

Unlocking the future: Empowering HR with AI

See how you can ride the digital wave of AI and achieve supercharged success for your organization.

Contents

- | | | | |
|-----|---|-------|--|
| 3 | AI transformation and you | 10-12 | From sci-fi to reality: Creating a virtuous partnership of AI and HR |
| 4-5 | The automated future is coming | 13-16 | 5 ways HR teams can start using GenAI today |
| 6 | The importance of ethical AI for HR | 17 | Ready to make your impact on the future? |
| 7-9 | Empowering HR leaders to conquer AI fears | | |

AI transformation and you

With AI revolutionizing industries, organizations like yours are now at the forefront of either embracing or shying away from the future. Those who get on board sooner will not only have a competitive advantage, they'll also streamline how fast their teams can learn, produce, and innovate. And that proves especially true for HR leaders.

Any new technology can make companies and individuals nervous, especially when it's as disruptive and revolutionary as generative AI. Right now, your organization is standing on the beach watching a big wave head toward the shore. Now, you have a choice: you can either swim against the current or get ready to surf your way to increased innovation and greater productivity than you ever dreamed of before.

Once HR leaders like you overcome your apprehensions about AI, you can use it to unlock your organization's full potential. Soon, you'll find it hard to remember what it was like not to use AI to get tasks done.

With the right know-how, you can use this essential tool to streamline processes, supercharge employee learning, and empower both workforce and customer experiences.



The automated future is coming



Welcome to the age of AI

Welcome to the exciting world of AI, where the future is not just a distant dream but a reality taking shape right before our eyes! This transformative force is revolutionizing industries across the board, from human resources and healthcare to manufacturing and marketing. As businesses strive to stay competitive in an increasingly fast-paced and technologically advanced landscape, riding the digital wave has become more than just an option — it's necessary.

Gone are the days when AI was considered a luxury or an experimental concept. Today, it has become an essential tool for streamlining processes, increasing efficiency, and driving innovation that can unlock new growth opportunities, empower your workforce and enhance the overall customer experience.



Why businesses should forge ahead in the digital age

- **Evolve with the times:** In a rapidly evolving world, resistance to change comes at a cost. Holding onto outdated methods while your competitors embrace new technologies is like trying to navigate the digital landscape with a compass instead of a GPS. To thrive, you must adapt. AI is the key to unlocking enhanced efficiency, productivity and strategic thinking.
- **Reshape traditional workflows:** Imagine a world where machines effortlessly handle mundane tasks. Exciting, right? AI has the potential to revolutionize the way we work by tackling everything from repetitive data entry to complex analysis. It's time to recognize that this optimization is not just a passing trend — it's a game-changer that can drive your business forward.
- **Unlock productivity and efficiency:** AI lets you focus on tasks that truly matter. Streamlining repetitive and time-consuming processes liberates valuable minutes for

strategic decision-making, creativity, and nurturing client relationships. Think of automation as your tireless virtual assistant, allowing you to achieve more without being bogged down by repetitious tasks.

- **Gain a competitive edge:** Artificial intelligence isn't just about efficiency — it's a gateway to gaining valuable insights. Intelligent systems analyzing data in real-time allow you to access actionable analytics that inform your decision-making. This understanding provides a competitive edge, helping you spot trends, identify patterns, and make informed strategic moves.
- **Collaborate, not replace:** One common concern is whether AI will replace human jobs. Fear not! Innovative technology is here to enhance your skills, not render them obsolete. By optimizing routine tasks, you free up time to focus on projects that require human ingenuity, problem-solving, and creativity. AI is a powerful co-pilot that amplifies your capabilities, allowing you to make a more significant impact.

The automated future is coming



HR isn't exempt from change

As organizations navigate the impact of technological advancements on various departments, HR teams must proactively embrace AI decision-making within their own realm. In this era of rapid change, no one is exempt, and HR professionals must adapt by transitioning to tasks that harness the unique human touch, which technology cannot replicate (at least for now).

One notable area where AI in HR has already made strides is [recruitment](#). AI decision-making is now utilized to review resumes, identify top-tier candidates, streamline the hiring process, and [optimize talent acquisition](#).

