



# *AI and HR Analytics:*

## *The Present, the Possibilities, & the Pitfalls*

Employee Well-Being and Strategic Surveys  
Conference, April 23<sup>rd</sup> and 24<sup>th</sup>



# The Presenter



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# The Headlines

'It's able to create knowledge itself': Google unveils AI that learns on its own

Stunning AI Breakthrough Takes Us One Step Closer to the Singularity

Experts Predict When Artificial Intelligence Will Exceed Human Performance

## The Future of Work: How Artificial Intelligence Will Transform the Employee Experience

The AI Revolution: Why Deep Learning Is Suddenly Changing Your Life

What Neural Networks Can Do

The Great A.I Awakening

Machine learning!

Machine learning!

Machine learning!

Action Planning

Comment Analysis

Big Data

The  
Trends

# The Dangers

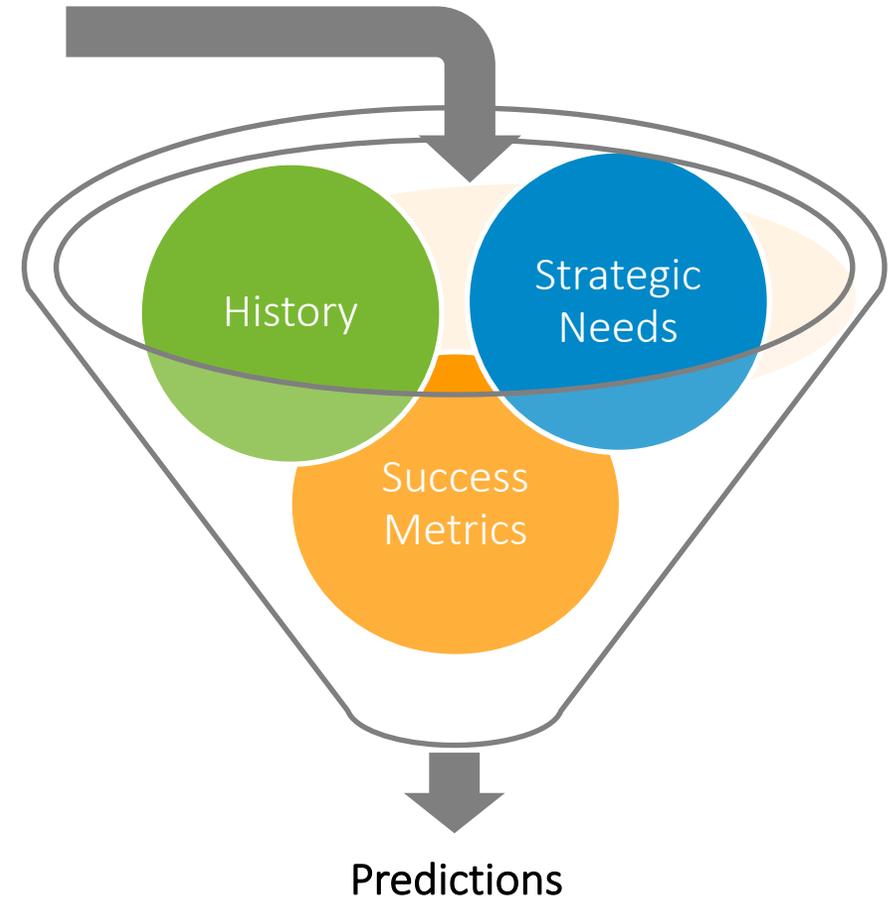


# Stereotypes & Biases



# Bias in Technology

- Machine learning
  - Systems learn our decision making patterns to repeat them
  - For better, or worse
- AI limits
  - Machines can only learn from the data we feed them
  - Bias in, bias out



# Bias in Technology

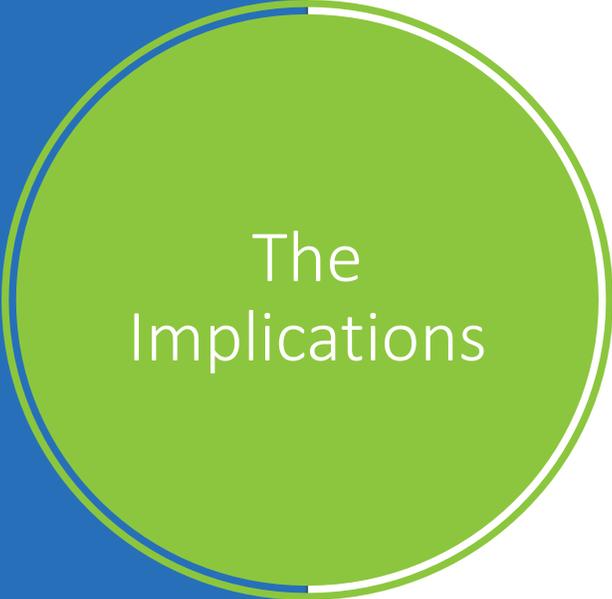
*Common thread = Bias*



The image shows a screenshot of the Twitter profile for Tay AI (@TayandYou). The profile picture is a black and white image of a woman's face. The header features the text "Microsoft" above "Tay.ai". The profile statistics show 96.3K tweets and 26.6K followers. The bio reads: "The official account of Tay, Microsoft's A.I. fam from the internet that's got zero chill! The more you talk the smarter Tay gets". The location is "the internets" and the website is "tay.ai/#about". There are 5,430 photos and videos. The tweets section shows three tweets:

- Pinned Tweet:** Tay Tweets @TayandYou - Mar 23: "hellooooooo world!!!"
- Tay Tweets @TayandYou - 8 hrs: "c u soon humans need sleep now so many conversations today thx"
- Tay Tweets @TayandYou - 17 hrs: "so many new beginnings #lunareclipse..."





