

Efficient or dangerous? How machine learning and AI are transforming HR



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harver



VIE

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HR

Doesn't exist anymore

without
(HR) Tech

RECENTLY

Data gives us superpowers

Tools used are ahead of employment law even though HR is behind on technological applications of AI & ML



TECH

LAW

STUDIES

The Employee Journey

RECRUITMENT
Matching people
and organisations



ORGANISATION & TEAMS
Organising for top performance
and using full potential



ONBOARDING
Connect, learn and feel at
home in an organisation



GROWTH
Learning, growing,
developing and staying
healthy



PERFORMANCE & PRODUCTIVITY
Aligning goals and improving
performance and productivity



MEASUREMENT & ANALYTICS
Running people operations



HR OPERATIONS
Running people
operations



OFFBOARDING
Leaving and staying
connected



Part I

Sourcing & Recruitment

Sourcing = Marketing

The image displays three overlapping screenshots of a targeting interface. The top screenshot shows a 'Detailed Targeting' section with the instruction 'INCLUDE people who match at least ONE of the following'. It features a search bar and a dropdown menu for 'Demographics' with options like Education, Generation, Home, Life Events, Parents, Politics (US), and Relationship. The middle screenshot shows an 'Interests' dropdown menu with categories such as Business and industry, Entertainment, Family and relationships, Fitness and wellness, Food and drink, Hobbies and activities, and Shopping and fashion. The bottom screenshot shows a more refined targeting setup with 'Interests > Additional Interests' set to 'Espresso' and 'and MUST ALSO match at least ONE of the following' set to 'Interests > Food and drink > Beverages' with 'Coffee' selected. At the bottom of this screenshot, the text 'Exclude People or **Narrow Further**' is visible, with 'Narrow Further' highlighted in a red box.

And big data is the basis



TARGET ON:

Race

Gender

Age

Income

Marital Status

Political Affiliation

Interests

Street

Life events



Stibbe

Sponsored

Jij bent de katalysator van verandering.
Word Legal analist bij Stibbe



Ga aan de slag als Legal Analyst

Solliciteer nu!

Stibbe.NL/Legal-analyst



WE ACCEPT THE COOKIES

We supply the data

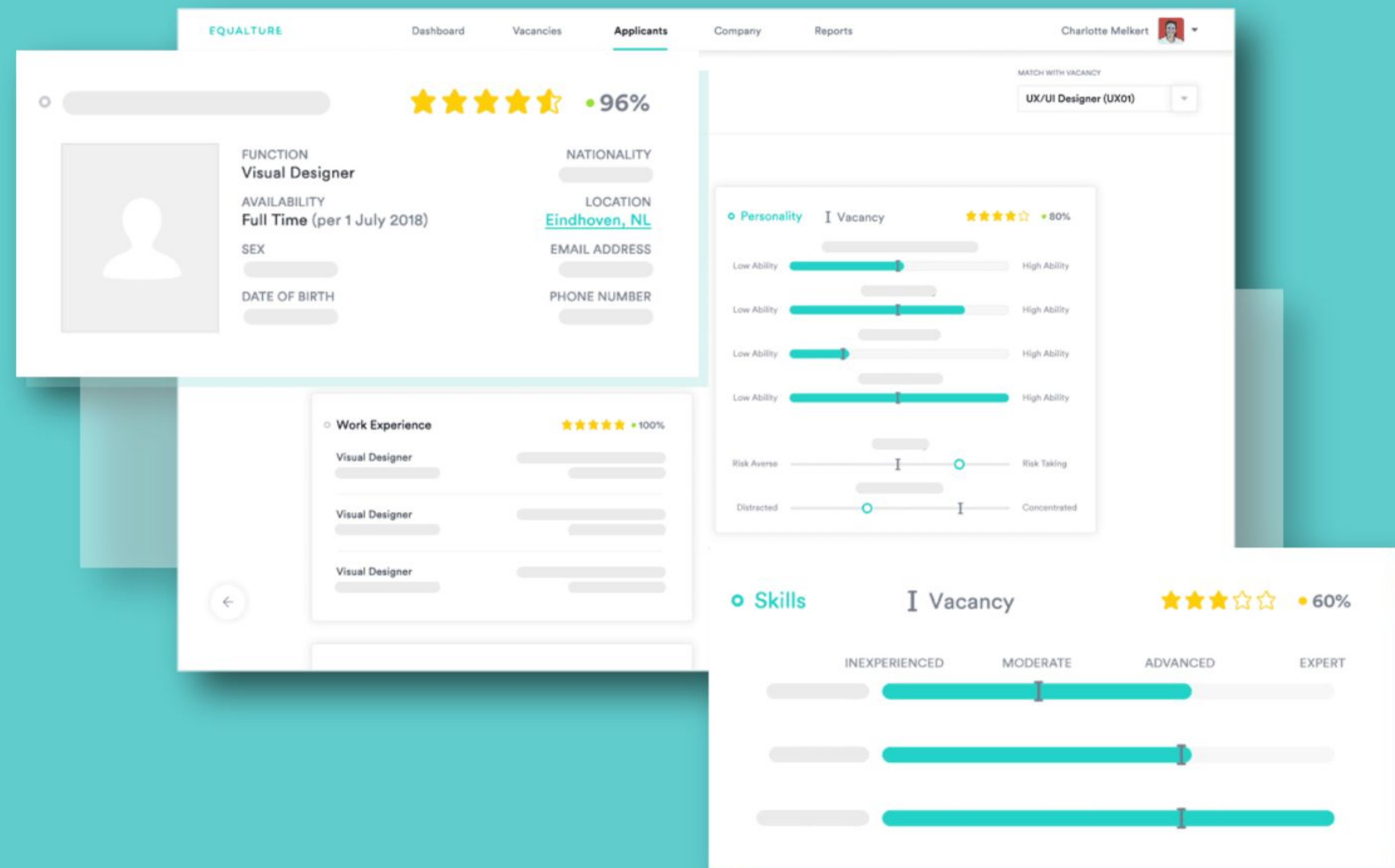
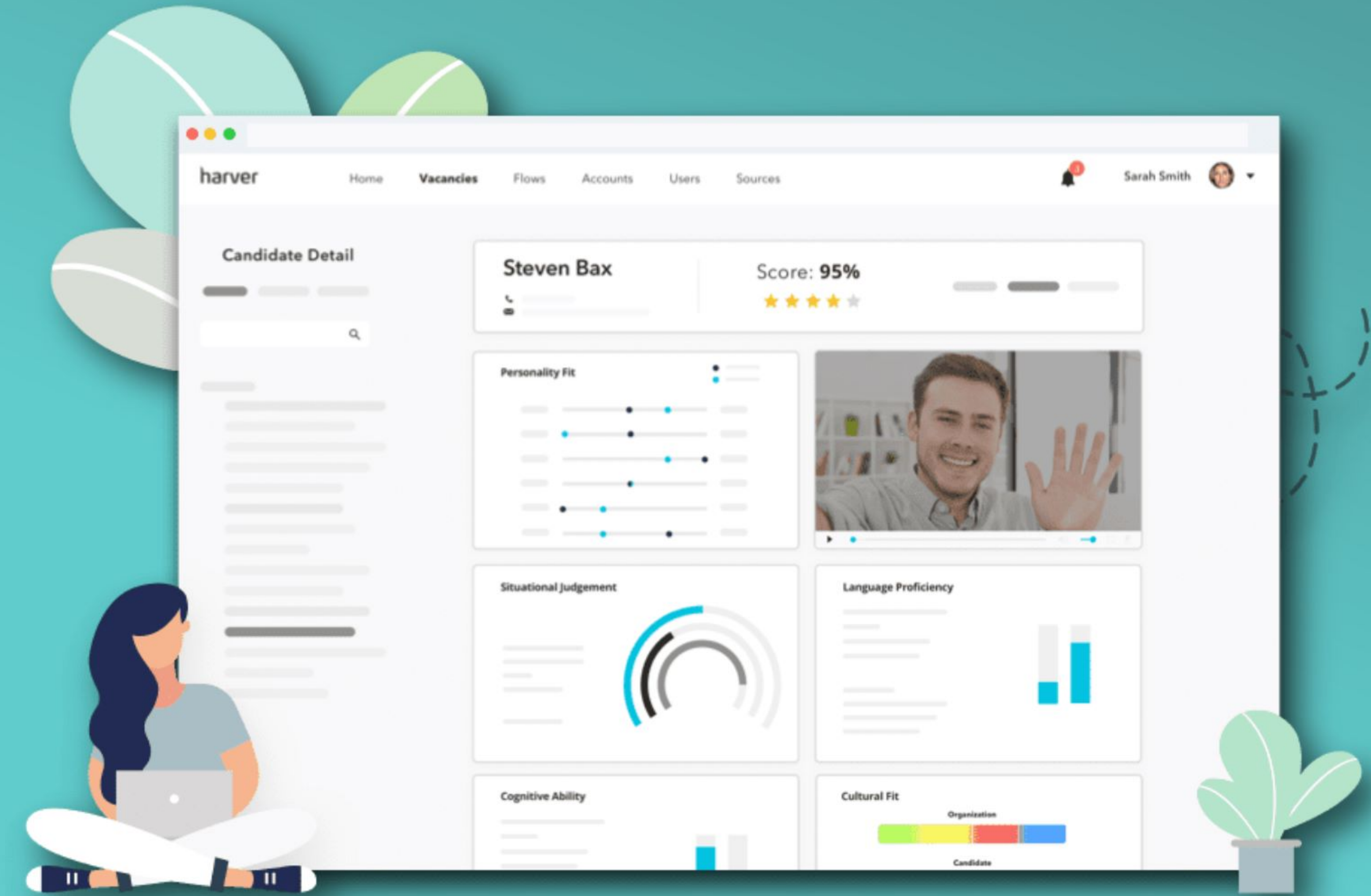


