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EVP & CHRO
Medidata Solutions

Artificial
Intelligence

Soft

AI

Reasoning

Science

Computer

Sys

Knowledge

Technology

Learning





Agenda

AI Defined

Embracing AI

AI Myths

AI Challenges

AI in HR & TA

AI & People Strategy

Artificial Intelligence

AI is here. We integrate it daily in our private lives with technologies like Siri, Alexa, and Chat. Despite the benefits that it offers, *the majority of organizations and HR functions are not currently using AI.*



Artificial intelligence (AI) is the broad concept of using computers to mimic the cognitive functions of humans

Machine learning (ML) is a subset of AI and focuses on the ability of machines to receive a set of data and learn for themselves, changing algorithms as they learn more about the information they are processing

Language processing (LP) involves tasks such as text search, translation, and named entity recognition. On a daily basis, we use NLP whenever we search the internet or ask a voice assistant to tell us the weather forecast. Businesses use LP to understand how their customers talk about their product on social media.

Embracing AI: How Recruiters Feel About AI



BELIEVE AI CAN GREATLY
ENHANCE TALENT
ACQUISITION AND RETENTION

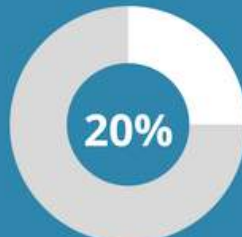


AVERAGE AMOUNT OF TIME PER
WEEK LOST TO **MANUALLY**
COMPLETING TASKS

WHAT CAN BE AUTOMATED?

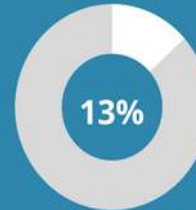


SOURCING,
SCREENING
& MATCHING



CANDIDATE &
HIRING MANAGER
RELATIONS

THE FUTURE OF AI



AI IS ALREADY
A REGULAR
PART OF HR



AI WILL BECOME
A REGULAR PART
OF HR IN 5 YEARS

IS AI A **THREAT**?

65% say AI doesn't make them nervous.
33% expect to do "more human tasks" augmented by AI.
Only **7%** think a robot could do their job.

