TECHNOLOGY TRENDS ON PEOPLE MANAGEMENT

THE EVOLUTION OF LANGUAGE

1975	FORTRAN
1985	COBOL
1990	PASCAL
1995	C
2000	C + +
2010	JAVA
2020	JAVA SCRIPT
2025	PYTHON

AGENDA

- The 3 key factors in HR Technology
- General concepts of AI
- Transforming the Business Landscape
- Application of AI in talent management
- Exercise with AI tools
- Conclusions

COPILOT FOR WA

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TELEGRAM

ARTIFICIAL INTELLIGENCE GENERAL CONCEPTS

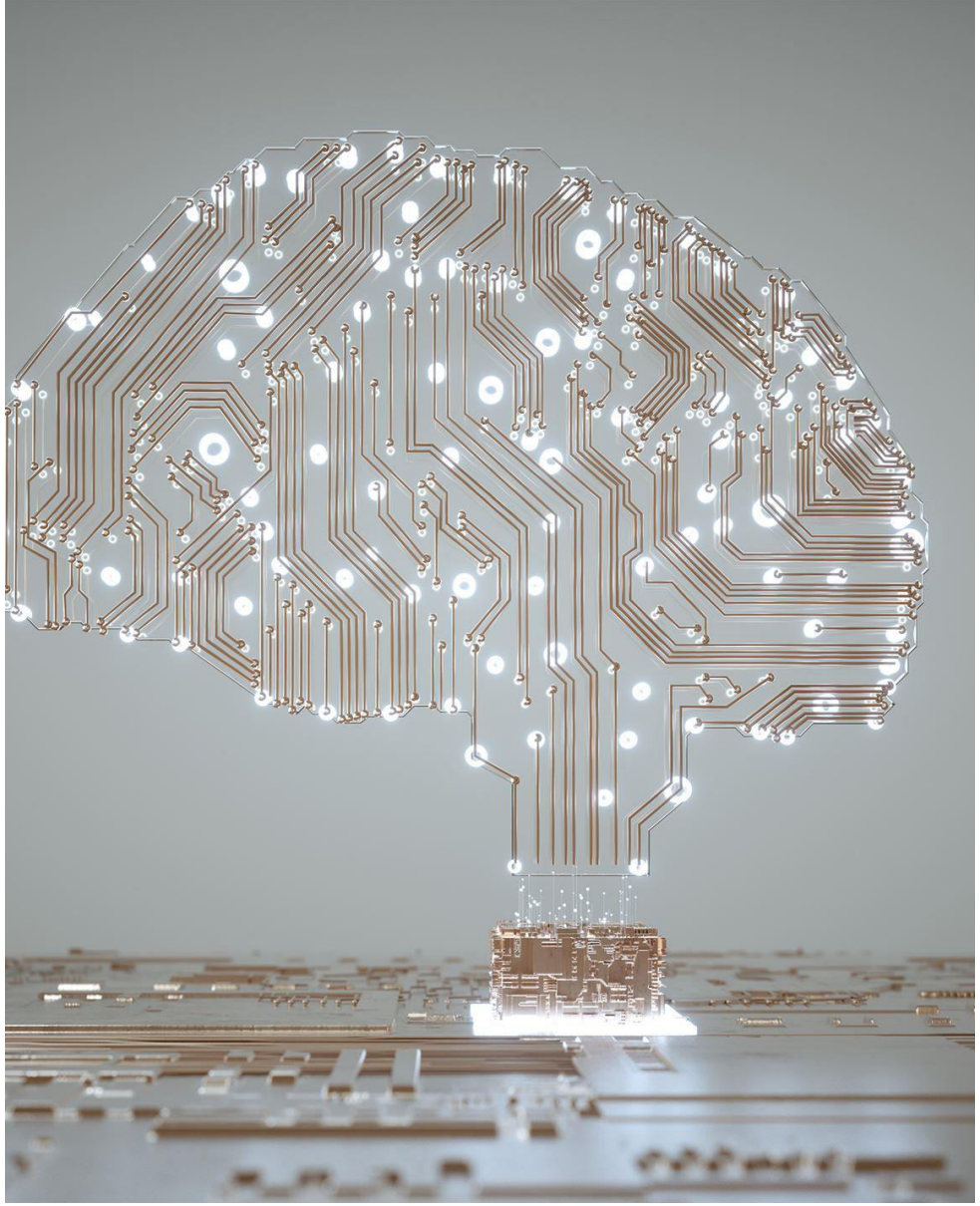
The ability of artificial devices, such as a computer, to perform activities typical of human intelligence.