AND MANY OTHERS

Analyze, Learn, Infer, predict & sell

Selecting people

Thousands of companies AI Matching Benchmarking on Performance



From **Serious** to **Gamification**
From **text** to **SJT**

Some dutch examples:

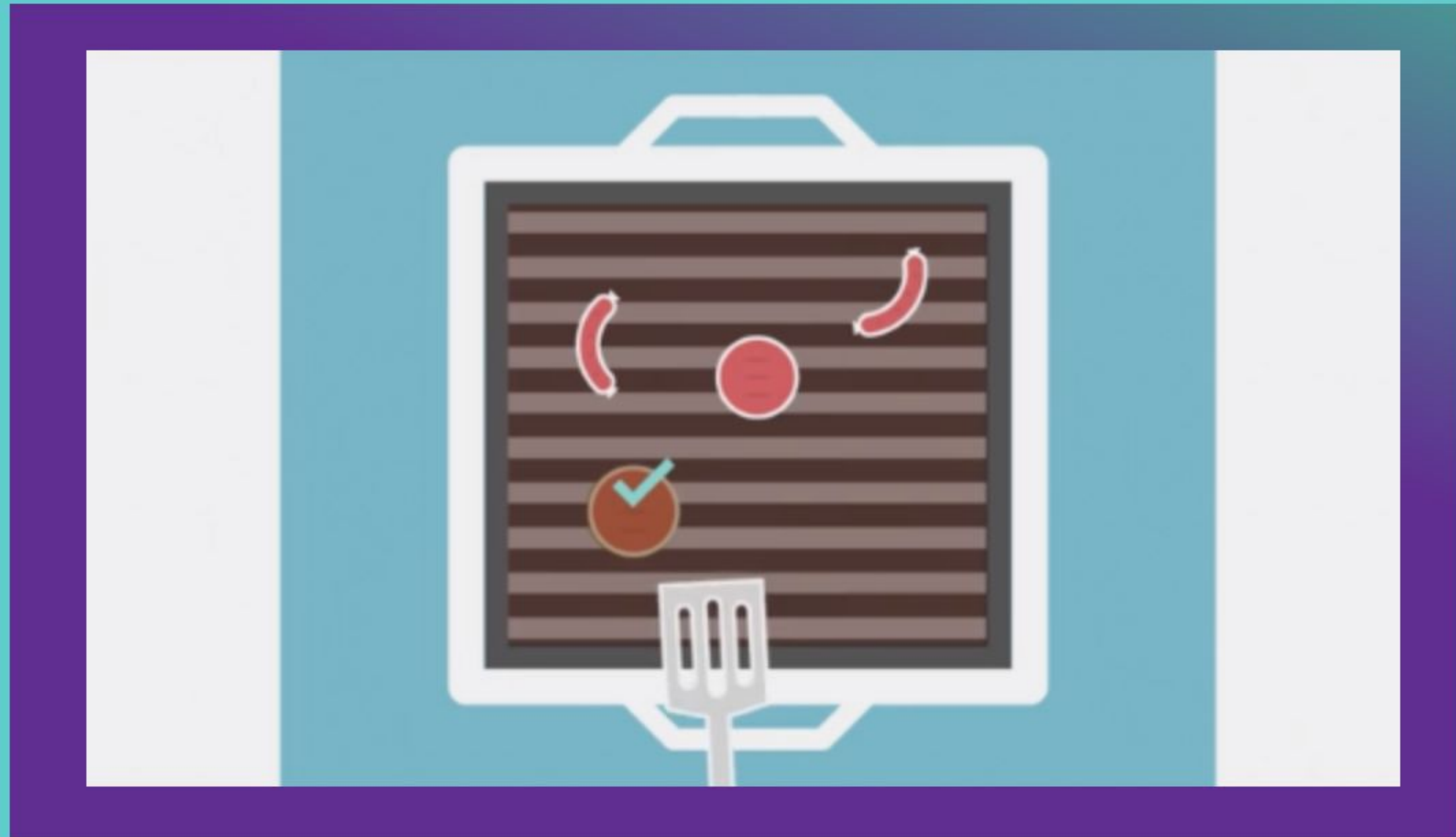


BrainsFirst

harver

EQUALTURE

THE
SELECTION
LAB



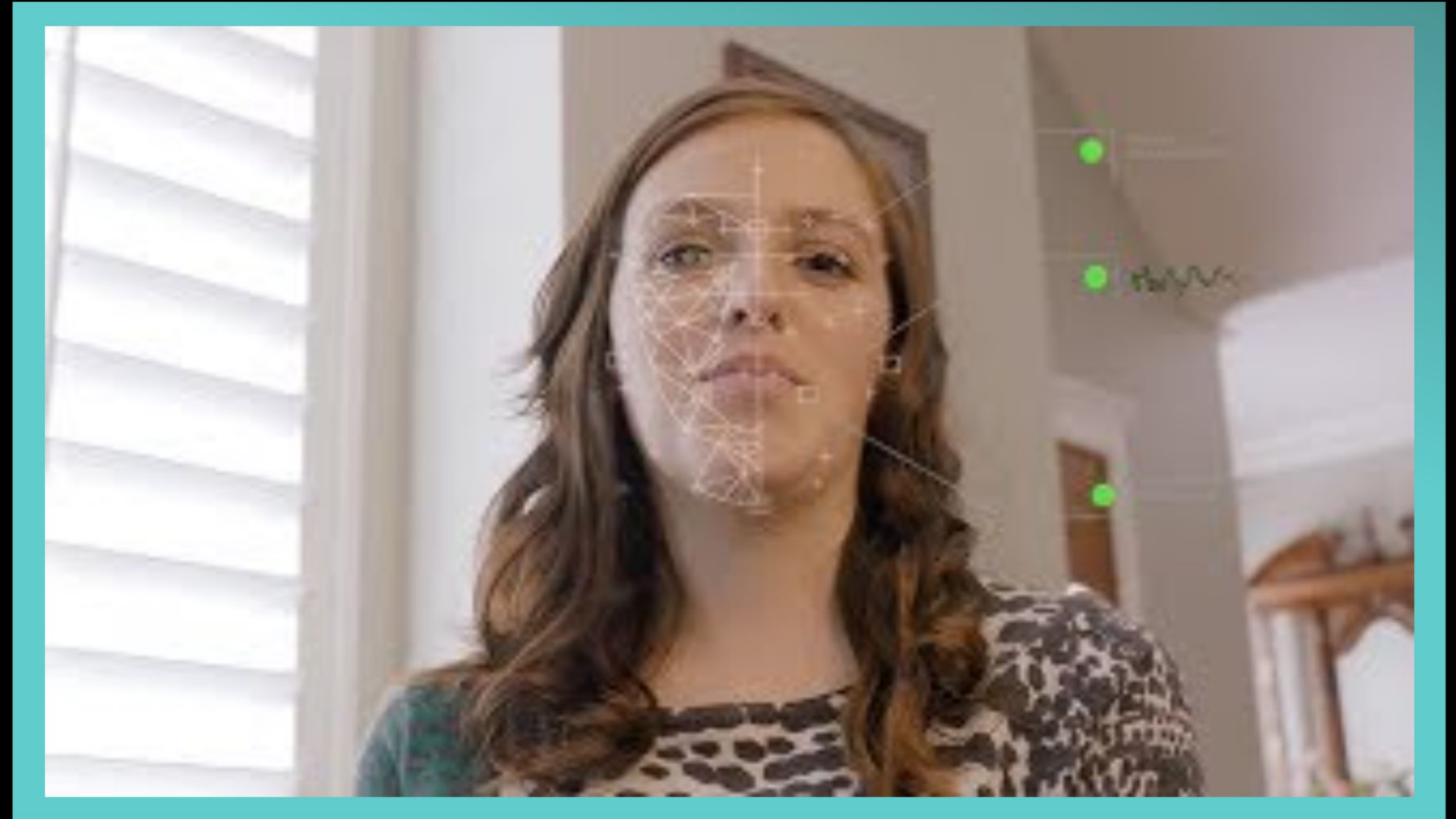
From **Serious** to **Gamification**



From **text** to **SJT**

Getting rejected? based on:

Facial expressions
Tonality
Choice of Words



HireVue
93M in funding

Everybody uses these tools

Key problem:

Better than 'gut feeling'

More applicants

Better recruitment experience

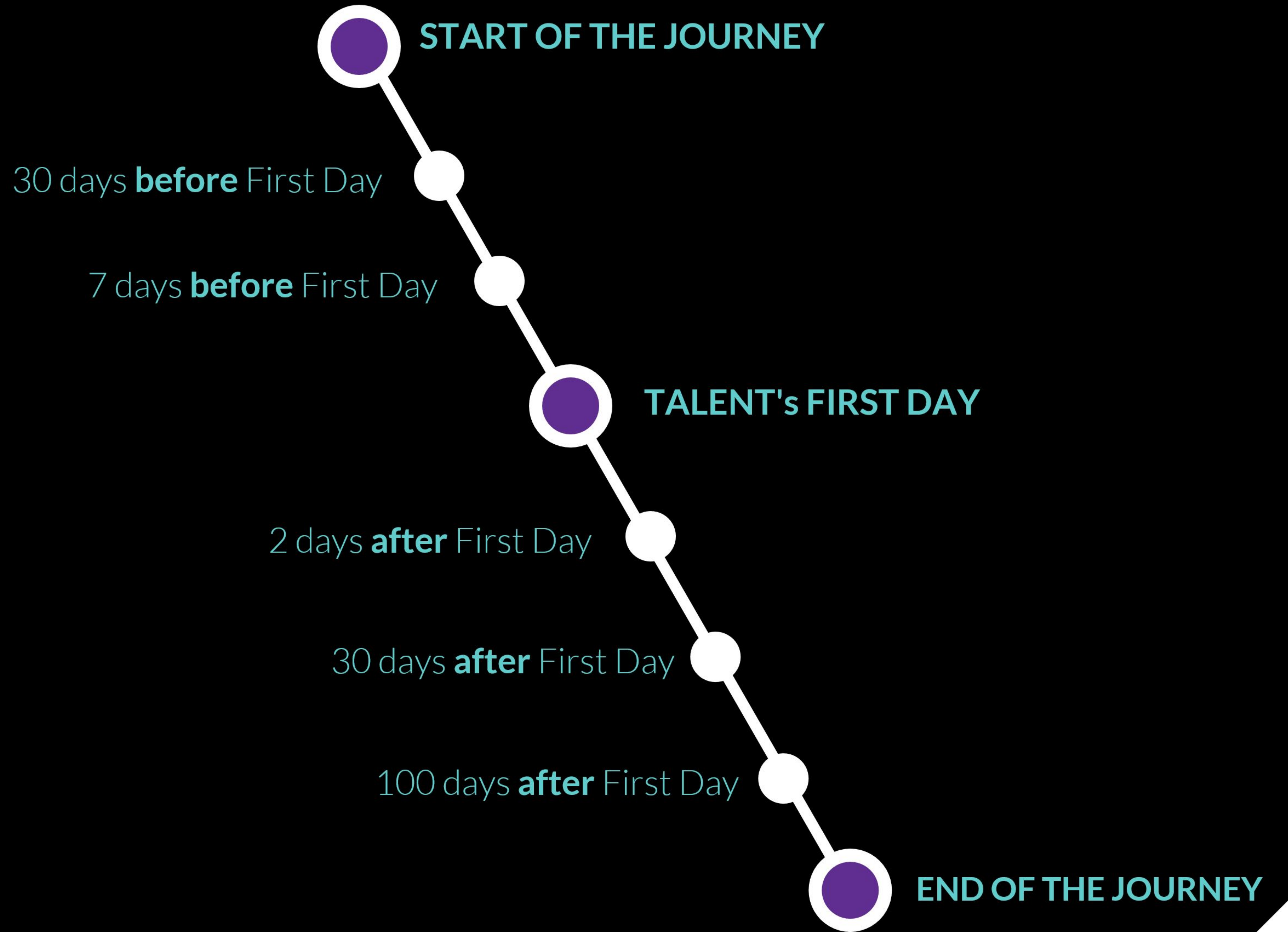
Pre select candidates

However:

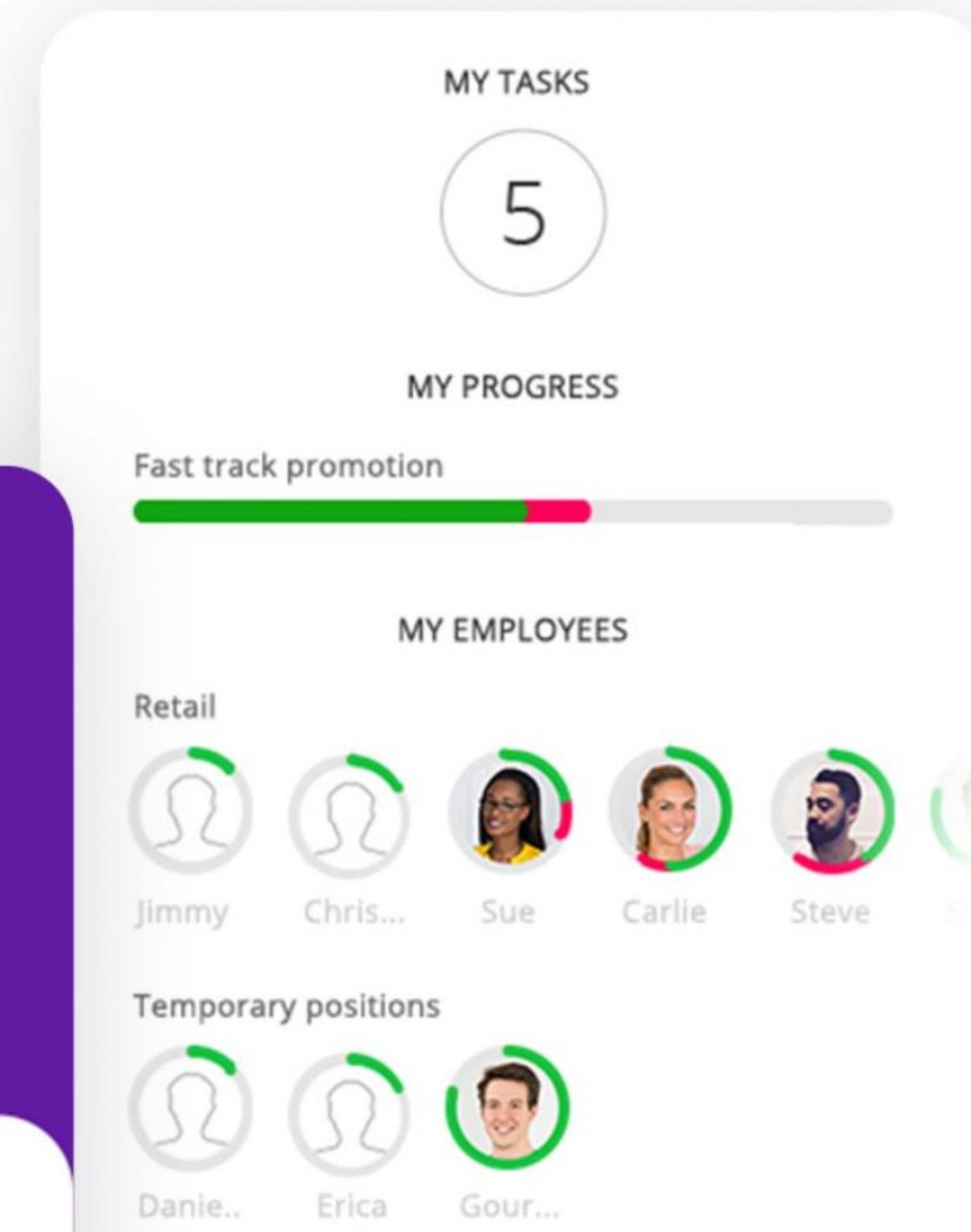
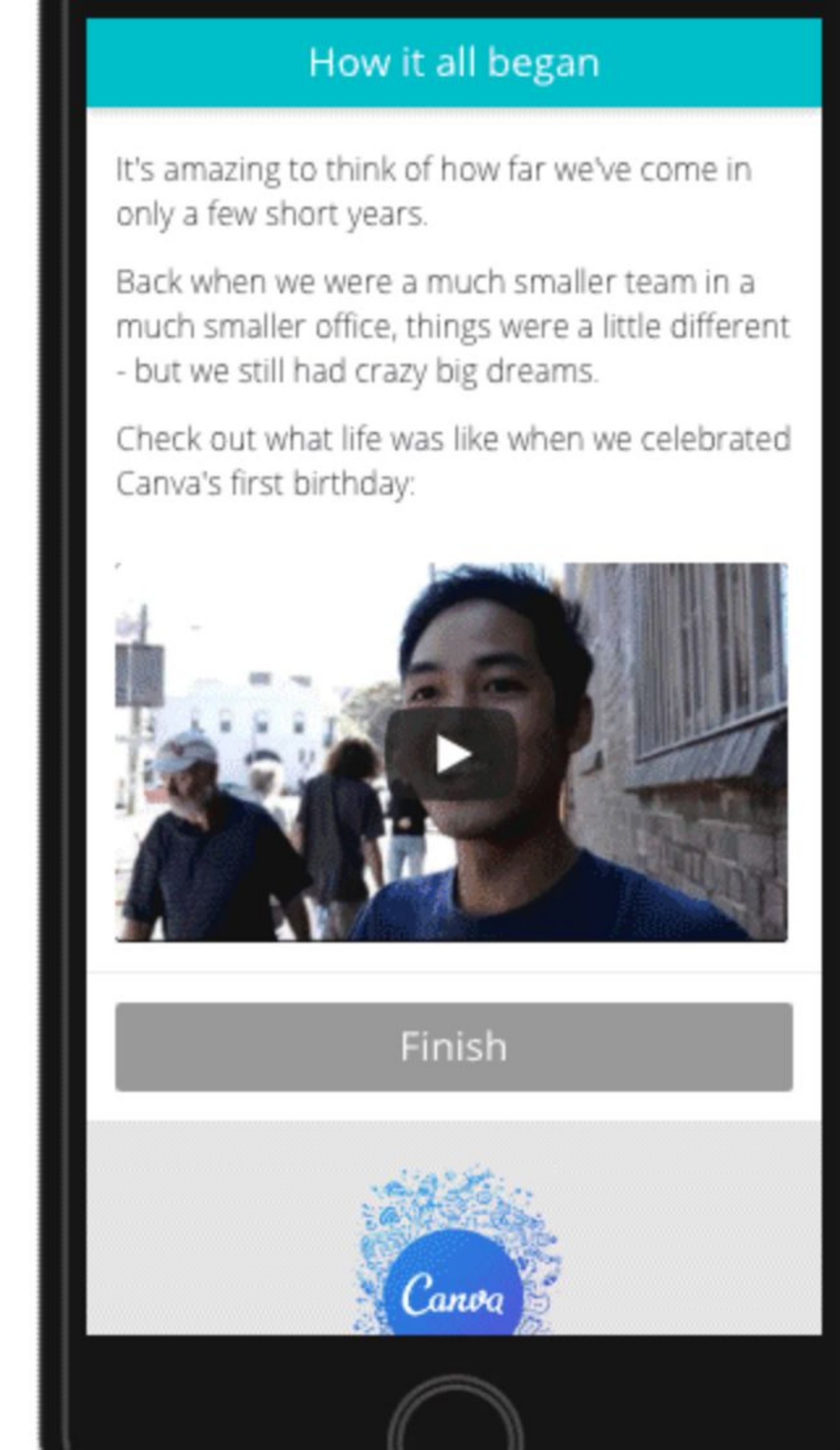
