

# How HR Teams can adapt to emerging AI

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Cyprus  
Human Resource Management  
Association

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**# HRMakingAnImpact**

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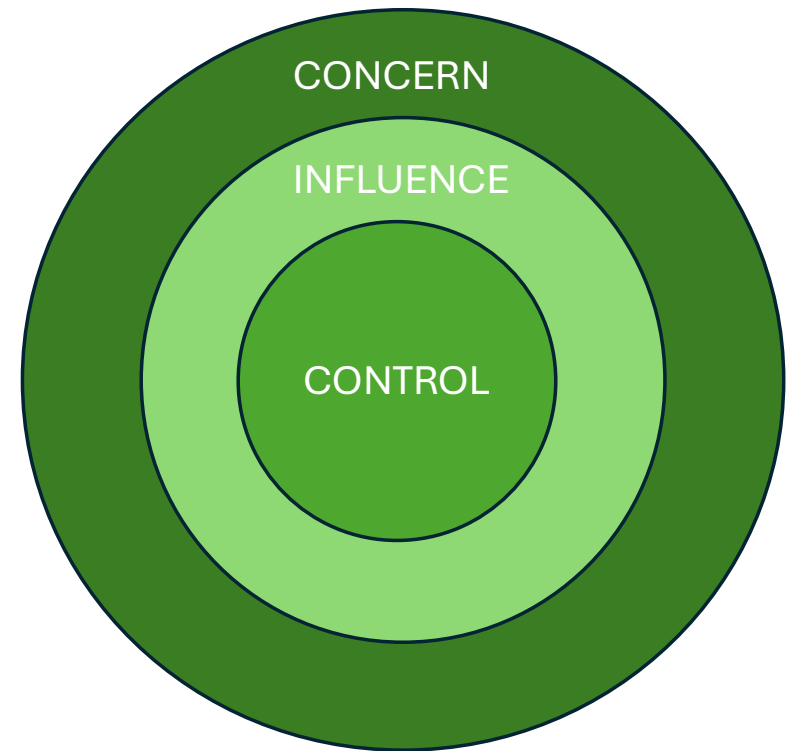
# Intro 1

Me:

- In-house and consulting career
- Author of CIPD guide to adopting AI
- A people professional, not a techie
- I'm a "tomorrowist"

Key question:

- AI provides new tools, how do we use them?



## Intro 2: Why AI matters to HR



## Intro 3: What could possibly go wrong?



## Context 1 – How I think about Gen AI

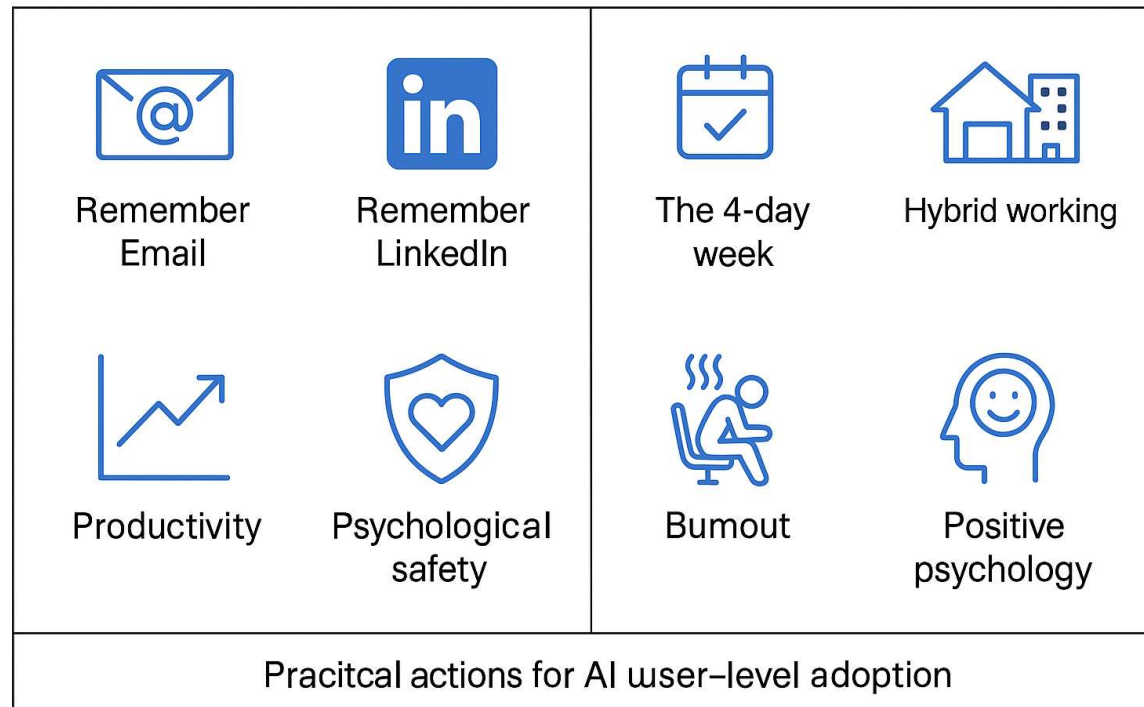
Gen AI is not Google – conversation, not search

