humans learn to collaborate with AI."

Taken together, the data suggests that personal AI adoption is not necessarily prompting replacement or disengagement. Instead, **it is associated with increased responsibility and more strategic roles**, offering a compelling counterpoint to the guilt some still feel about using AI at work.

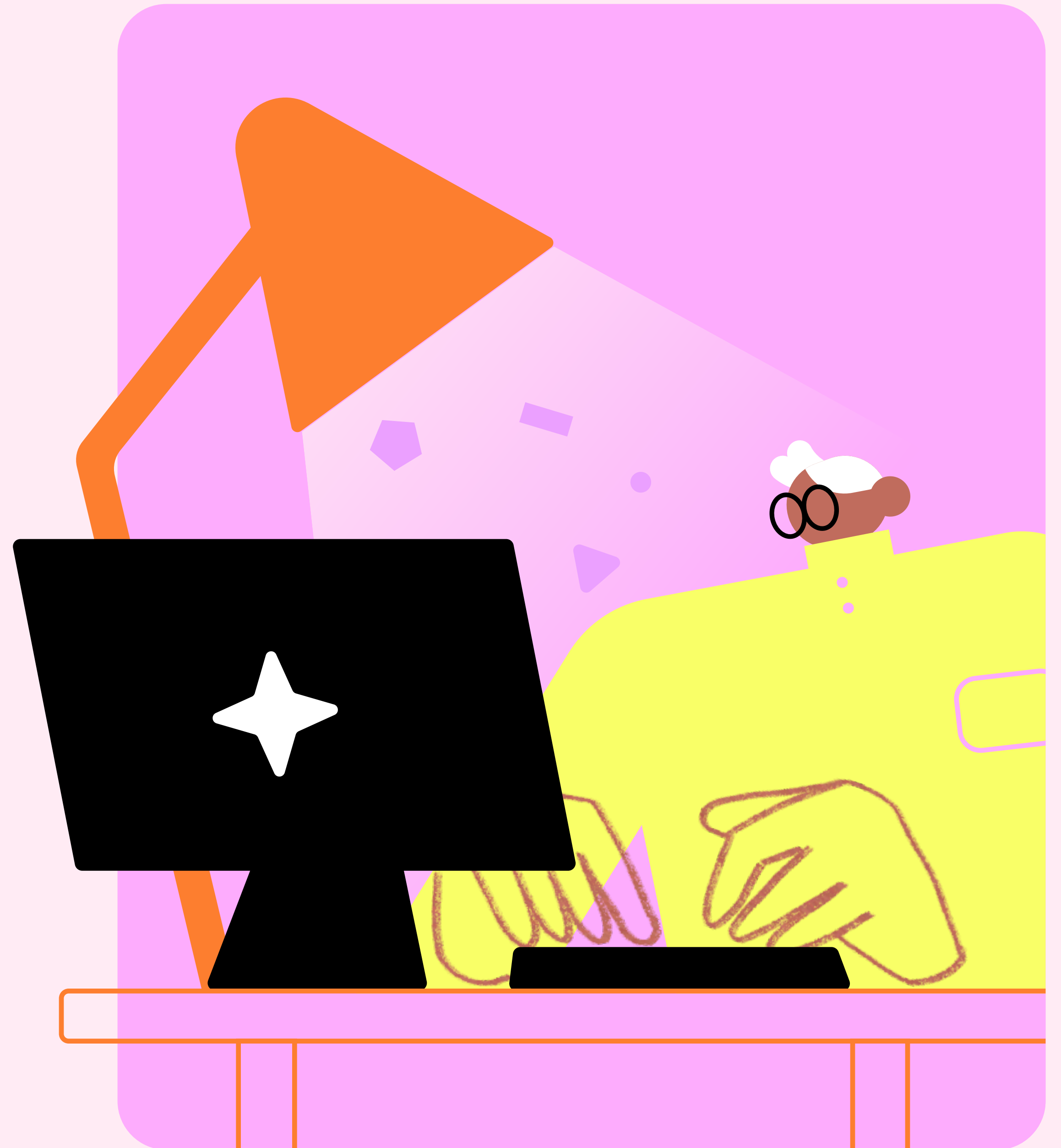


AI sprawl drives fragmentation and silos

In the race to boost productivity, companies have amassed AI tools packed with overlapping solutions. The intent is to move faster, but the result is fragmentation.