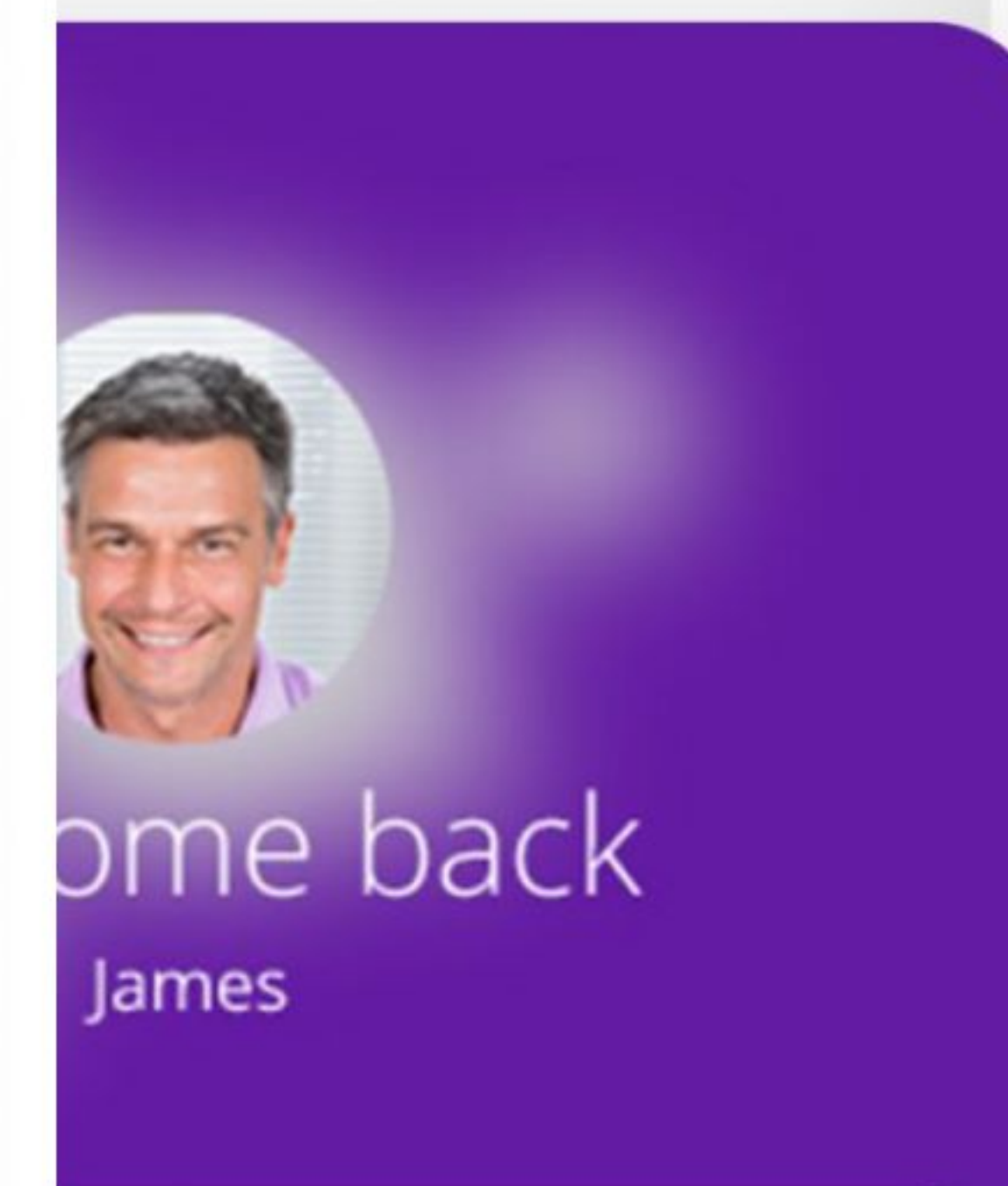
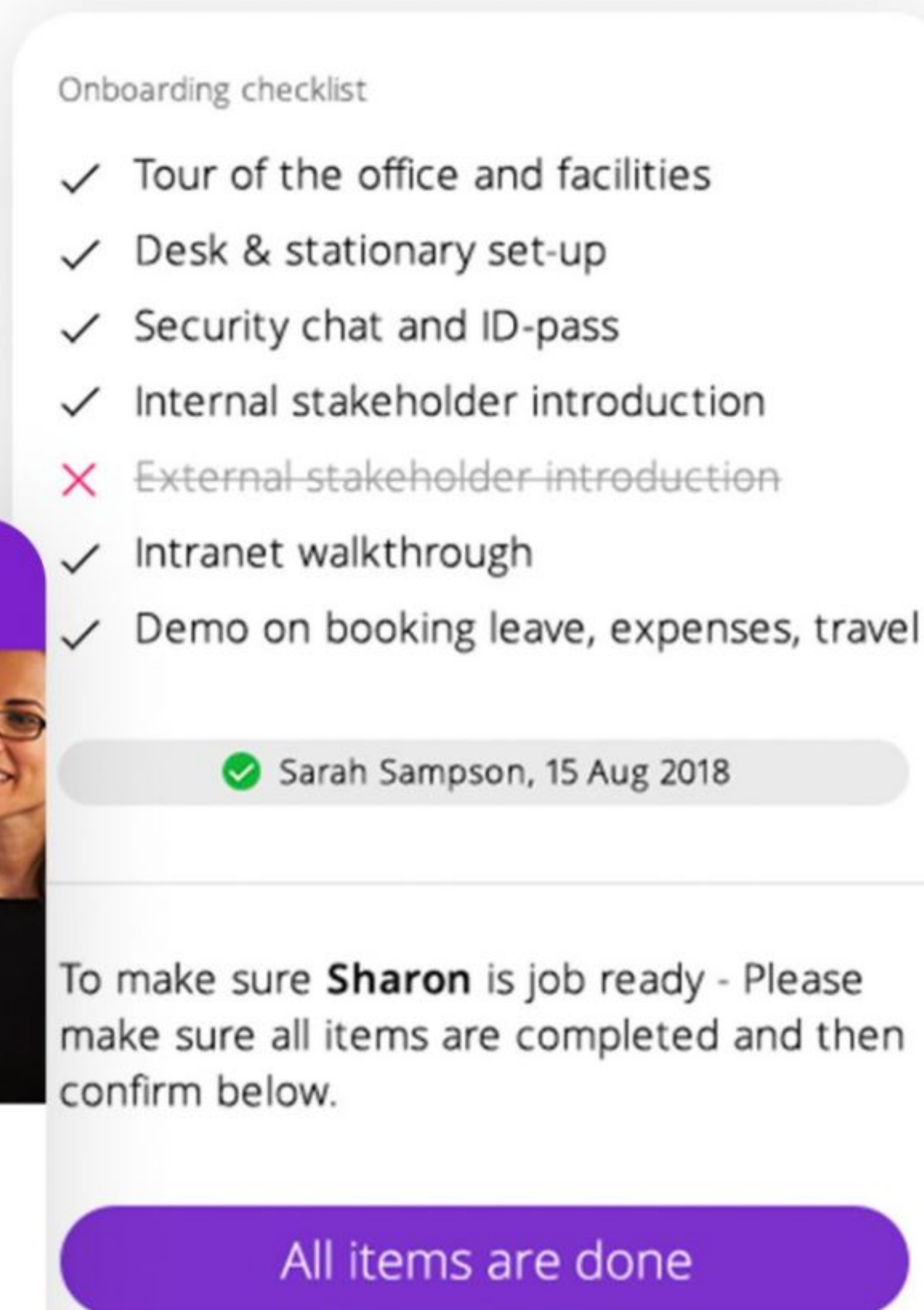
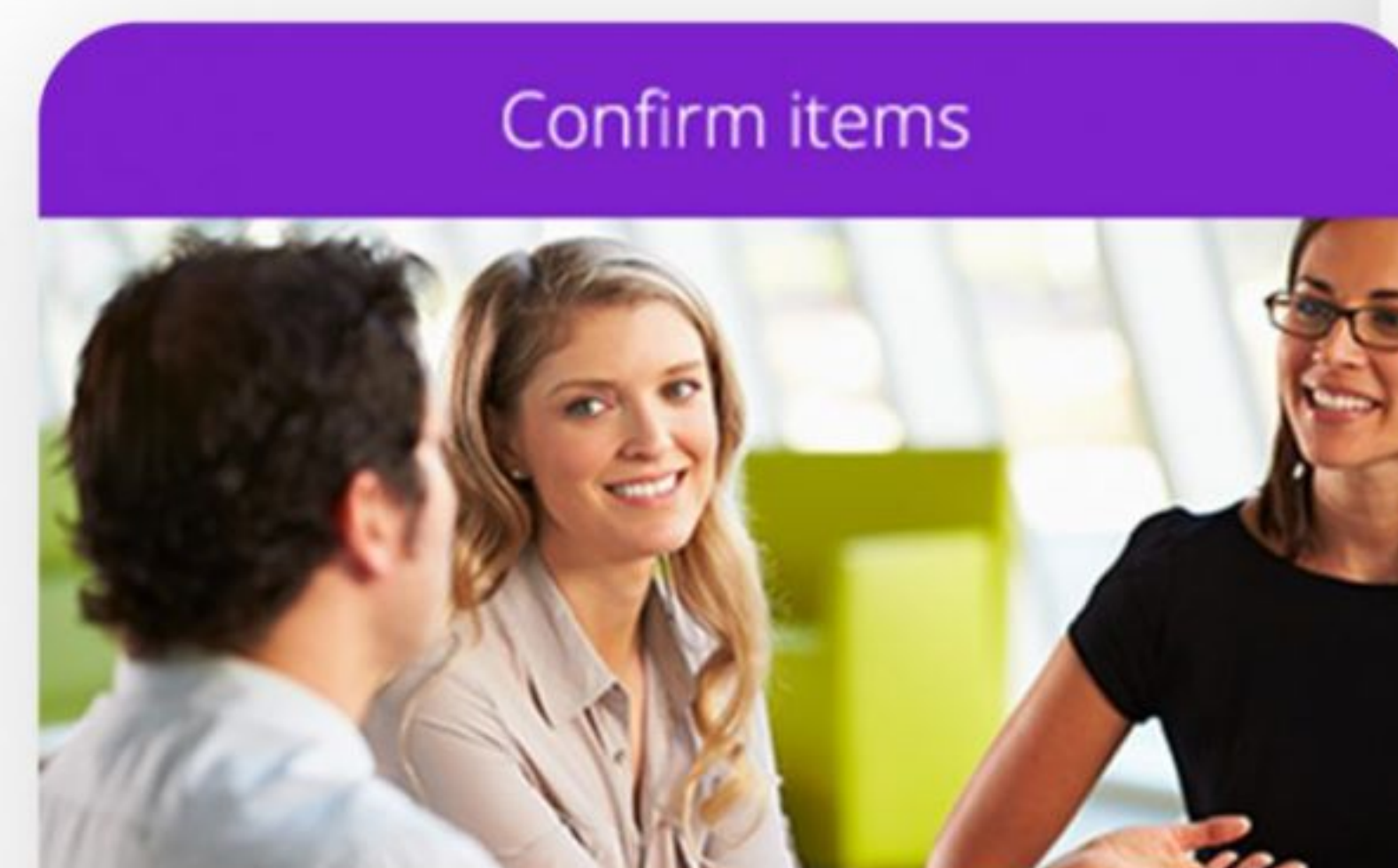
