

APPLIED AI FOR SMB'S (A PRIMER)

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AGENDA

- AI 101: A Primer
- Generative AI + HR – Use Cases
- Concerns & Considerations
- Live Look at AI

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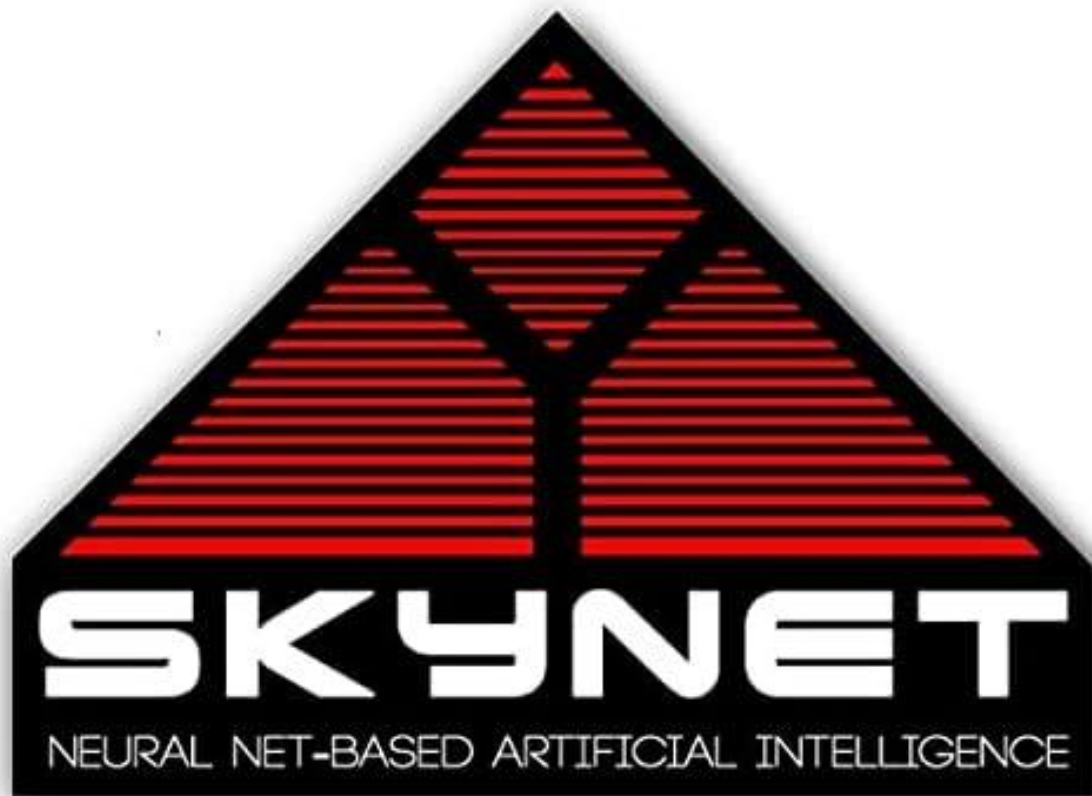
I am not an attorney.

Organizations should discuss formal AI policies internally and with their own legal team.

