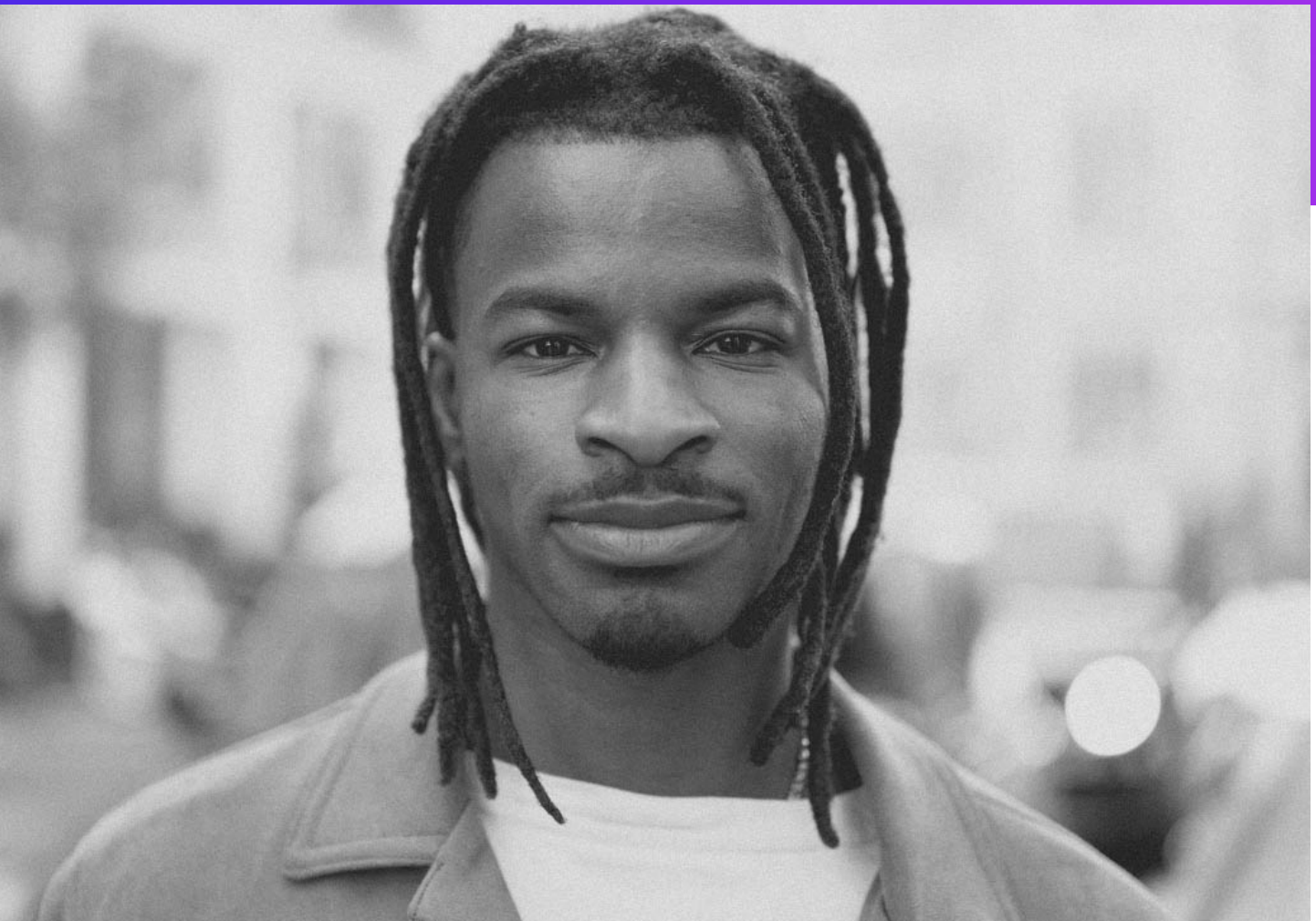


Spark Live 2024: Harnessing Artificial & Human Intelligence In HR



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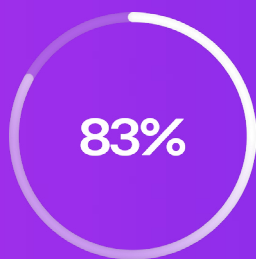
Introduction

Can AI actually help keep the ‘human’ in ‘human resources’?

Spark Live, our annual event for HR & talent leaders, this year focused on the humans at the heart of the talent story – the amazing people who are transforming how work works, and taking innovative approaches to building and leading great teams.

And there is nothing having a more transformative impact on work than Artificial Intelligence. It is quickly going from ‘new’ to ‘normal’, and everyone – from the intern to the CEO – is going to have to consider how they harness the potential of AI. We believe it can make work more fun, while making people more productive and companies more profitable.

Meanwhile, the business landscape is changing quicker than ever before, and pretty much every business needs new, hard-to-find skills as a result. The biggest risk to business today is talent risk.



of HR leaders say they struggle to find enough talent with the necessary skills.

Gartner

But HR professionals do have an opportunity: to help the C-suite, guiding them on where they can minimize risk and maximize investments, and how they can unlock human potential to meet their bigger company goals. AI will play a huge role in this.

In HR, as in every other aspect of business, automation and augmentation (facilitated by AI) will take away some of the tasks we don't want to do, but make us better at things we do want to do.

“What makes AI really exciting now is that we can not only augment the way we perform tasks, but augment how we make decisions. It can enable us to turn complexity into simplicity.”