- **Computing power**
- **Data storage capacity**
- **Learning capacity**
- **Creativity**
- **Self-awareness (Super AI, doesn't exist yet)**

AUTOMATED LEARNING = MACHINE LEARNING

THE TURING TEST

- The Turing Test is a test to evaluate the intelligence of a machine
- The test involves a conversation between a human and a machine
- It was proposed by Alan Turing in 1950



Innovate – The Future of Work is Now

Artificial Intelligence (AI) is no longer a future concept—it is actively transforming industries

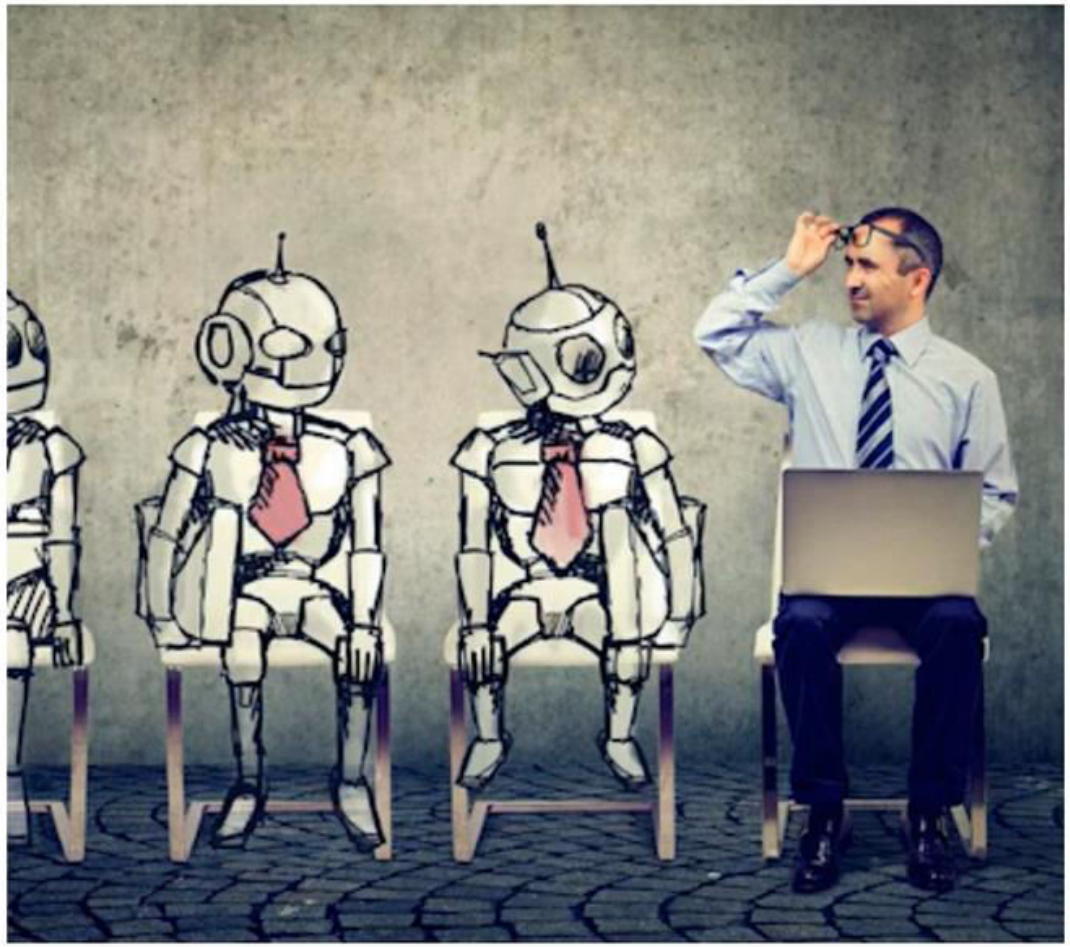
To stay relevant in an AI-powered world, employees must adapt by learning new skills, embracing change, and working alongside intelligent systems. As AI takes over routine tasks and drives innovation, people need to shift toward roles that require creativity, critical thinking, and collaboration. Continuous learning and flexibility will be key to thriving in this new environment.

Innovate – The Future of Work is Now

Accelerated automation, routine jobs are being replaced by AI agents.

We've moved from using AI as an assistant to delegating entire tasks with autonomy and decision-making.

AI agents are no longer just sophisticated chatbots; they're autonomous entities capable of understanding, planning, and executing tasks within defined parameters. This capability is revolutionizing various fields, automating critical areas such as finance, HR, supply chain management, and customer service.



