

**nGAGE TALENT**

**retinue**   
Talent Acquisition

**FUTURE  
READY.  
ALREADY.**

**Technology & Talent**

Workplace Futures 2024



# AI/ML/RPA - IMPACT ON RECRUITMENT

**USE CASES - The Good News! - Automating repetitive tasks - Enhancing candidate experience - Improving recruitment efficiency - Enabling data-driven decision-making – All doable.**

## **Automated Sourcing and Screening**

- Identifying relevant and interesting channels to improve sourcing
- Improve screening both interactively and parsing - comparing against job/ culture fit - faster prioritisation
- Reduction of time-to-hire with better targeting

## **Enhanced Candidate Experience**

- AI chatbots and virtual assistants (Co-pilots) can provide real-time interactions with candidates, answering their queries, scheduling interviews, and providing personalized feedback.
- Drives higher engagement and satisfaction.

## **Data-Driven Decision-Making**

- AI algorithms can analyze large volumes of data to identify trends, predict candidate success, and optimize recruitment strategies.
- Better, informed decisions, lead to enhanced overall recruitment effectiveness.

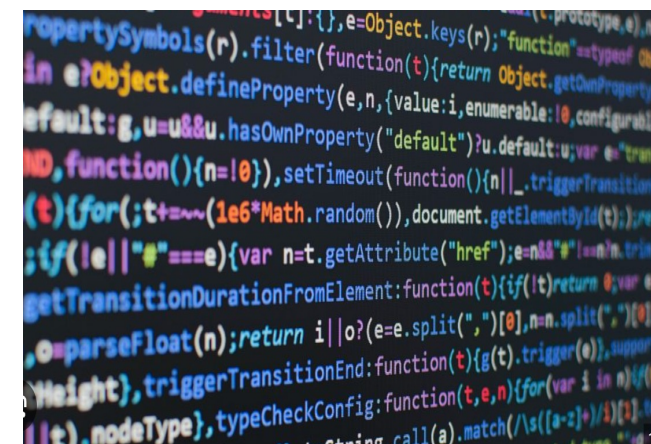
## **Bias Reduction and Diversity**

AI can mitigate unconscious bias by focusing on objective criteria and eliminating subjectivity. Potentially leading to a more inclusive and diverse workforce



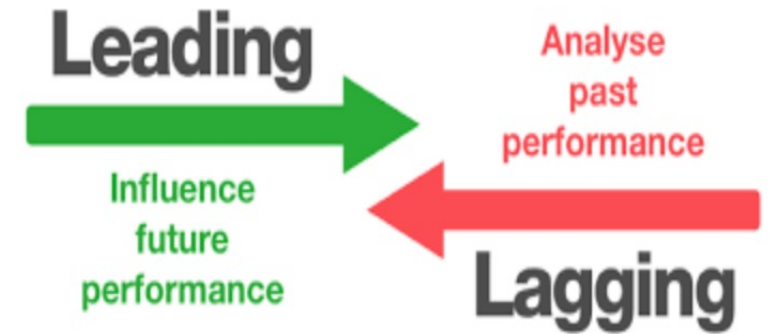
# BUT...WE HAVE CHALLENGES

- **Data Security & Privacy** – Personal and Corporate IP
- **The Echo Chamber** - This exists in Social Media for humans it exists for AI too... you only read what you are shown; which is what you read...
- **Algorithmic Bias** – Google noticed that it only offered high - salary jobs to men... Amazon stopped using it as it favoured words like executed and captured - more often appearing in men’s CVs. New York State effectively banned it...
- **Hallucinations** – Incorrect predictions/False positives/False Negatives
- **Social ‘woke’ Media** - “My opinion is as important as your facts” has become a truism – it isn’t, **it’s an opinion...**
- **Lots of talk, little action?**
- **It’s unstoppable** - The Genie is out of the bottle - You won't be replaced by AI but you will be replaced by someone who knows how to use it!
- **It’s physical as well as CODE** - IR connotations?
- **Corporate ‘Lag’ ..**