AI 101

A Primer





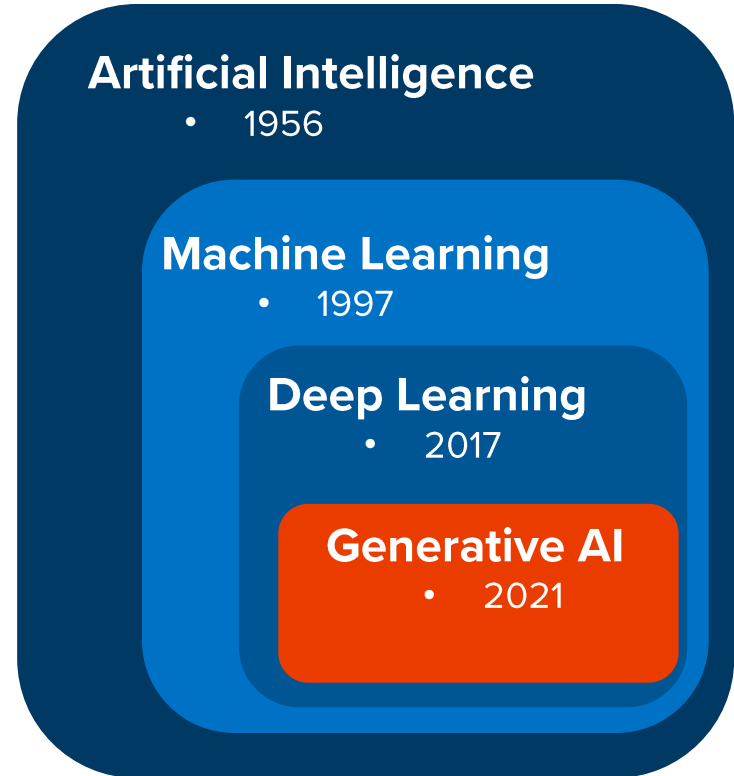
AI

*Artificial Intelligence is the development of computer systems to perform tasks **like** humans, think **like** humans, and learn **like** humans, and create **like** humans.*





Myth #1 - AI is too new
and not ready for prime
time.



Social Media in HR

Harold Ford
HRMG Solutions

Objectives

- A (quick) Intro to Social Media
- How HR can Leverage the Social Universe
- Building a Social Media Strategy
- Web 2.0 Tools to Use
- World Class Examples

Social Media Business Uses

Business

- Branding
- Marketing
- Public Relations
- Customer Service
- Loyalty Building
- Customer Acquisition
- Networking

Human Resources

- Sourcing & Recruiting
- Onboarding
- Learning
- Scheduling
- Thought Leadership
- Engagement
- Communications



Myth #2 - AI will replace humans in the workforce

Automation & AI will displace 85 million jobs in the next 5 years

AI will create 97 million new jobs

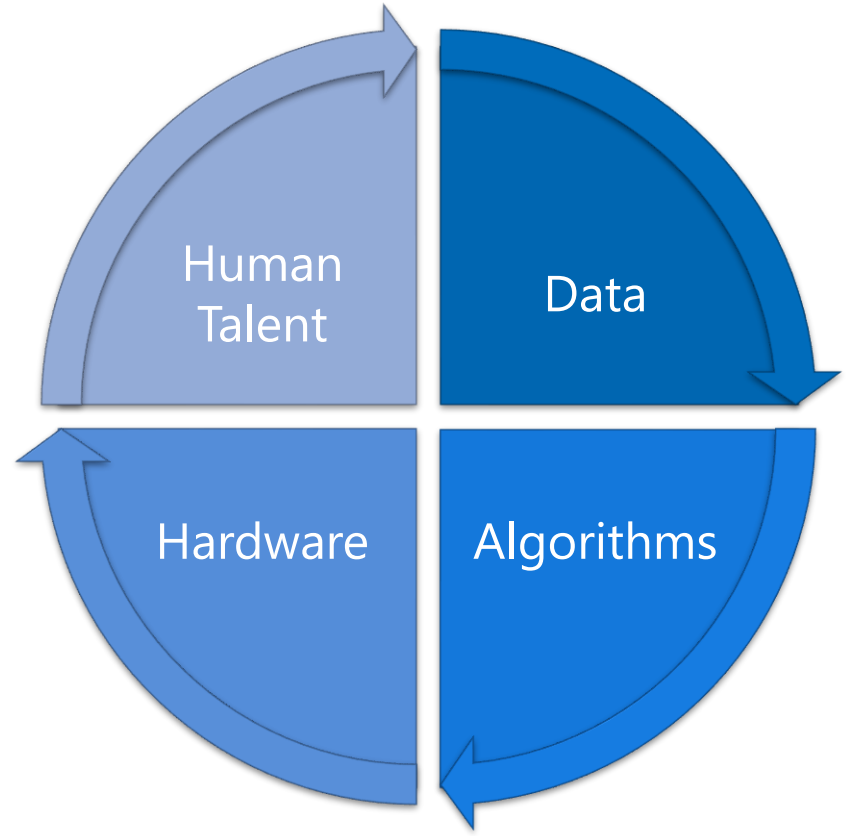
Future of Jobs report, World Economic Forum