Furthermore, cutting-edge tools are available to [evaluate employee performance](#), track progress, and even provide insightful promotion recommendations. However, it's essential to strike a balance by leveraging technology as a supportive tool, complementing HR professionals' expertise and a human-centric approach.

Ultimately, these digital-driven solutions empower HR professionals to focus on cultivating meaningful relationships, nurturing talent, and implementing [initiatives that foster a thriving workforce](#).

Once you've pinpointed the areas where AI can make the most significant impact, it's time to explore the vast array of [tools and software available](#). Look for solutions customized to your industry and business requirements. Whether it's robotic process automation, [machine learning algorithms](#), or chatbot technologies, there's a wide range of options.

But finding the right balance between human expertise and machine efficiency is the key to success. These sophisticated systems should augment human capabilities, not replace them. Focus on leveraging AI to empower your workforce, enhance collaboration, and unlock new possibilities. By embracing this symbiotic relationship between humans and machines, you'll position your business for long-term success in the automated future.



The importance of ethical AI for HR

By Jose Alberto Rodriguez Ruiz,

Data Protection Officer, Cornerstone OnDemand

We cannot ignore the fact that AI creates uncertainty and risk, and the field of HR is no exception.

In the ever-evolving world of HR technology, where the boundaries of possibility are constantly being pushed, one principle remains steadfast: ethical AI. It's not just about innovation — it's about harnessing the power of artificial intelligence with integrity and empathy. At the intersection of human resources and cutting-edge AI lies a pivotal juncture that can redefine the employee experience. One where ethical AI becomes the catalyst for creating a workplace that truly understands, supports, and empowers its people.

Artificial intelligence can also be used for process automation, allowing us to optimize our work and become more efficient. On the other hand, it will enable us to make correlations that are not immediately obvious — if they were, of course, human intelligence would suffice!

Combining these two factors can significantly improve our HR processes, but the algorithm cannot think for itself. That's why it's essential to talk about ethics and consider how to incorporate algorithm behavior into the design stage.

We focus our innovation on ethics at Cornerstone, remembering these [seven requirements for ethical AI](#) — human agency and oversight, technical robustness and safety, privacy and data governance, transparency, diversity, non-discrimination and fairness, societal and environmental well-being and accountability.

AI is a very powerful tool. How it's used depends on us, the HR professionals.

There are many reasons to innovate in this area as these elements have become more evident in recent times:

- **Speed**
- **Volume**
- **Rapid changes**
- **The limitations of traditional manual processes**

But in order to achieve this, HR departments will have to be updated and [become “experts” on AI](#) — or, more accurately, expert users of AI. Here are two key considerations:

- **Choosing the right data:** What data are we using to create these algorithms? If we use historical data, this can have consequences we need to consider during design.
- **Using the algorithm:** Once the algorithm has been implemented, its users — i.e., HR teams — will have to learn how the AI works to assess the accuracy of its results, correct errors, reduce risk, and contribute to improving AI.

This phenomenon will open up new jobs within HR departments while offering an excellent opportunity for this department to expand its skills — upskilling and reskilling.



AI is a very powerful tool. How it's used depends on us, the HR professionals.”

Jose Alberto Rodriguez Ruiz

Data Protection Officer, Cornerstone OnDemand

Empowering HR leaders to conquer AI fears



Soothing employee anxiety and ethical concerns

With the dawn of Generative AI, perspectives around the technology are shifting. AI is accelerating at an unprecedented rate, and organizations are facing pressures to implement it into every corner of the business even further – including the HR department. This speed has brought with it apprehension, even for HR practitioners that have long used the technology and are aware of its benefits.

Let's take a look at five of the top fears HR leaders are grappling with.

1

How do I soothe employee anxiety over AI threatening their jobs?

Trust building is also critical here, as well as education about how the technology can assist employees. How HR leaders communicate AI to their workforces will matter hugely, and conversations about its implementation must focus on enhancement rather than replacement. The process of trusting, and [working alongside AI](#), will take time for all employees, and HR leaders must have a strategy to gradually and empathetically introduce the technology. As employees recognize that AI can allow them to focus on the more strategic and creative aspects of their working day, they will grow more accepting.

2

Ethical concerns surrounding AI, like bias, worry me. How should I approach this?