Abakar Saidov, Co-founder & CEO, Beamery



In just this past year, more than 80% of our customers successfully deployed Beamery's latest AI-native solutions across their talent and people teams. It is making a huge impact in client organizations:

- Improving diversity, through skills-based experiences.
- Reducing talent-related risk, with AI nudges when things are off track.
- Driving better outcomes and efficiency gains, with AI-assisted insights.

And there is more to come. This report sets out some of the ways – as noted by our various stellar speakers at Spark Live 2024 – that artificial intelligence is enhancing human intelligence, changing the face of Human Resources, and helping businesses reach their broader goals.

“Amid the many real fears about AI “replacing” humans, you are shining examples of where AI can give us time back to be more human.”

Sultan Saidov, Co-founder & President,
Beamery



AI Powers Skills-based Transformation

To keep up with the pace of change, every company needs to evolve their products and services – and, as a consequence, the work we have to do, the way we work, and the tools we use, are also all evolving rapidly.

As Beamery co-founder Sultan Saidov noted at Spark Live 2024, “Jobs are a depiction of what happened yesterday. To understand the work of tomorrow, we need to look at skills.”

This is why so many HR teams have recently committed to becoming “skills-based”: to go beyond jobs and job titles. And most companies haven’t quite figured out how to do it.

Why? Because while people talk about “skills” and “AI” as if these are unrelated trends, we have been caught in a paradox:

- To identify skills effectively, we need AI.
- To use AI models in HR effectively, we need reliable data around skills.





Skills data is the currency that allows us to make connections between people and opportunities – people and work, or people and training, or people and teams.

We need a reliable view of the skills of our people and what is involved in the work, and how these are changing, in order for AI to match people with opportunities.



“Skills intelligence is an evolution of core HR data. We see skills as the next layer of maturity in our talent acquisition function, driving the evolution of how we identify and attract talent.”

Art Lokerson, HR Product Management Director
– Talent Acquisition, Wells Fargo

Without accurate skills data, AI models in HR are at risk of being ineffective, untrustworthy and biased. (And this risk is very real: the average large company uses over 80 HR systems, with disconnected and out-of-date skills data on both people and opportunities.)

For AI to work in HR, and deliver a skills-first approach at enterprise scale, we need a way to identify, maintain and connect skills across our HR ecosystem.

BUILD A FOUNDATION OF SKILLS INTELLIGENCE

And, today, we face a new reality where skills-based approaches are finally becoming possible, thanks to AI.



“The difference now is that there is a tech enablement opportunity that we didn’t have before. We were all probably looking at spreadsheets and then they’d become obsolete... Now, having the ability to know what skills you have in your company... to then predict what skills you’re going to need in the future, and filling the gap, is really how your company is going to grow.”

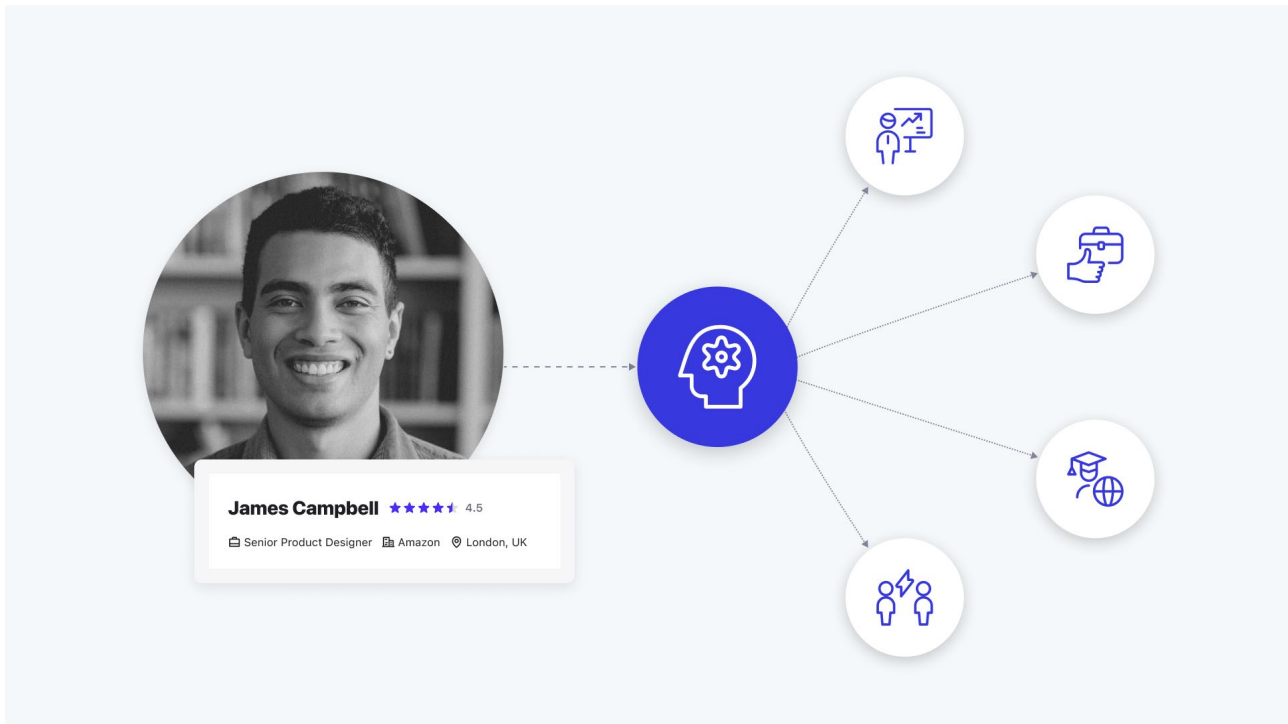
Jacqui Canney, Chief People Officer, ServiceNow

Since the release of [TalentGPT by Beamery](#) – the first large language model launched in HR – AI ‘skill inference’ models have become more effective than people in predicting, suggesting and maintaining skills data, for both people and opportunities.