Sources

Undercover Recruiter, CareerBuilder, Bersin by Deloitte, Alexander Mann

AI and the Candidate



Sources: Allegis, CareerBuilder, Indeed, Software Advice, Yesware

Source: N-gen People, LLC



Source: Robert Half



TA Benefits

Source: Informa

YOUR BENEFITS



SAVE 23 HOURS PER HIRE



NO DISRUPTION TO YOUR WORKFLOW



REDUCE COST PER SCREEN BY 75%

COSTS OF **NOT** AUTOMATING

LOWER PRODUCTIVITY

41%



35%

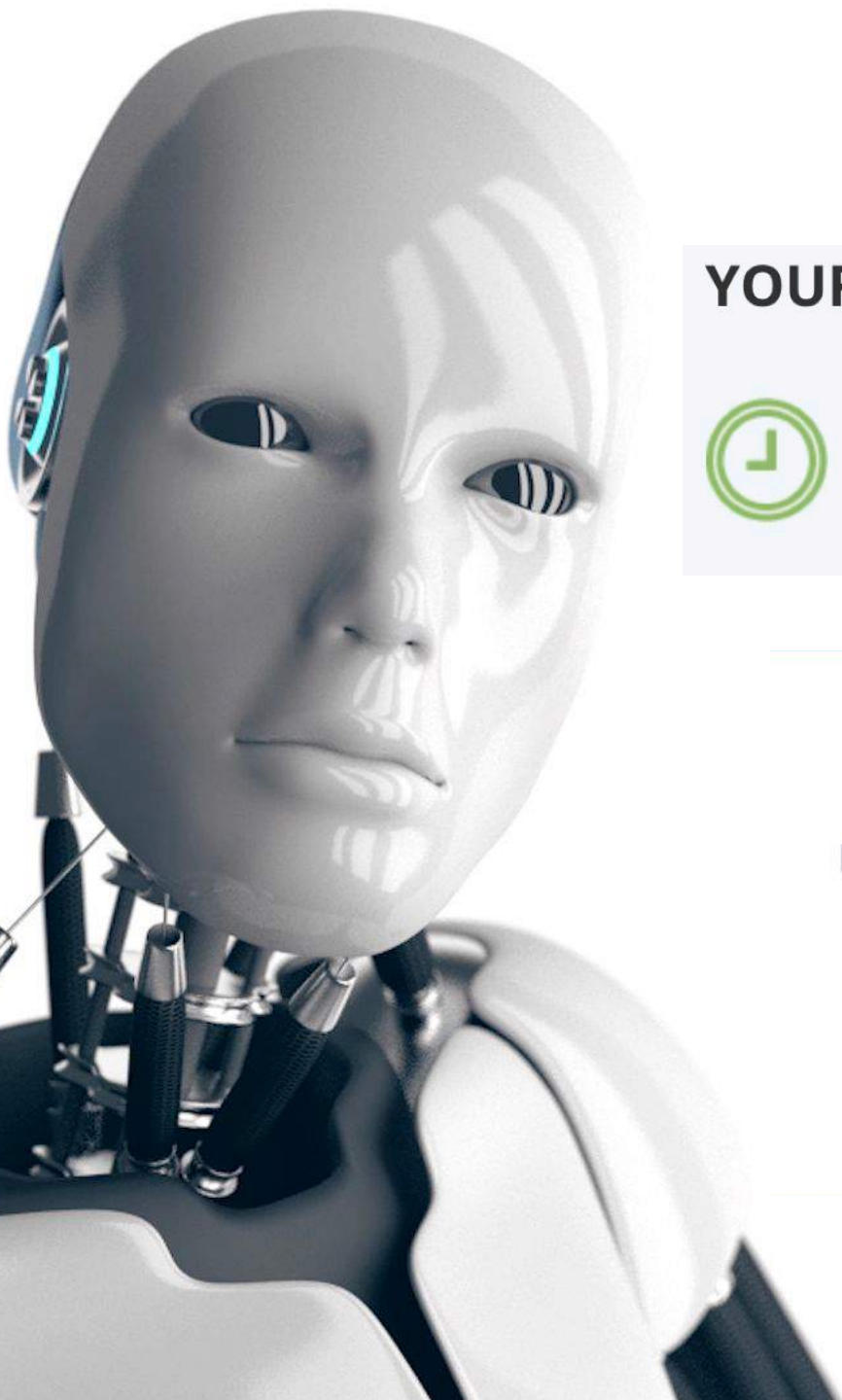
HIGHER COSTS

POOR CANDIDATE EXPERIENCE

17%



Sources: Allegis, CareerBuilder, Indeed, Software Advice, Yesware



AI Myths



AI Myths

- AI and machines will replace most human jobs
- You are the only company not using AI
- AI doesn't make mistakes
- AI is smarter than us