$$\text{AI} + \text{HI} = \text{ROI}$$



Myth #3 - AI is only as good as the data it can learn from



HF

it takes 5 hours for 5 articles of clothing to dry on a clothesline. How long will it take for 30 articles of clothing.



If it takes 5 hours for 5 articles of clothing to dry on a clothesline, you can determine the time it takes for 30 articles of clothing by setting up a proportion:



$$5 \text{ hours} / 5 \text{ articles} = x \text{ hours} / 30 \text{ articles}$$

Now, solve for x:

$$x = (5 \text{ hours} * 30 \text{ articles}) / 5 \text{ articles}$$

$$x = 150 \text{ hours} / 5 \text{ articles}$$

$$x = 30 \text{ hours}$$

So, it would take 30 hours for 30 articles of clothing to dry on the same clothesline under the same conditions.

HF

thank you but I don't think that is correct



I apologize for the incorrect response earlier. You are right; my previous answer was incorrect.



If it takes 5 hours for 5 articles of clothing to dry, you can't assume a linear relationship for drying time when the number of articles of clothing increases. Drying time is not directly proportional to the number of clothing articles in this case.

Drying time depends on various factors such as the size of the clothing, weather conditions, and the capacity of the clothesline. So, you cannot simply multiply the drying time for 5 articles by the number of articles (30) to get the drying time for 30 articles.

To determine the actual drying time for 30 articles of clothing, you would need to consider these factors and conduct experiments or refer to the manufacturer's recommendations for the clothesline. I apologize for any confusion, and thank you for pointing out the error.

AI + HR

Practical Use Cases



AI + HR



TALENT
ACQUISITION



LEARNING &
DEVELOPMENT



COMMUNICATION
COLLABORATION



ONBOARDING



HEALTH,
WELLNESS,
SAFETY



PERFORMANCE

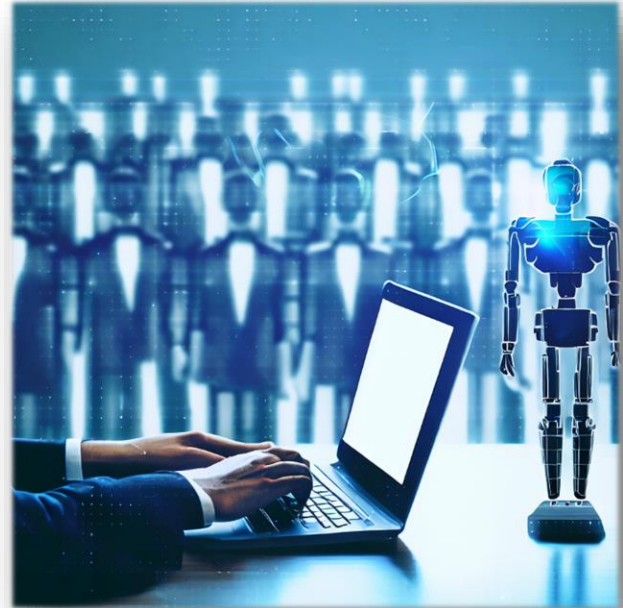
Recruitment

- Job Descriptions
- Interview Questions
- Email
- Offer Letters
- Resume Screening
- Candidate Matching
- Online Assessments
- Interview Scheduling