According to the Nielsen survey, **76% of directors report frequently toggling between multiple AI tools to get work done.** Only 2% rely on a single, streamlined solution. This strain is likely to grow, with 3 in 5 directors expecting employees to use AI in at least 25% of their daily workflows.

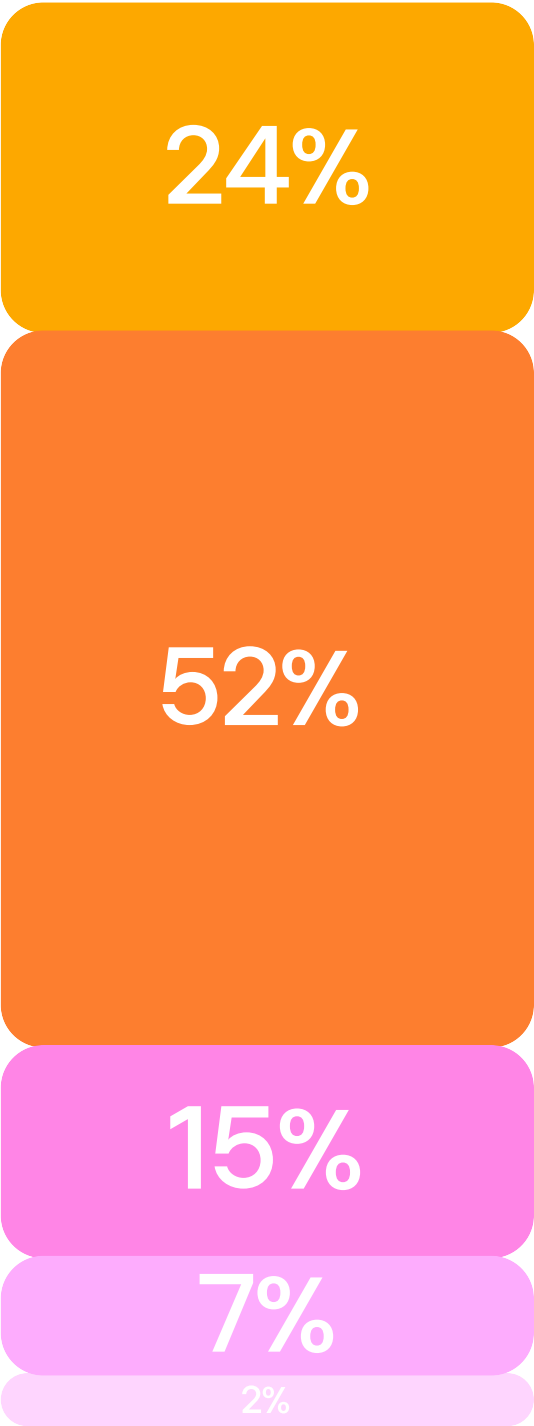
“AI tools are sprouting everywhere, like mushrooms after the rain,” says Ezra. “Each one solves a different problem, but when you’re constantly switching between them, you risk fragmentation instead of progress. A focused toolkit — just several well-integrated solutions beats an unstructured tech ecosystem.”



What was meant to unlock efficiency now introduces new challenges: multiple tabs, disjointed outputs, siloed data and accountability that’s hard to trace.

How often directors navigate between different AI tools for work

- **Always:** I constantly navigate between different AI tools/platforms for my work
- **Often:** I frequently use multiple AI tools/platforms for various tasks
- **Sometimes:** I switch between tools/platforms for different tasks about half the time
- **Rarely:** I occasionally use different tools/platforms, but it's not common
- **Never:** I use a single, comprehensive AI



Q: How frequently do you find yourself navigating between multiple different AI tools/platforms for work-related tasks?
Base: Respondents who use company-approved AI: Total (n=457)

Too many tools, too little trust

That fragmentation isn’t just creating friction. It’s also creating doubt.

When asked what keeps them from using AI more extensively at work, **directors rank data privacy and security as the top barrier, with 40% citing it as their primary concern.** This is likely due to today’s sprawling AI tools, and it’s a sentiment that will only continue to grow.

It’s not hard to see why. Ezra points out that behind every AI solution sits a complex web of dependencies, each adding a layer of risk.