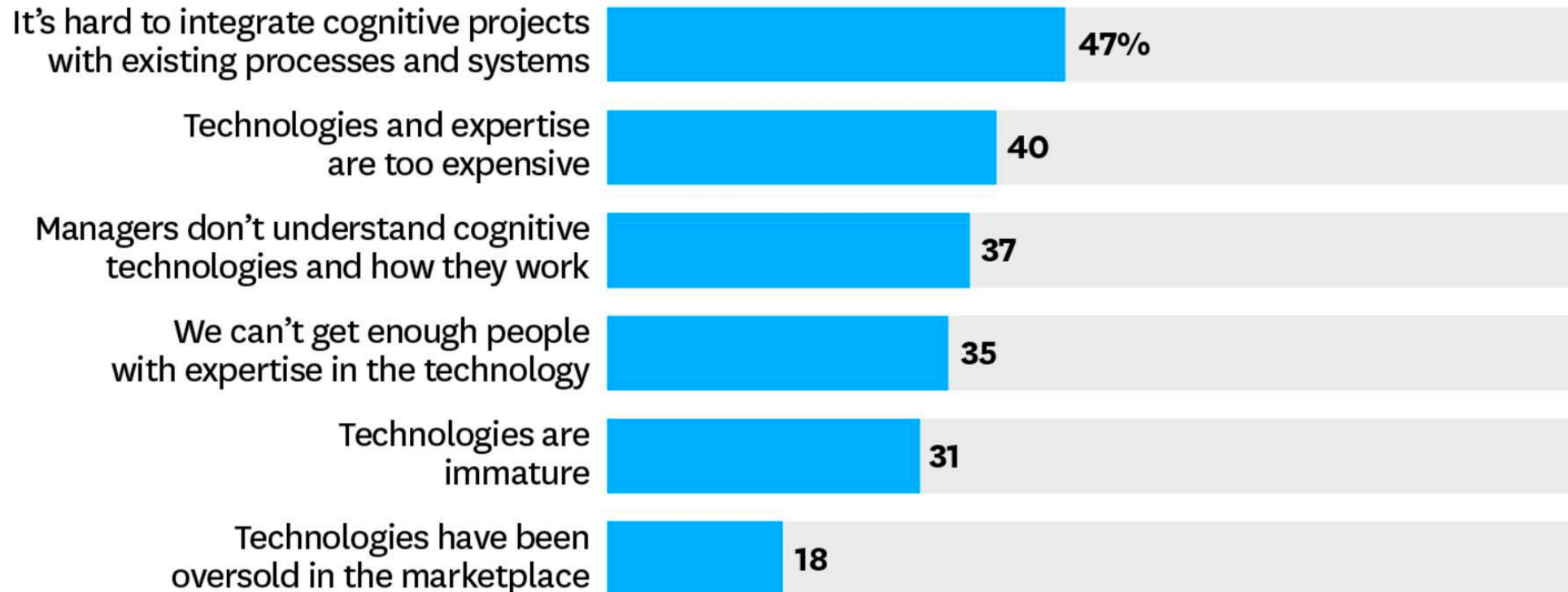
AI Truths

- AI technology will create new HR roles with advanced skills
- 67% of companies are not using AI technology yet
- AI is only as good as the data it analyzes. AI can learn, predict and continue to adapt
- AI can inform, enhance, and accelerate human decision making. It won't replace it

Chatbots, Apps, and Algorithms: Challenges of AI

Executives surveyed identified the following factors that can stall or derail AI initiatives, from integration to scarcity of talent.

PERCENTAGE WHO CITE THE FOLLOWING AS OBSTACLES



Digitize to Optimize



How AI can assist TA

- *Engage with site visitors*
- *Source candidates*
- *Schedule interviews*
- *Create a better candidate experience*
- *Narrow large candidate pools*
- *Locate 'unicorns' and 'purple squirrels'*
- *Assess candidates for fit and skills*
- *Lower cost per hire*
- *Accelerate onboarding*
- *Reduce bias in hiring decisions*

AI in HR

How companies are using AI



Expanding AI Landscape

Employee Referrals	Interview Scheduling	Sourcing	Candidate Assessment And Analytics	Candidate Experience	Gamification
					
					
					



People Strategy & AI



Cisco TA Execution Priorities



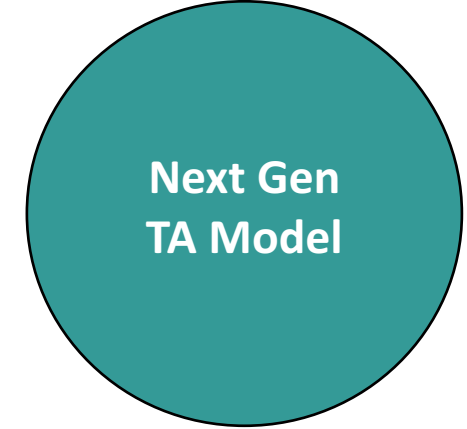
Talent Brand & Social Media

- **Talent Brand** - Tell the Cisco story with compelling and interactive content to enable TA to better engage with candidates and students
- **Design Next Gen Careers Website** – #2 top visited site on Cisco.com, yet doesn't reflect People Deal
- **Connecting to Talent Pools using AI, Social, and Events** - Focus our social, new media and event efforts to connect deeply with prospective talent pools