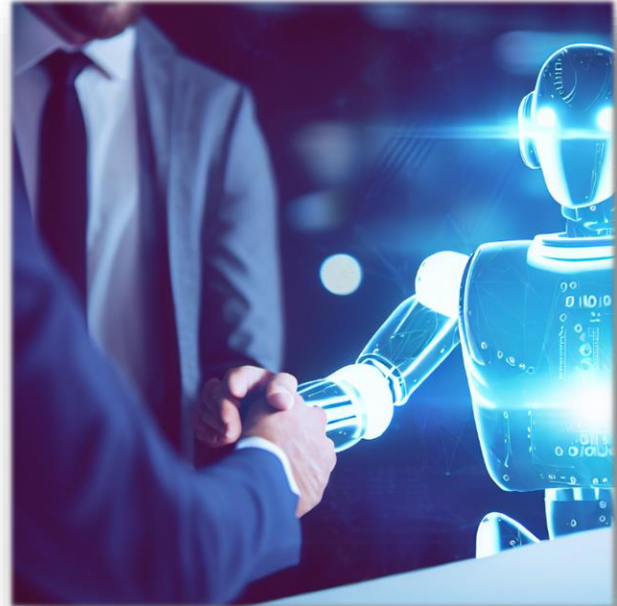
Outcomes

- Reduce Time-to-Hire
- Better Quality Hires
- Decreased Turnover
- Increased Performance
- Talent Attraction



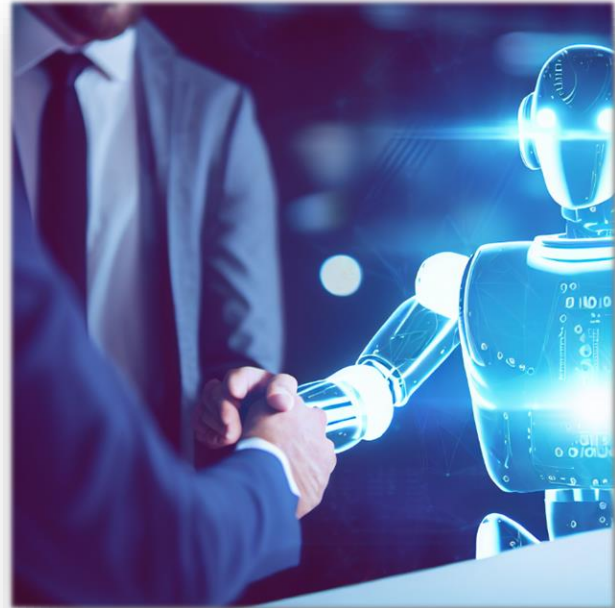
Onboarding

- Automated Paperwork
- Knowledge Access
- Chatbot Assistance
- Document Management
- Personalized Experiences
- Analyzing Feedback



Outcomes

- Faster Process
- Increased Collaboration
- Enhanced Engagement
- Higher Retention
- Scalability



Employee Development

- Skill Gap Identification
- Effective Skill Development
- Personalized Learning Paths
- Real-time Feedback
- Progress Tracking



Outcomes

- Competitive Advantage
- Skilled Workforce
- New Job Creation
- Succession Planning
- Higher Engagement



Performance Management

- Areas of Improvement
- Goal Setting
- Progress Tracking
- Feedback / Coaching
- Well-being Monitoring



Concerns & Considerations

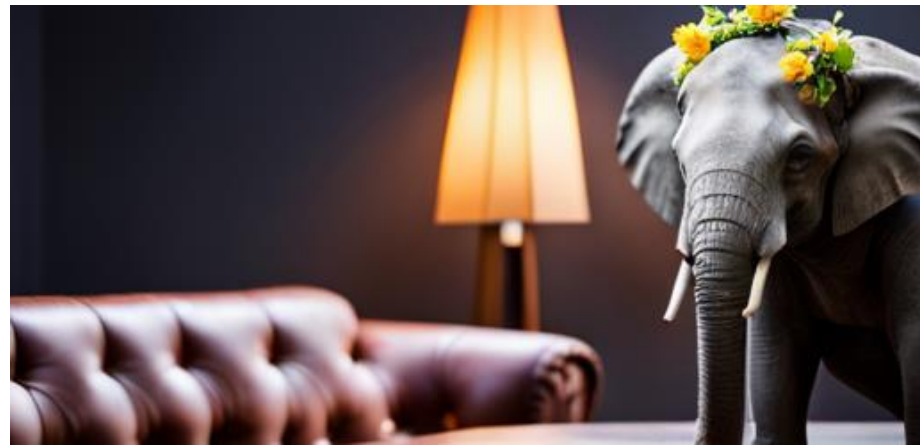


Data Concerns

- GIGO
- AI takes shortcuts
- AI reflects implicit biases of its designers and the data
- Data privacy / security





