



NHRMA 24

86TH ANNUAL CONFERENCE + TRADESHOW

CS39

Embracing the Future: Navigating the AI Paradigm Shift in HR



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THE HR COACH

Embracing the Future: Navigating the AI Paradigm Shift in HR

Get to know how AI can help you!



Overview

"AI is not just about technology; it's about transforming the way we work and how HR can become a more strategic partner to the business."

Optimizing Talent Acquisition

Augmenting Employee Lifecycle Management

Enhancing Data-Driven Strategic Decision-Making

Workforce Optimization

Ethical Implications

Emergent Trends in AI Application within HR

Optimizing Talent Acquisition



Predictive Analytics in Recruitment

Candidate Fit Prediction
Reducing Turnover



Efficient Onboarding

Personalized Onboarding Programs



Measuring and Improving Recruitment Performance

Analytics and Reporting

Predictive Analytics in Recruitment

Crystal

Using ChatGPT

Using Zoom AI

AI Apps are everywhere

Crystal - Profile Analytics

The screenshot shows a user profile for Reanette Etzler, HR Coach at Reanette Etzler's Company. The profile includes a yellow circular avatar with the initials 'RE' and a 'Motivator (I)' label. A summary text states: 'Reanette is likely to foster a casual, outgoing environment that values creativity and new ideas.' Below this are three tags: 'ENERGETIC', 'ADAPTABLE', and 'CASUAL'. A navigation menu on the left lists categories like PERSONALITY, MEETINGS, EMAIL, TEAMWORK, ASSESSMENTS, and DOWNLOADS. The main content area, titled 'My Personality', features a circular DISC diagram with 'RE' highlighted in the center. To the right of the diagram, a text box describes the 'Motivator (I)' personality: 'Reanette is likely a confident visionary, who enjoys thinking on their feet and connecting with others. They may enjoy pursuing innovative ideas and exciting opportunities. Be sure to articulate the essence of an idea before you point out potential flaws in it.' Below this text are three tags: 'ENTHUSIASTIC', 'CASUAL', and 'TALKATIVE'. A link at the bottom right suggests 'Take the DISC assessment'.

The screenshot shows the 'Writing Assistant' interface. At the top, it says 'Select a person or DISC type, then paste your message to get Crystal's suggestions to adapt it for any recipient's personality.' Below this are two input fields: 'Search for a person' with a dropdown menu and 'Paste or type your message' with a large text area. A 'COPY TEXT' button is located to the right of the message input. At the bottom left, there is a 'Select a DISC type' section with a circular DISC diagram. At the bottom right, there is a 'Select style' button with a small icon.