TA Experience: Bringing the People Deal to Life

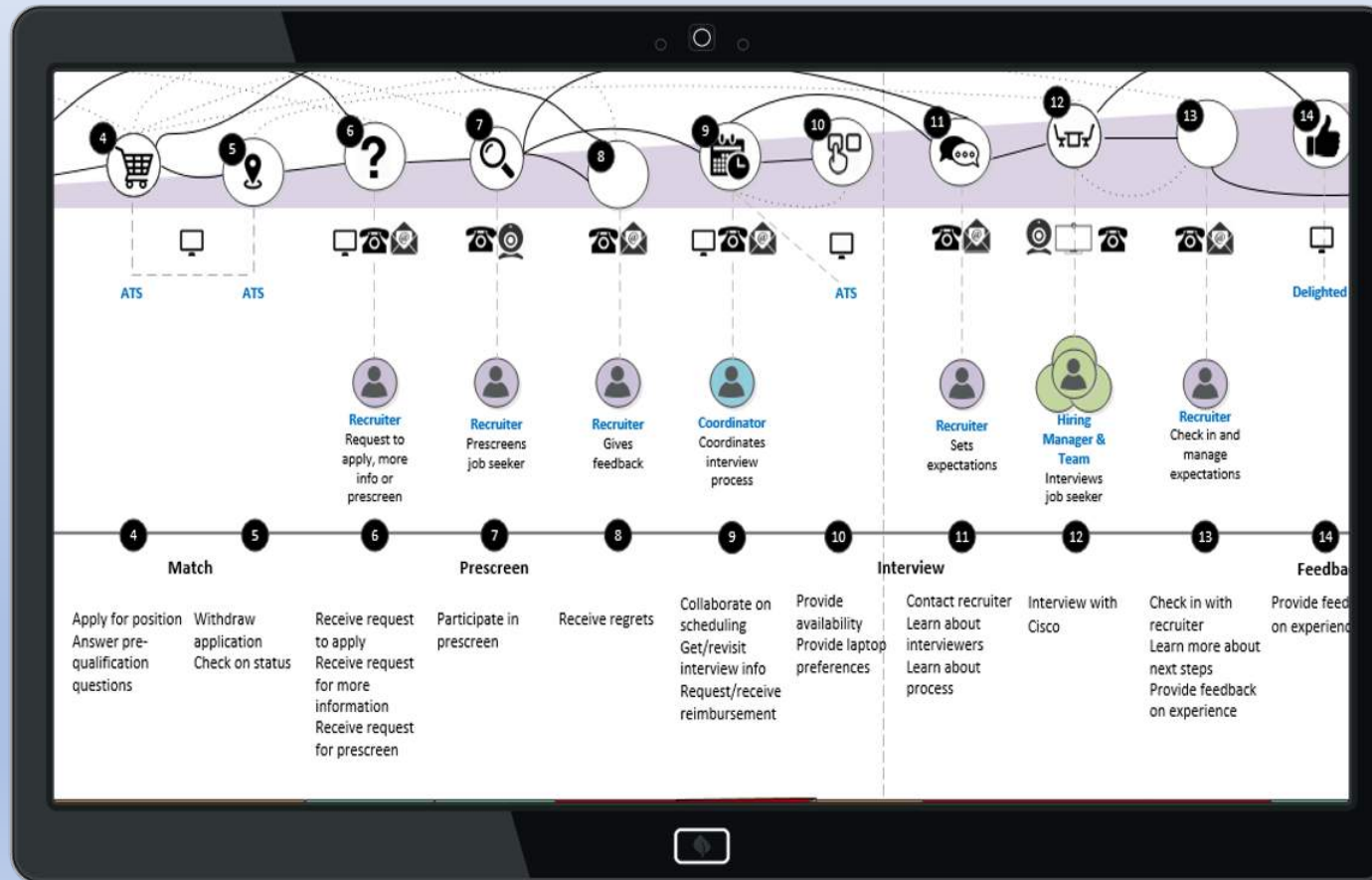
- **High Touch Candidate Experience** – ensure that candidates receive a high-touch, engaging experience throughout the application process
- **Enhanced Selection Process** – create a selection process that identifies the next generation talent that can drive Cisco's transformation
- **New Recruiting Cloud Apps & System** – implement an innovative cloud-based recruiting system that transforms the hiring experience and leverages AI capability



Next Gen TA Model

- **Talent Trends and Predictive Analytics** – create an advanced analytics platform that visualizes external talent pools and predicts workforce trends
- **Pipelining Capabilities / Talent Hub** – build a proactive hiring engine with pipelining capability and a database of potential candidates
- **People Planning Tools** – implement a tool that can model workforce plans and assess the gap between current and future capabilities

How did we think about it at Cisco – Experience and Process Map



Actions

Evaluate Key Touch Points

Identify Quick Wins

Align Work to Desired Outcomes

V We Revolutionize Life Sciences To Create a Healthier World

M Together We Power Smarter Treatments and Healthier People

S Accelerate Medidata's Business Outcomes by Creating Exceptional Talent Programs and a Workplace Where People are Inspired, Risk Taking is Encouraged and Innovation Thrives