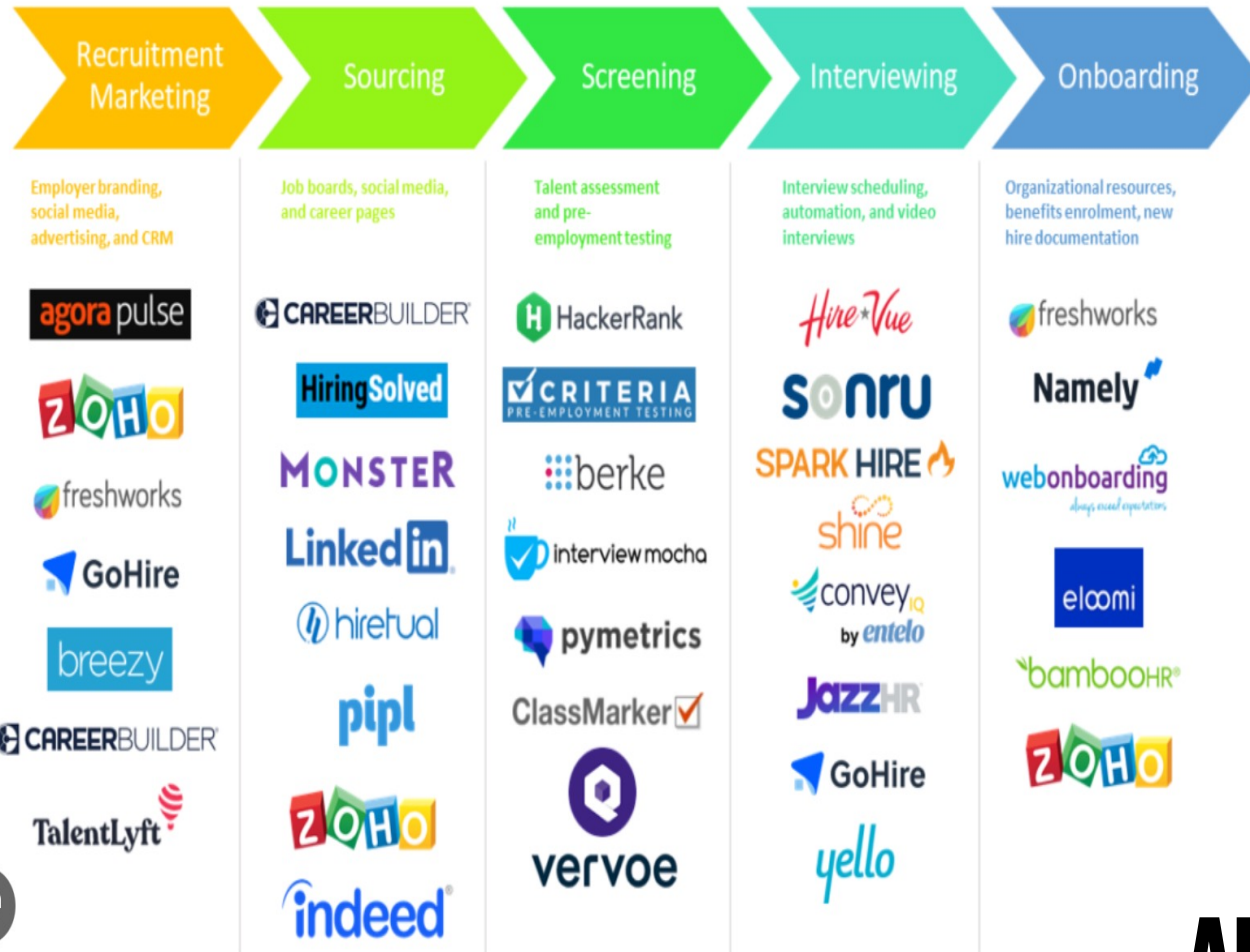
# CORPORATE LAG – IT’S A THING.

- **Yesterday's world doesn't get today** . People have opinions based on **no data**
- Yesterday's IT and HR problem is **today's business problem** - from CEO down
- **Corporate Myths** that propagate ...EVP trumps pay - a valuable job means stuff to people - ED&I is important to people - perm good, contingent bad - Tech will solve my problems and make us faster/better/quicker...We are an interesting firm...
- **Executing Tech is way harder than talking about it** - especially when no-one in the exec understands it. **No code /Low Code**
- **Your corporate support is also out of date** (Think Consultants)
- **Enterprise solutions** are just dangerous in the modern Tech world.