A team member – super-productive, no human skills

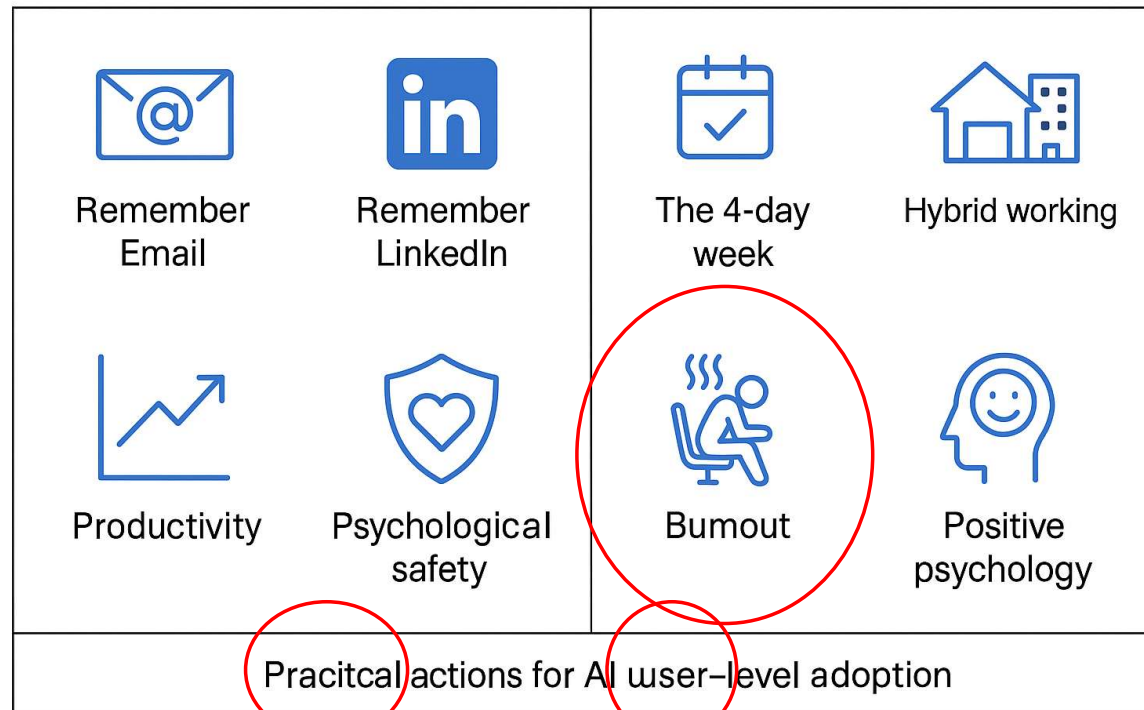
It moves fast – you don't have to

Treat like a trainee – brief, coach, advise, refine