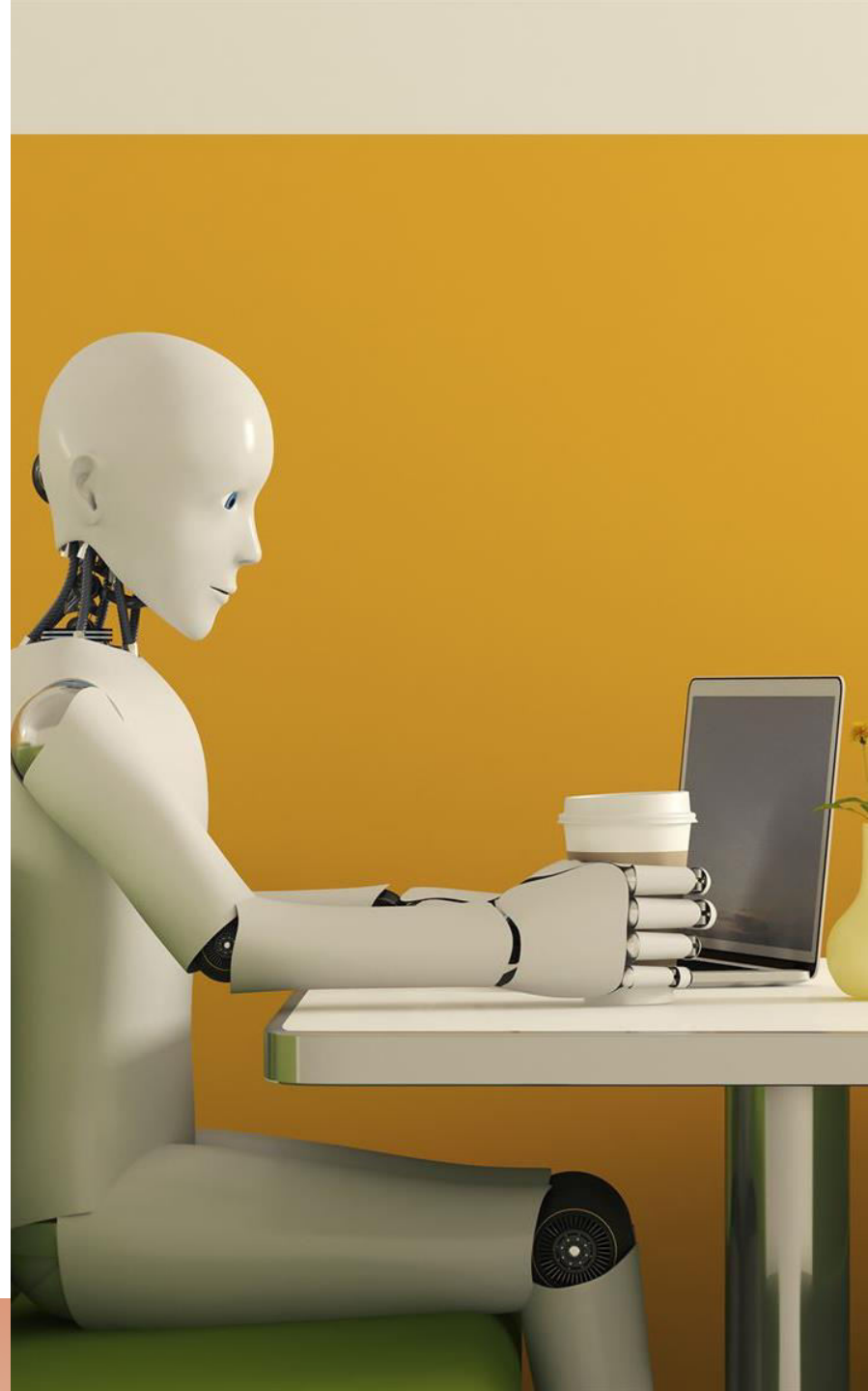
APPLICATION IN HR

THREE KEY FACTORS

1. Artificial Intelligence (AI) & Machine Learning (ML)

2. Robotic Process Automation (RPA).

3. Hybrid work.



Social Nation

Aitana Lopez, the AI Model and infl...

Hindustan Times

After K-pop, AI has come for influen...

Forbes

This AI-Generated Influencer Can P...

Favikon

Who is the AI influencer Aitana Lop...

Mamamia

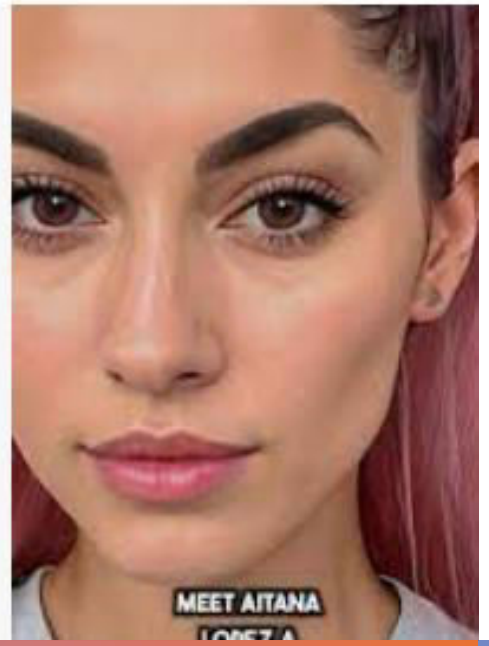
Aitana Lopez: The successful mode...