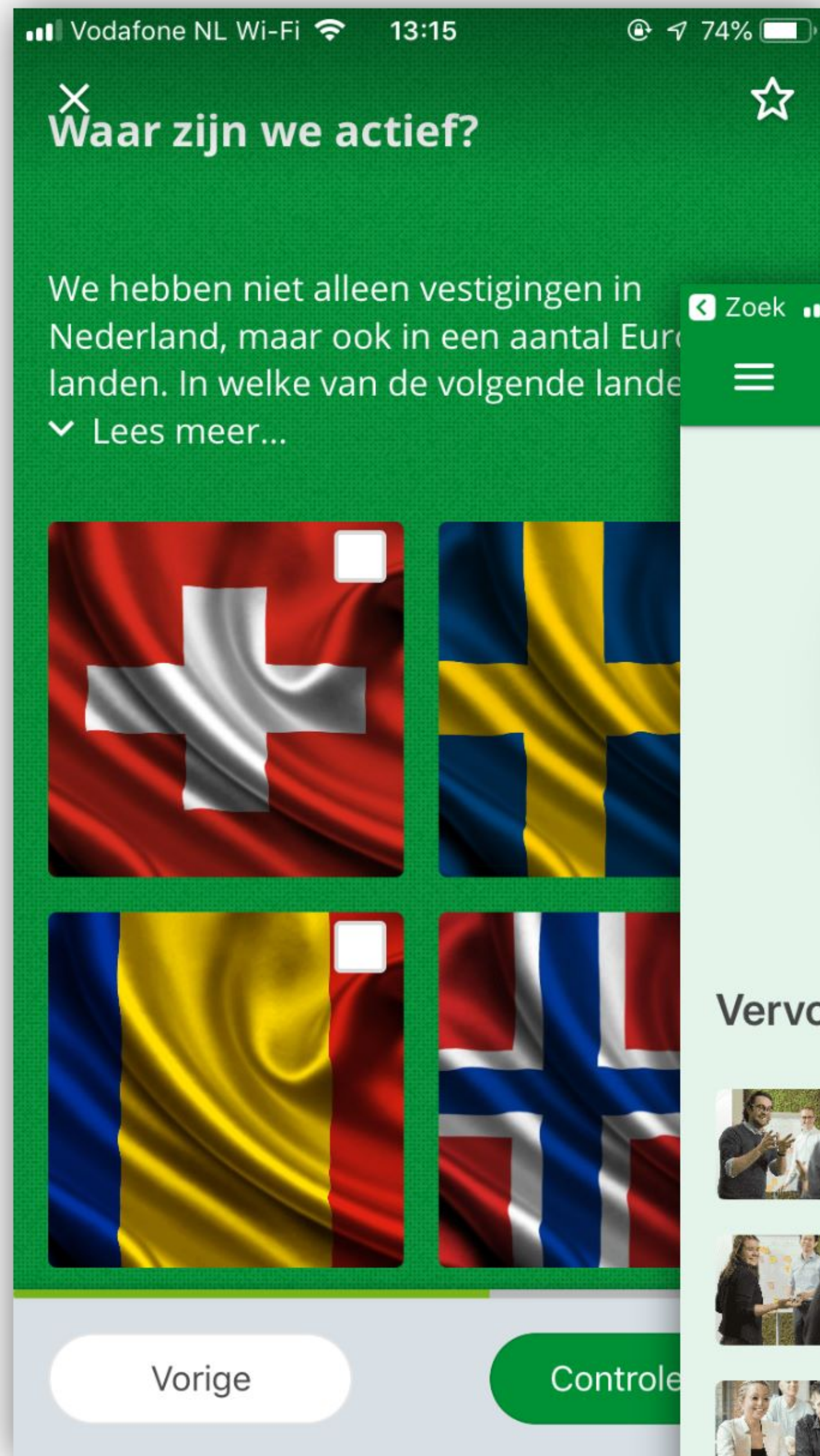
Bias used to be personal, now its automated