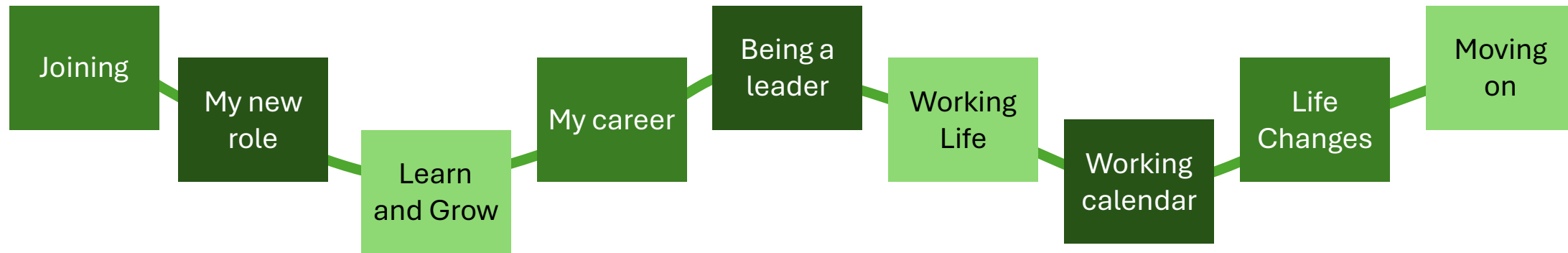
## Remember you need to coach this



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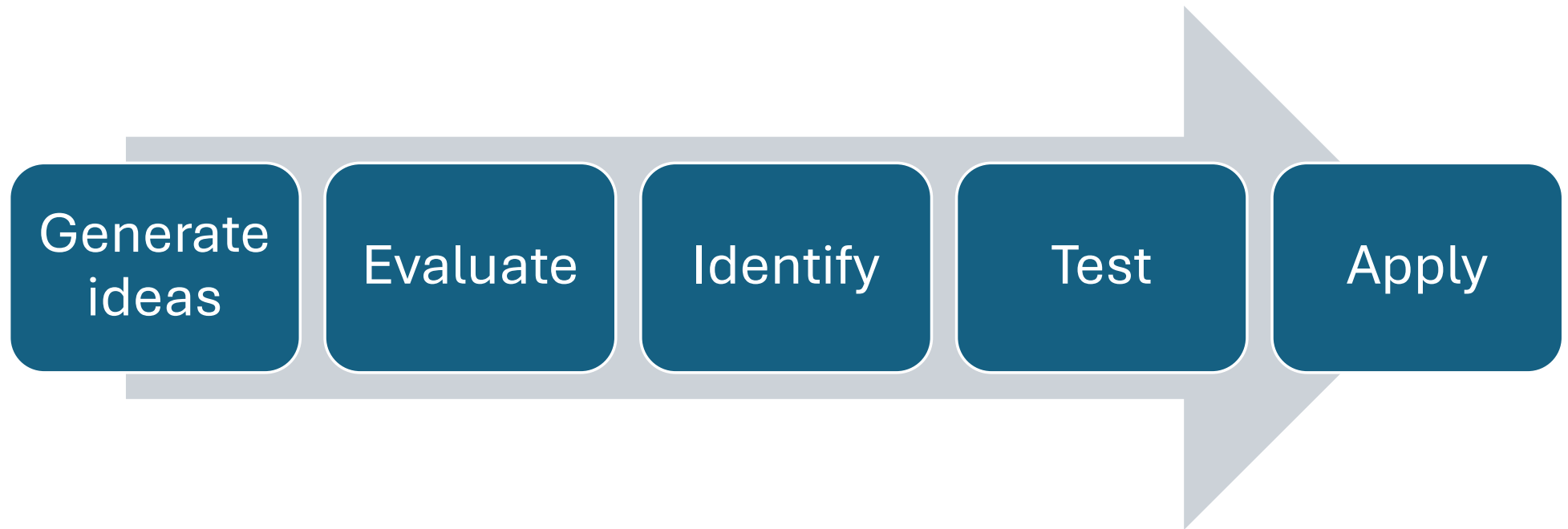


