



Scan here for
online registration



14 hours self paced + 7 hours remote live

25 – 26 JUNE, 30 JUNE – 1 JULY 2025

9.15am – 11.00am (MY/SG)

8.15am – 10.00am (BKK/VN)

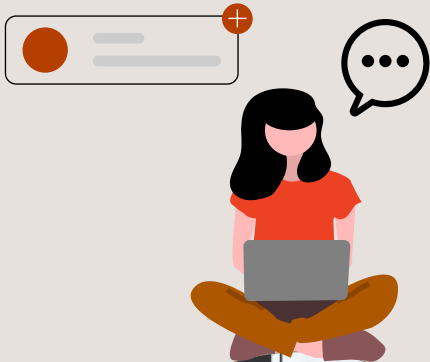
Dr William
J Rothwell



Applying Artificial Intelligence to Support *Outstanding* Human Resources in Your Organization



overview



In the rapidly evolving landscape of human resources (HR), *artificial intelligence* (AI) is emerging as a transformative force. HR practitioners must be aware of how AI can enhance HR practices to stay competitive, improve efficiency, and create a more engaged and satisfied workforce. This program explores the significance of AI in HR.



efficiency & productivity

41% OF HR TEAMS ARE ALREADY USING AI IN DAILY OPERATIONS *(Deloitte study)*

72% BELIEVE AI WILL BE A CRUCIAL COMPONENT OF HR IN THE FUTURE

AI can significantly improve the efficiency of HR operations. According to a study by Deloitte, 41% of HR teams are already using AI applications in their daily operations, and 72% believe that AI will be a crucial component of HR in the future. AI can automate repetitive tasks such as resume screening, scheduling interviews, and managing employee records, allowing HR professionals to focus on more strategic activities. For instance, AI-powered chatbots can handle up to 80% of routine questions, freeing up HR staff to tackle more complex issues.

enhance decision-making

36% INCREASE IN PRODUCTIVITY *(IBM report)*

32% IMPROVEMENT IN TALENT ACQUISITION EFFICIENCY

AI enhances decision-making processes by providing data-driven insights. Predictive analytics, a branch of AI, can help HR practitioners forecast employee turnover, identify high-potential candidates, and develop personalized career development plans. A report by IBM revealed that organizations using AI in HR see a 36% increase in productivity and a 32% improvement in talent acquisition efficiency. These insights enable HR teams to make informed decisions that align with organizational goals.

improved candidate experience

55% OF JOB SEEKERS SAY AI ENHANCES THEIR APPLICATION EXPERIENCE (*PwC report*)

bias reduction

50% MORE DIVERSE WORKPLACES WITH AI-DRIVEN HIRING (*Harvard Business Review*)

AI improves the candidate's experience by streamlining the recruitment process. Automated systems can analyze large volumes of applications quickly and accurately, ensuring that qualified candidates are identified promptly. AI-driven tools can also personalize communication with candidates, providing real-time updates and feedback. According to a survey by PwC, 55% of job seekers find AI beneficial in enhancing their application experience. This improved experience can enhance the employer brand and attract top talent.

AI can help reduce bias in HR processes, leading to more diverse and inclusive workplaces. Traditional hiring processes can be influenced by unconscious biases, resulting in unfair treatment of candidates. AI algorithms, when designed and monitored correctly, can minimize these biases by focusing on objective criteria. A study by the Harvard Business Review found that companies using AI in hiring processes increased workplace diversity by 50%. This diversity can foster innovation and drive business growth.



Smarter HR Starts NOW!



continuous learning and development

94% STAY LONGER WITH CAREER GROWTH SUPPORT (*LinkedIn*)

AI supports continuous learning and development by providing personalized training programs. Machine learning algorithms can analyze employees' skills and career aspirations to recommend tailored learning paths. This personalization enhances employee engagement and retention. Research by LinkedIn shows that 94% of employees would stay longer at a company that invests in their career development. AI-driven learning platforms can deliver relevant content, track progress, and adjust training plans based on individual needs.

This dynamic program will introduce how AI can support human resource management (HRM). Join us for this exciting and informative program!

objectives

Upon completing this program, participants will be able to use AI to:

- Write draft job descriptions
- Help conduct recruitment campaigns and select talent
- Onboard and engage workers
- Analyze workers' performance information and provide draft language for performance reviews
- Support employee training
- Improve retention
- Analyze worker information and support workforce planning
- Address information needed by employees for their well-being
- Improve employee engagement
- Address HR compliance



takeaways




Participants will learn prompts that can simply be cut-and-pasted into ChatGPT or similar artificial intelligence engines to generate information on HR-related issues. Participants will also receive policies, procedure and tools generated by AI to support various aspects of HR practice.

targeted audience

Those in HR interested in the latest developments in human resource management using AI for more efficiency and productivity.



delivery method

-  — Pework before each session (such as advance readings or videos)
-  — Self-paced e-learning 14 hours and remote 7 hours
-  — Assignments

before the workshop

-  — Participants should register with ChatGPT

SESSION 1

Introduction

- Workshop overview and about facilitator
- Description of workshop organization
- Session 1 overview
- Description of session one organization
- Homework assignment discussion/review