# IT'S A MESS OUT THERE...



# NGAGE TALENT

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# ...AND YOU AIN'T THAT INTERESTING

# UNDERSTANDING THE EMPLOYMENT LANDSCAPE MACROS

- **Rise of the gig worker** /independent contractors/body shops
- **It's a transaction** - Georgian employment model?
- **The side hustle/** multiple jobs income streams
- **Churn** going North
- **Two types of employee** - WFH or turning up
- **Boundaryless** recruitment
- **100% employment**
- **It's a revolution** – new jobs come, old jobs go
- **Skills** based employment
- **Tech isn't helping**



# DIFFERENT TA MODELS REQUIRE DIFFERENT TECH SOLUTIONS...

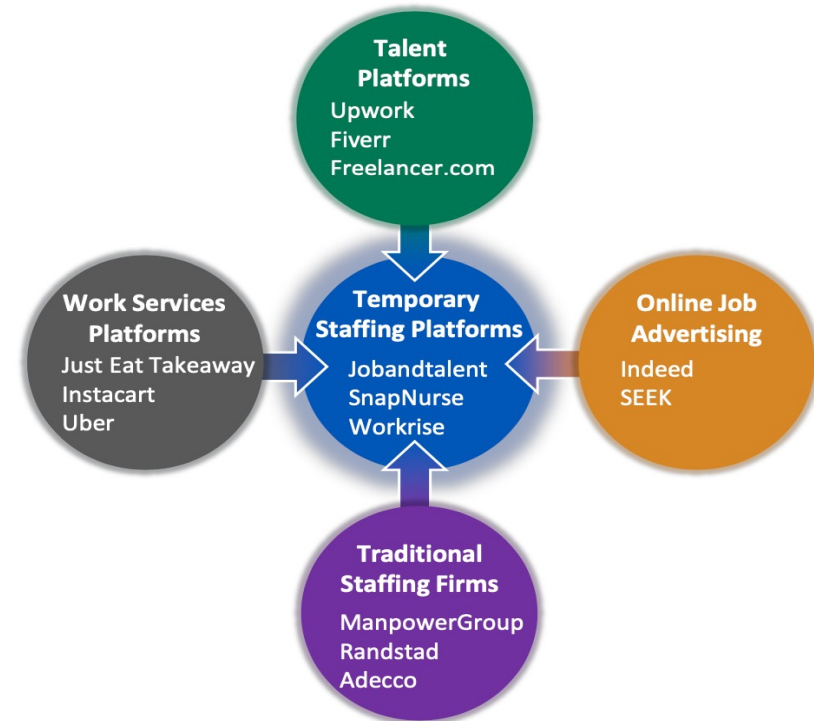
## The Cohorts:

- **High Frequency** temp – Shift based
- **Low Frequency** – White collar SoW/Independent Contractors
- **Direct Hire** - Perm
- **Supply Chain Management (VMS)** - 3<sup>rd</sup> party providers - Agency/Bodyshop/Consultants