“It’s important to remember that AI solutions aren’t isolated,” says Ezra. “They often rely on subprocessors, external models, voice APIs, or LLM providers. You’re not just trusting one tool; you’re trusting everything behind it. That’s why strong governance, legal agreements, and security safeguards should be considered foundational.”

The more scattered the AI stack, the harder it is to determine where data resides, who can access it, and how it's being utilized. As AI becomes more deeply embedded into day-to-day workflows, Elovic says AI architects and builders will need to consider trust as a core product principle.

“As AI becomes more autonomous, control and safety become critical for the long-term success of it,” Elovic explains. “Not just how AI performs, but how visible and accountable it is to the humans it works alongside.”

A shift toward consolidation

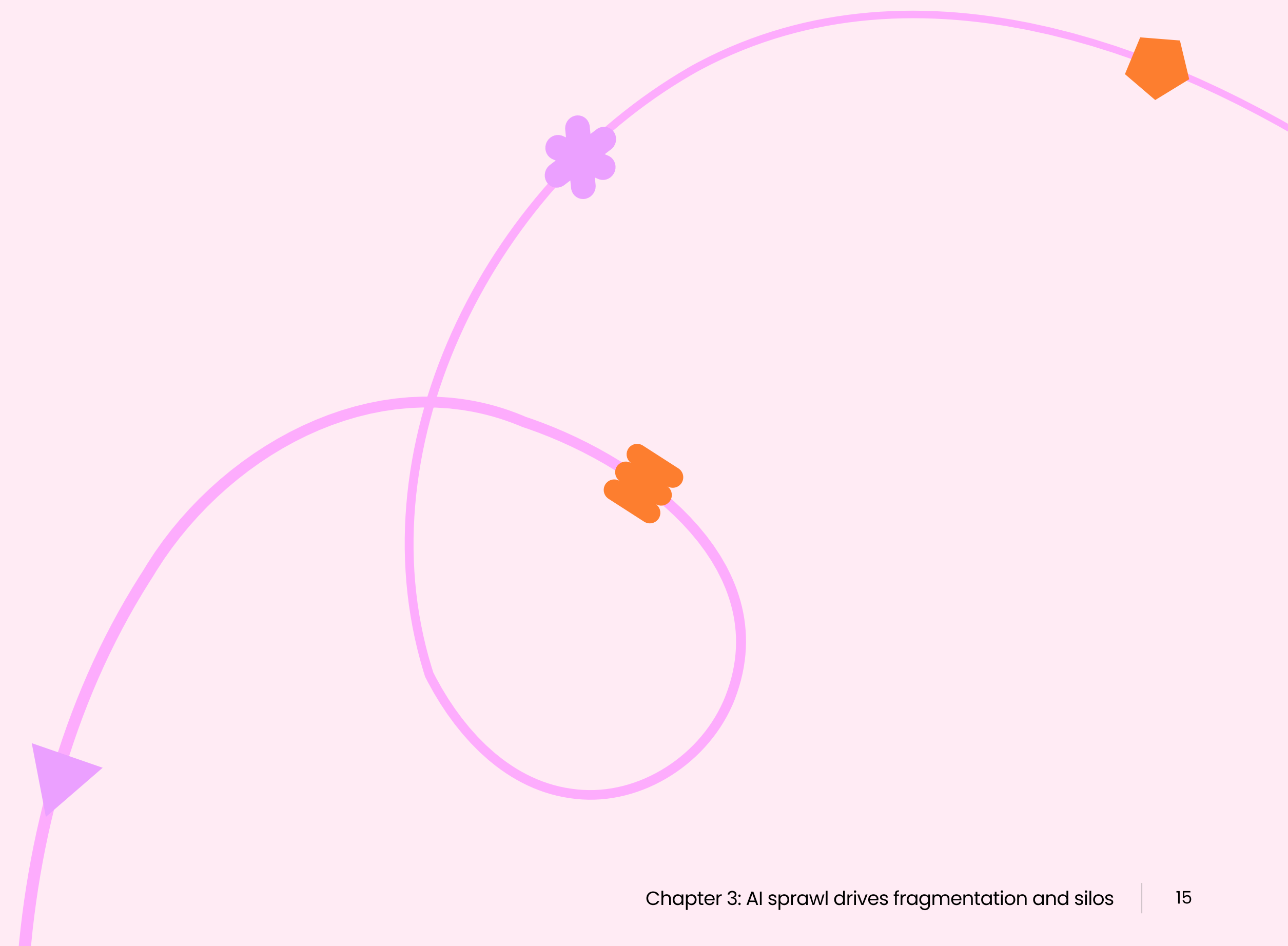
Faced with tool sprawl and rising privacy risks, many directors are moving to regain control by consolidating AI tools internally.