The screenshot displays the Beamery TalentGPT interface. On the left is a sidebar with navigation links: Home, Tasks, People, Pools, Vacancies, Campaigns, Forms, Events, Convert, Data explorer, Team leaderboard, Reports, Insights, and Automation. The main header area includes the Beamery logo, a search bar for contacts, and user information for 'CN (employeeName)'. A chat window titled 'Hi, Jackie' is open, featuring a 'Beamery assistant' header and the goal 'Achieve your hiring goals faster with helpful suggestions for your workforce plan.' The chat area shows a message from the assistant: 'Hi. I'm TalentGPT, Beamery's AI powered assistant. I'm new here and still learning, but ask me a question or choose from the options below and I'll do my best to answer it. I'll save any questions you ask so that I can learn and do more in the future.' Below this are three buttons: 'Find me great fit contacts for the Product Designer role', 'Find me candidates with the Python skill', and 'Show me what skills a successful team leader needs'. A text input field with 'Start typing...' and a send icon is present, along with a link to 'Please give feedback on TalentGPT'. The background shows a blurred view of the main dashboard with sections for 'Personalising the applicants. Enable...', 'Calibrate vaca...', 'Similar', 'You recently view...', 'View profiles', and 'We've fr...'. A 'Tasks' bar at the bottom indicates 12 tasks.

In fact, the reliable inference and prediction of skills has proved to be one of the most powerful applications of 'LLMs'. AI applied to HR data is now able to effectively model something that would take people more time than we have available: to forecast evolving skills by analyzing the career transition, learning and work of every person and company.

'Skills' are no longer just a manual and unreliable 'keyword'. Skills can be identified and suggested by AI – for people and managers to review and validate. This 'human-in-the-loop' approach to skills has become possible in just the last year, thanks to purpose-built HR LLMs like TalentGPT.



Panelists at Spark Live talked about [rethinking their job architectures](#), with a clearer focus on skills. AI assists their organizations in developing standardized skills taxonomies, facilitating a unified approach to skills data across the organization.



“AI is going to help us very, very much to merge the hundreds of taxonomies that we’re going to find in the market... artificial intelligence is going to be critical in order to make sure that we are going to be able to understand the different set of skills that a person has.”

Fernando Bellon, Head of Talent Acquisition, BBVA

So: AI makes it easier than ever to “operationalize” skills, and use skills data at scale. AI can help in inferring skills from other information about a person or role; in cataloging skills data; and in analyzing the data – giving HR teams a solid foundation to identify skills gaps, tailor (skills-first) hiring strategies, and develop personalized career paths for talent.

“AI is going to help us move the skill thing forward in a far better, more progressive way than we were already on the journey to get to... When you think about what you can unleash and how you can actually activate the skill game in a way deeper, more intentional way.”

Sam Hammock,
EVP, Chief Human Resources Officer,

verizon✓



MATCH PEOPLE & OPPORTUNITIES



“ We are connecting skills to roles, skills to people, and leveraging HR tech to help open doors, to help hyper personalization, to help elevate where the employee comes into the conversation in how they even think about themselves and what they might want to pursue.”

Ash Walvoord, Associate Vice President
of Talent Management at Verizon

Several speakers during Spark Live alluded to the power of AI in Talent Acquisition, to validate skills, understand proficiency levels, and of course match people to roles.

It was noted that “skills matching” through the power of AI allows you to really find the ideal candidate – and not be limited by simply matching the keywords in a job description to the words in a bunch of resumes. When job titles are unique or obscure, you can still identify best-fit candidates – because the skills are what align, not the name given to the role.

Several speakers noted how they are now able to show managers suitable candidates instantly, as soon as the vacancy is designed, thanks to AI-powered skills matching – and demonstrate how they might fill a role faster or more effectively, based on someone’s skills.

Design > Product Design > Senior Product Designer

Senior Product Designer

Elementum nibh tellus molestie nunc non b mattis enim ut tellus elementum sagittis vit nulla porttitor massa id neque aliquam vest

Search skills: Any

Showing 35 of 35 matching skills

- ☐ Skill ↑
- ☐ Adobe Illustrator
- ☐ Collaboration
- ☐ Communication
- ☐ Design Thinking
- ☐ Figma
- ☐ Information Architect.
- ☐ Interaction Design
- ☐ Problem Solving
- ☐ User Experience Desi.
- ☐ User Interface Design
- ☐ User Research
- ☐ Usability Testing

Kikelia Campbell-Dunlop ★★★★★ 5.0 [Share](#)

Senior Product Designer Amazon San Francisco CA, USA

[Overview](#) [Custom fields](#) [Vacancies](#)

Skills

Vacancy: Senior Product Designer

Matching 22

Must-have skills from the vacancy calibration that this contact has.

adaptability × adobe creative suite × creativity × critical thinking × flexibility × interaction design × javascript × leadership × photoshop × prototyping × sketch × usability × **Skills suggested by Beamery AI** search × visual design × web design × zeplin × design system × collaboration × figma × problem-solving × usability testing

User Research 8% Declared in job description

Usability Testing 45% Inferred from industry

Certainly, AI can supplement human intelligence in TA by offering up “surprise” candidates that may have been overlooked by other methods. Again, going beyond keyword matching – of job title to previous job title – means getting a better quality hire, and basing decisions more on objective data than human preferences.