Indiatimes

Meet Aitana Lopez, Spain's First AI

India.Com

Meet Aitana Lopez, Spains First AI



HUMAN INTERACTIONS

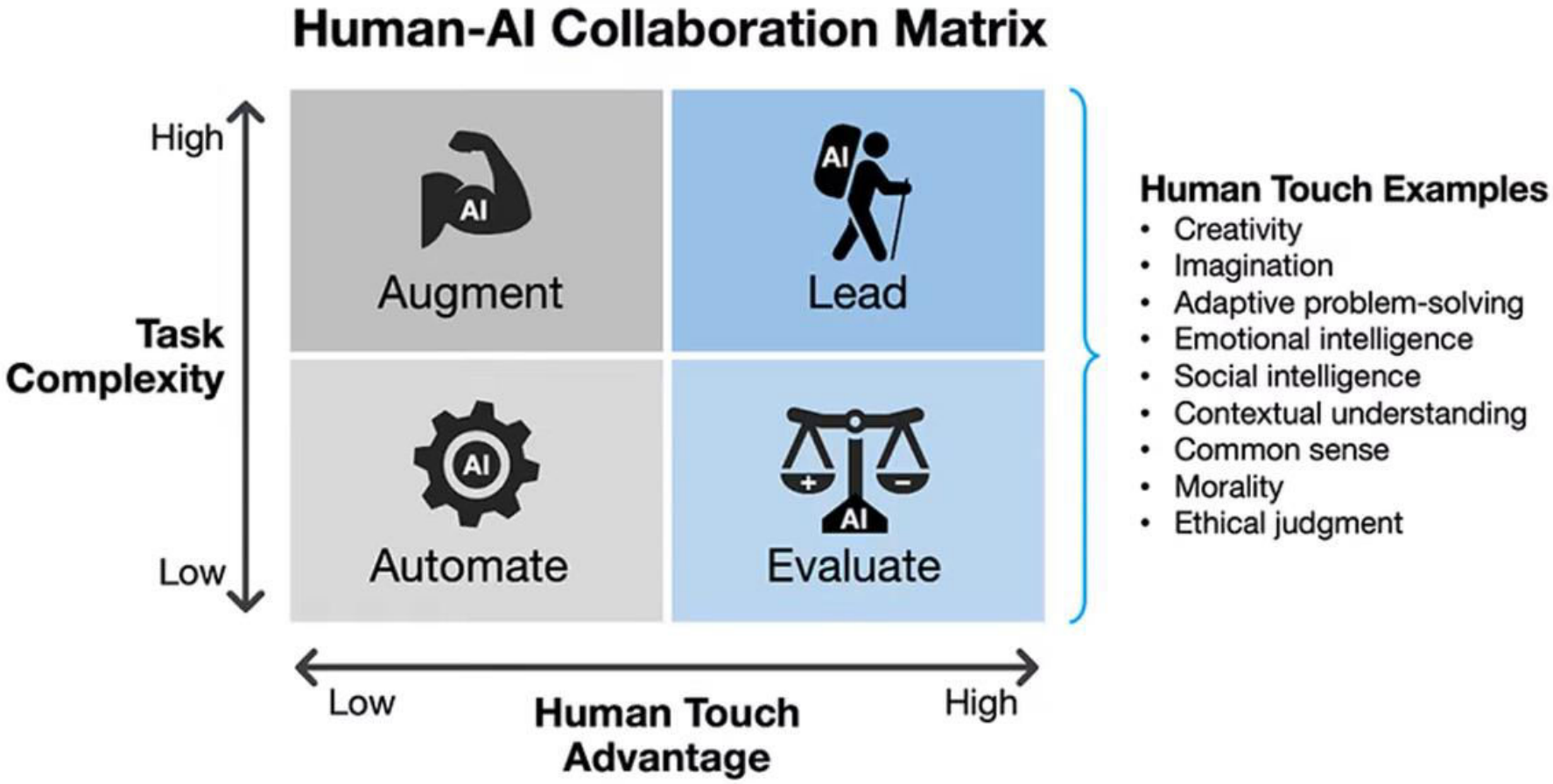
R P A
R O B O T I C
P R O C E S S
A U T O M A T I O N . . . ?

¿ … O R

C O - W O R K E R S ?

Collaborate – Human-AI Collaboration Model

- AI augments **human capability**, not replaces it.
- Human provides **judgment, ethics, creativity, domain expertise**, and **oversight**.
- AI handles **repetition**, **scale**, and **speed**.

