

How AI is Transforming Our Approach to Attracting, Engaging, Evaluating, and Recruiting Talent.

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Your Talent Acquisition Team



How is AI changing the way we attract and engage with talent?

Textio (attract)	Features: Augmented writing platform that uses AI to help recruiters write more effective and inclusive job descriptions. Benefits: Attracts a more diverse pool of applicants and improves job post performance.
Hiretual (attract)	Features: AI sourcing tool that analyzes millions of candidate profiles to identify the best fit for open positions. Benefits: Enhances sourcing speed and quality, integrates with ATS systems.
Mya Systems (engagement)	Features: AI recruiting assistant that automates candidate engagement, pre-screening, and interview scheduling. Benefits: Improves candidate experience and saves recruiters time on repetitive tasks.
Entelo (engagement)	Features: AI-powered recruitment platform that uses predictive analytics and machine learning to identify and engage potential candidates. Benefits: Improves sourcing efficiency and helps find passive candidates.

How is AI changing the way we Screen and Assess talent?

Hiretual (Assessment)

- **Features:** AI recruiting tool that aggregates data from multiple platforms to create a comprehensive candidate profile.
- **Benefits:** Enhances sourcing accuracy and reduces time to hire.

PredictiveHire (Assessment)

- **Features:** AI-driven interview tool that assesses candidates based on their responses to a set of pre-determined questions.
- **Benefits:** Reduces bias and identifies high-potential candidates based on data.

Pymetrics (Assessment)

- **Features:** Uses neuroscience-based games and AI to match candidates' emotional and cognitive traits with job requirements.
- **Benefits:** Enhances candidate fit and promotes diversity by reducing biases.

How is AI changing the way we Screen and Recruit talent?



▶ HireVue (Interviewing Software)

- ▶ Features: AI-driven video interview platform that analyzes facial expressions, voice tone, and word choice to assess candidates.
- ▶ Benefits: Streamlines the interview process, reduces bias, and predicts job performance.

Real world examples

Goldman Sachs is a notable example of a company that has implemented HireVue in its recruitment process

Context:

Objective: To streamline the hiring process, manage a large volume of applications, and identify top talent efficiently.

Scale: Goldman Sachs receives thousands of applications each year, especially for their internship and entry-level positions.

Implementation:

Video Interviews: Goldman Sachs uses HireVue to conduct AI-driven video interviews as part of their initial screening process. Candidates are invited to record responses to pre-set questions. The AI analyzes these responses based on various factors like facial expressions, tone of voice, and word choice.

Efficiency: This process allows Goldman Sachs to quickly assess candidates without the need for scheduling live interviews, which can be time-consuming. The AI helps in identifying key traits and competencies that are aligned with the job requirements.

Real-World Example

Unilever's Use of AI in Talent Acquisition:

Pre-screening Candidates: Unilever uses AI to pre-screen job applicants. Candidates go through a series of online games designed to assess cognitive abilities, emotional intelligence, and other psychological traits. These games are powered by AI, which evaluates the results and determines the fit of the candidates for the role.

Video Interviews: After the initial screening, candidates are invited to participate in AI-driven video interviews. During these interviews, AI algorithms analyze candidates' facial expressions, tone of voice, and word choices to assess their responses and predict job performance.

Efficiency and Diversity: The AI system has significantly reduced the time and cost involved in Unilever's hiring process. It also helps in eliminating biases in the initial screening stages, promoting a more diverse workforce.

Global Reach: Unilever's AI-driven recruitment process allows them to handle large volumes of applications from across the globe, making their talent acquisition process scalable and efficient.

This use of AI helps Unilever streamline their recruitment process, reduce human bias, and ensure that they are selecting candidates who are the best fit for the roles based on data-driven insights.

HoldFast Logistics - General Assessment Survey

B *I* U

The survey below is a tool we use to analyze our team's makeup and traits. We can use your answers to help us develop hiring and training strategies to strengthen our team. If you would, please take 3-5 minutes to complete the survey below. **Please pick a number 1 thru 5** that shows how closely you identify with the question and potential answers. There are no right or wrong answers!

PLEASE - read each question carefully, answer honestly, go with your gut reaction and do not overthink your response! This should take you no more than a few minutes to complete. Thank you!

STOP!! HERE ARE THE INSTRUCTIONS ON HOW TO SCORE 1 thru 5:

1. When I am in a traffic jam, I am most likely to do the following: *

	1	2	3	4	5	
I don't worry about what I can't control. Turn up the radio, put my feet up and crank some tunes!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I'd rather try and solve the problem. I immediately re-route my GPS and look for alternate routes home!
Strongly Agree	Moderately Agree	No Difference	Moderately Agree	Strongly Agree		
1	2	3	4	5		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

HoldFast Logistics - General Assessment Survey

Description (optional)

1. When I am in a traffic jam, I am most likely to do the following: *

	1	2	3	4	5	
I don't worry about what I can't control. Turn up the radio, put my feet up and crank some tunes!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I'd rather try and solve the problem immediately re-route my GPS and look for alternate routes home!

2. When there are dirty dishes in the sink at night, I am most likely going to do the following: *

	1	2	3	4	5	
I can't think of sleep until they are cleaned and put away!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Time to relax a bit and happy to wake up early and do them in the AM!



IDENTIFIER SCORE

	High Performer Chance	Average Performer Chance	Low Performer Chance
-3 to 0	0%	5%	95%
1	2%	18%	80%
2	4%	46%	50%
3	50%	30%	20%
4	55%	25%	15%
5	60%	30%	10%
6	65%	20%	5%
7	75%	20%	5%
8	80%	15%	5%
9	85%	10%	5%
10+	90%	5%	5%

Embrace it!!!!!!



