



# USING GENERATIVE AI TO AUGMENT HUMAN HR EXPERTS

THE FUTURE OF WORK



Training Date : **1-2 / 6 / 2023**

Venue : **Dead Sea Movenpick**

Price : **900 JOD**



## COURSE OVERVIEW

This **2-day training course** covers the impact of using Generative AI to augment human experts across HR, and the need to put in place a clear and compelling generative AI strategy today in order to lead in the future.

**The world of work is changing at an** unprecedented pace. 57% of CEOs and CFOs plan to increase their use of AI and automation in their companies.

**Workers across various industries** worldwide are concerned but the true strength of generative AI is to augment, rather than replace, the work of human experts across HR, but also sales, marketing and CX.

**Since Open AI release** GPT-3 large language model in November 2022, followed by GPT-4, industries are fearful of the impact of generative AI on the future of work.

**Katie King will explain the** impact of tools such as GPT-4, DALL-E-2 and others, and the ways in which organizations are redesigning job functions including HR. An excellent example is EY collaborating with Microsoft to develop EY Intelligent Payroll Chatbot as part of the Next Gen Payroll Platform.

**Katie will outline how this new** wave of generative AI tools have the potential to transform entire industries, and how the C-Suite can respond in order to be industry leaders in five years.

# 2-Day Outline

(NOTE: The actual order of the course agenda is subject to adjustment by the instructor depending on the participants' needs and levels of understanding)



- **Key Tools and Vendors in Generative AI.**
- **Activity – ‘Trialling ChatGPT’.**
- **Common Barriers to Adoption.**
- **Activity – ‘Guiding Your People Through AI’.**
- **Day 1 recap.**
- **Activity – ‘Day 1 Quiz’.**

## Day 1

- **Introductions; reviewing course agenda and learning objectives.**
- **Understanding Generative AI.**
- **Key Stats and Global Adoption Rates.**
- **AI in the Middle East.**
- **AI’s applications in HR:**
  - Administrative tasks.
  - Employee engagement.
  - Benefits and pay packages.
  - Retention.
  - Recruitment.
  - Learning & Development.
- **Real world case studies.**
- **Activity – ‘How Can AI Help You?’**
- **Working through the STANDARDISE Framework for HR.**
- **Activity – ‘STANDARDISE Self-Assessment’.**



## Day 2

- **Revisiting course objectives and Day 1 refresh.**
- **Generative AI across other job functions including:**
  - Sales, Marketing, and CX.
  - Management.
  - IT & Cybersecurity.
  - Supply chain.
- **Real world case studies across industries.**
- **Other useful technologies, including.**
  - Virtual Reality.
  - The Metaverse.
  - Blockchain.
  - Cloud.
- **Crafting a digital culture.**
- **Hiring for AI and with AI.**
- **AI-ready skillsets.**
- **Activity – ‘AI and the Future of Work’.**
- **AI readiness checklist.**
- **Activity – ‘Structuring Your AI Strategy’.**
- **Ethical Considerations.**
- **Wrapping up.**
- **Activity- ‘Wrap Up Quiz’.**
- **Q&A, capturing takeaway actions.**



## INSTRUCTOR PROFILES

### Katie King

**Katie King, from London, UK, is a published Author, Keynote Speaker and Consultant on digital, leadership, presentation skills, and Artificial Intelligence (AI).**

Voted a 'Top 10 AI influencer' (February 2023), Katie has over 30 years of consulting experience and has advised many of the world's leading organizations including Zain, Arab Bank, Orange, NatWest Bank, Accenture, Virgin and Microsoft. Katie has worked extensively in the Middle East, for companies such as Housing Bank, Capital Bank, Jordan Kuwait Bank, Orange, Etihad Bank, Arab Bank and Ahli Bank, as well as Oman Air and Batelco.

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 sourcing the 'Brand Strategy' section of the World Economic Forum's Empowering A Leadership AI toolkit for corporate boards (Davos).

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. It is now in its third year and will include US and South African schools in 2023.

Katie is a member of the UK Governmental-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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