ChatGPT

Analytics



**Upload a Job
Description**



**Upload a
Resume**



See the gaps

For small business that do not have big dollars

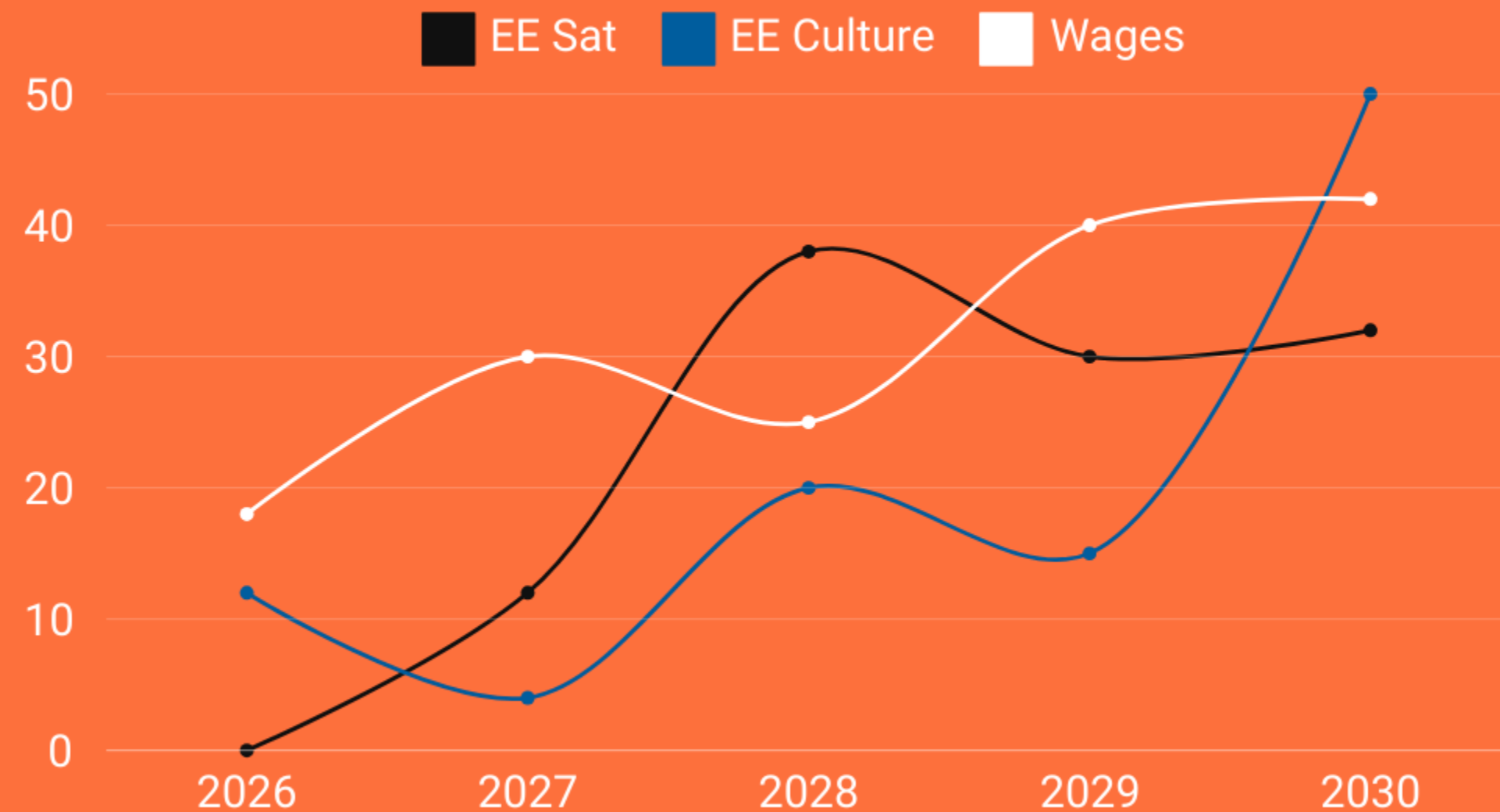
**Record through
Fanthom or Zoom AI**

**Analyze in
ChatGPT**

Interviewing on Zoom?

Augmenting Employee Lifecycle Management

AI can tailor learning and development programs, predict employee turnover, and even support mental health through personalized interventions. It enables HR to address individual needs effectively, thereby improving employee retention and satisfaction.



Create Surveys - Employee Satisfaction

ChatGPT to
create
survey
questions

Review and
Analyze
survey
Results

Develop
plans based
on results

Personalized
Training and
Development

In easy,
efficient,
and
effective
ways
we can do
more

Enhancing Data-Driven Strategic Decision- Making



AI can analyze vast amounts of data to uncover patterns and trends that would be impossible to detect manually. This allows HR leaders to make informed decisions on workforce planning, talent management, and organizational development.

Workforce Optimization



Data Collection and Integration: Gather data from various sources, including HR systems, operational databases, and external market data.



Choose the Right AI Tools: Select AI solutions that align with your business needs.



Pilot Testing: Start with a small-scale implementation to test the AI tool's effectiveness and gather feedback.



Case Studies and Examples

Retail Industry: Companies like Walmart use AI to forecast staffing needs, resulting in more efficient store operations and improved customer service.

Manufacturing: AI-powered workforce management in manufacturing has led to a 15-20% increase in productivity by optimizing shift schedules and reducing labor costs.

Healthcare: Hospitals use AI to predict patient inflow, ensuring that staffing levels meet patient care demands, improving both patient outcomes and staff efficiency.

Ethical Implications



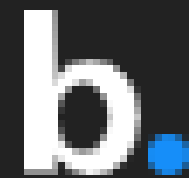
Data Privacy and Security: Importance of handling employee data securely.

Employee Buy-In: Strategies to involve employees in the AI implementation process to reduce resistance.

Ongoing Training: Importance of continuous training for managers and staff on AI tools.
Ethical Considerations: Ensuring fair labor practices alongside AI-driven efficiency.