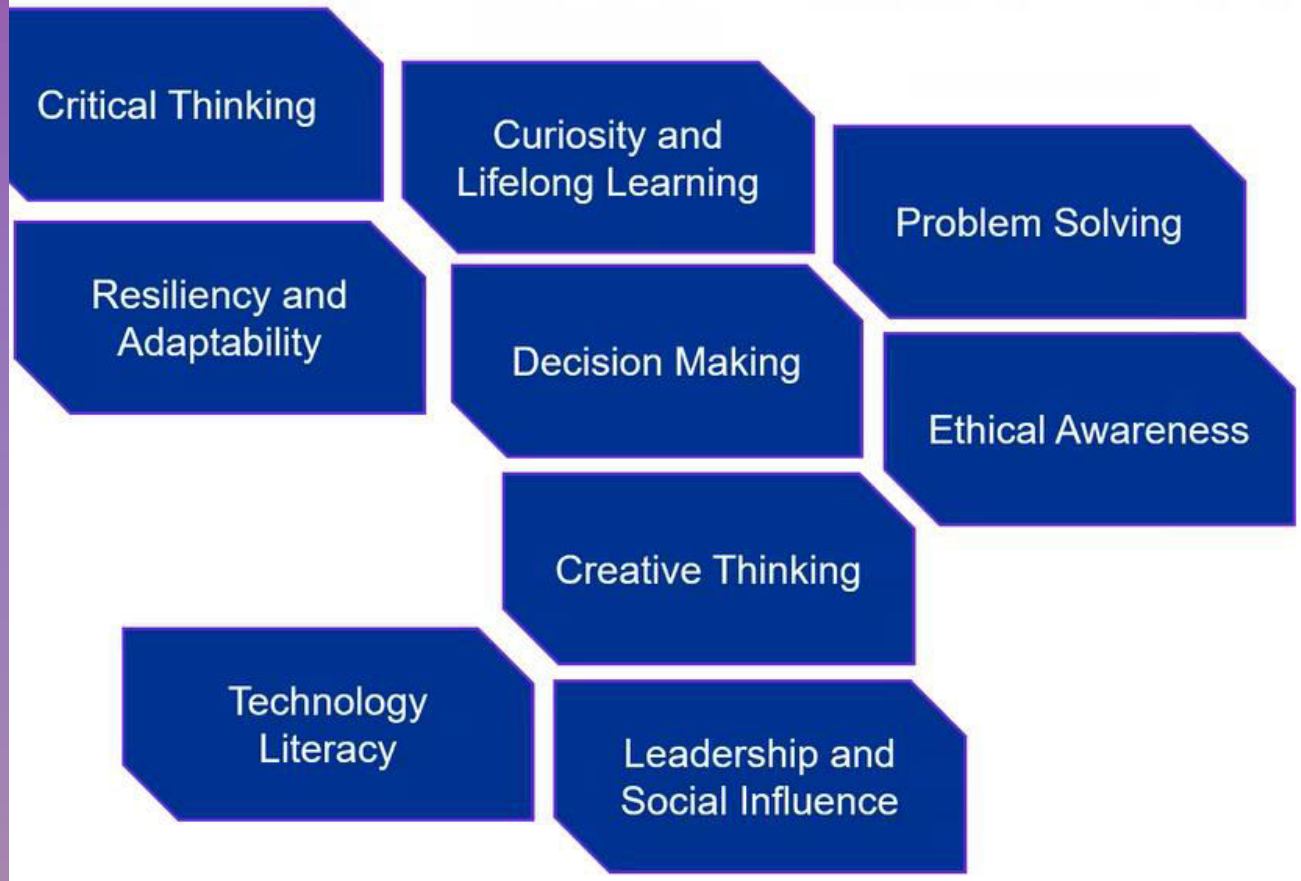


- **PHYSICAL ENVIRONMENT**
- **STRUCTURED**
- **REPETITIVE**
- **PREDICTABLE**

https://www.youtube.com/watch?v=Jli484LD6K4

Transform – Reskilling and Talent Transformation

Most important skills for our new AI-enabled jobs?



How to keep the pace?

- Watch out for the **latest news and trends**, find newsletters or specialized sources
- Learn from other's insights and experiences
- Stay curious and continuously learning!

Medium substack

Be careful!

- Humans may rely too heavily on AI, **reducing their own critical thinking**
- AI can unintentionally **reinforce bias** present in training data
- AI may suggest something that **conflict** with human **values or ethical**

Transform – AI-Enabled Workforce

- **Every job and function is influenced** by AI, reshaping work across industries.
- Human work in **close collaboration with AI systems**, where **AI enhances human**.
- **Repetitive and data-driven workloads** are optimized and automated.
- **Design, engineering, and problem-solving processes are accelerated** through AI-powered tools and insights.
- Time savings, enhanced productivity, people **focusing on higher-value tasks**.
- Balanced investment strategy in technology, data infrastructure, and **workforce transformation**.
- AI provides **actionable insights**, but **people remain at the center of judgement, ethics, and final decisions**.
- **Workforce planning** includes humans capable of leveraging AI in their day-to-day tasks.

Infosys

No job, no function will remain untouched by AI.

Ford

Innovate faster, streamline processes, and boss profits... AI-powered tools support designers to speed up vehicle design and engineering.

CISCO

We are looking at where we have a lot of people in repeatable workflows and we have a lot of data... It's not about replacing roles. It's about where we can give agency, with some human oversight and governance, to improve tasks within a workflow.

RHG RADISSON HOTEL GROUP

For humans, time is invaluable. AI can amplify people's work to save that time. We're entering an era where humans and machines will have a truly symbiotic relationship.