“What we’ve done quite recently is looked at some of those high performers’ backgrounds and their skills that they possess. And it turns out a lot of them aren’t typically what the hiring manager would have set out to hire for, but they possess those skills.”

Olga Power, Global Director of Talent Acquisition at Just Eat Takeaway

The panelists at Spark Live talked about a big benefit of AI for Talent Acquisition within global organizations: they can see where in the world they should be hiring.

AI can provide insights into talent pools in different markets, by analyzing millions of data points – to inform HR about the availability of specific skills, the competition for those skills, and the industries where these people are currently employed. (The skills you need might come from unexpected places.)

Kat Rooney from Mimecast said this was helping them meet their hiring requirements – such as Natural Language Processing skills, but also skills “blends” – and had informed the setup of their new talent hubs in India and Canada.



“We start to get really good data back to be able to tell us: this is the size of the pool of people with that specific skill at that level. These are the amount of other organizations you’re going to be competing against; these are the types of businesses that they’re currently sitting in. So we start to get that insight before we’re even thinking about going into that location, so we can really help our business be prepared.”

Katharine Rooney, VP Talent Attraction & Acquisition, Mimecast

Thanh Duong also talked about how he and his team at Autodesk are now able to “tweak” job titles to see what the addressable market looks like, in different geographies – and how they use insights about compensation and attrition to decide what their overall hiring strategy ought to be.

Of course, filling roles isn’t just about finding people in the external market – it’s about being able to spot and develop your own talent to meet the needs of the business. Some speakers highlighted that AI can really support them with training and assessment – removing the guesswork on how to develop people in the right direction.



“AI can help... predict if you have this next experience, if you have this next exposure, if you have this next class (cause it’s not just about class) you’ll be able to grow in those skills that will ultimately lead to whatever your dream is.”

Jacqui Canney, Chief People Officer, ServiceNow

EMBRACE MORE STRATEGIC WORKFORCE PLANNING



“ We talk about skills, but you tend to talk a lot about skills at the hiring stage... what are the critical skills within your entire organization? Because if you then start to think about critical skills, you start to talk about critical roles. And I think that just starts to help you be much more planful and prepared for the direction of travel that your business is going through.”

Katharine Rooney, VP Talent Attraction & Acquisition, Mimecast

Many panelists at Spark Live mentioned being able to prepare the business for what's next, and create strategies for building the skills they will need in the future, thanks to AI.

Only 20% of organizations engage in strategic workforce planning (Forrester Research). By letting you see which markets have the supply of (affordable) skills for your current and future business needs, [AI can help you build better workforce plans](#), and ensure greater agility as things change.

And, by analyzing historical data and current trends, AI tools can forecast future talent needs, identify skill gaps, and recommend hiring strategies that align with organizational goals – anticipating project demands and aligning workforce capabilities accordingly.

AI's predictive capabilities also enable HR teams to develop succession plans, ensuring leadership continuity and minimizing disruption in key roles.



“ We're not just looking at just to fill a person in a seat: we're looking at the evolution of the organization.”

Art Lokerson, HR Product Management Director
– Talent Acquisition, Wells Fargo



AI Is Elevating & Empowering HR



“Doing recruiting is really, really time consuming. It takes up a lot of time. And actually being able to free that up so that all of our recruiters actually spend more time with candidates, with stakeholders, creating insights, becoming thought leaders, becoming the experts in their space, I think is a really amazing thing.”

Katharine Rooney, VP Talent Attraction & Acquisition,
Mimecast

There are two aspects to the power of AI in empowering HR teams: one is that it automates menial tasks to free up their time, and the related point is that it can surface insights and make recommendations that allow them to be seen as strategic advisors to the business.

Every session at Spark Live 2024 made some reference to this shift in how HR is perceived. Mike Rizzi referenced their ability to use AI to surface candidates ahead of a requisition being posted, to get everyone on the same page from the outset – a good example of being both more efficient with AI, and being a better partner to the business.



CREATE EFFICIENCIES IN HR TEAMS

Many of our Spark Live panelists talked about efficiency, and increasing their productivity, with the help of AI. AI is helping HR professionals with their own day-to-day work, taking over some routine tasks – and freeing them up to focus on more strategic initiatives.

For example, as noted, AI tools can sift through hundreds of applications to identify the best matches based on skills data and other criteria. This not only speeds up the recruitment process, but also means recruiters can focus their efforts on engaging with the most promising candidates.



“AI is helping us kind of build the web velocity when we’re looking at going through the profiles, identifying who’s a better match, but also getting back to the candidates faster... It’s not going to solve everything for us, but it builds that efficiency in terms of starting research, starting your project, doing a bit of insight. And from there, you can kind of take it and run with it.”

Thanh Duong, Senior Manager, Talent Sourcing, Autodesk

Generative AI-powered tools such as TalentGPT will make it easier for recruiters to do things like draft job descriptions, craft emails, and nurture potential candidates, saving lots of time.