## Context 2: The Colleague Journey





## Context 3: A simple, repeatable practice



# Joining

Generate  
ideas

Evaluate

Identify

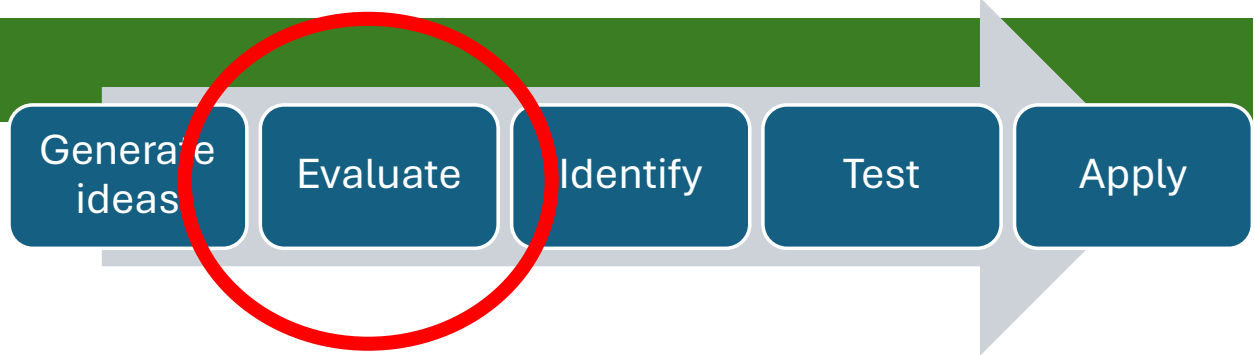
Test

Apply

- Write job ads
- Social media posts
- Company info
- Info to candidates
- Selection questions
- Scoring approach
- Candidate sifting
- Finding diverse talent

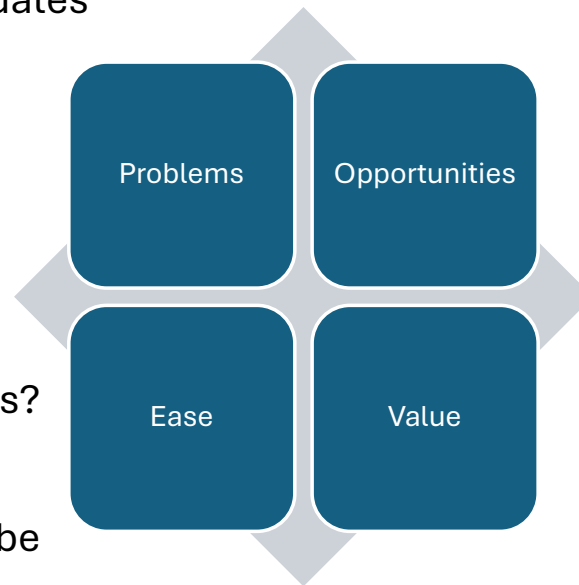
- Write role profiles
- Evaluate roles
- Interview prep
- Develop answers
- Redraft CV
- Write cover letters
- Research employer
- Conduct interviews
- Selection exercises

# Joining



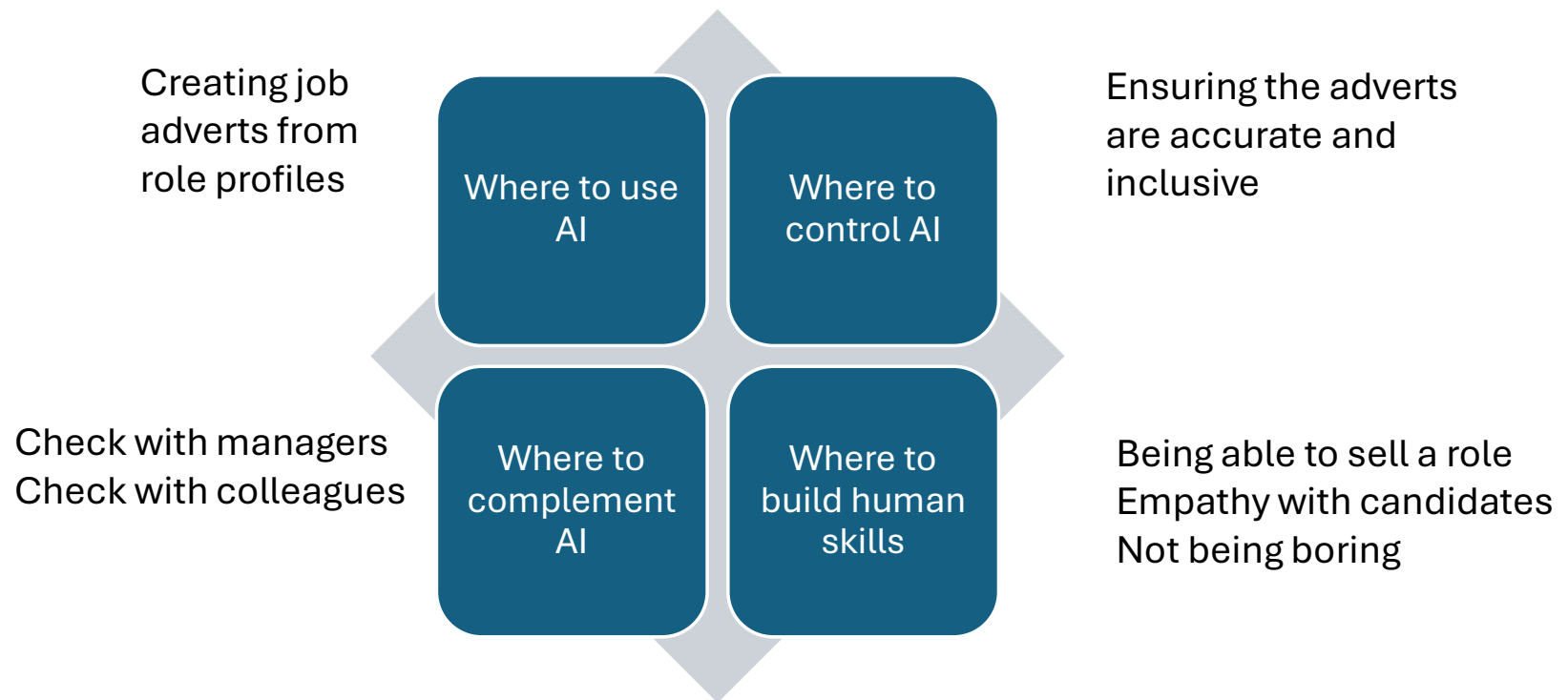
- Swamped by bad candidates
- Manager time
- High failure rate
- Lack of diversity