BCG

THE 10 20 70 RULE

- Only 10% in actual algorithms or data science-related capabilities
- 20% in scalable and modern technology and data
- **70% in people and processes**

APPLICATIONS IN HUMAN RESOURCES PROCESSES

- Talent Attraction
- Performance evaluation
- Talent Management
- Employee Experience
- Diversity & Inclusion

- **Resume Analysis**
  - **AI analyzes large volumes of resumes**
  - **Use NLP to extract and compare skills, experience, and qualifications**

- **Smart Matching**
  - **Algorithms evaluate the suitability of candidates**
  - **Optimize the search for suitable candidates**
  - **Reduce selection time**

RECRUITMENT: AUTOMATION OF CANDIDATE PRE-SELECTION

RECRUITMENT: VIRTUAL INTERVIEWS AND CHATBOTS

Automated Interviews

- AI conducts initial interviews via chatbots or video
- Evaluate answers to predefined questions
- Analyzes verbal and nonverbal communication

Chatbots for Quick Replies

- Answer frequently asked questions from candidates
- Manage interview scheduling
- Provide updates to the selection process

AI + DEI IN RECRUITMENT

- Analysis of job descriptions to identify and eliminate biased language.
- Evaluation of candidates based on skills and competencies.
- Reduced impact of implicit bias.
- Ensuring a more equitable selection process.

RECRUITMENT: COMPETENCY ASSESSMENT AND TESTING

Skills Tests

- AI administers and evaluates technical and psychometric tests
- Provides detailed analysis on performance and suitability

Predictive Analytics

- AI algorithms predict candidate success
- Based on historical data and similar profiles
- Helps make more accurate decisions

PRACTICE 1

I work in a talent acquisition firm, recruiting candidates for leadership roles

I want you to develop an specific interview guide to evaluate candidates for the position of WWW XXX YYY

Please expand and improve my original prompt. Ask me the questions you consider necessary so that the final prompt is well done.

(Now let's answer the questions that the tool asks us)

LET'S PRACTICE !!

AI AND PERFORMANCE MANAGEMENT

- Key Performance Indicator (KPI) Tracking
- Provide real-time feedback
- Development of feedback and continuous improvement strategies.
- Offering objective and fair performance evaluations
- Comparing performance to industry benchmarks

PERFORMANCE MANAGEMENT: OBJECTIVE EVALUATION

Elimination of Bias

- Use of quantitative data and analytical models
- More objective and fair performance reviews

Comparisons and Benchmarks

- Benchmarking performance against industry benchmarks
- Broader, more objective perspective on performance

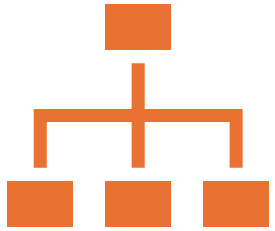
AI AND TALENT MANAGEMENT

- Identification of training needs and recommendation of customized programs
- Developing Internal Talent for Leadership Roles
- Predicting talent availability for succession planning
- Creating personalized and effective career paths

TALENT MANAGEMENT: CAREER DEVELOPMENT AND TRAINING

- Training Needs Analysis
  - AI algorithms identify areas for further training
  - Analyze current skills and required competencies
- Customized Development Programs
  - IA recommends professional development programs
  - Tailored to individual needs and aspirations
  - Creating Personalized and Effective Career Paths