Among companies that currently rely solely on external tools, **83% are either building internal AI tools or planning to do so** within the next year.

Amir says this is understandable given that AI simultaneously unlocks enormous potential and risks for every company's crown jewel.

"Data is every company's most valuable asset, so it makes sense that AI governance, control, and security are quickly becoming top concerns for organizations," Amir explains. "Leaders are no longer willing to sacrifice security or oversight just to gain AI benefits."

The preference is clear: teams don't want more tools — **they want fewer moving parts, stronger oversight, and AI that works within their existing systems.** It's not just about efficiency anymore. It's about trust. And that trust starts with bringing data and AI under one secure, unified roof.



The real players powering AI at work

AI is no longer a novelty in the workplace. It's embedded in daily routines, shaping workflows, automating tasks, and powering decisions across various functions. **Today, 94% of directors report using AI at work.** And for over half of them, AI is already embedded in at least 50% of their department's workflows.

The boardroom isn't the driving force behind AI adoption

According to the 2025 Nielsen survey, directors feel confident when it comes to executing AI strategy. In fact, **94% say they feel either very or quite confident in translating their company's AI vision into action.**

However, while 46% of directors say AI is significantly embedded in their company's strategic objectives, **only 27% say it's truly central** to their mission.



When asked who the primary driving force for AI adoption is within their organization **only 29% of directors say senior leadership**. This stands in contrast to much of the public narrative, which often assumes that AI strategy is being shaped from the top down by CEO’s and C-suites.

In reality, it’s more grounded. **A larger share of respondents (34%) indicate that AI adoption is being led by dedicated AI or innovation teams** — groups that are hands-on, focused on practical implementation. These efforts are especially pronounced in the UK, where centralized innovation teams are more common.

According to Ezra, the most effective approach to implementation blends both.

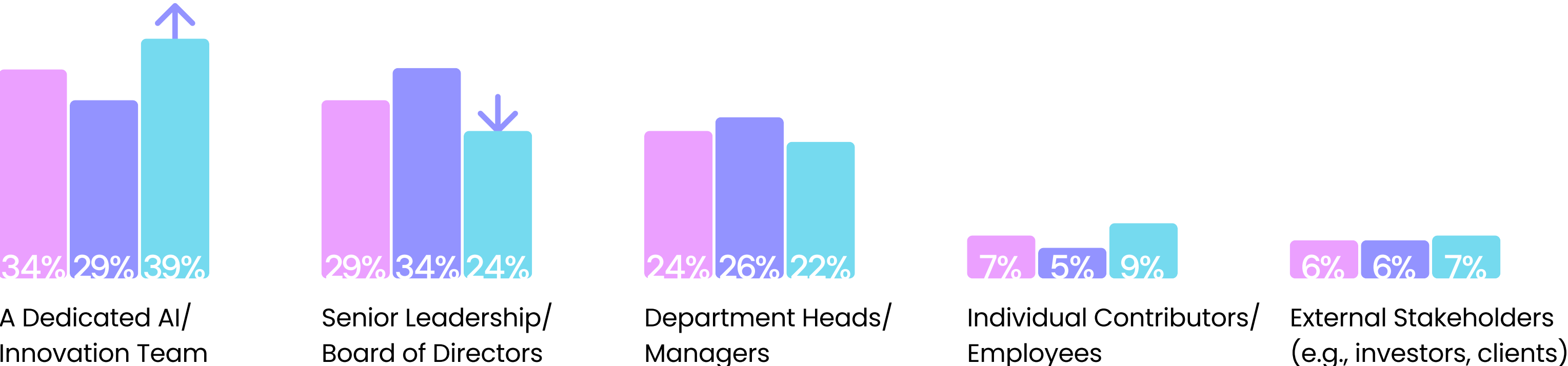
“AI needs to be driven by both top-down vision and bottom-up momentum,” he explains. “Leadership defines the goals and innovation teams drive day-to-day. Top-down drives mindset change. Bottom-up drives efficiency. When both happen together and converge into one force, that’s where transformation takes hold.”