- Does it need technical tools?
- Does it need sign-off?
- How many people need to be involved?



- Cost saving
- Time saving
- Better quality
- Better success rate
- Investment v return
- One-off or long-term?
- Think broadly

# Joining



## Joining: Get the prompts right



"I have a technical job description for an engineering role. Please take the details and create an engaging and clear job advert that would attract qualified candidates. The tone should be professional yet approachable. Keep in mind that the role is for an engineering company that values innovation and team collaboration. Focus on making it appealing without losing the technical essence of the role."



"Can you refine the advert to appeal more to young professionals or recent graduates? I'd like to make the language more dynamic and friendly, while still highlighting the technical aspects of the role."



"Could you include a paragraph that highlights the growth and development opportunities available in this role? We want to attract candidates who are excited about advancing their careers and making an impact in the engineering field."

# Joining

Generate  
ideas

Evaluate

Identify

Test

Apply

## Trial on one or two jobs

- Find friendly managers
- Draft ads
- Test in market
- Two ads?

## Did it work?

- Ask candidates
- Ask managers

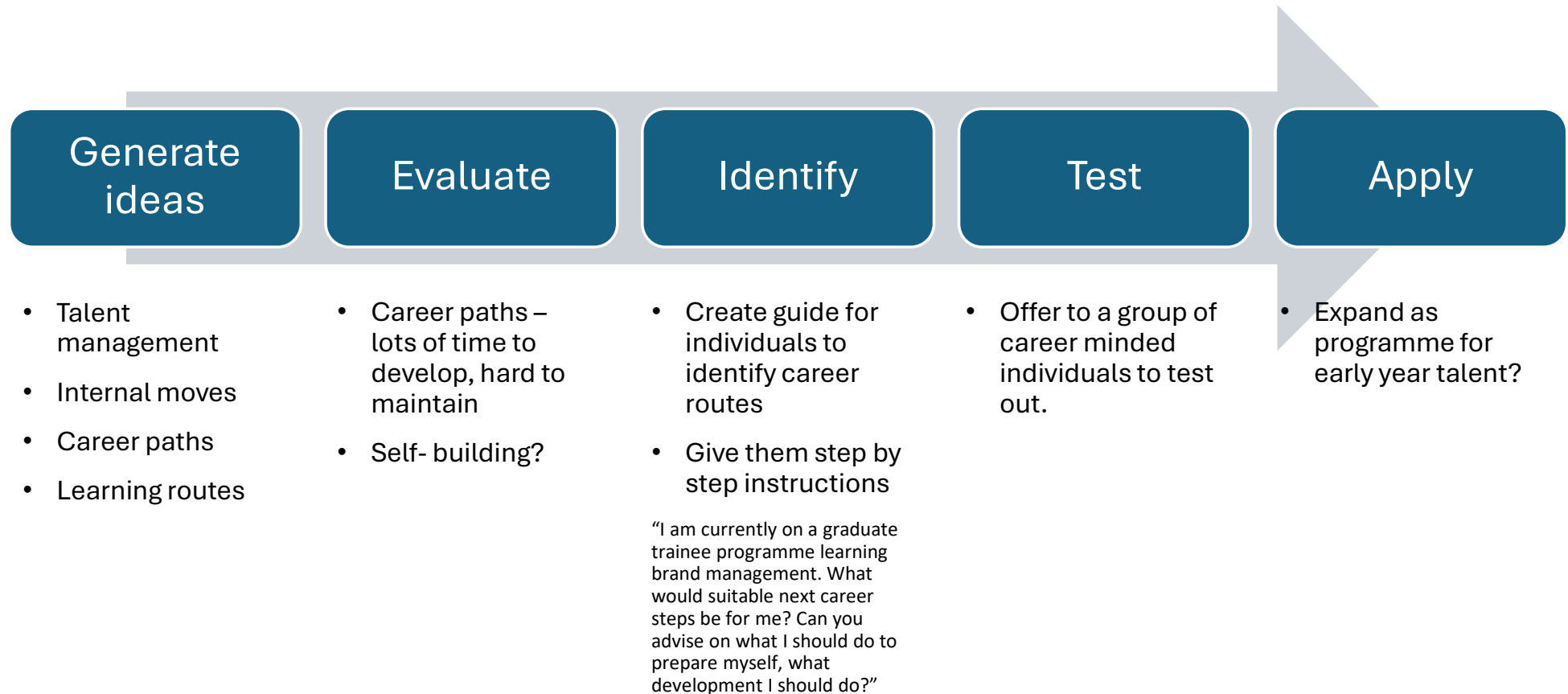
## Use the conversation with candidates:

- How are you using AI in your job search?
- How would you use it in role?

## Review

- What worked?
- What needs refining?
- What failed?
- Repeat and improve

# My Career



# Here's what I tried:

I am currently on a graduate trainee programme learning brand management at Proctor and Gamble. What would suitable next career steps be for me? Can you advise on what I should do to prepare myself, what development I should do



 Updated saved memory

That's exciting! As you're learning brand management at P&G, your next career steps can depend on where you want to take your career within the brand management field or beyond. Here are some possible next steps and ways to prepare:

## 1. Deepen Your Brand Management Expertise:

- **Next Step:** Move into a Brand Manager or Senior Brand Manager role, where you'll be responsible for managing more complex or larger brands.
- **Preparation/Development:**
  - Continue mastering the fundamentals of brand strategy, marketing analytics, and consumer insights.
  - Start leading cross-functional teams and large campaigns to gain more experience in managing product development, advertising, and market



marketing functions. Each step requires a combination of continuous learning, leadership development, and a strategic mindset.

Would you like suggestions on resources or specific courses to help with any of these areas?

Yes please, if you could point me to some specific courses on networking to help with this that would be great



Great! Networking is such an essential skill for career growth, especially in roles like brand management. Here are some specific courses and resources that can help you build stronger networking skills:

## 1. LinkedIn Learning

- **Course:** [Networking for Career Success](#)
- **Overview:** This course covers how to build and maintain a strong professional network, both online and offline. It focuses on practical strategies to expand your network and use it for career growth.
- **Why It's Good:** LinkedIn is a powerful platform for networking, and this course will teach you how to leverage it effectively for your career development.

## 2. Coursera



Could you take a look at any job adverts for any other FMCG companies to see if there are roles that would be suitable for my next move?

Absolutely! Exploring opportunities in other FMCG companies is a great way to advance your career in brand management. Here are some current roles that align with your experience and could be suitable next steps:

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### **Current FMCG Brand Management Opportunities**

#### **1. Senior Brand Manager – Ubley at Yeo Valley**

- **Location:** Blagdon, BS40 7YE (Hybrid work)
- **Salary:** £51,030 - £62,370 per year
- **Overview:** Lead the Ubley brand, driving consumer engagement and cross-functional collaboration.

