

The Intelligence Evolution



Self Management Group

June 21st, 2018

Session Overview

- What is AI, what is HI, and how do they interact?
- The intersection of AI, HR and Analytics
- AI and HR in action
- Bridging the gap



Why are we talking about this?

Will robots take your job? Humans ignore the coming AI revolution at their peril.

Artificial intelligence aims to replace the human mind, not simply make industry more efficient. © Self Management Group 2018



The Integration of AI into HR: The New Psychological Frontier

Guest Author
Feb 15, 2018 | 3 Mins Read | Level - Intermediate

How will AI in HR be a game-changer?



by Josh Bersin
Bersin by Deloitte



Josh Bersin, founder and principal of Bersin by Deloitte Consulting, explains how AI-based tools are transforming HR processes, enabling better people decisions and eliminating human bias.



Bill Gates thinks AI taking everyone's jobs could be a good thing (MSFT)

Seth Archer
© Jan. 25, 2018, 01:15 PM



7 Ways Artificial Intelligence is Reinventing Human Resources

By Dom Nicastro | Mar 12, 2018

B2B Digital Customer Experience

The Future Of Work: How Artificial Intelligence Will Transform The Employee Experience



Jeanne Meister, CONTRIBUTOR
I write about trends impacting HR, Talent and Learning FULL BIO
Opinions expressed by Forbes Contributors are their own.

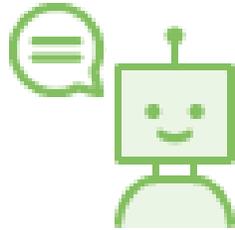
The Future is Now - AI already making an impact on HR in Ontario: HRPA

Artificial Intelligence Will Change The Job Landscape Forever. Here's How To Prepare

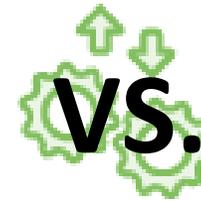


Evolution, not Revolution

Artificial Intelligence



Objective Data



Human Intelligence



Maximized processes and increased predictability



Human Intelligence

What can it do?

- Critical thinking
- Complex problem-solving
- Strategic thinking
- Providing context to data
- Building relationships
- Coaching and mentorship



Artificial Intelligence

What can it do?

- Rules-based tasks
- Simple problem-solving
- Big data analysis
- Coordination and planning
- Question & Answer
- Pre-Screening



Artificial Intelligence

Everyday AI

NETFLIX



Gmail



EQUIFAX



Netflix Fails



Humans are **strategic**,
machines are **tactical**.



The basics of interaction



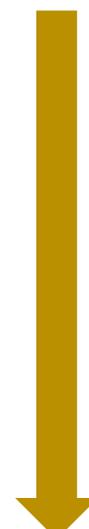
DATA



INSIGHTS



ACTION & STRATEGY



The basics of interaction

Data is **KEY**

Objective, valid and reliable data that can be collected by AI and fed throughout the system is key to success. It is only as good as what we teach it.



The basics of interaction



Psychometric data (source traits, style, attitudes, etc.)



Performance data (outcome variables, sales numbers, customer satisfaction, etc.)



Pre-Screen and Screening data (resume, status, source, experience, education, etc.)



Demographic data



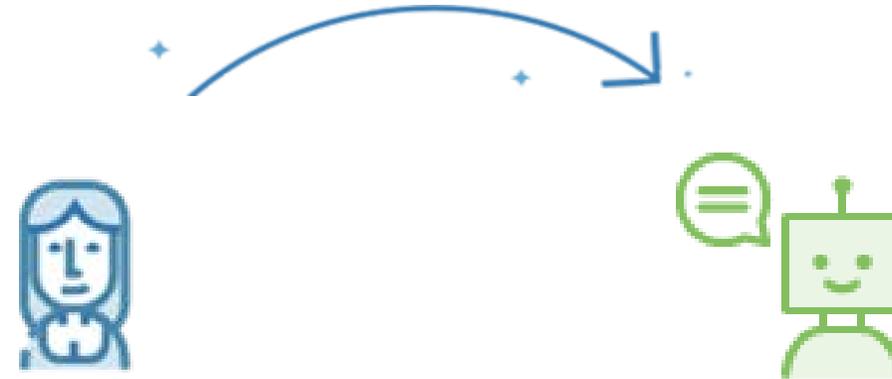
What else?



How does it all come together?