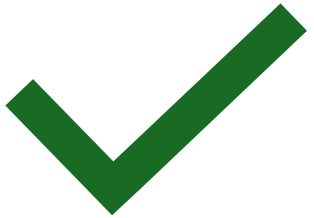
TALENT MANAGEMENT: SUCCESSION PLANNING



Internal Talent Identification

AI helps identify and develop talent for leadership roles

Analyze employee performance, skills, and potential



Predictive Models

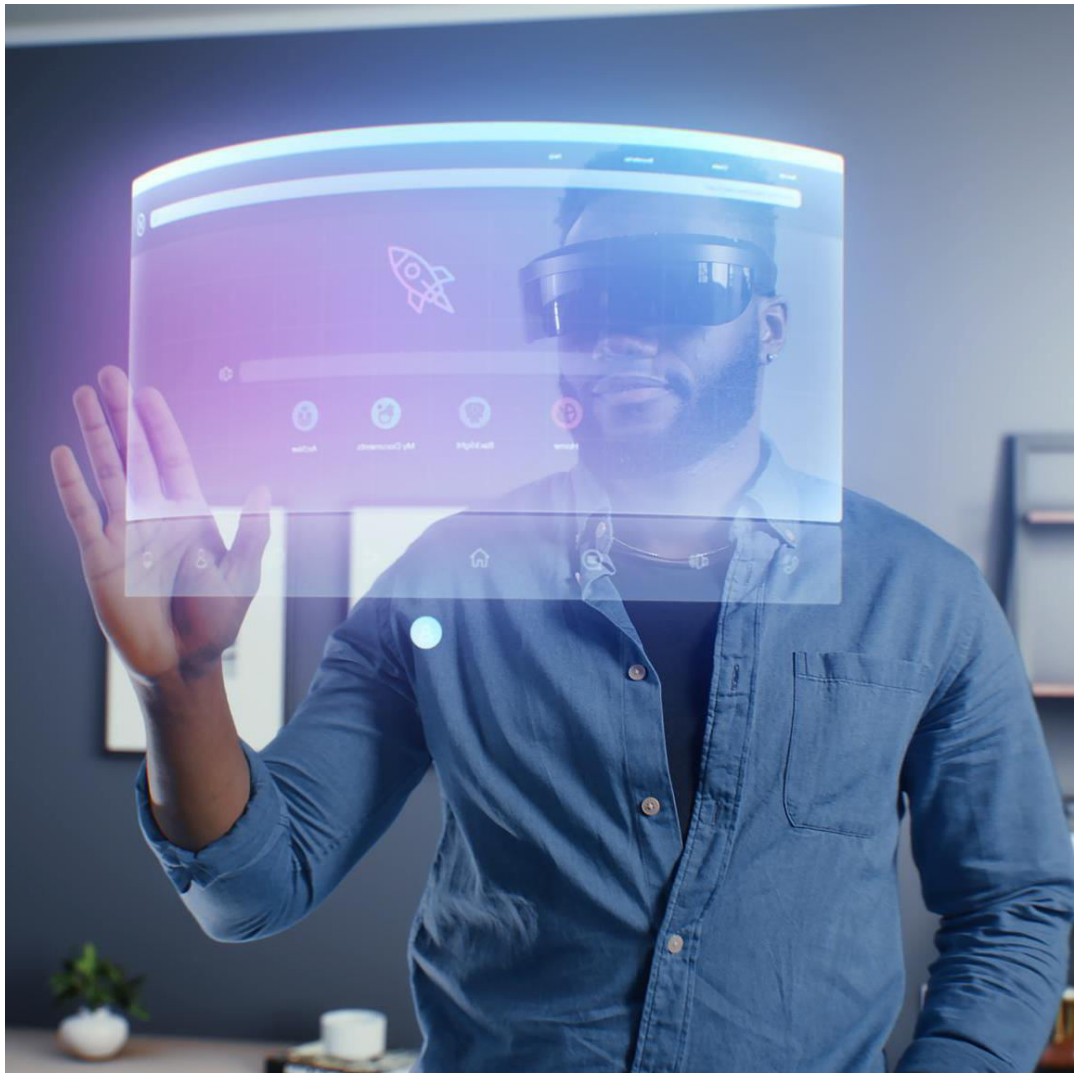
AI predicts talent availability for succession

Based on career trends and development plans

Facilitates strategic succession planning

EMPLOYEE EXPERIENCE: QUERY AUTOMATION

- Virtual Agents
  - Respond to frequent employee inquiries
  - Improve accessibility to information
  - Reduce administrative burden for HR
- Ongoing Support
  - Provide ongoing employee support
  - Offer fast, personalized responses



EMPLOYEE EXPERIENCE: ANALYSIS OF THE WORK ENVIRONMENT

Satisfaction Surveys

- AI analyzes survey results
- Identify trends and areas of concern
- Spot opportunities for improvement

Sentiment Analysis

- Evaluate the tone of internal communications
- Measure employee morale and engagement

EMPLOYEE EXPERIENCE: PERSONALIZATION OF THE EXPERIENCE

Personalized Recommendations

- **Based on performance data**
- **Individual preferences**
- **Project Assignment**
- **Career Development Opportunities**

DIVERSITY AND INCLUSION: PROMOTING INCLUSION

- Personalized Inclusion Programs
  - AI can design and manage programs tailored to specific needs
- Evaluation of Initiatives
  - AI algorithms can assess the effectiveness of initiatives
  - Provide recommendations for improving diversity and inclusion strategies

DIVERSITY AND INCLUSION: MONITORING DIVERSITY

Demographic Data Analysis

- AI can analyze demographic data to monitor diversity in the workforce
- Assess the impact of inclusion initiatives

Reporting & Analytics

- AI-based analytical tools generate detailed reports
- Representation and advancement of diverse groups within the organization

ETHICS APPLIED TO AI:

TRANSPARENCY AND EXPLAINABILITY

Transparency

- Clarity in decision-making of AI systems
- Enables users and stakeholders to understand and trust the system