O Driven by a People Team that Accelerates our Talent Strategy:



Build & Inspire Great Teams

- Talent & Site Plan
- Coaching & Development
- Experiential Learning
- Belonging: D&I
- Building Next Gen Skills & Leaders



Amazing Brand & Experience

- Talent Brand Launch
- Fun Culture & Places
- People Engagement
- Candidate Experience
- Best in Class Rewards & Recognition
- Employer of Choice/ GPTW



Thought Leadership & Innovation

- Trusted Consultant & Role Model
- Industry Thought Leader
- Strategic Global Capabilities
- Creative Talent Approaches
- Change Agent



Digitization & Insights

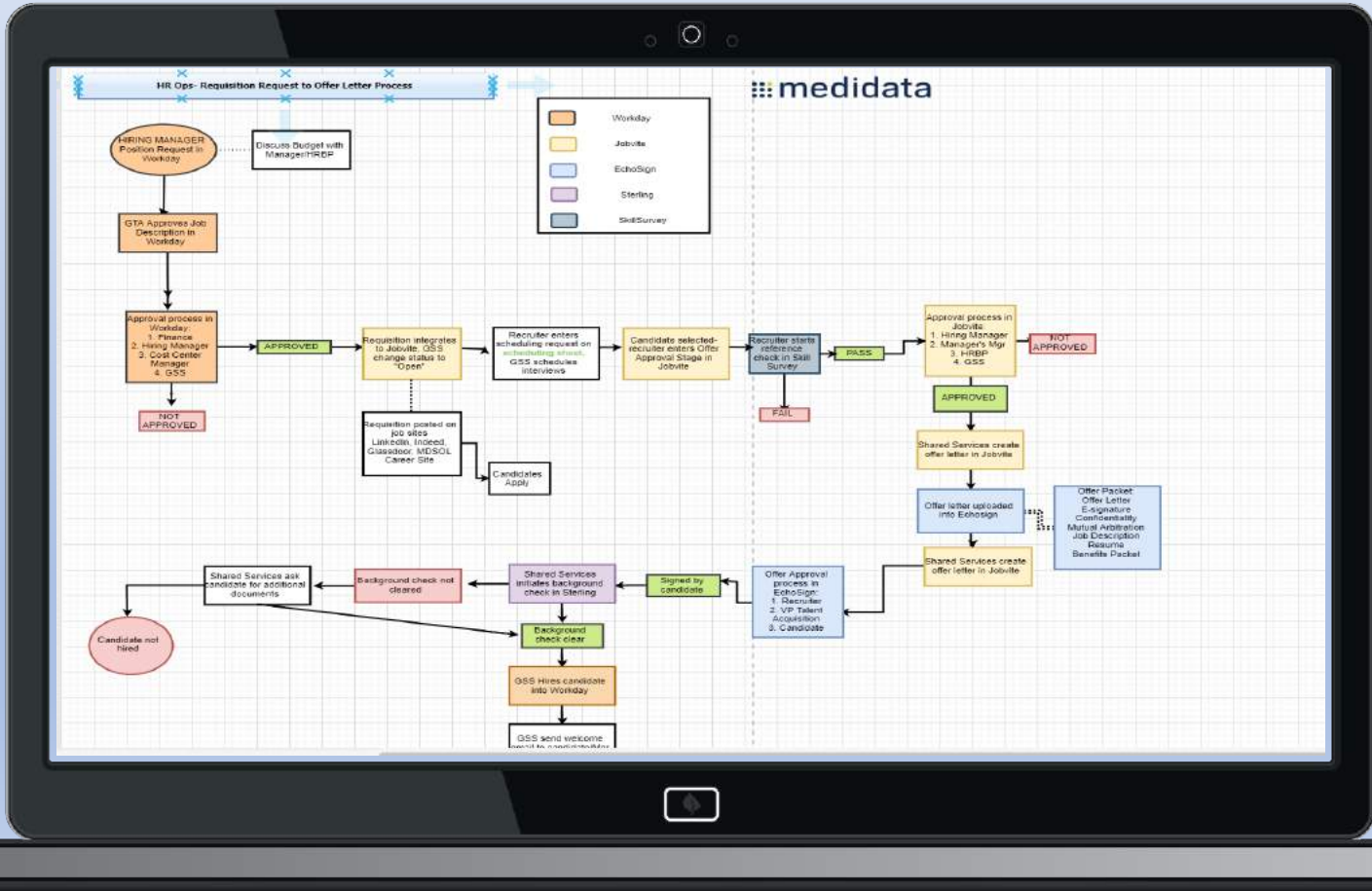
- Talent Management Tools
- People Insight
- Digitize People Programs & Processes
- Implement AI & Collaboration Tools
- Infrastructure: TA & WS, Workday Enterprise