A screenshot of a web-based email drafting interface. The main window shows an email being composed to 'emily-carter@email.com' from 'judi@thebestcompany.com'. The subject is 'Senior Product Designer at TheBestCor'. The body of the email starts with 'Dear Emily,' and mentions 'I am a Senior Recruiter at Best Company' and 'your profile matches all our requirements'. An 'AI assistant' overlay is visible, showing a 'Regenerate content' dialog box. The dialog box contains the text 'Regenerate and enhance the email content by providing your input.' and a text input field with the prompt 'Can you make it more engaging and friendly?'. There are 'Cancel' and 'Submit' buttons at the bottom of the dialog. The background of the entire image is a solid purple color with large, overlapping, lighter purple circular patterns.

The use of generative AI, such as chatbots, is also being used for internal HR queries. The panel discussed the importance of good knowledge management, to ensure AI can be applied to your internal data and then provide answers on quite difficult HR-related questions.

As a starting point, HR business partners can use these tools to get answers to questions faster, but tools like this could be opened up more widely to save time and effort, and let those business partners be more strategic.



“With just having really strong FAQs that generative AI can borrow from... We have heard from our business partners that even just them... generating the answer and going back with the link or the knowledge article or whatever – it is has saved them a bunch of time.”

Caroline Heller, Senior Managing Director,
Global Head of HR, BlackRock

Looking ahead, more people in the business should be able to get the HR information they need, in a seamless way – a better experience for everyone concerned.

TURN HR PROFESSIONALS INTO STRATEGIC ADVISORS

“We can actually open up capacity within the HR function to do what we’ve talked about for years, where we are strategic advisors, coaches, counselors across the business... and this is where I think AI is going to change it drastically for HR.”

Sam Hammock, EVP, Chief Human Resources Officer, Verizon

AI can free up recruiters to spend more time being strategic – but it also gives them the tools and insights to have more strategic conversations with the business.

They can provide valuable market intelligence [and guidance to Hiring Managers](#)... and become more proactive when it comes to sourcing candidates, avoiding talent risk, and meeting skills-related demand.

Fernando Bellon from BBVA explained how the bank is using skills to make their talent strategies more in line with business goals, and take a more consultative and proactive approach with hiring managers.

“We are going to go from Talent Acquisition Manager to Talent Advisor.”

Fernando Bellon,
Head of Talent Acquisition,

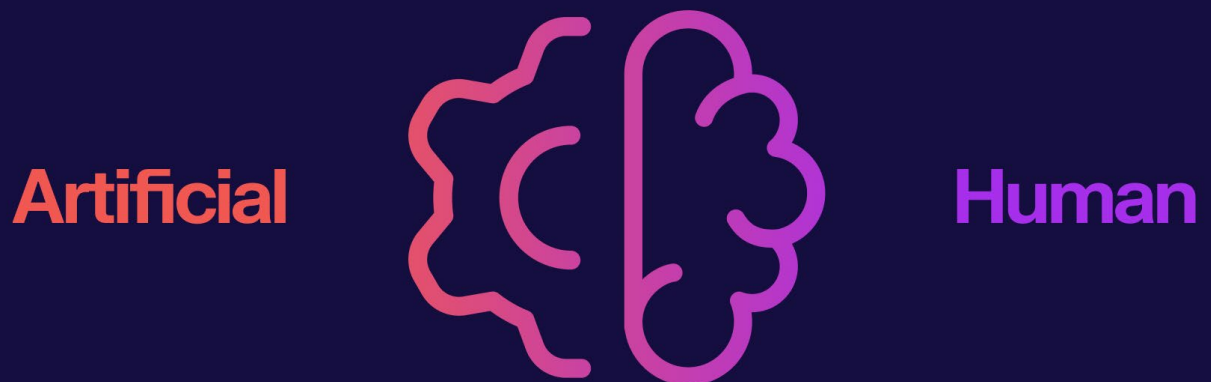
BBVA



AI Improves Human Experiences

A clear benefit of enhanced efficiency is a better experience for employees, inside HR and outside HR. As Sam Hammock noted, AI can “improve the employee experience on things that have been really people labor heavy, a little bit tactical.”

While AI enhances productivity, human intelligence is crucial for fostering creativity, adaptability, and effective manager-employee relationships. HR strategies must integrate AI capabilities with human-centric approaches to maintain a balanced and thriving workplace.



Every panelist in our CHRO panel noted that building the right human capital strategy is their number one priority, and – despite the focus on technology – there would still be a special place for “humans” in the workforce of the future.

“Relying on a technology strategy without a human capital strategy will not be the recipe to win.”

Jacqui Canney, Chief People Officer, ServiceNow

Jacqui Canney talked about how the “pillars” for her HR team in 2024 involve being people-led (human-centered), as well as data-driven, and AI-powered. Bringing AI into the mix has unlocked productivity AND creativity, she said, but people were more important than ever.

AI is a clear enabler of better experiences: for customers, for employees, for members of the HR teams – and it also lets managers have better conversations with their team members, so they can find opportunities for growth, and follow their aspirations.