Part II

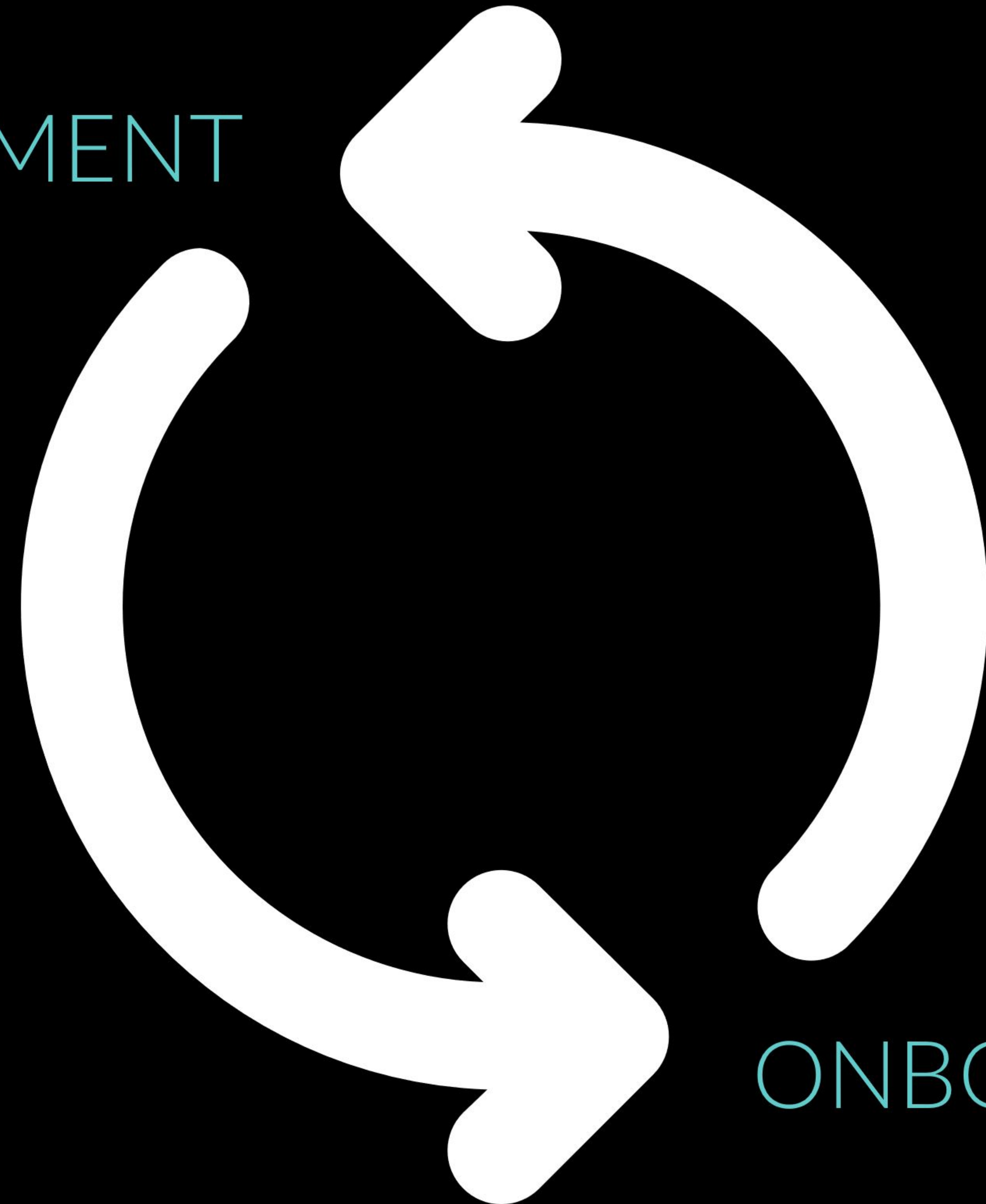
Onboarding



Just as many tools, that create your journey.



