

FutureSkills: Create AI-driven Analytics & Workflow Automation in Employee Experience (EX) to Optimise Employee Performance

CONNECTION WITH TECHNOLOGY 裝備未來
FUTURESKILLS



Course Fee: \$2,200 (May apply up to \$1,466 subsidy)

*Maximum saving, with the final grant subjects to approval.

With the rapid evolvement of the digital landscape, the significance of artificial intelligence (AI) has been increasing in the competitive business environment.

This workshop is a combination of lectures, hands-on activities and group discussions which enable you to gain a deep understanding on AI's role in employee experience. You will be able to master the implementation of AI-driven solutions in your own organisation in various aspects after the workshop!

Programme Code	10014852- 09
Date and time	3 May 2024 09:30-17:00
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon
Language	Cantonese with English terminology
Course fee	HK\$2,200 (Early-bird: HK\$1,980, applicable on or before 22 March 2024)

Learning Outcomes

- Understanding AI's impact on employee experience:** You will gain insights into how AI technologies can transform various aspects of employee experience, such as recruitment, training, performance management, and employee engagement.
- Change management and employee upskilling for AI adoption:** You will understand the importance of change management and employee upskilling when adopting AI technologies in the workplace. Learn strategies for managing change, addressing employee concerns, and providing training and resources to empower employees in adapting to AI-driven workflows.
- Augmenting employee productivity with AI-powered tools:** You will explore how AI-powered tools and automation can enhance employee productivity. Learn AI-driven workflow optimisation, intelligent task prioritisation, and personalised productivity assistants that can help employees streamline their work processes, reduce manual efforts, and focus on higher-value tasks.

- 4. **Fostering creativity and innovation with AI:** You will understand how AI technologies can be harnessed to foster employee creativity and innovation. Explore AI-driven ideation tools, creative content generation, and intelligent suggestion systems that can inspire new ideas, enhance problem-solving capabilities, and support innovative initiatives.
- 5. **Optimising employee performance with AI analytics:** You will understand how to leverage AI analytics to measure and optimise employee performance. Learn how AI can analyse performance data, identify patterns, and provide insights for performance improvement, talent identification, and succession planning.

Course Content

Topic
<ul style="list-style-type: none"> • AI-driven talent acquisition • Performance management and development • Workload optimisation • Employee sentiment analysis • AI-powered wellness programs
1. The role of AI in enhancing employee experience
<ul style="list-style-type: none"> • Understanding the importance of employee experience in the modern workplace • The potential of AI in improving employee engagement, productivity, and satisfaction • Addressing concerns and ethical implications of AI in the workplace • Identifying areas in your organisation where AI can be most impactful for employees • AI tools overview: Humu, Butterfly.ai
2. AI-driven recruitment and talent acquisition
<ul style="list-style-type: none"> • Leveraging AI for more efficient and effective recruitment processes • Implementing AI-powered applicant tracking systems (ATS) like Breezy HR or Lever • Utilising AI for candidate sourcing and screening using tools like Entelo or HireVue • Enhancing diversity and reducing bias in hiring through AI • Case study: Unilever's AI-powered recruitment process
3. Personalised learning and development with AI
<ul style="list-style-type: none"> • The importance of continuous learning and development in the workplace • Implementing AI-driven personalised learning platforms like Degreed or Docebo • Utilising AI for skill gap identification and career development planning • Enhancing employee engagement and retention through targeted learning initiatives • Case study: IBM's use of AI for personalised employee development
4. AI-powered performance management and feedback
<ul style="list-style-type: none"> • Shifting from traditional performance management to AI-enhanced systems • Implementing AI-driven performance management tools like 15Five or Reflektive • Utilising AI for real-time feedback and continuous improvement • Leveraging AI insights for more effective coaching and mentoring • Case study: Accenture's transition to AI-enhanced performance management

5. Optimising workspace and collaboration with AI

- The role of AI in improving physical and virtual workspaces
- Leveraging AI-powered tools for automating administrative tasks, such as Notion
- Enhancing team collaboration using AI-driven platforms like Slack or Microsoft Teams with integrated AI features
- Creating data-driven, employee-centric workplace design with AI tools like Locatee Analytics
- Case study: WeWork's use of AI in optimising workspace design

6. AI for employee well-being and mental health

- The importance of employee well-being in the modern workplace
- Utilising AI-driven tools like Ginger or Lyra Health for mental health support
- Implementing AI-enhanced wellness programs and initiatives
- Monitoring and improving workplace stress levels with AI insights
- Case study: Johnson & Johnson's AI-powered employee well-being initiatives

7. AI in workforce analytics and strategic decision-making

- The potential of AI in optimising workforce insights and decision-making
- Leveraging AI-driven tools like OrgVue for strategic workforce insights
- Implementing AI for better resource allocation and predicting workforce needs
- Adapting to the future of work with AI-driven insights on workforce trends
- Case study: Procter & Gamble's AI-enhanced workforce analytics

8. Preparing for AI adoption and change management

- Building an AI-ready organisation and workforce
- Addressing challenges and roadblocks in AI adoption for employee experience
- Creating a roadmap for AI integration and managing change in the workplace
- Measuring the impact and ROI of AI-driven employee experience initiatives
- Ensuring a human-centric approach to AI adoption and integration
- Case study: How General Electric successfully implemented AI in their employee experience

Who Should Attend

This workshop is designed for HR professionals, talent managers, organisational development specialists, and senior executives responsible for shaping and managing the employee experience. It is suitable for individuals who want to understand how AI can enhance employee experiences, improve talent management practices, and create a positive AI-inclusive work culture while addressing ethical considerations.

Trainer Profile

Daryl CHOY has extensive experience in providing strategic marketing consultancy to large corporations in Hong Kong and China. He has over 20 years of training experience. His core competencies are digital marketing, customer experience, corporate strategy and employee development.

- Brand Building and Marketing Committee Member of China Association of National Advertisers
- Professional Committee of Shenzhen User Experience Association
- Founding Circle Member of World Experience Organisation
- Author of Experience Wave

Award of Certificate

A Certificate of Attendance will be awarded to participants who have attained 75% or above attendance.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Casey Tam)**. Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
Office hours: Monday to Friday 09: 00-18: 00



NITTP Application

Companies should submit their NITTP training grant application for their employee(s) via <https://nittp.vtc.edu.hk/rttp/login> at least five weeks before course commencement.

Alternatively, **application form** could be submitted by email to nittp@vtc.edu.hk along with supporting documents.