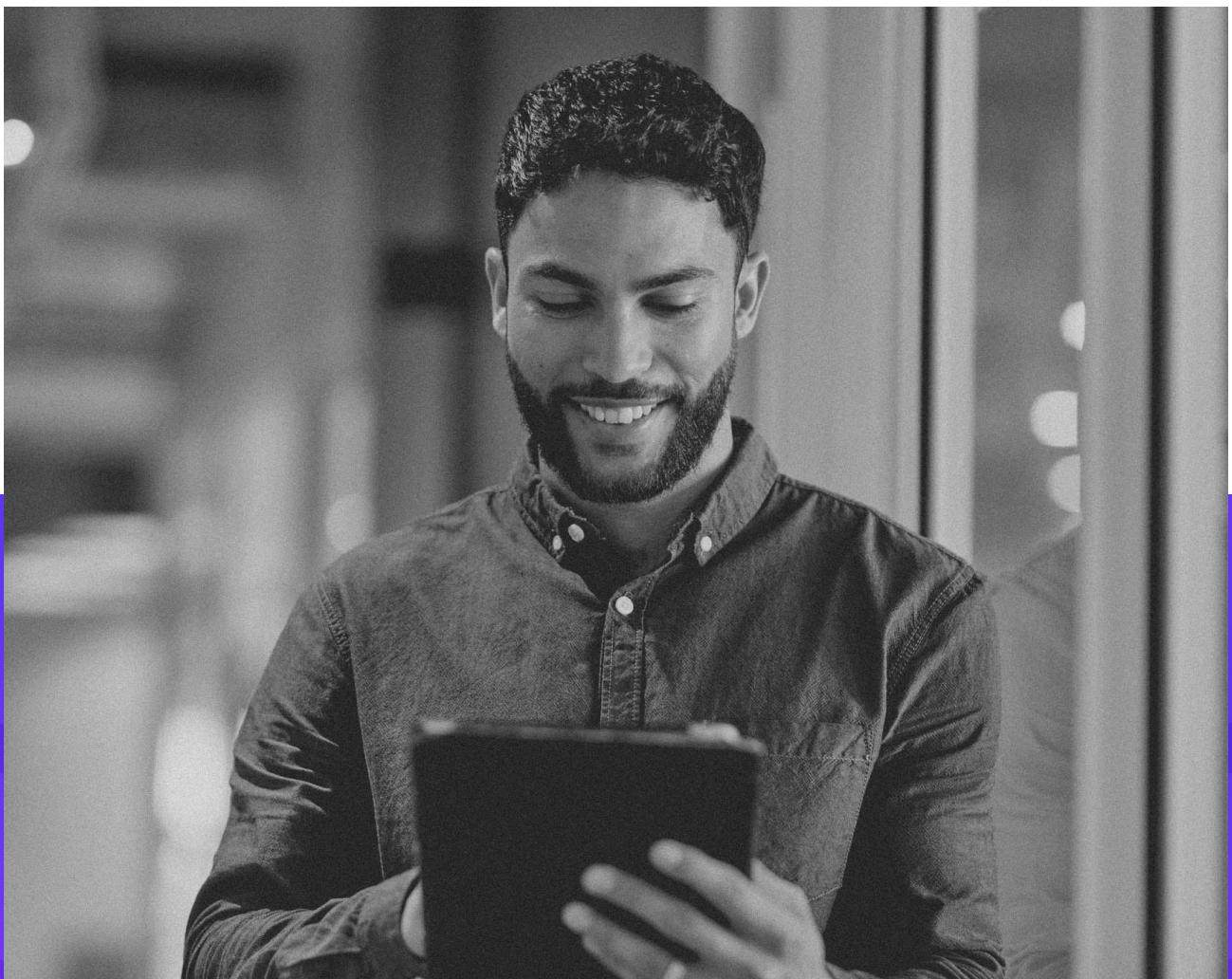


“ I think the single biggest lever you have to change how people experience the workplace is through the engagement they have with their managers.”

Caroline Heller, Senior Managing Director, Global Head of HR, BlackRock

Talking about executive search in particular, Sam Hammock noted that “in the future, that understanding of the human, their leadership capabilities, the people skills they have” were going to be the key thing talent teams would be looking for... but “I can’t count on tech to be able to find those people for me.”

You also need to find people with the ability to learn and adapt, “because the job’s going to change while they’re in it.”