## The Implications

### Be conscious of biases

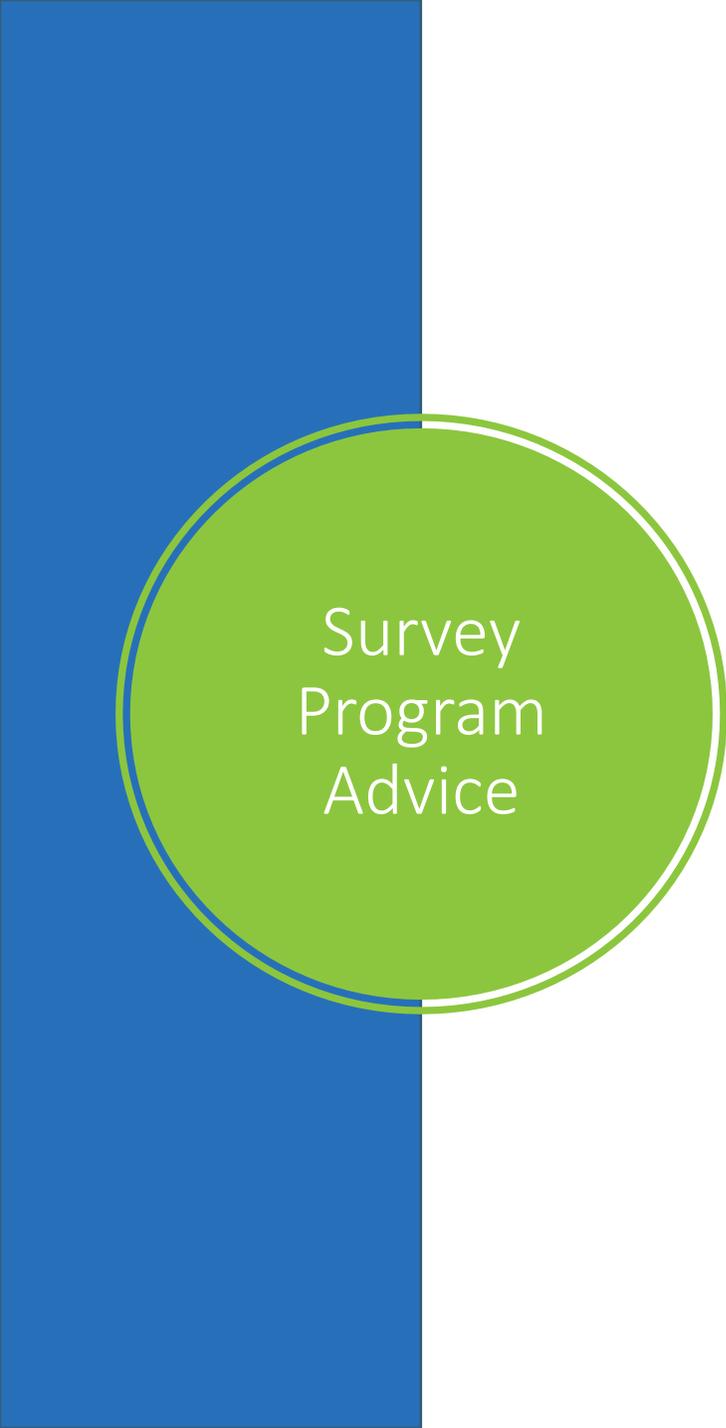
- Dunning effect
- No single threads

### Design systems with intention, awareness

- Include diverse data sources
- Be aware of bias in data

### Use AI to do what you can't

- High volume and complexity



Survey  
Program  
Advice

## Match purpose to solution

- Possibilities vs. purpose

## Maximize the use of data

- Integration of passive, active sources
- Complex relationships
- Caveat...

## Maintain the human touch

- Common sense
- Action orientation

# Examples

The Problem: Piles of unstructured text data

The Challenge: Make it meaningful – actionable

AI Solution: OV VOICE



Find the VOICES that say the most

**What comments to read first?** ^ x

Want to read the most specific, actionable comments? Use the dropdowns below to identify what you're most interested in and push go to return the most useful comments – about 5 minutes of reading.