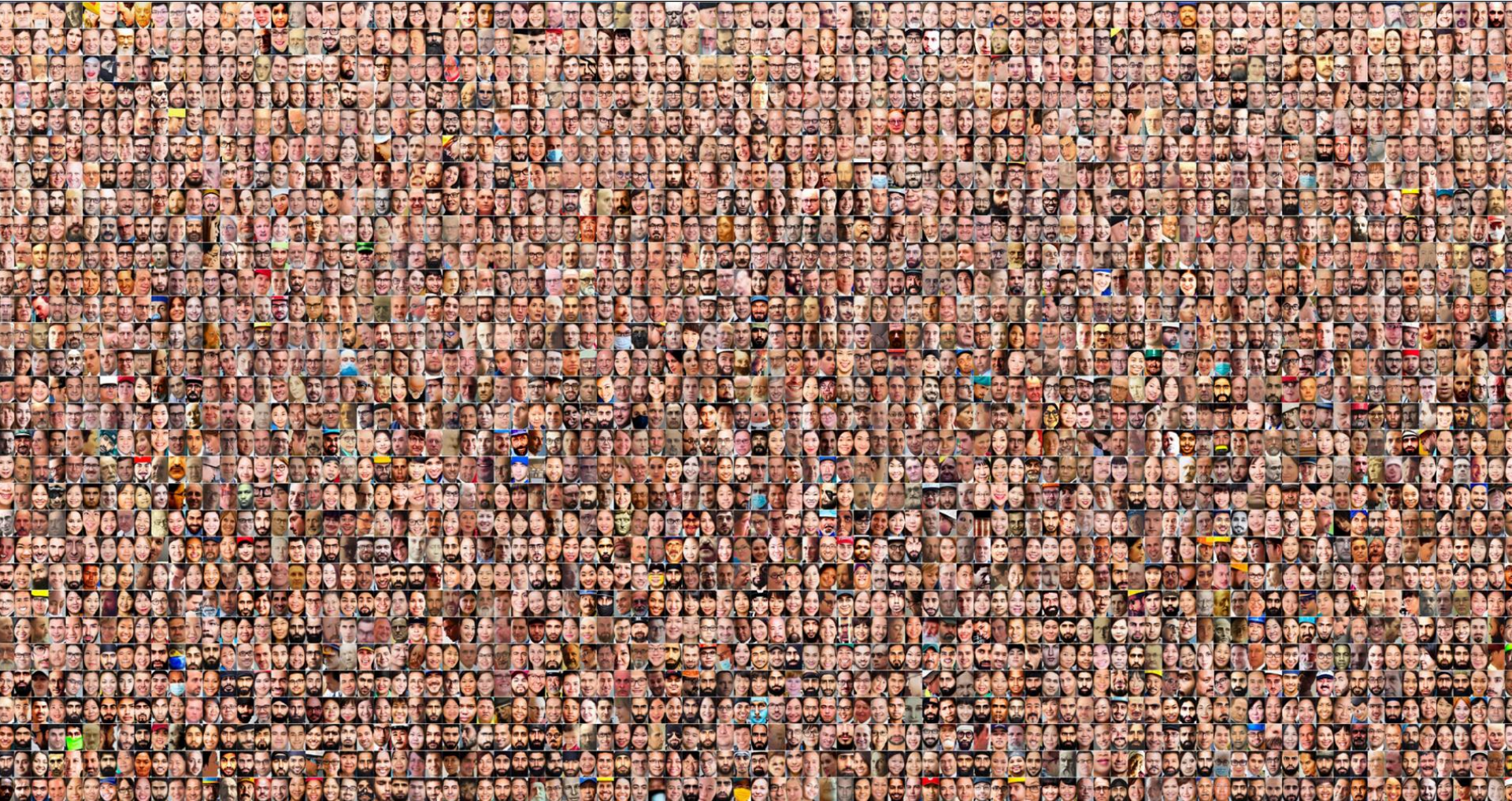


Ethical Concerns



Bias Concerns

- Data Bias
- Human Bias
- Feedback Loop Bias
- Developers not always forthcoming on how AI is developed and monitored