Who is using AI the most?

According to the monday.com customer survey, AI adoption is most concentrated in the middle of the org chart. Among team and group leaders, **AI users (40%) outpace non-users (32%)** — making them the only group where adoption clearly outweighs hesitation.

By contrast, individual contributors show the largest usage gap in the opposite direction: **39% of non-users are ICs, compared to just 26% of AI users**.

Primary stakeholders driving AI adoption



Q. Who is the primary driving force for AI adoption within your organization?
Base: AI at least somewhat embedded in their company's mission: Total (n=468), US (n=234), UK (n=234)

↑↓ Indicates a statistically significant difference compared to the US at a 95% confidence level

Total US UK

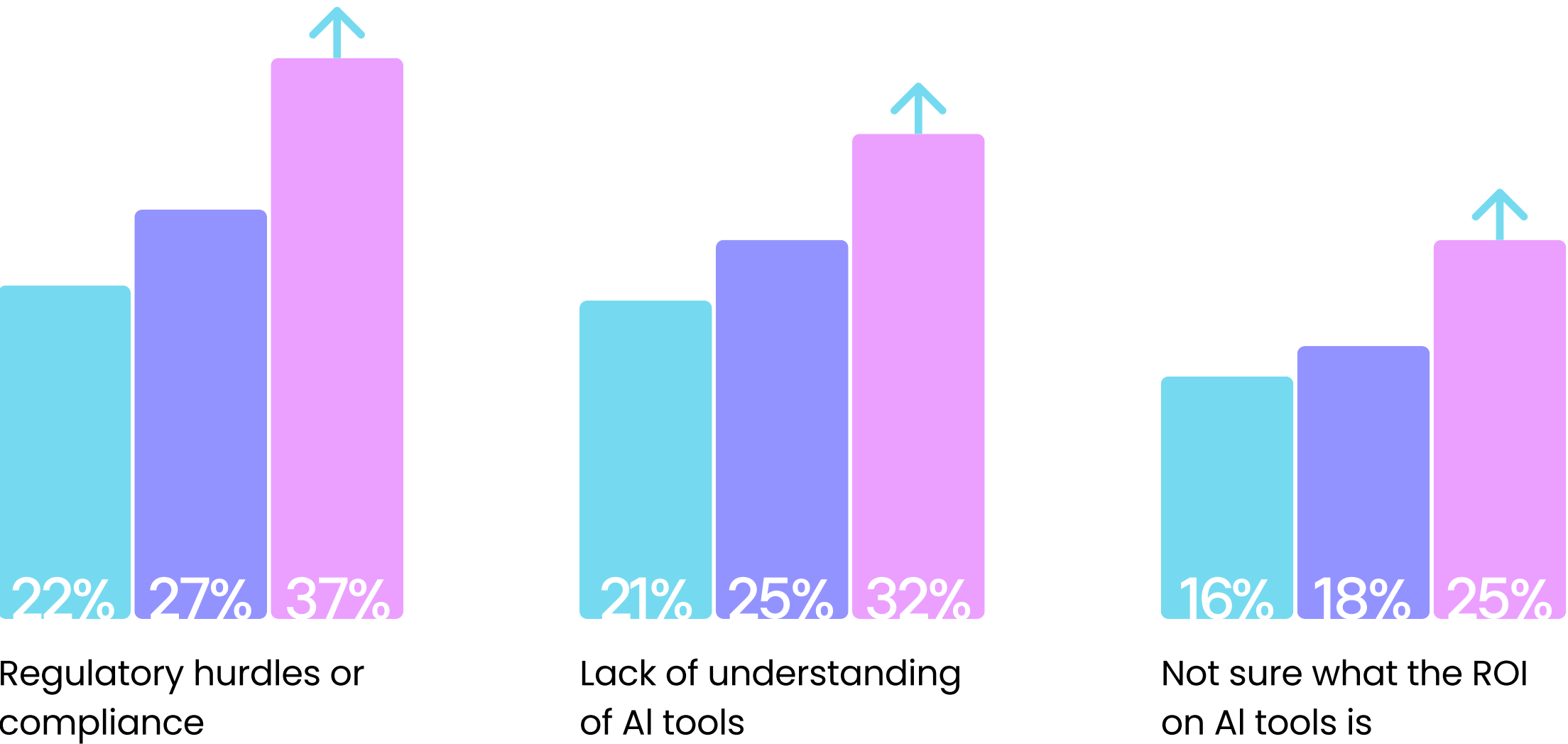
Enterprises struggle in AI adoption

AI adoption follows a clear pattern: the smaller the company, the more heavily each employee relies on it. According to monday.com platform data, **users in Small Businesses** (1-19 employees) **perform 3.5 times more AI actions per user than those in Enterprises**. For these lean teams, AI often acts as a force multiplier, compensating for limited headcount and helping them keep pace.