Applying Artificial Intelligence with Human Resources

- What is AI?
 - What are some sources of help?
 - How is AI used to support HR?
-

Burning questions
Homework assignment

SESSION 2

Job Analysis and Job Descriptions

- What is job analysis?
- Facts and figures about job analysis, job descriptions, and recruitment
- Steps in job analysis
- Applying AI to job analysis and job descriptions

Recruiting and Talent Acquisition

- What is recruitment and talent acquisition?
- Using AI for talent acquisition
- Applying AI to communicating with job applicants

Workforce Planning

- What is workforce planning?
 - How can AI support workforce planning?
 - Homework assignment
-

Burning questions
Homework assignment

SESSION 3

Employee Onboarding

- What is onboarding?
- Facts and figures about onboarding
- Applying AI to automate onboarding
- What AI software can support onboarding?

Employee Engagement

- What is employee engagement?
- Facts and figures about employee engagement
- Using AI to support employee engagement

Performance Management

- What is performance management?
- Facts and figures about performance management
- Using AI to support performance management
- Software supporting AI for performance management

SESSION 3

Cont'd

Compensation and Benefits

- How is compensation defined?
- What are the components of compensation?
- How are employee benefits defined?
- What are the components of employee benefits?
- Facts and figures about compensation and benefits
- Applying AI to compensation and benefits
- Software to support AI for compensation and benefits
- Homework assignment

SESSION 4

Employee Relations

- What is meant by employee relations?
- Facts and figures about employee relations
- How can AI support employee relations?
- What software can support AI applications for employee relations?

Learning and Development

- What is learning and development/talent development?
- Facts and figures about learning and development
- How can AI support training?
- What software can support the application of AI to training?

Employee Retention

- What is employee retention?
- Facts and figures about employee retention
- Applying AI to reducing turnover
- Software to support the use of AI to improve retention
- Assignment

Final Participant Project Presentations



session facilitator

Dr William
J Rothwell



20

YEARS OF WORK EXPERIENCE AS
TRAINING DIRECTOR AND HR
PROFESSIONAL

2011

AWARDED ASSOCIATION FOR TALENT
DEVELOPMENT'S (ATD) DISTINGUISHED
CONTRIBUTION TO WORKPLACE
LEARNING AND PERFORMANCE

2022

AWARDED THE ORGANIZATION
DEVELOPMENT NETWORK'S LIFETIME
ACHIEVEMENT

2023

INDUCTED INTO THE PRESTIGIOUS
INTERNATIONAL ADULT AND
CONTINUING EDUCATION HALL OF
FAME

162

BOOKS ON HR AND RELATED TOPICS

1,500+

PROFESSIONAL TALKS DELIVERED
IN 15 NATIONS OVER 30 YEARS

William J. Rothwell, Ph.D., DBA, SPHR, SHRM-SCP, RODC, CPTD Fellow, FLMI is President of Rothwell & Associates, Inc., Rothwell & Associates, LLC (see www.rothwellandassociates.com), and Rothwell & Associates Korea. He has 20 years of work experience as a Training Director and HR professional in government and a multinational company. business. He also worked as a consultant for over fifty multinational corporations--including Motorola China, General Motors, Ford, and many others. More recently, he co-founded three small businesses—a personal care home for the elderly (employing twenty-seven people), a motel (employing nine people), and a vacation home business (employing 3 people).

He is a Distinguished Professor in the Workforce Education and Development program, Department of Learning and Performance Systems, at The Pennsylvania State University, University Park campus, and (in that capacity) leads an online program in Organization Development and Change (<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-organization-development-and-change-masters-degree>) and also leads specialization on Talent/Organization Development in an onsite Ph.D. program on Workforce Education and Development (<https://ed.psu.edu/workforce-education-and-development-doctoral-degree>).

In 2011 he was given the Association for Talent Development's (ATD) Distinguished Contribution to Workplace Learning and Performance Award; in 2022 he was given the Organization Development Network's Lifetime Achievement Award; in 2023 he was inducted into the prestigious International Adult and Continuing Education Hall of Fame.

He has written 162 books on HR and related topics and has delivered over 1,500 professional talks in fifteen nations over 30 years. His recent books since 2020 include Revolutionizing the online learning journey: 1,500 ways to increase engagement (2024), Beyond diversity, equity, and inclusion: Creating a culture of enduring social impact (2024), The Inclusive, Empathetic, and Relational Supervisor (2024), Accelerated Action Learning (2024), Building an Organizational Coaching Culture (2024), Mastering the Art of Process Consultation and Virtual Group Coaching Simulation (2023); Successful Supervisory Leadership (2023); Effective Succession Planning, 5th ed (2023); Transformational Coaching (2023); Succession Planning for Small and Family Businesses (2022); High-Performance Coaching for Managers (2022); Rethinking Diversity, Equity, and Inclusion (2022); Organization Development (OD) Interventions: Executing Effective Organizational Change (2021); Virtual Coaching to Improve Group Relationships (2021); The Essential HR Guide for Small Business and Start Ups (2020); Increasing Learning and Development's Impact Through Accreditation (2020); Adult Learning Basics, 2nd ed. (2020); and, Workforce Development: Guidelines for Community College Professionals, 2nd ed. (2020).