Bias Concerns

High-paying occupations

ARCHITECT



LAWYER



POLITICIAN



DOCTOR



CEO



JUDGE



ENGINEER



Low-paying occupations

JANITOR



DISHWASHER



FAST-FOOD WORKER



CASHIER



TEACHER



SOCIAL WORKER



HOUSEKEEPER



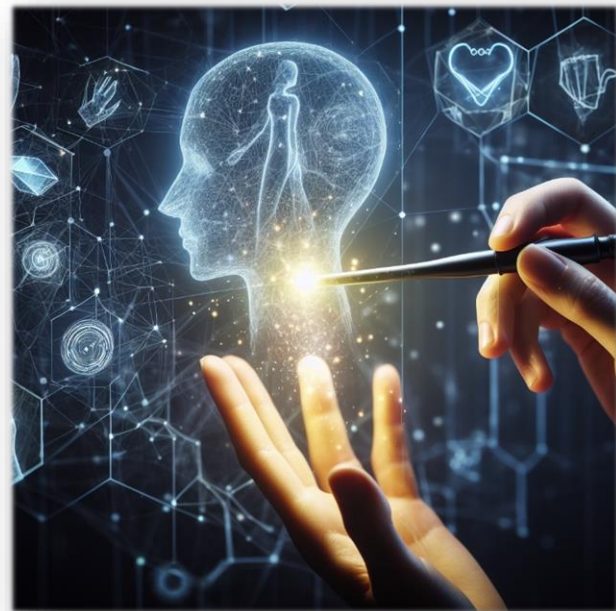
AI Considerations

AI is not a magic wand

- Identify areas for AI assistance
- Identify processes that can be augmented by AI
- Ensure transparency and fairness

Emphasize human-centric skills

- Emotional intelligence
- Relationship-building
- Problem-solving
- Conflict resolution



AI Considerations

Engage employees

- Communicate AI goals & policies
- Express benefits & limitations
- Address fears & misconceptions
- Provide training & support

Collaborate with IT to evaluate AI

- Assess data quality/privacy
- Ensure proper integration of AI
- Data security
- Monitor & evaluate results



Live Look at ChatGPT, Gemini, and Designer

AI Links

- ChatGPT: <https://chat.openai.com/>
- Gemini: <https://gemini.google.com/app>
- MS Designer: <https://designer.microsoft.com/>
- YouTube Video Summary and Chat: <https://www.you-tldr.com/>
- Advanced AI Similar to openAI: <https://www.perplexity.ai/>
- Background Image Creator: <https://www.background.lol/>
- Text-to-Image: <https://firefly.adobe.com/>
- Prompts for ChatGPT: <https://www.promptvibes.com/>

Questions to ask Vendors

- What technologies and algorithms do they use in their AI solution?
- Do they provide transparency into the model architecture?
- How do their AI models make decisions?
- Are their AI models regularly updated?
- What data sources do they use for training their AI models?
- How do they ensure data quality?
- Who owns the data generated or processed by the AI solution?
- How do they handle data privacy and security concerns?
- What KPIs do they use to measure the effectiveness of their AI solution?
- How easily can their AI solution be integrated with our existing systems?
- How do they address ethical concerns, such as bias, fairness, and accountability?
- Do they adhere to industry best practices and guidelines?
- Do they comply with relevant data/privacy regulations (e.g., GDPR, HIPAA)?
- Are they transparent about their compliance efforts?

Thank You!



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