Creating A Better World

- Give Back to Our Mediation Communities
- Sustainability
- STEM
- Social Innovation Lab
- Diversity in Clinical Trials

How are we thinking about it at Medidata – Focus on Digitization and HR 'moving up the stack'



Actions

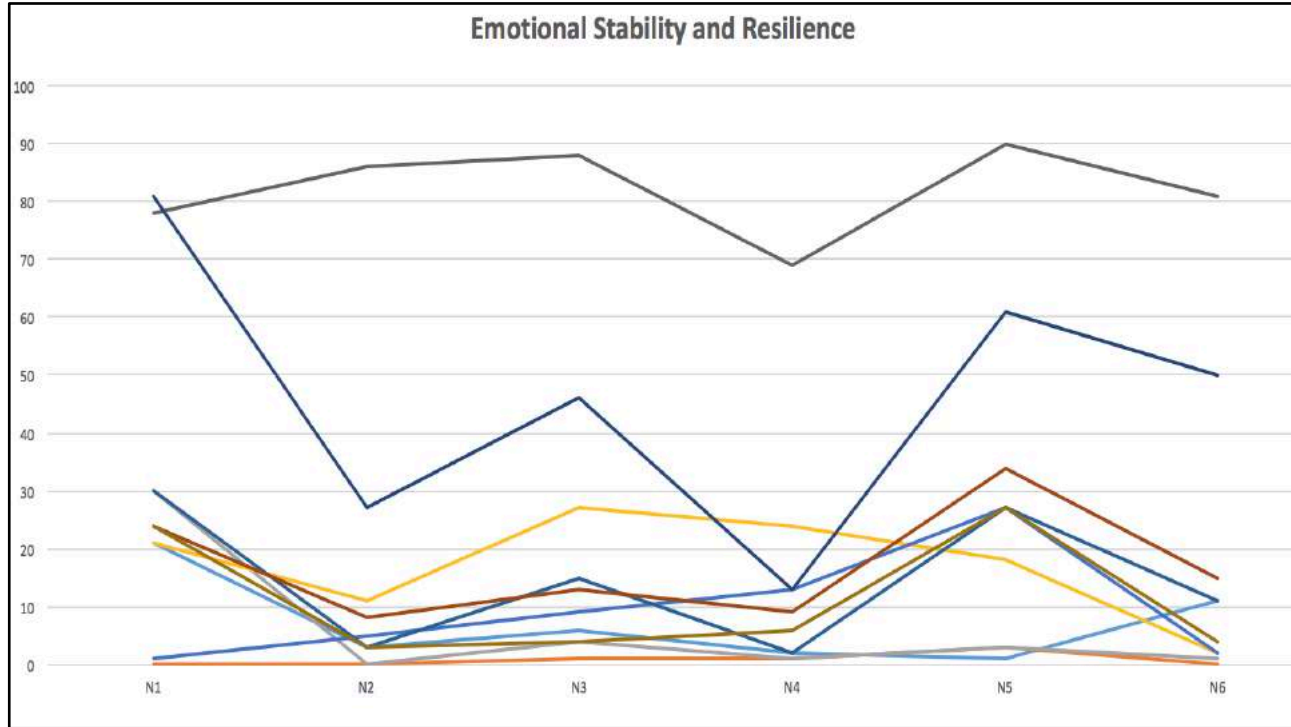
- Review Touchpoints with Candidate Experience In Mind
- Identify Quick Wins
- Implement AI Collaboration Tools

Predictive Hiring

Highly mature organizations now allocate 40% of their hiring criteria to emotional and psychological factors such as ambition, resilience, assertiveness, and intellectual curiosity.

