



The Great Reshape:

# AI AND THE FUTURE OF HR & PEOPLE MANAGEMENT

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Training Date : **27-28 / 2 / 2023**

Venue : **W Hotel /Amman**

Price : **600 JOD**

## 1. COURSE OVERVIEW

**AI isn't just changing how we do our jobs;** it's changing how we fill our jobs, train our people, and manage our personnel. Your HR team plays a key role in preparing the rest of your workforce for digital transformation.

**This course will provide tools** for helping your HR team guide the rest of your staff through change, and will cover all of the exciting developments and opportunities your HR department can benefit from thanks to AI.

## 2. LEARNING OBJECTIVES

- **Gaining a deep understanding** of how companies worldwide, and across all sectors, can apply AI to their HR and people management practices.
- **Understanding how AI can be** used to attract, hire, and retain talent in the wake of The Great Recession and beyond.
- **Grasping the skills, capabilities,** and talent needed to harness AI for competitive advantage and potential upskilling requirements.
- **Developing the necessary capabilities** for creating cultures of change.
- **Gaining clarity on how other functions** such as marketing, sales and CX will use AI and how that may relate back to the HR function.
- **Application of both** the STANDARDISE Framework and Scorecard for Success.



# Outline 2-Day Agenda

## Day 1

- Introductions and sharing of objectives.
- AI today: what it is and what it is not
- Key statistics
- Current state of adoption worldwide.

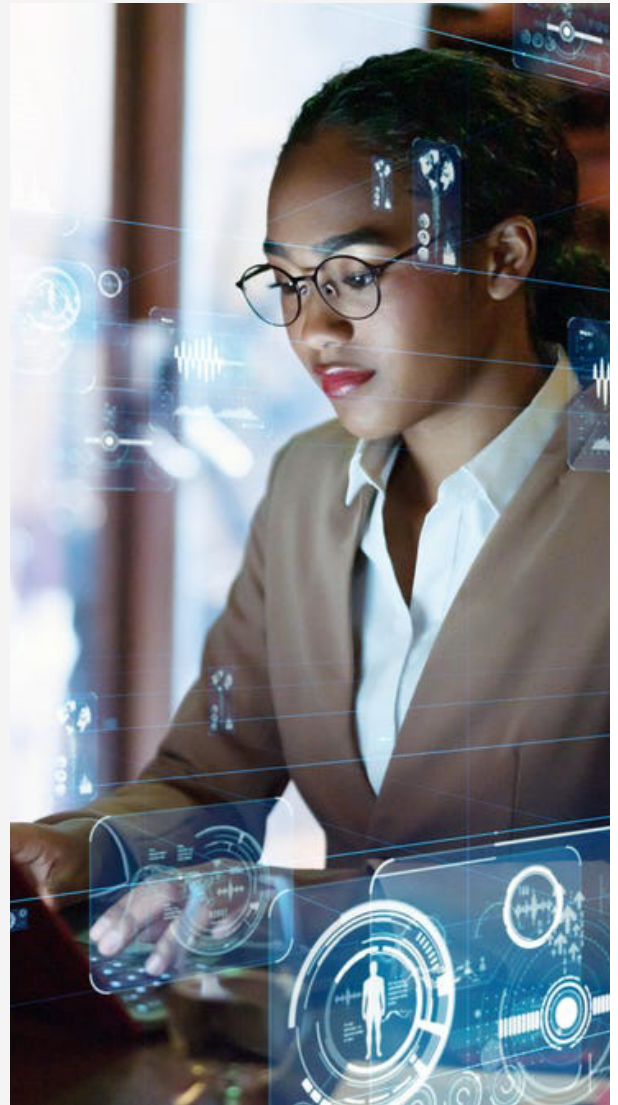
### Activity – Mythbusting AI

- AI's applications in HR: global case studies.
- AI's applications in Sales, Marketing & CX.

### Activity – How Can AI Help You?

- Working through the STANDARDISE Framework and its elements.
- Strategy, Time, Augmentation, Need, Data, Agile, Resources, Digital, Investment, Standards, Ethics.

### Activity – STANDARDISE Self-Assessment





## Day 2

- **Real world HR case studies, from companies such as:**

- IBM
- Credit Suisse
- Nielsen
- E.ON
- Clarks
- Unilever
- L'Oreal
- Starbucks
- Hilton

- **Ethical considerations.**

- **Creating cultures of change.**

- **Hiring and upskilling.**

### Activity – What Would You Do?

- Key vendors.
- Scorecard for Success.
- Major ethical issues for the use of AI in business.
- Final thoughts.

### Activity – Using the Scorecard

### Activity – Wrap Up Quiz





## INSTRUCTOR PROFILES

### Katie King

**Katie King is a published Author, Keynote Speaker and Consultant on Artificial Intelligence (AI), digital, STEM, leadership and business transformation.**

Voted a '**Top 20 woman in AI**', Katie has over 30 years of consulting experience and has advised many of the world's leading brands and business leaders, including Huawei, Zain, BT, Alcatel and more.

Katie will be speaking at Gitex/Ai everything, Dubai, in October 2022. **Katie has delivered two TEDx talks** and is a regular speaker worldwide.

**Her second book was published** by Kogan Page in January 2022: **AI Strategy for Sales and Marketing: Connecting marketing, sales and customer experience.**

### More Highlights:

Her first book, *Using Artificial Intelligence in Marketing: **How to Harness AI and Maintain the Competitive Edge***, was translated into Russian, Chinese, Vietnamese & other languages. It was also listed as a reference source in the 'Brand Strategy' section of the World Economic Forum's Empowering AI Leadership AI toolkit for corporate boards.

In 2020, **she launched a school AI programme**, the Leaders of Tomorrow, to close the skills gap in education and show young people, especially girls, how STEM and AI will reshape their future careers.

**Katie is a member of the UK Government All-Party Parliamentary Group (APPG) task force** for the adoption of AI. She is also an **Editorial Board Member for the AI and Ethics Journal** (Springer Nature – global publisher).



# FOR REGISTRATION

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