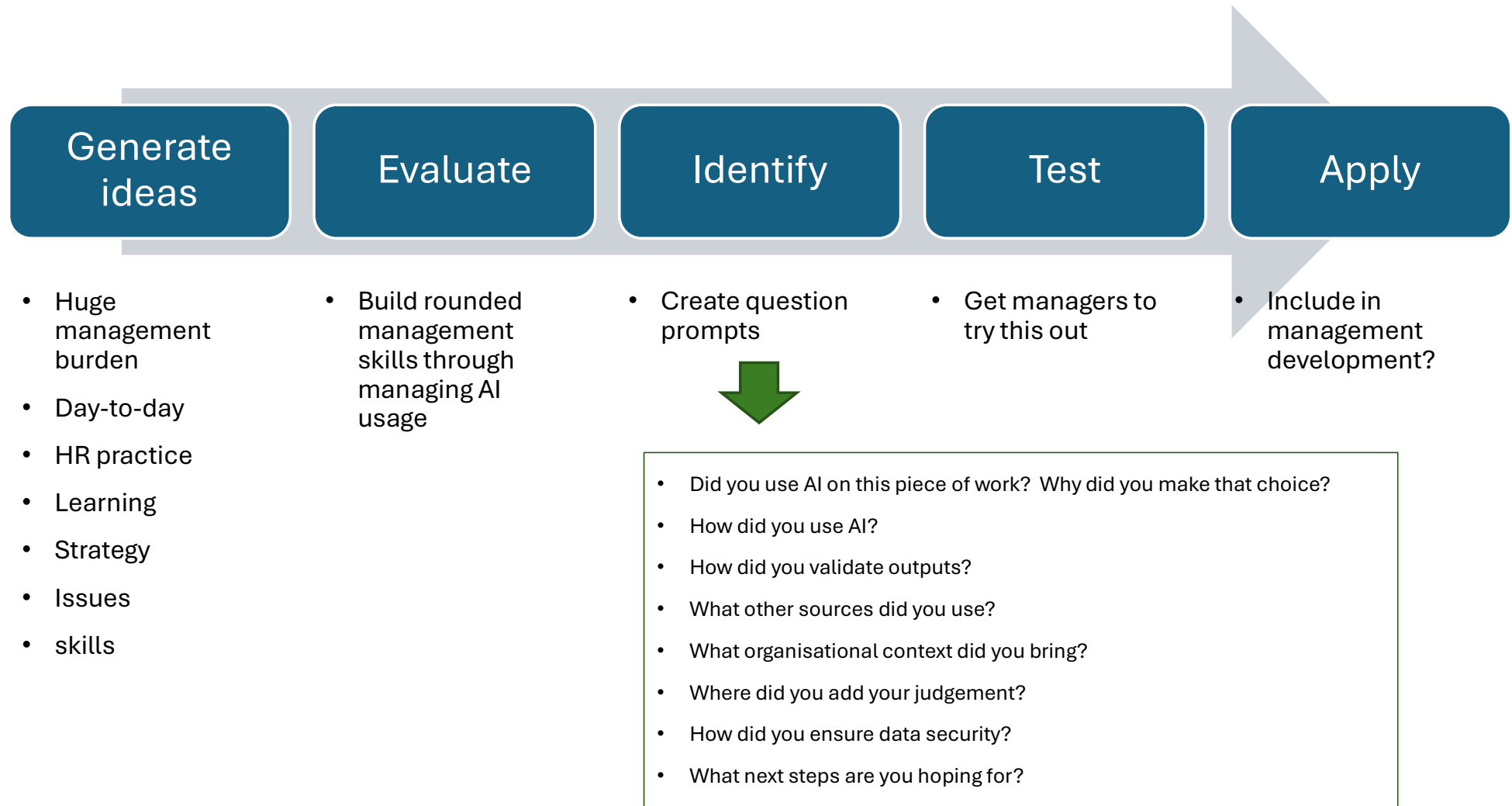
## **Next Steps in Your Brand Management Career**

To prepare for these roles and further your development:

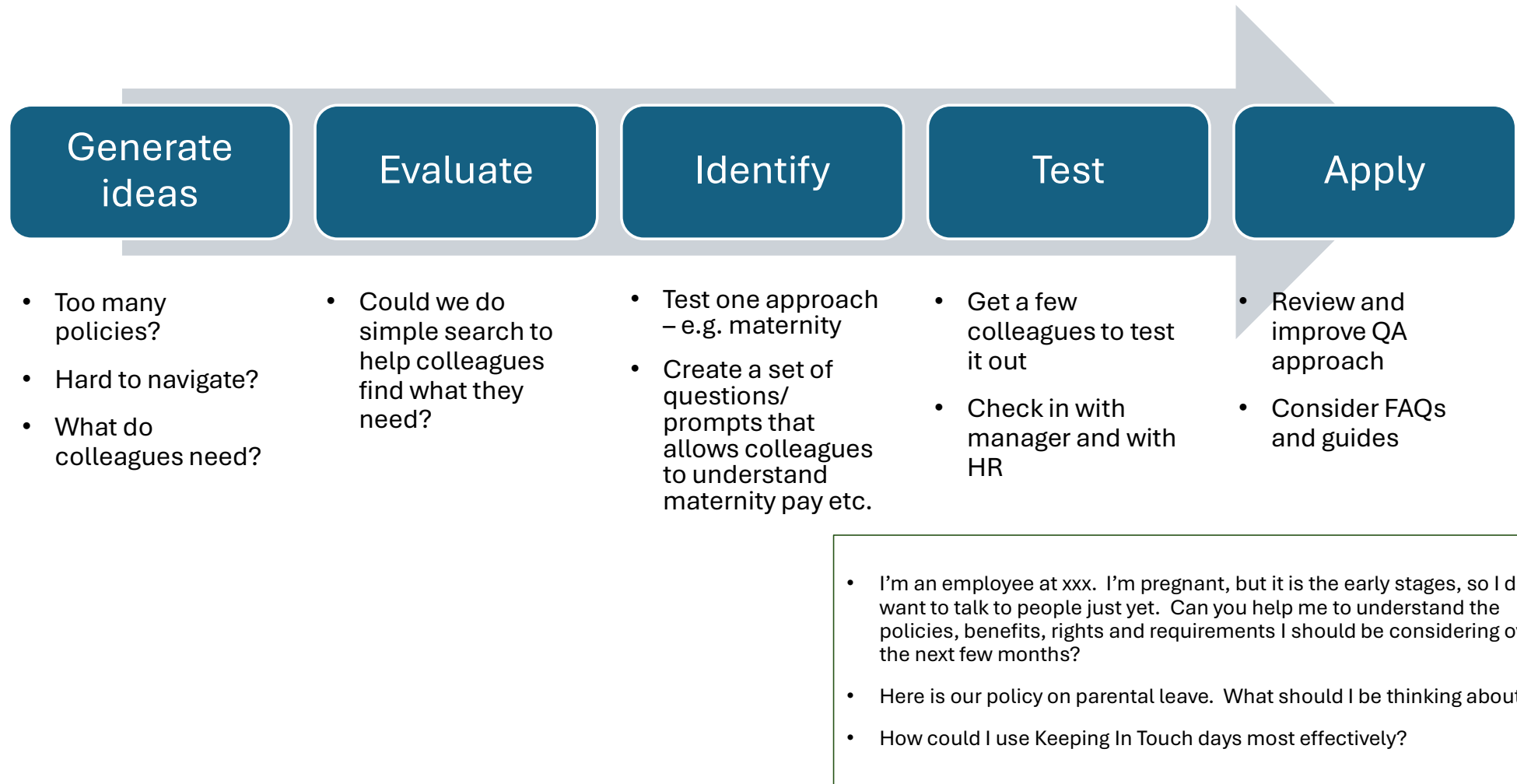
- **Expand Your Digital & E-Commerce Expertise:** Consider courses in digital marketing and e-commerce to stay ahead in the evolving FMCG landscape.
- **Seek Leadership Opportunities:** Look for roles that offer team leadership or cross-functional project management to build your leadership skills.
- **Network Within the Industry:** Engage with industry professionals through events and online platforms to expand your professional network.
- **Consider International Roles:** If interested, explore opportunities that offer international exposure to broaden your brand management experience.

If you'd like assistance in tailoring your CV for these roles or preparing for interviews, feel free to ask!

# Being a Leader



# Life Changes



## What next?

1. Lifecycle
2. Ideate
3. Experiment
4. Learn and repeat

- Start small
- Build confidence
- Keep people in the loop


### Rally the team:

- HR plan?
- Offsite?
- Team challenge?
- Working group?

Or....



Still from Disney's Aladdin



Thank You  
Questions and reflections?