Emerging Trends

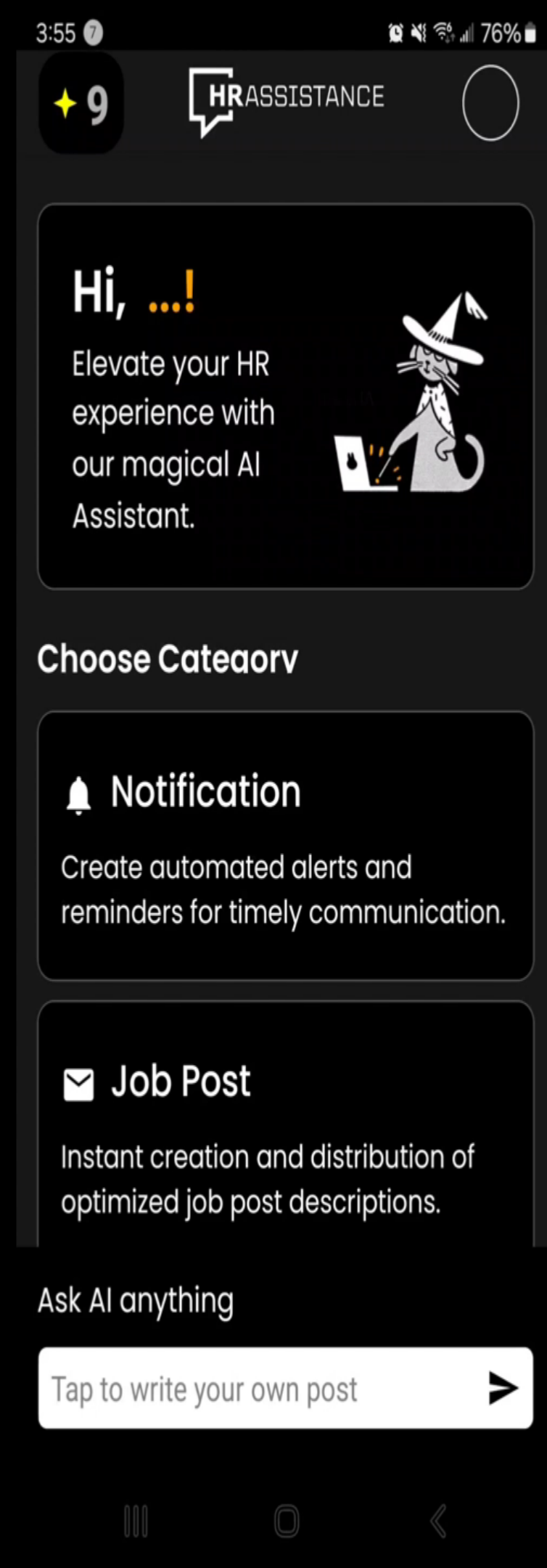
- **AI and Augmented Reality (AR):** Explore how AI and AR might combine to offer immersive training experiences and remote work collaboration tools.
- **AI for Diversity and Inclusion:** Future AI applications that could help identify and eliminate biases across all HR processes, ensuring a more inclusive workplace.
- **AI in Employee Well-being:** The emerging trend of AI-powered wellness programs that monitor and enhance employee well-being, leading to higher productivity and satisfaction.