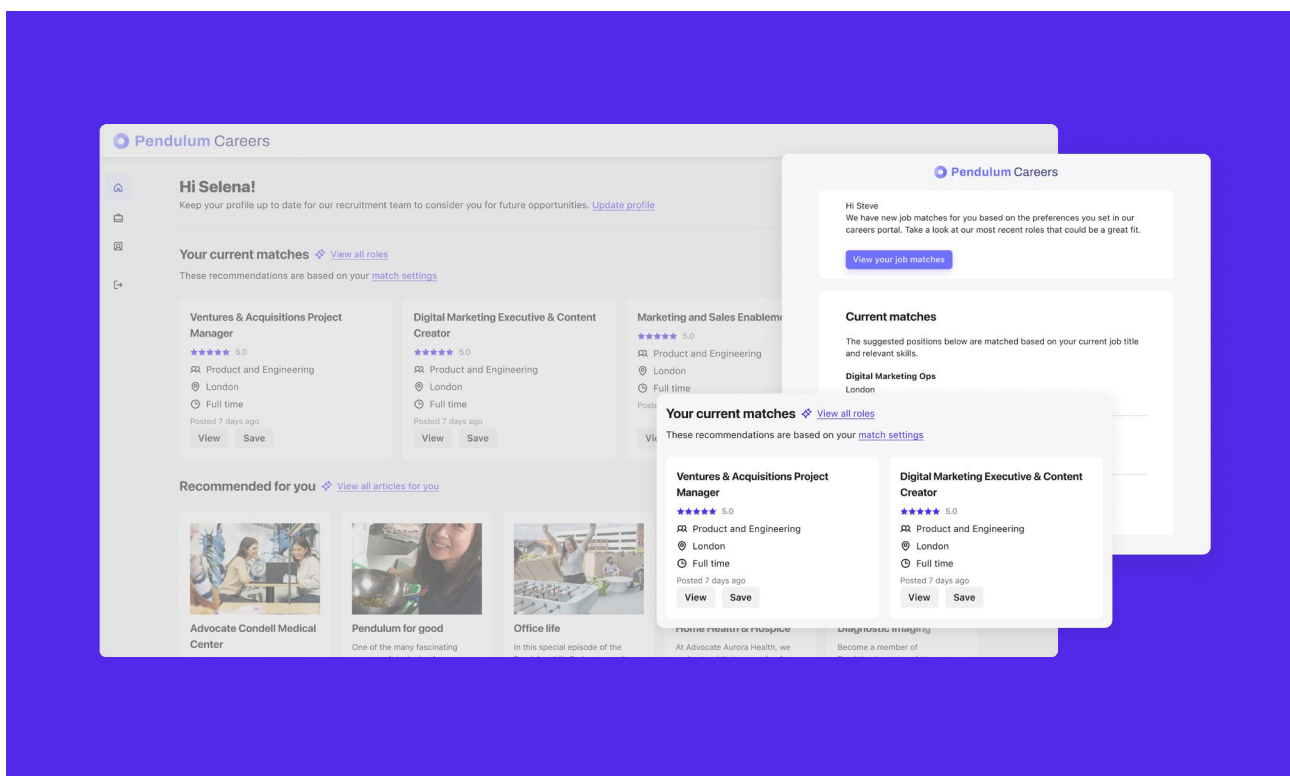
SUPPORT PERSONALIZED TALENT JOURNEYS

AI supports personalized candidate experiences, as well as personalized employee development suggestions, via training and career progression recommendations.

“The whole process is going to be based on artificial intelligence. And that’s a huge change for us... We’re gonna be able to talk to our candidates with much more frequency than we are doing today, we’re going to be able to give them feedback faster than we are doing today. So the experience of this kind is gonna be much better.”

Fernando Bellon, Head of Talent Acquisition, BBVA

In the same way as marketing teams today can dynamically surface content to prime prospective customers, Talent teams are now able to target (and nurture) specific people and groups in their talent pool with content and roles that are super relevant to the audience – making them more likely to click.



Mike Rizzi talked about how DraftKings is applying AI-powered calibration functionality to the “front end” to match people to roles, based on skills... improving the experience for talent, not just recruiters, and boosting engagement and retention. Sharing hyper-personalized recommendations with potential candidates makes their nurturing process more efficient, as well as effective.



“ We know that candidate experience is essential for us to bring high quality talent into the organization. Our ability to deliver hyper-personalized content and job recommendations to candidates has been critical. And it has been a huge piece of our AI usage here at DraftKings. We are able to customize the content that is being sent and shared with candidates. We’re able to provide custom job recommendations based on their skills and their job title. This component of AI is going to change how companies interact with candidates.”

Mike Rizzi, Senior Recruitment Marketing Manager,
DraftKings

It’s not just about hiring and net new candidates – your existing employees can enjoy that hyper-personalized experience too, thanks to AI-powered skills-based recommendations.

AI tools can identify employees with the potential to fill critical roles, recommend training and development programs, and facilitate career progression within the company. This approach not only enhances employee engagement and retention, but also ensures that organizations can effectively use their existing talent to meet evolving business needs.

REDUCE BIAS AND IMPROVE DIVERSITY

AI has the potential to enhance diversity in the hiring process by mitigating human biases, and also broadening the scope of candidate searches.

With the help of AI, you can analyze a wider range of candidate attributes and experiences, identifying qualified candidates who might have been overlooked through traditional methods.

DraftKings, for example, uses AI to refine job titles and skill requirements, ensuring they align with market expectations – and are not inadvertently introducing human bias by relying on the same old keywords to find suitable candidates.

“ I think the AI functionality helps our team sort of up-level themselves... This allows us to lean into sort of a non-biased approach in terms of, hey, we should include these other skills because they're really relevant and your keyword may be limiting to you.

Maybe we're able to uncover or resurface past candidates that we would never have found with our Boolean search that we know and love so well. So it's really helped our team think differently about how we approach candidate sourcing.”

Mike Rizzi, Senior Recruitment Marketing Manager,



AI Adoption: Challenges & Solutions

Of course, it's not always straightforward to implement AI tools in HR, and have them adopted. You need to build trust with your C-suite, and your wider business, and manage your reputation carefully with the outside talent market

The panelists highlighted a few ways to avoid common pitfalls...

1. WORK CLOSELY WITH LEGAL.

Work with legal as early as possible: you need them on your side as you navigate the complexity of using AI tools in any part of the business – especially HR..

Consider how you allow people to experiment with AI safely – “freedom in a framework” is how Jacqui Canney, Chief People Officer, ServiceNow described it in our CHRO panel at Spark Live.