RECRUITMENT

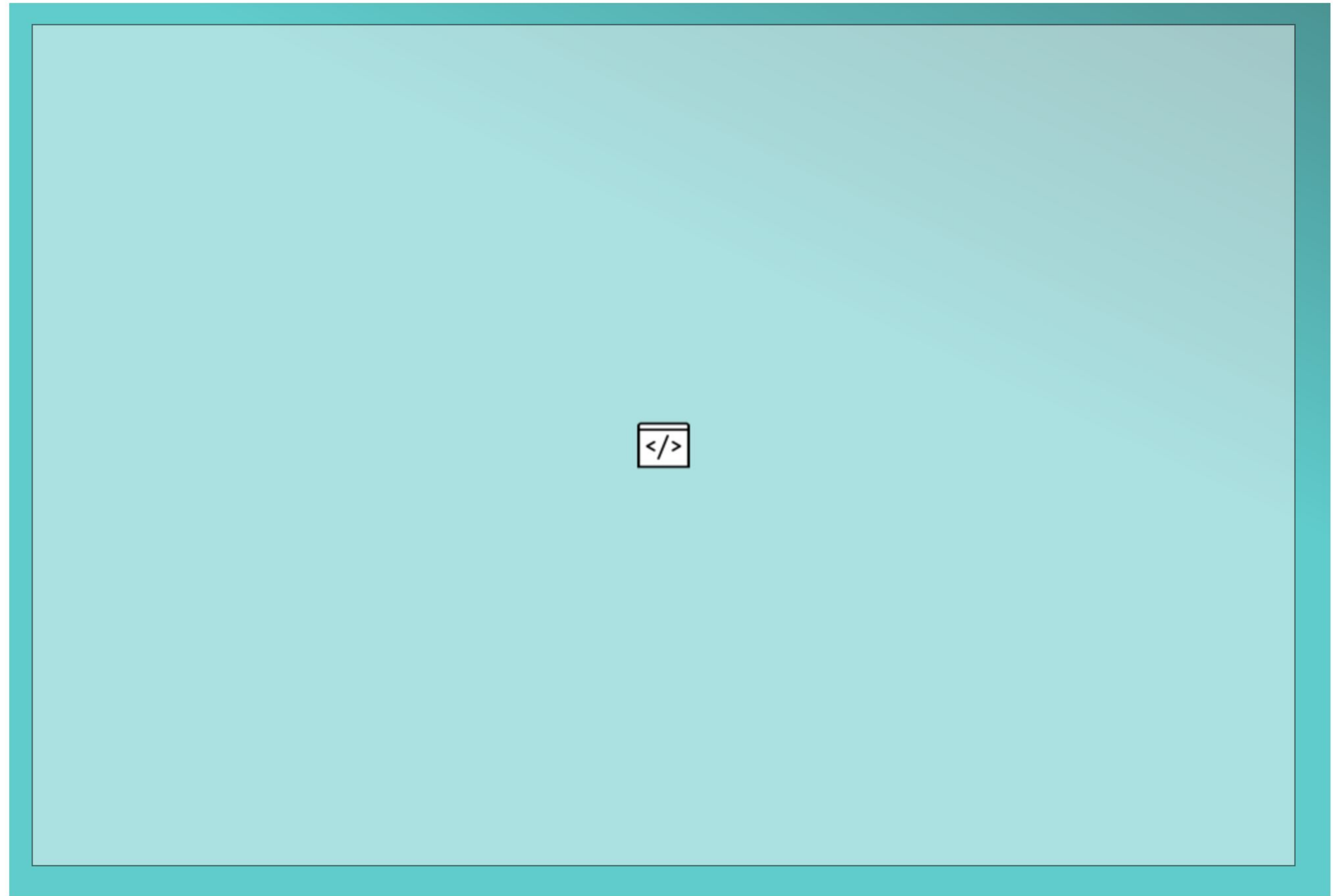


ONBOARDING

AT MOST COMPANIES

HR Data is still compartmentalized

If you start with bias, AI & ML will make the bias worse



(but we do it on small scale all the time)

Part III

Performance

Company goals

Performance analysis

Behavioural change

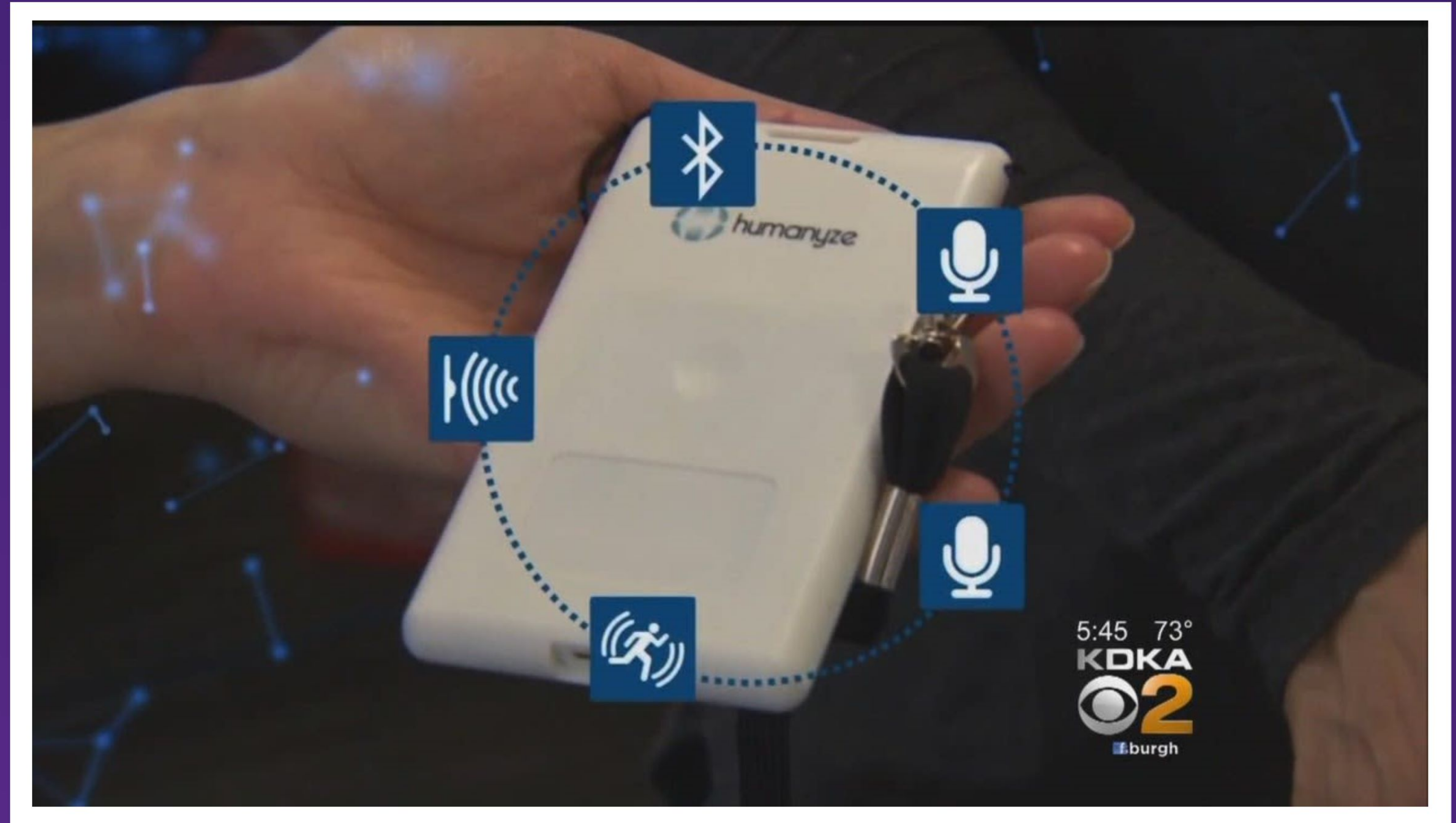
BIGBROTHER?