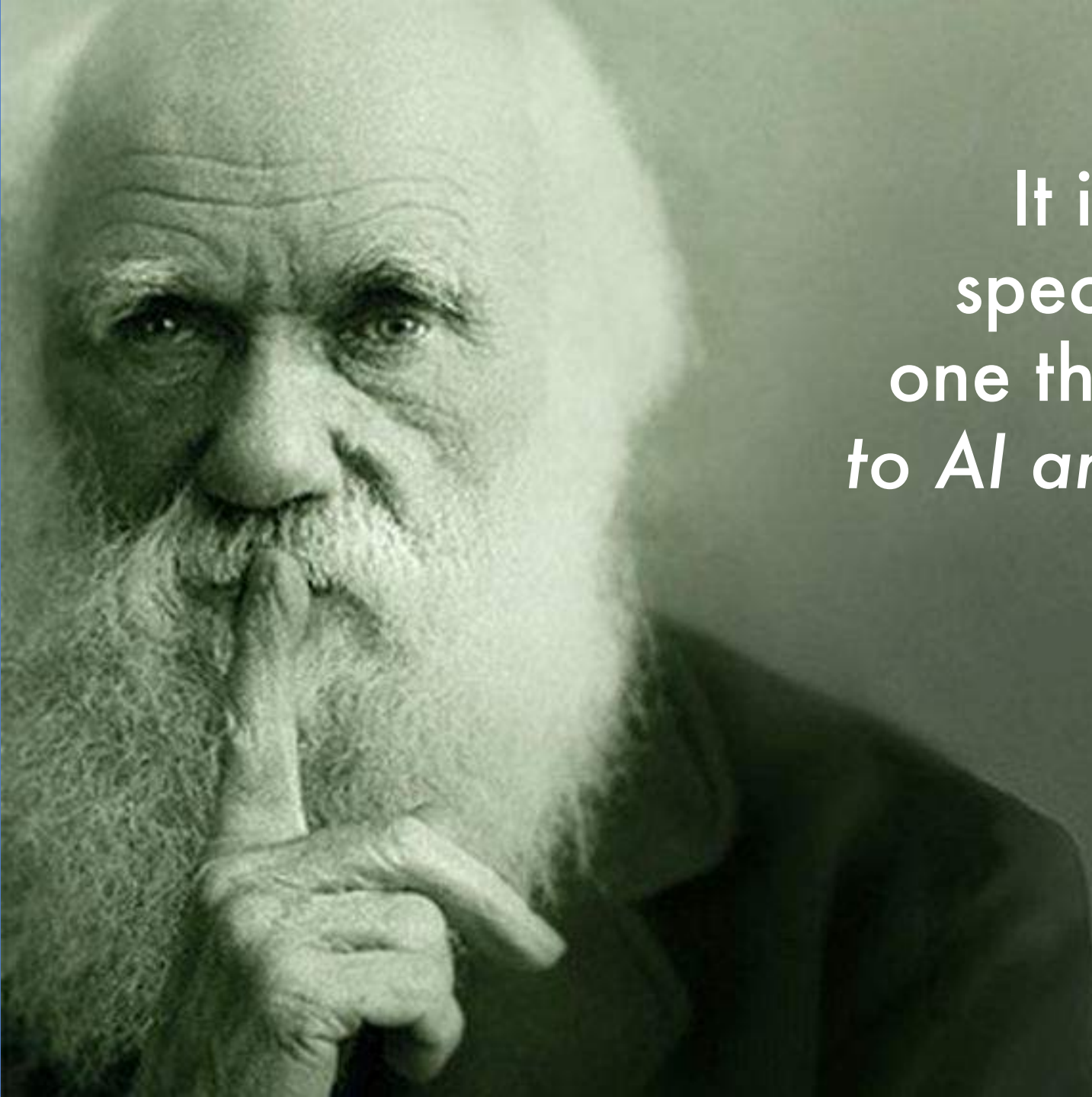


AI and Predictive Hiring



- *Develop Organizational/Critical Role 'Success Profiles'*
- *Integrate personality, behavioral, and cognitive ability instruments*
- *Identify high performance drivers and differentiators*
- *Measure, validate, refine, and automate*





It is not the strongest of the species that survives. It is the one that is the *most adaptable to AI and new ways of working.*

Charles Darwin

AI or Irrelevance




BlackBerry

BORDERS


BLOCKBUSTER
VIDEO

RadioShack®


Kodak