Despite their greater resources, Enterprises face significant roadblocks. According to Nielsen, Enterprise companies cite regulatory hurdles, siloed workflows, and unclear ROI as the top barriers to AI adoption, more so than any other company size. These challenges slow implementation, even when intent is high. The result: AI usage per employee is significantly lower than in smaller, more agile companies.

When it comes to motivators, **Sub-Enterprises (1,500–5,000 employees) see more tangible value in AI than Enterprises do**. Nielsen data shows they are significantly more likely to cite personal, pragmatic drivers for adopting AI, such as **improving speed (71%), boosting productivity (59%), and personalizing customer experiences (46%)**. In comparison, Enterprise employees report much lower numbers: 50% cite speed, 43% cite productivity, and just 30% cite customer personalization as motivators to using AI at work.

Barriers to AI adoption by company size

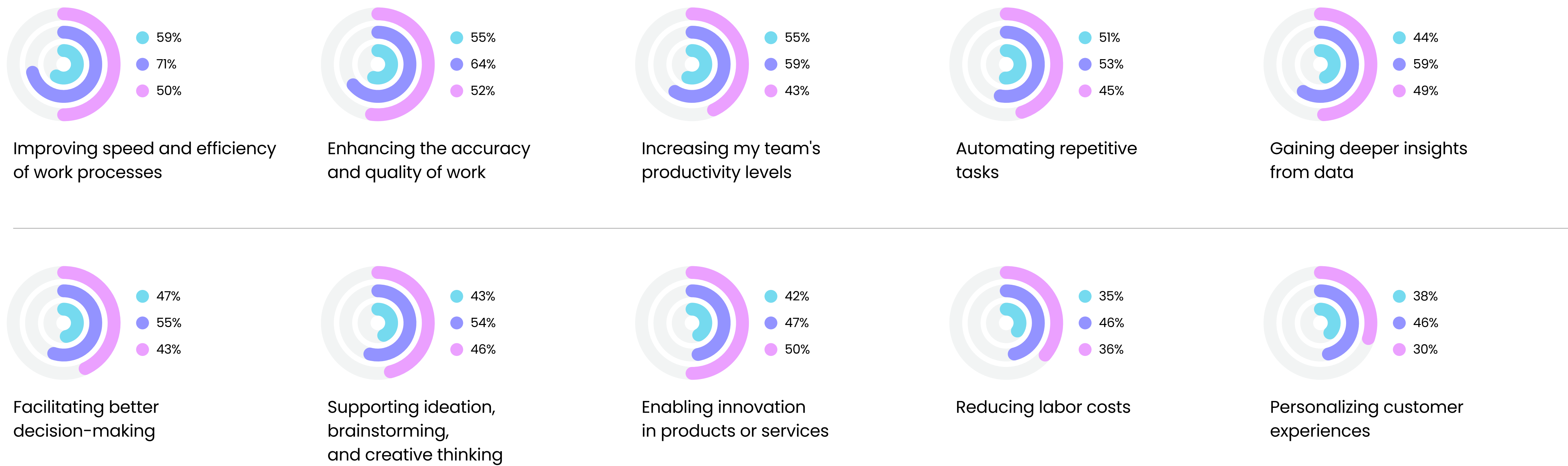


Q: What factors are currently preventing you from using AI (or using it more extensively) at work?
Base: Medium (n=250), Sub-Enterprise (n=108), Enterprise (n=142).
Note: Data shown reflects the top barriers where enterprise respondents over-indexed most.