For HR staff and employees alike, a worry is that AI algorithms and models might inherit biases from the data they are trained on. The fear is that this could result in unfair treatment and discriminatory outcomes across various domains – such as recruitment, performance evaluation, and other employee decision-making.

In light of these concerns, it's crucial to acknowledge that AI, just like humans, is vulnerable to bias and errors. The key lies in minimizing the risk of error as much as possible. HR practitioners must therefore be working alongside this technology at all times, constantly questioning its results and looking to unearth any error or bias.

Empowering HR leaders to conquer AI fears



Addressing additional AI concerns

3

Will the acceleration of AI make skills gaps even larger?

Globally, 69% of managers believe their organization has a skills gap. Digital skills, in particular, are an area of concern, so it's no wonder some HR leaders fear AI's rapid acceleration will worsen matters.

However, harnessing the power of AI could illuminate where skills already exist within an organization's workforce. AI can identify which skills gaps exist, which skills are already present, and which employees can be upskilled to fill gaps.

4

Will introducing more AI make my employees switch off and become more careless?

Some HR leaders fear introducing more AI could lead to dependency on the technology. A concern is that, rather than using the opportunity to focus on being more creative and efficient, certain employees will see a chance to switch off and do less skills-building, less critical thinking, and less actual work.

There are a few things to consider here. The first is that, as we have already discussed, AI is still not perfect – it's prone to errors. Humans still need to be in the picture for the majority of tasks, so most employees will not simply be able to switch off and hand everything over to AI. Additionally, AI can be used as a tool to connect employees with progression pathways and relevant learning content to ensure they are continually developing. Where necessary, HR practitioners can intervene and encourage employees to harness AI's power to unearth learning tailored to them and their interests.

Empowering HR leaders to conquer AI fears

5

Could introducing more AI worsen the employee isolation problem, especially with so many still working remotely?

Some HR practitioners and employees may fear that further implementing AI into an organization could result in less human interaction. With tasks being sped up and enhanced, might employees find less need to interact with their co-workers to get their jobs done? This fear is an understandable one, but once again there is ample opportunity for AI to do the exact opposite.

Take [Cornerstone's Opportunity Marketplace](#), for instance. This allows employees to seek out pathways and learning of their own accord, which is exactly what they want — employees are 80% more likely to prefer a [self-service technology](#) when it comes to unearthing internal mobility options.

Embracing AI's potential: Striking a balanced approach for HR success

While HR leaders and employees alike may harbor some fears about AI, it's important to keep sight of the abundance of opportunities that the technology can bring. By taking a balanced approach to implementation, AI can be used as a supportive tool that values human expertise and ethical considerations. HR leaders should embrace AI's potential while proactively managing its challenges for the benefit of employees and broader organizational success.



From sci-fi to reality: Creating a virtuous partnership of AI and HR



Creating an ironclad HR and AI partnership

Artificial Intelligence or AI is often shown in movies and books as a mysterious and super intelligent tool. Some think it's scary, like a powerful force that takes away our control and jobs and is generally portrayed negatively. AI is not magic, and it's helpful for HR and employees like you and me!

AI is like a toolbox of remarkable technologies that help us make decisions. It does what we tell it to do and does it well. It can even do boring and repetitive tasks or analyze a massive amount of data faster. In HR, it can be a great tool to improve HR processes.

AI is all about computers imitating human thinking. It can learn things quickly and recognize objects or patterns in a massive amount of information. For example, it can help HR managers find the perfect candidate for a job by analyzing resumes or suggesting personalized training opportunities based on employees' skills. It's like having a super intelligent assistant by your side!



AI's HR superpowers

AI is all about computers imitating human thinking. It can learn things quickly and recognize objects or patterns in a massive amount of information. For example, it can help HR managers find the perfect candidate for a job by analyzing resumes or suggesting personalized training opportunities based on employees' skills. It's like having a super intelligent assistant by your side!

Here are just a few ways you can put the technology's "superpowers" to work:

- **Sourcing and recruitment:** AI can help HR managers search for the most talented individuals by quickly scanning and analyzing resumes. It's like having a personal talent scout that can spot the perfect match for a job.
- **Personalized onboarding experiences:** AI can create personalized onboarding experiences when new employees join a company. It can provide them with all the necessary information, like training materials and introductions to team members. It's like having a friendly guide who helps them settle in smoothly.