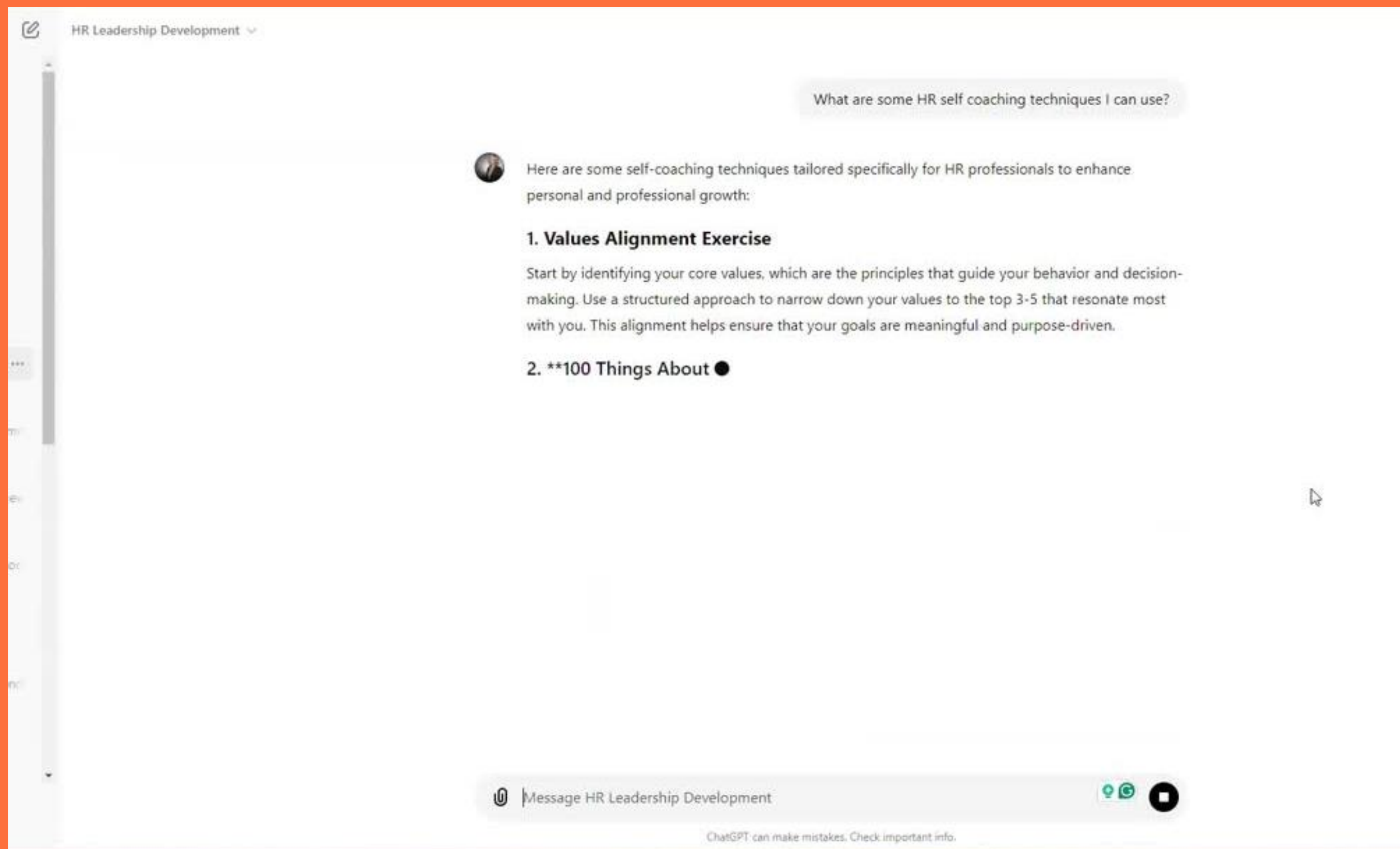


SEE IT WORK

What is helpful for HR?

I want to make my job easier in more than just recruitment





ChatGPT:

AI for HR
Strategy and
Ethics

HR
Leadership
Development

Beautiful.ai

AI's Transformative Impact on HR: Optimizing Talent, Enhancing Decisions, and Driving Strategic Advantage

Explore how AI is revolutionizing human resources, optimizing talent management, enhancing decision-making, and driving strategic advantage for organizations.

The Consequences of Ignoring AI in HR

Outpaced by Competition:

Companies that fail to adopt AI will fall behind those that leverage it for efficiency and innovation.

Inefficiencies & Errors: Manual processes will continue to result in higher error rates and slower decision-making.

Reduced Strategic Influence: HR will struggle to provide data-driven insights, reducing its impact on strategic business decisions.

Talent Mismatch: Difficulty in identifying and retaining top talent due to outdated recruitment and assessment methods.



**It is not AI that will
replace HR it is not
knowing AI that will
replace you**



The Benefits of Embracing AI in HR

Enhanced Efficiency: Automate repetitive tasks, freeing HR for strategic work.

Data-Driven Decision Making: Use AI to analyze workforce data, leading to better hiring, retention, and development strategies.

Improved Employee Experience: AI-driven tools for personalized employee support and engagement.

Future-Proofing HR: Stay ahead of industry trends and maintain relevance in a rapidly evolving business environment.

Thank you

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