↑ Indicates a statistically significant difference compared to Medium-sized companies at a 95% confidence level.

● Medium ● Sub-Enterprise ● Enterprise

Personal AI drivers at work by company size



Q. What attracts you to the potential of using AI in a professional context?
Base: Medium (n=250), Sub-Enterprise (n=108), Enterprise (n=142)
Company Size: Medium = 500 – 1,499 employees, Sub-Enterprise = 1,500 – 4,999 employees, Enterprise = 5,000+ employees

Medium Sub Enterprise Enterprise

How Enterprises can move faster with AI



Tsafrir Ezra
CIO, monday.com

01

Establish the framework

Large organizations need frameworks that balance speed with control. Define a clear AI checklist covering legal, security, and technical requirements to avoid bottlenecks.

02

Make AI a leadership priority

When leadership sets clear goals for AI, like automating support or streamlining operations, it creates the organizational focus needed to implement these initiatives at scale.

03

Invest in team member readiness

Not everyone is equally tech-savvy. Build internal skills and confidence through training, certifications, and clear guidance on how to use AI tools effectively.

AI finds its footing in CRM

If there's one function where AI has already moved from hype to habit, it's CRM.

According to the Nielsen survey, directors view CRM as one of the clearest and most immediate use cases for AI, with **three in five reporting that their organizations already use AI "a lot" or "extensively" for CRM tasks**, such as lead scoring and outreach automation. The sentiment is even stronger in the UK, where directors outpace their US peers in CRM-specific adoption.

"CRM is full of repetitive tasks like ticket replies, pricing questions, lead follow-ups," says Cohen. "The daily challenges a sales rep might face are consistent, which makes CRM a natural fit for AI. When you use AI to automate 90% of the repetitive, tedious work, you can focus more on the bottom line and be a part of decisions and conversations where human intervention is crucial."

The CRM category shows how quickly AI can shift from hype to hands-on utility when the use case is tangible and the payoff is immediate. In practice, **CRM AI isn't just a nice-to-have; it's becoming an indispensable layer of relationship management**, where measurable gains in speed and personalization are hardest to ignore.

AI imposter syndrome hits women hardest

Women are powering adoption of general AI assistants more than anyone expected — including themselves. According to the Nielsen survey, **58% of women use tools like ChatGPT and Claude in both work and personal contexts**, making them power users at a significantly higher rate than men (44%). Despite this, **women are 80% more likely than men to say they “know a little” about AI** (18% vs. 10%), revealing a confidence gap that doesn’t reflect their know-how.

As a woman in tech, Amir says the disparity between confidence and capability often stems from self-criticism.

“Women often hold themselves to a higher standard of expertise,” says Amir. “So it doesn’t surprise me, even though data shows they use AI more than men. Women tend to be hard on themselves, and it’s a powerful reminder that confidence and capability don’t always align.”

How women can shed their AI imposter syndrome



Seetvun Amir
VP of Product, monday.com

01

Stop discounting your usage

You might not call yourself an expert, but if you’re using AI in your work and personal life, that’s not accidental. That’s fluency.

02

Stop waiting to be perfect

AI isn’t about having the right answer. It’s about knowing how to ask the right questions, adapt, and apply. That’s the skill.

03

Start recognizing your influence

Data shows women are quietly shaping how AI is adopted at work. That’s leadership, whether or not it’s labeled as such.

Conclusion

AI in 2025 is grounded, usable. It's speeding up workflows, clearing inboxes, and shortening to-do lists. It's helping people feel a little less overwhelmed.

The companies succeeding with AI aren't the ones making the biggest bets. They're the ones making AI feel native. Just part of the workflow. Just another way to work smarter.

This is AI's Operational Era. And it's working.



The next leap in AI starts here

At monday.com, AI isn't just embedded. It takes action. From generating workflows to running processes, it adapts to your needs and delivers results that compound over time. We believe in AI that doesn't just manage the work — it does the work.

The result? Less busywork, more breakthroughs.