Same tools = stalemate

Who is your tech aimed at ? - The TA or Consumer

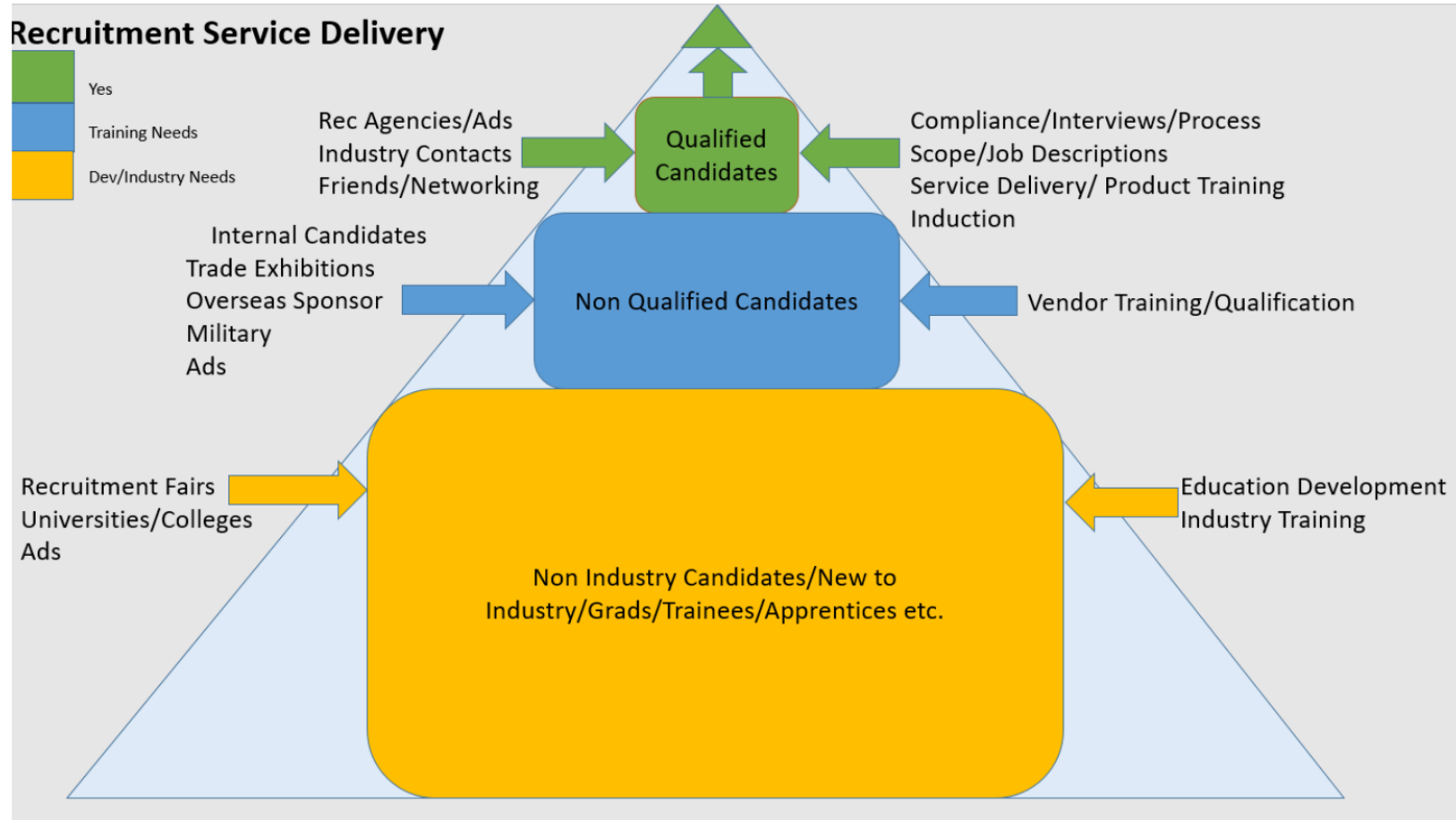
*The convergence of temporary staffing platforms with other contingent talent acquisition models*



Source: SIA

# FISHING FROM THE SAME POOL

NEW APPROACH REQUIRED?



With the same tools ...



Stalemate



# THE CANDIDATE EXPERIENCE

WHATEVER YOU DO PLEASE USE THE TECH TO DELIVER ...

- **Easy** “Consumer Grade” tech (and mobile obviously)
- **Personalised** and Customised
- **Transparent** communication
- **Real-Time** feedback
- **Think Thing 1 & thing 2**
- **Brand** is still in charge - Consistent messaging - it’s earned not owned in a 2.0/3.0 world
- Think of the **Cohort** are you aiming at - Tailor it



# CONCLUSION

- **Data** trumps all Tech
- AI is only of benefit if it drives **actionable insight** from the data
- Understand **Low and No Code**, avoid enterprise solutions
- Tech should be **aimed at the consumer**
- **User experience** needs to be consumer - grade ( and mobile of course)
- **Differentiation** matters
- AI will drive innovation but comes with **health warnings**
- ML and RPA should **improve your repeatable processes** and 'Lo/No code' solutions are easily deployable
- **Employment today is just different**
- **Opinions don't count** - data does
- If you don't get it – **Learn!**

Conclusion  
It was wonderful and learning  
experience for me while working  
on this project.  
This project took me through  
... of project and ...

**THANKYOU**