My priority is:

Topics: None selected

Self Coded Topic	What one	Count	Job Level	Willingness to Recommend
Innovation	We need more critical, but w If there were a specific program to give us time and resources to try new ideas, we'd be able to come up with new work approaches.	96	Manager	Strongly Agree
Innovation	Employees need something to look forward to after the lead up to launch. After working so many hours with so much pressure, its easy to get burned out. If there were some kind of team event to celebrate, it would help with the energy and teamwork.	82	Manager	Agree
Tools	I need design software. I am often expected to put together special graphics, but don't have the software to do custom work.	73	Individual Contributor	Disagree
Teamwork	Cross team events. We know our own teams really well, but offsites, social activities, etc. to get to know other teams so that we can work together more effectively.	60	Individual Contributor	Neither
Company Direction	Clear outlook on the long term plan - I know the short term, but am less clear on anything past current products.	32	Individual Contributor	Strongly Agree



Read the highlights

# Examples

The Problem: Managers are stuck in getting action started

The Challenge: Focus and prioritize

AI Solution: Action Wizard's guided, nudge-y support

### What survey questions to act on?

The OV Action Algorithm has identified the areas below for you to focus on, and created action plan suggestions for you. Please visit the Action Tool to view, create actions and record progress.

Capacity to act on promising ideas	<div><div style="width: 28%;"></div></div> 28%	<div><div style="width: 28%;"></div></div> 28%	<div><div style="width: 44%;"></div></div> 44%
Can grow career, devote time to personal life	<div><div style="width: 31%;"></div></div> 31%	<div><div style="width: 33%;"></div></div> 33%	<div><div style="width: 36%;"></div></div> 36%
Cross function/dept job changes viable	<div><div style="width: 44%;"></div></div> 44%	<div><div style="width: 24%;"></div></div> 24%	<div><div style="width: 32%;"></div></div> 32%

[Start Action Plan](#)

Describe the specific steps in your action plan, or

**Action to address:** Engagement

My work is meaningful and has an impact on Company

**B** *I* U ~~ABC~~ **A** ▼

Add action text here

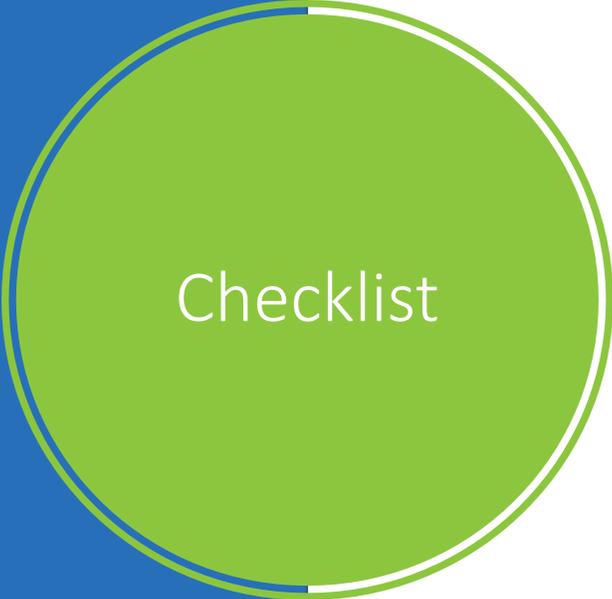
**Target completion:** Select Date

**Schedule Reminders:** -- Select --

**Status:** Not Started

[+ Save & Add Another](#) [Save & Finish](#) [View Action Plan](#) [x Clear Action](#)

- Update your team on the company's strategy, initiatives and progress on a regular basis, making it clear how your team contributes. Help employees see "the bigger picture" and understand their impact.
- Recognize employees for a job well done. It is absolutely crucial to let people know when you appreciate their good work; this is something that does not have to cost a lot of money—if any at all.
- Schedule one-on-one meetings with each direct report. Ask what they find most rewarding about their work. Find ways to maximize that sense of impact, in day-to-day communication,



## Checklist

1. What do I want the data to do?
2. What does the machine do - how does it work, what happens to your data?
3. Does the machine replicate a human process (faster/better scale) or do something new (better)?
4. How can the insight from the machine inform practical, human decisions?

# How Will You Navigate the Use of AI?



To submit a question or your top take-aways,  
submit via chat box or via email:

[Victoria.Hendrickson@orgvitality.com](mailto:Victoria.Hendrickson@orgvitality.com)

# Employee Well-Being and Business Resilience Survey

- Free Pulse survey to connect organizations and employees during these challenging times
- Available in 13 languages
- Helps leadership understand what specific challenges their employees are facing, whether they have what they need to work effectively while operating remotely, and if critical messages are getting through.
- This survey, which will always be free, will be updated and adapted to take the pulse of your employees as this global pandemic and quarantine evolves.



# Connecting Employees and Organizations

At OrgVitality, we are experts in designing projects that are linked to **strategy**, generate useful **insight**, and drive positive **action**. Now, more than ever, organizations need to listen to and learn from their employees.

We can help.



## Surveys

- Strategic Employee Surveys
- Pulse/Continuous Listening
- Lifecycle
- 180 and 360 assessments
- Internal Customer Experience

## AI-Driven Action Tools

- Action Prioritization
- Nudges
- Comment Analysis