With AI that executes across every layer of work, your team gains speed, clarity, and focus.



monday
vibe

Create tools that fit your business

monday vibe lets anyone build secure, custom business apps using natural language. No code. No developers. Just tools built with enterprise-ready infrastructure that adapt to your exact workflows.



monday
magic

Turn ideas into execution instantly

Whether you're managing events, hiring globally, or tracking inventory, monday magic builds complete work solutions in seconds. Just describe what you need, and it creates boards, automations, and even onboarding videos — ready to go from day one.



monday
sidekick

Make better decisions, faster

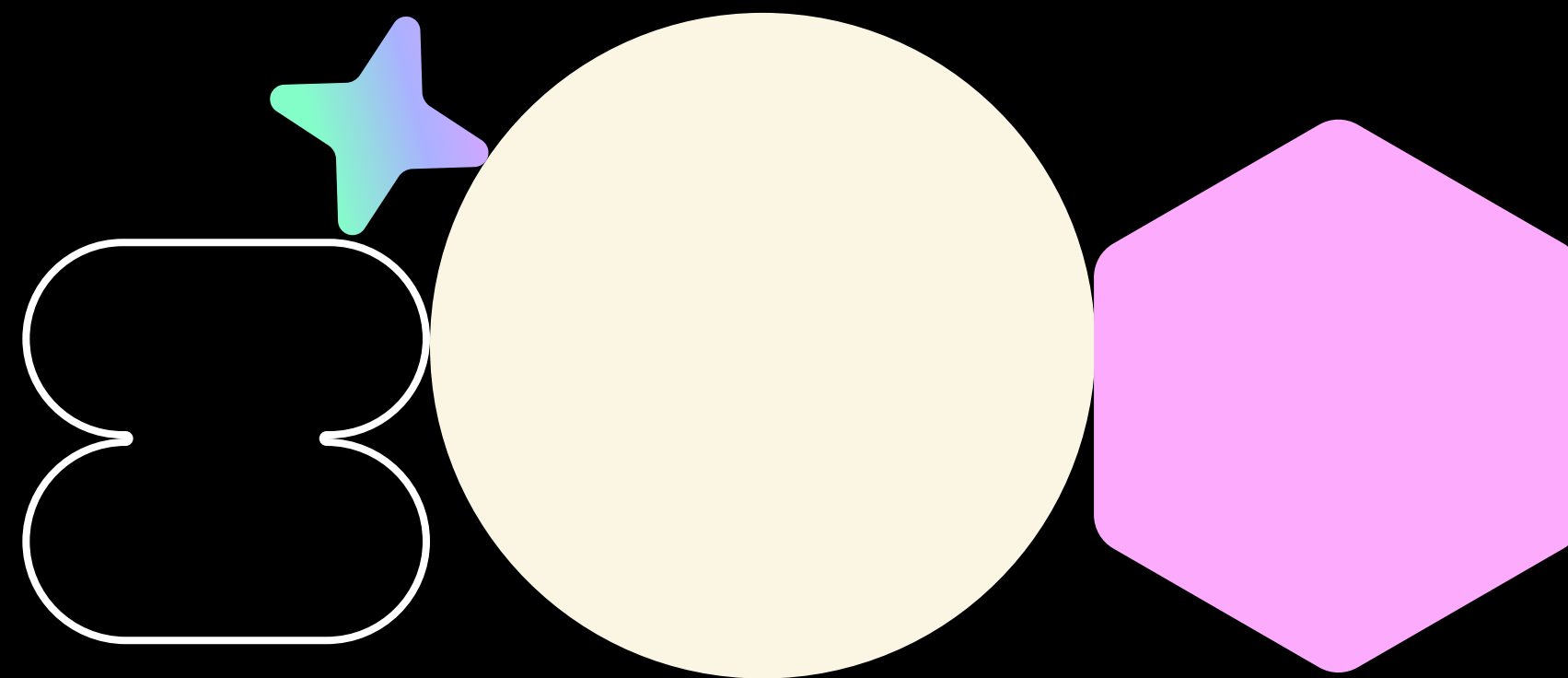
monday sidekick lives in your workflow. It understands your goals, your boards, and your style — then drafts content, builds reports, researches leads, and keeps work moving without ever needing a brief.



agent
factory

Delegate real work to AI — without losing control

monday agent factory takes on real responsibilities across your organization. From following up with leads to analyzing project risk, customized digital agents act autonomously — learning from your context and scaling without extra headcount. And with you in the loop at every step, they amplify your team's impact while keeping you in the driver's seat.



Ready to start working differently?

Talk to an expert →