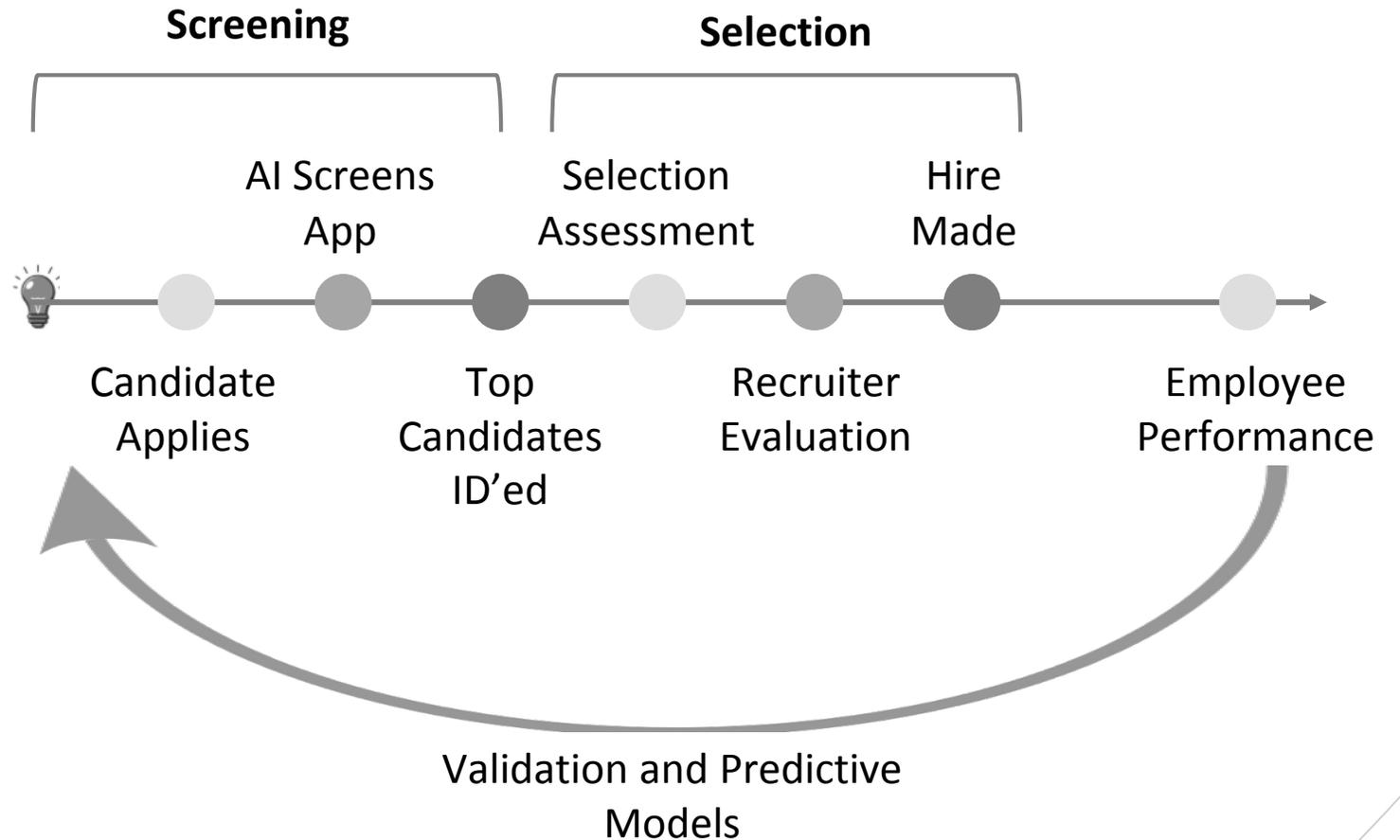
3 Main Types of A.I.



- Machine Learning
- Natural Language Processing
- Sentiment Analysis



AI, HR and Analytics in Action



AI, HR and Analytics in Action

Major North American LDC

Challenge

5 Skilled Trade & Apprentice opportunities (100 hires)

10,000 applicants annually

Limited capacity to review due to high volume

Poor candidate experience/brand impact

Solution

Designed a customized AI algorithm based on experience, demographics, and psychometrics matched to the role

Created a 12 minute online survey integrated into the ATS

Candidates ranked from 1-5 based on job fit



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AI, HR and
Analytics in
Action

Send Invite

In Progress **Completed**

Search by Name or Email

Date Completed	Internal	Candidate	Assessment	Invited by	Business Units	Score	Recommen
23-Jan-2018 08:21 PM	No		SS2HO	Application	Construction & Maintenance Electrician Apprenticeship	4.5	Proceed
17-Oct-2017 09:52 PM	No		SS2HOMT	Application	Meter Technician Trainee	4.5	Proceed
06-Sep-2017 12:38 PM	Yes		SS2HO	Application	Powerline Technician	4.5	Proceed
29-Aug-2017 10:09 PM	No		SS2HO	Application	Powerline Technician	4.5	Proceed
29-Aug-2017 08:14 PM	No		SS2HO	Application	Powerline Technician	4.5	Proceed
29-Aug-2017 02:36 PM	No		SS2HO	Application	Powerline Technician	4.5	Proceed
29-Aug-2017 09:19 AM	No		SS2HO	Application	Powerline Technician	4.5	Proceed
25-Jan-2017 08:14 PM	No		SS2HO	Application	Construction & Maintenance Electrician Apprenticeship	4.5	Proceed
21-Dec-2016 10:30 AM	No		SS2HO	Application	Utility Arborist	4.5	Proceed
13-Dec-2016 10:36 PM	No		SS2HO	Application	Utility Arborist	4.5	Proceed
29-Aug-2016 05:20 PM	No		SS2HO	Application	Powerline Technician	4.5	Proceed
03-Aug-2016 02:14 PM	No		SS2HO	Application	Truck and Coach Technician Apprenticeship	4.5	Proceed



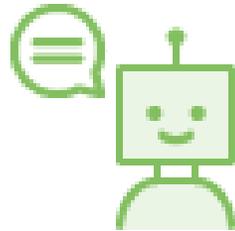
What now?



What we can do



Skill-up our people



Implement the right technology



Collect and consolidate valid data



Key Takeaways

- Humans are strategic, machines are tactical
- It's all about valid, reliable and complete data
- Humans + machines, not humans vs. machines



Thank you!

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