- **Skills power-up:** AI can suggest personalized employee training and development opportunities based on their existing skills and career goals. It's like having a personal coach who knows exactly what you need to improve your career.
- **Collaboration and support:** AI-powered chatbots can answer employees' questions and provide support whenever needed. It's like having a super helpful friend who's always there for you.
- **Career advancement:** AI can recommend exciting projects or positions within a company that aligns with employees' skills and aspirations. It can even suggest training courses to help them acquire new skills. It's like having a career advisor who knows your dreams and enables you to reach them.

From sci-fi to reality: Creating a virtuous partnership of AI and HR



Ensuring AI appeals to your team

While AI can make our work lives more accessible and efficient, it's essential to remember that human connection and understanding are still vital. The ability to truly understand and relate to one another, to empathize and provide support, is what fosters solid relationships and drives our organizations forward. Together, you can strike the perfect balance and create workplaces that blend the best of technology and humanity, fostering an environment where both thrive.



Contrasting reactions to AI

AI sometimes gets a bad rap, but it's time to set the record straight. Trust is crucial!

AI is warmly embraced when it supports employees daily and enhances their working conditions. However, it loses appeal when used for control or evaluation purposes.

These reactions to AI differ from country to country, influenced by factors such as the level of national freedom or authority and the role of managers. Social categories also play a role, as workers and employees tend to be more cautious about these technologies than executives and individuals who are more familiar with digital tools.

AI tools will only be fully accepted if they are comprehensible, with their operations explained clearly. This understanding and transparency can inspire the confidence needed for widespread adoption, especially in HR processes.



From sci-fi to reality: Creating a virtuous partnership of AI and HR



Building trust in AI through transparency

AI can be seen as a mysterious “black box” that generates results without explanation, leading to mistrust. To overcome this, algorithms must be transparent and understandable.

Transparency starts with education and training. Everyone involved should **understand how AI works** and its purpose. It’s also important to be transparent about the data used and how it’s structured, as well as the risks of bias and how they can be addressed. The GDPR requires clear communication about automated decision-making and its impact.

In HR, these issues require **collaboration between HR leaders** and social partners. AI can challenge existing rules and require new approaches. For example, when recommending employee training, it’s important to know the criteria used by the algorithm. Regularly reviewing and questioning the rules, and being responsive to issues, ensures effectiveness.

For trust in AI to be established, the **CNIL** has set out the founding principles essential to the proper functioning of AI and the protection of personal data:

- Loyalty means that these algorithms must also benefit those who use them, management, HR functions, and employees.
- Reflexivity, vigilance, and retrospect are necessary to keep control of the algorithms, modify and possibly delete them.
- More than intelligibility and the code’s transparency are needed; non-experts must understand the algorithm’s logic, what it allows to do, and what it is used for.

Accountability means knowing who is responsible for the algorithm and who can modify it so as not to lose control of this object.



It’s important to remember that AI is a tool that helps us, not controls us. By embracing AI, fostering trust, and combining it with our human touch, we can create a fantastic alliance that brings out the best in both worlds.

5 ways HR teams can start using GenAI today



What the future holds for AI innovation

In today's complex world of HR management, staying ahead of the curve is a high priority. And when it comes to embracing cutting-edge technologies that can revolutionize HR operations, one stands out among the rest: Generative Artificial Intelligence (GenAI). Powered by the remarkable capabilities of large language models (LLMs), GenAI tools like ChatGPT, Bard, LLaMA and others offer HR leaders an incredible toolkit to elevate their practices and streamline critical processes.

However, it's essential to strike a balance between automation and the human touch, as HR functions necessitate human intervention and oversight. It's critical that HR teams use GenAI tools responsibly, especially public and free tools. **Never put privileged information, such as employee, customer, proprietary, etc. data, into a GenAI tool, and always make sure a person is reviewing the output for unintentional biases, tone, and other shortcomings.** GenAI should always be seen as a supportive tool, not the end-all-be-all.

So what does the future hold for HR innovation?



5 ways HR teams can start using GenAI today



Recruiting and answering team queries

Let's uncover five ingenious ways HR teams can start using this state-of-the-art technology to launch their operations to new heights.