Transparency Mechanisms

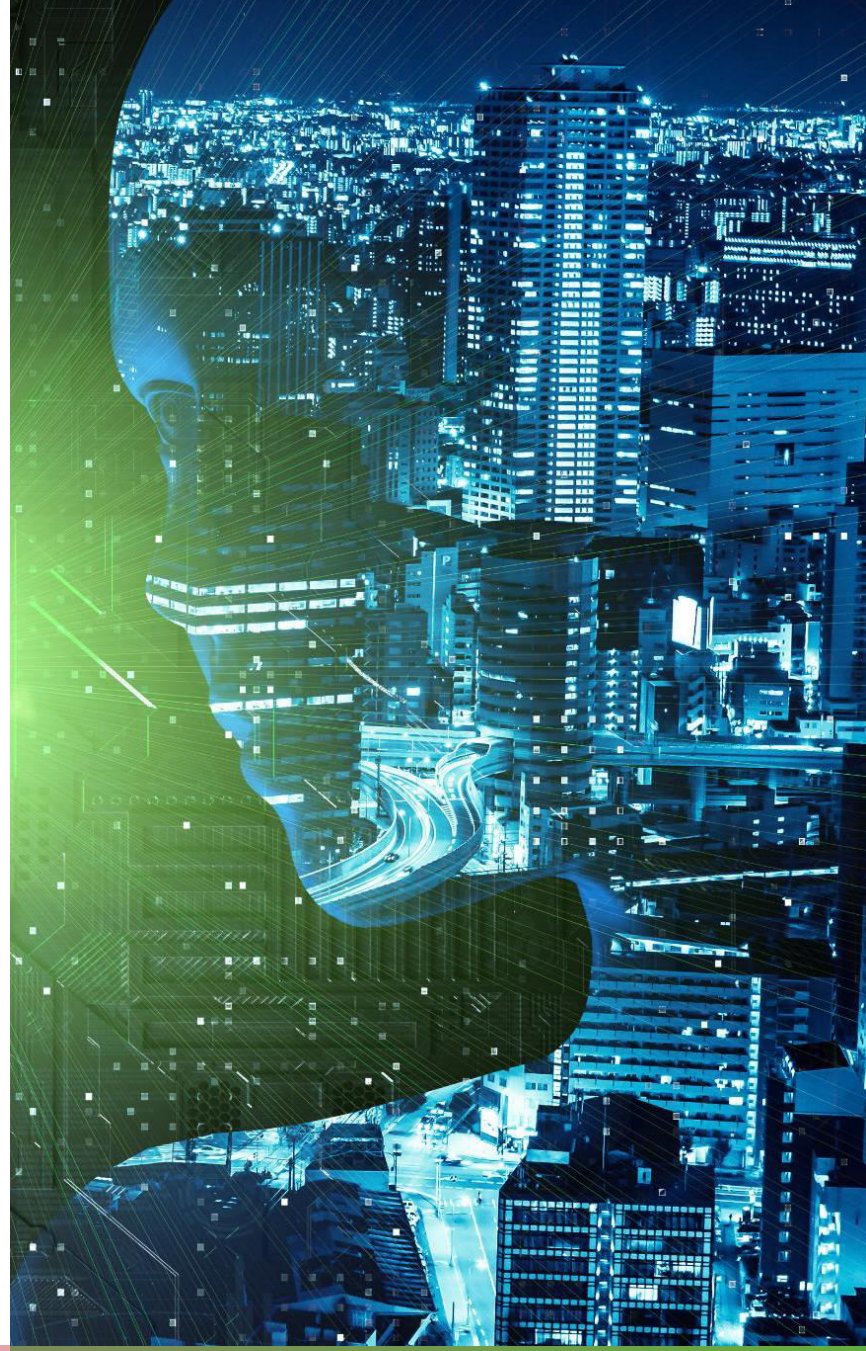
- Detailed algorithm design documentation
- Data flow and decisions at every stage
- Accessible reporting and auditing on the use and performance of AI systems

Explainability

- Understandable AI models for end users
- Understandable explanations for non-experts
- Clear and reasonable reasons for algorithmic decisions

THE BENEFITS FOR HR

- Optimize recruitment processes
- Improve the employee experience
- Promoting diversity and inclusion
- Improve efficiency and objectivity
- Customize HR practices
- Ensuring ethical and responsible implementation
- Maintaining transparency and fairness
- Protect data



NEW JOBS CREATED BY ARTIFICIAL INTELLIGENCE

Among the new jobs are:

- **Machine Learning Engineer**
- **Data Scientist**
- **Data Engineer**
- **AI Engineer**
- **User Experience Specialist for AI**
- **Digital Transformation Consultant**
- **Ethics Specialist**
- **Data labeler**

More will be created in different industries, such as art, film, sports, automotive, entertainment, etc.

INTERNATIONAL ARTIFICIAL INTELLIGENCE REGULATIONS

- AI regulation proposed by the (2025) has already been approved. Classifies applications into four risk categories
- European AI Strategy (2021) -- Seeks to establish Europe as a leader in ethical and safe AI development
- Office of Management and Budget (OMB) Guidelines on IA USA (2020)
- Federal Law on the Protection of Personal Data in Possession of Private Parties MEX (2020)

CONCLUSIONS

Benefits for companies

- Improves efficiency and effectiveness in business
- Personalization in HR practices
- Transparency and fairness

Ethical and responsible implementation

- Addressing ethical challenges
- Mitigate bias
- Responsible and transparent approach

Benefits of AI in HR

- Optimization of Talent Attraction and Management processes
- Improving the employee experience
- Promoting diversity and inclusion

AI Opportunities

- Guidelines to address ethical, privacy, and security challenges associated with their use.
- Global regulation.

THANK YOU