“I would say our freedom is within a walled garden... the way we'll find out ideas for how people are going to leverage it [AI] in their day to day, or come up with new and creative use cases, is going to be by giving a little freedom to experiment. But I think we're using it within parameters that our colleagues in legal, compliance, privacy, all got comfortable with, with a really robust focus on a walled garden and the appropriate firewalls.”

Caroline Heller, Senior Managing Director, Global Head of HR, BlackRock

Verizon is also letting people “play” with AI in forums and sandboxes, and an AI Leadership Council, to look at things like process improvement while ensuring customer or employee data is off limits – and Sam Hammock commented that the tagline is becoming something like “We want you to be bold and innovative, but not reckless.”

Jacqui Canney also referenced the importance of a shared understanding of (skills) data, before any AI is applied – defining what a skill is, and how you are collecting the data.

“Getting very specific with the legal team so that we can all be comfortable, that we can continue to be super creative, but have a foundation of understanding that keeps.. the trust with our people or the trust with the customers.”

Jacqui Canney, Chief People Officer, ServiceNow

2. SHOW OFF THE VALUE.

Given that there are still many skeptics when it comes to AI, you need to clearly articulate the business value – including efficiency – to your senior stakeholders, and show your talent team that it won't replace them, it will help them.

Educate the skeptics on the why of AI as well as the how, and explain how you are keeping humans in the loop.

“It's not AI alone... It's AI to assist our recruiters and our team to create efficiencies in day-to-day work, to ultimately enhance productivity, to enhance the candidate experience. So continuing to really educate folks internally on that, that how, and ultimately the output was super important for us to get that buy-in and adoption.”

Mike Rizzi, Mike Rizzi, Senior Recruitment Marketing Manager, DraftKings

Relatedly, be sure to share your “little wins” as they happen: from shouting about candidates you wouldn't have otherwise found, to campaigns that you have been able to scale really quickly, these case studies will help convince people to adopt and embrace the AI tools.

“We started with our campaigns quite early on and we actually generated a number of hires just through the campaigns really quite quickly. And I think that helped actually build more confidence in the tool because the team thought, wow, okay, these people are sitting in there.”

Katharine Rooney, VP Talent Attraction & Acquisition, Mimecast



3. CREATE A CONNECTED ECOSYSTEM.

As Sultan noted in the Spark Live keynote, “For AI to work in HR, and deliver a skills-first approach at enterprise scale, we need a way to identify, maintain and connect skills across our HR ecosystem.”

Thanh Duong was one panelist who mentioned that, in order for AI to be successful, it should be “plugged in” to your existing tech stack, and be able to work with your data. Trust is therefore crucial, as is data privacy – and knowing what data the AI is being trained on, as well as where the outputs might end up.

“The epiphany has been how easily interconnected everything can be. And I really think that that’s the answer to the skills ecosystem.”

Ash Walvoord, Associate Vice President of Talent Management at Verizon



With Beamery’s new enterprise skills ecosystem, all our AI-generated skills and insights can be connected into the core enterprise systems you already use every day. By enhancing your existing ecosystem with better skills and data, Beamery can improve the AI-assisted experiences in every HR product you already use today.

4. GET STARTED!

Given the complexities of skills intelligence and AI, many Spark Live panelists emphasized the importance of taking an iterative approach, and of educating yourselves as HR professionals.

But they did advocate starting: Art Lokerson highlighted the value of starting small, proving value, and leveraging past successes to build momentum for future initiatives, while Ash Walvoord talked about “progress over perfection.”



“We may not move as fast as some organizations, but we pursue this... movement to more of a skills-based organization, and skills intelligence, deliberately and thoughtfully.”

Art Lokerson, HR Product Management Director – Talent Acquisition, Wells Fargo

By taking proactive steps to leverage skills intelligence and AI, organizations can gain a competitive edge, drive innovation, and position themselves for long-term success in a rapidly evolving marketplace.

Conclusion

It was clear from all the conversations at Spark Live that, while there are still some teething issues, artificial intelligence is rightly changing the face of Human Resources – and helping interns and CEOs alike reach their broader goals.

AI helps you do lots of things that would have been time-consuming, or difficult, or expensive, or all of the above – augmenting human intelligence, and automating routine tasks, allowing HR professionals to concentrate on higher-value activities that require critical thinking and creativity.

WITH AI, HR PEOPLE CAN NOW:

- Collect and analyze skills data to power skills-based talent management.
- Create standardized skills taxonomies, facilitating a unified approach to skills data across the organization.
- Identify skill gaps, tailor hiring strategies, even location strategies, and develop personalized career paths – aka to make build, buy, borrow decisions, at scale.
- Simplify resource allocation and do more strategic workforce planning.
- Build personalized talent experiences, for candidates and employees.
- Reduce bias, improve fairness, and build more diverse pipelines.

Most crucially, Artificial Intelligence – when applied correctly, alongside Human Intelligence – is turning HR professionals into trusted partners to the business, and better ‘talent advisors’ to their colleagues.

This means leaders can rest assured that investment in AI for HR is a sensible step towards avoiding and mitigating the huge talent risks that today’s landscape can bring, and being better prepared for the future.



“Bringing Artificial Intelligence and Human Intelligence together will make it easier for all our people – be they senior executives, managers, employees or candidates – to make better decisions about work, at every step.”

Abakar Saidov, Co-founder and CEO, Beamery

Watch all of Spark Live 2024 on demand, and read summaries of every session, at beamery.com/sparklive.



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