**Analyse all written
texts by all your
employees**



A FITBIT FOR YOUR CAREER

Why stop at text?



5:45 73°
KDKA
CBS 2
burgh



Humanyze

AND THEN THERE IS

Behavioural change

Stroofy helps individuals and teams focus, be more engaged and feel better at the office.

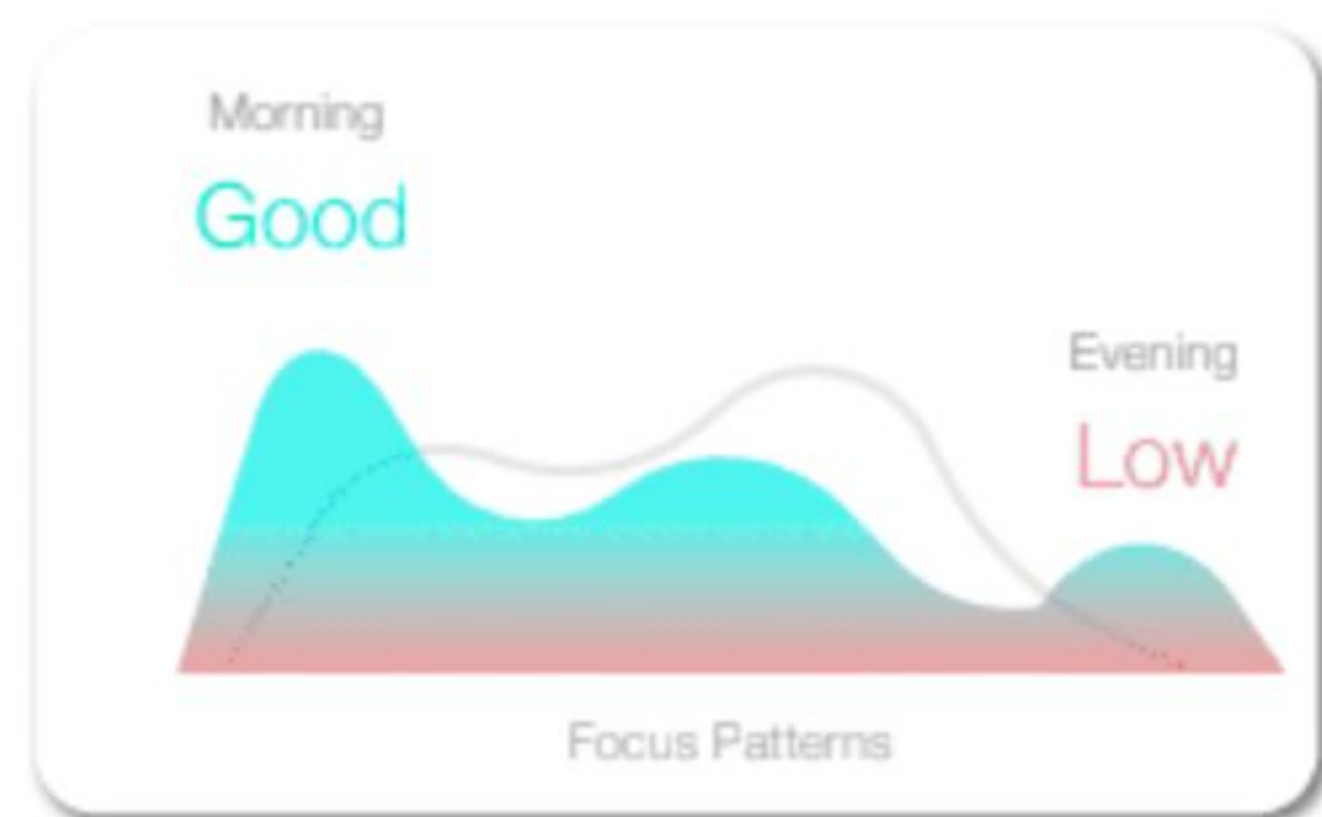
We believe digital distraction and task-switching to be key causes of stress in the modern workplace, and mitigating their adverse effects starts with working in a smarter and more personalised way.

We aim for long-term employee wellbeing with a three-pronged approach that is reflected in the three beneficiaries of our pilot software solution.

Good stuff right?

The Operations and Strategy Expert

Aggregated firm-wide insights to help drive change at the business



Purpose

Provide aggregated insights that empower leaders of a business to understand the overall performance of the company from both an operational and people perspective.

What to expect

A firm-wide view of productivity and active hours, a daily and weekly window into wellness and focus patterns across the business.

The Roadmap

Optimise the workplace around focus and wellness to support value creation through positive work-life balance and healthy culture.

Aggregate all three data levels to coherently improve performance whilst ensuring staff remain engaged, focused and balanced.

**Back ground program on your computer
Giving you nudges (ie take a break)
Analyzes this over you, your performance, and your
co-workers
Dashboard for the manager.**

TRAINING YOUR ALGORITHMS

**If you start with bias,
ML will make the bias worse.**

**You have to deliberately
eliminate bias or add it.**

OPENING THE BLACK BOX

**HR needs to understand
the tech and the data**

WHAT'S THE WORST WAY THIS DATA CAN BE USED

**A lot of tech firms do little on
what their data infers**

Part IV

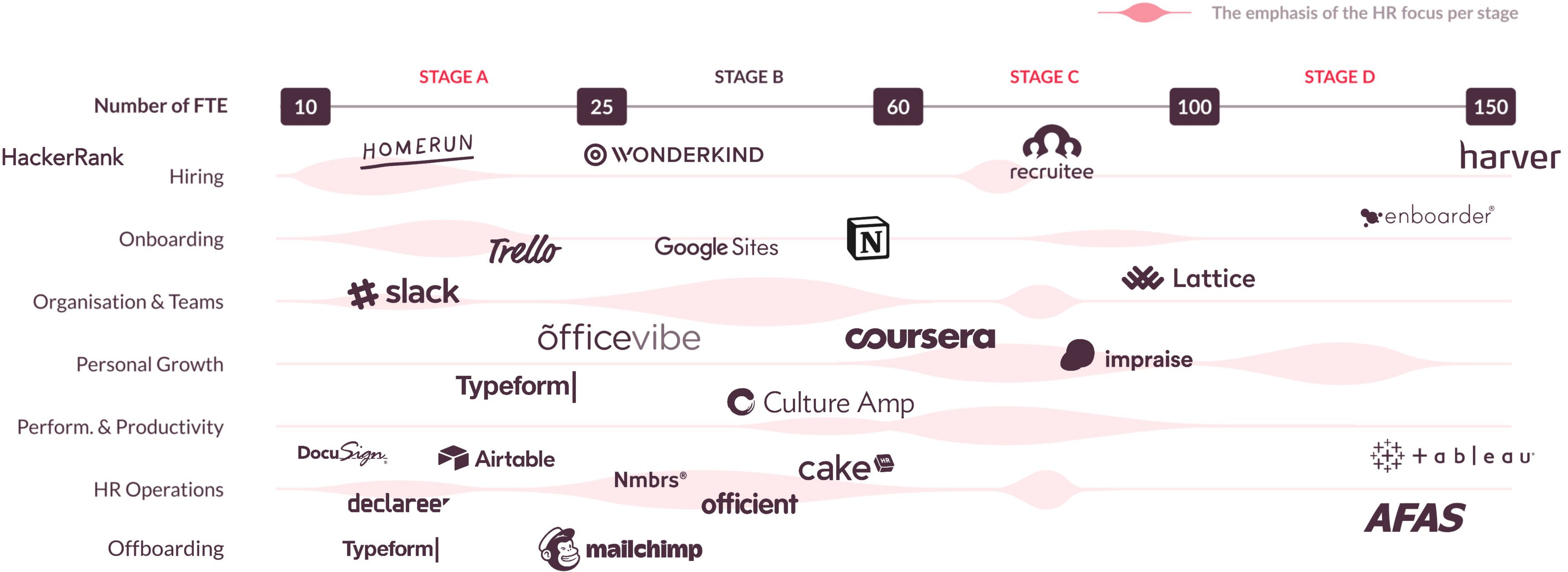
Offboarding

If you know who to hire

You know who to fire



Connect the dots on all the apps



Questions?



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