# The Business use of AI
## Leveraging AI for HR

*Abstract*

Your competitors are using AI to analyze employee retention and attrition, sales, operational performance what do you do? Organizations today are very enamored with artificial intelligence capabilities to find hidden patterns and tease out issues in data and text. Each organization is trying to find an advantage over its competitors.

This explosion of interest in AI poses a challenge to managers for effectively make sense of and use AI effectively.

*The most nimble and adaptable companies and executives will thrive. Organizations that can rapidly sense and respond to opportunities will seize the advantage in the AI-enabled landscape. (Erik Brynjolfsson and Andrew Mcafee, HBR,)*

Effectively utilizing AI is a key issue today. Senior management and business functional management must be clear about the use and value of AI to avoid chasing an unachievable and expensive dream.

AI carries with it many implications. Jobs change dramatically, current skill become obsolete and displaced, there may exist resistance to change and unrealistic fear of robots taking over as well as other aspects of automation. This was true when automation hit the factory floor in the 1960's and 1970's. Today pictures of auto assembly and other manufacturing plants show fewer workers. What impact doe these changes have on functions like HR.

However, better paying work, newer and more interesting tasks and less physically demanding and boring operations are coming.

Managers and professionals should prepare for the coming changes. What happens when AI becomes part of the work process? What can we expect from AI capabilities today? What may happen in the future? Answers for these and other questions are part of the value of this course.

This course is key for business managers, strategic planners, marketing analysts, data analysts and architects, planning managers, process analysts, business analysts, business architects, enterprise and IT architects.

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## *Theme: AI Today – The Underlying Concepts?*

*Section 1:  Artificial Intelligence today*
- What do we mean by AI
- Characteristics of AI:
- The AI value proposition?
- The simple goal focus of AI today
- Convergence of multiple AI goal seeking capability
- Defining your AI journey

   *Video – Understanding Neural Nets*


*Section 2:  Speech recognition*
- What drives speech recognition?
- Uses of speech recognition – e.g. voice assistants, virtual assistants
- How useful is the Chatbot?
- Detecting emotions in speech
- Issues in speech recognition

   *Exercise – What speech do you want to recognize?*

*Section 3:  Image and facial recognition*
- The technique of image recognition
- Uses of image recognition – compliance, crime detection, law enforcement
- Recognizing faces, logos, images, gender, objects
- Imaging and retail – store layout, shelf space analysis
- Issues with image recognition

   *Interactive discussion – What do you want to detect*

*Section 4:  Text analytics and AI*
- The technique of text analytics
- Uses of semantic recognition analytics – Keyword and related phrase extraction
- Detecting emotions in text – sentiment analysis, summaries, content extraction
- NLP – Natural Language Processing
- Issues with facial recognition

   *Video discussion – Can you depend on text analytical results?*

   *Exam – Day 1*

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## *Theme: AI and HR – What is available?*

*Section 5:  Mapping patterns in data - Deep learning*
- What is deep learning about?
- Deep learning and visual recognition, e.g. social media insights
- Deep learning in science research
- Fraud detection
- Trusting deep learning results

  *Interactive Exercise – Sentiment analysis and AI – What do Employees Think?*

*Section 6:  Employee Acquisition and AI*
- Applicant identification
- Assessment and tracking
- Attracting Talent
- Are chatbots useful?
- Limits to AI – HR linkages

  *Exercise – What is your key AI need?*

*Section 7:  Skills Management*
- What is your skills AI goal?
- How does your company use AI now?
- Onboarding employees using AI?
- AI and personal learning and development

  *Video Discussion – The HR AI journey*

*Section 8:  The promise of AI*
- Tracking attrition patterns
- Attrition detection – what is it?
- Reducing Risk in HR through use of AI
- AI and employee behavior – detecting rogue employees
- Impact of the AI on the future of jobs

  *Exercise – Final Q and A*

  *Exam –Day 2*

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Learning Objectives

*Expected Learning Outcomes (what they will learn):*

- Explain the different uses of AI today

- Understand the techniques used for the different types of AI capability

- Explain some uses of AI in human resources

- Explaining the technology available for AI

- Interpret how AI can help HR and the business

- Select appropriate AI techniques for HR

- Understand the limits of AI

- Interpret social media data to understand candidate interests

- Suggest operational opportunities for AI