1

Create compelling job descriptions

Writing job advertisements that win candidates over is crucial for attracting top talent. By providing basic information about the job role and desired qualifications, GenAI can generate well-structured job ads that capture the attention of potential candidates, saving time and effort for recruiters and hiring managers. HR leaders can then review and refine the content, ensuring it aligns with their organization's branding and culture. For example, a GenAI prompt for a job description could look something like this:

"Write me a job description for a Warehouse Logistics manager at a global shipping company. The candidate should have excellent organization and delegation skills and at least four years of experience in warehousing work. Write the job description to appeal to millennial professionals looking to land their first people management role."

2

Answer common HR queries

HR departments often receive a high volume of routine — or general — questions from employees regarding policies, benefits, leave management, etc. By training [GenAI-powered chatbots](#) on frequently asked questions and providing access to top-level HR policies and documents, HR leaders can ensure that employees receive prompt and accurate responses, reducing the burden on HR staff and improving the overall employee experience. For example, these chatbots can answer basic questions on general queries, like:

- "What is our company's parental leave policy?"
- "What is the policy for taking a sabbatical or additional time off over and above my allotted vacation days?"
- "Where can I find information on my health benefits?"
- "Do we get President's Day off?"

5 ways HR teams can start using GenAI today



**Interviews, onboarding,
and performance management**

3

Compose interview questions and recommend answers

By leveraging the language model's capabilities, recruiters can create a comprehensive list of interview questions covering technical skills and cultural fit. Moreover, GenAI tools can analyze and recommend potential answers to these questions based on the desired criteria, enabling recruiters to evaluate candidate responses more efficiently. For example, a prompt to develop interview questions could look something like this:

"Write five job interview questions for an entry-level call center sales role that help identify candidates who are self-starters, persuasive communicators and resilient in the face of rejection. For each question, also provide answers that a candidate may give that demonstrate those qualities."

4

Enhance onboarding and training

By utilizing GenAI to develop interactive onboarding modules or training materials, HR departments can provide employees with self-paced learning experiences. GenAI can simulate conversations and answer questions related to the onboarding process, company policies, and procedures, creating an immersive and personalized onboarding experience for new hires. For example, GenAI can be programmed to act as a virtual onboarding assistant for new hires, quickly answering questions like:

- "What should I expect during the first days and weeks of onboarding?"
- "Who will be my direct supervisor, and how will they support me in my role?"
- "Where can I register for compliance training?"

5 ways HR teams can start using GenAI today

5

Optimize performance management and feedback

HR leaders can use the language model to help build out structures like chat-based surveys that assist in gathering employee insights. GenAI can also help generate performance review templates, provide recommendations for improvement, and facilitate feedback conversations between managers and employees. And it doesn't stop there. For example, an advanced AI system can also be leveraged to answer personalized questions like:

- “What relevant skill development opportunities are available for a project manager?”
- “Which teams have shown the most significant performance improvements in the last quarter?”
- “What are the most common themes from our recent employee survey, and how do they align with job satisfaction and engagement?”





Unlocking the future: Empowering HR with AI

Ready to make your impact on the future?

The AI transformation has revolutionized the world as we know it already. HR leaders now have the opportunity reshape traditional workflows within their departments. Embracing AI responsibly allows you to unlock your organization's full potential, as it supercharges employee learning and performance.

It remains crucial to strike a balance between automation and the human touch, ensuring that AI is used as a supportive tool to complement human expertise rather than outright replace it. Think of it as a paintbrush rather than a painter itself.

As leaders like you continue to embrace AI and its transformative potential, you'll embark on a journey towards a better future. The responsible use of AI in HR practices will revolutionize your workplace, empower your people, and contribute to a thriving organizational culture.

By combining the best of what both technology and humanity have to offer, you can ensure your organization stays ahead of the curve and unlocks the full benefits of AI in HR.

Cornerstone powers the future ready workforce with a next-generation talent experience platform designed to unite technology, data, and content and inspire a work environment of growth, agility, and success for all. With an AI-powered, skills-forward, experiential platform built on an open architecture designed for neutrality and scale, we help organizations modernize their learning and development experience, deliver the most relevant content from anywhere, accelerate talent and career mobility, and establish skills as the universal language of growth and success across their business. Cornerstone serves over 7,000 customers and 100 million users and is available in 180 countries and 50 languages.

[Learn More](#)