



**THE NEW COMPETENCIES IN  
HUMAN RESOURCE MANAGEMENT:  
EXPLORING THE IMPLICATIONS OF  
CHATGPT, BARD, BING, AND OTHER  
GENERATIVE AI IN A TECHNOLOGY-  
DRIVEN WORKPLACE**

SCHUBERT CAESAR C. AUSTERO  
VICE PRESIDENT & CHIEF CONTENT OFFICER,  
ASEAMETRICS  
2011 PMAP PRESIDENT

# OUR IKIGAI

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生き甲斐

[ikigai]

a reason for being

A world where every person is a valued talent thriving in a people-organization-technology eco-system that seamlessly drives and inspires performance and growth.

ASEAMETRICS

TRANSFORMING HUMAN CAPITAL



**MISSION**



**VISION**

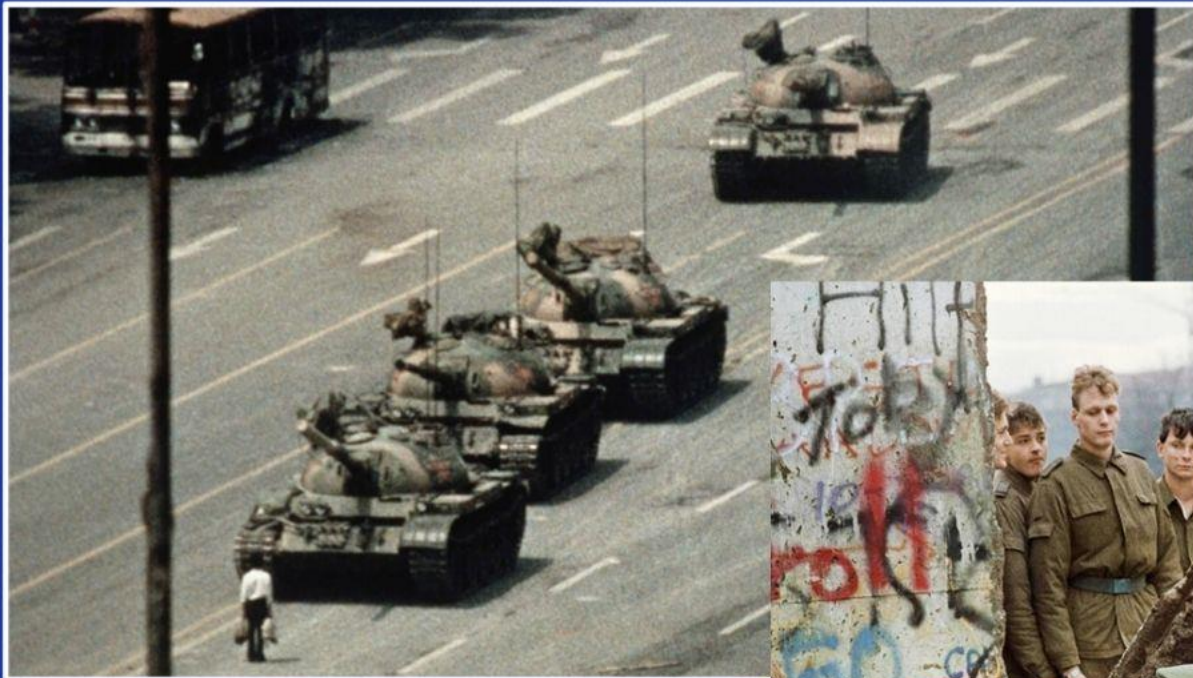
We are a consulting firm at the forefront in the delivery of strategic, integrated, and regenerative solutions.

We are value integrators that aim to maximize capabilities, deliver results, and build the future through HR technologies that enable and ennoble people and organizations to perform at their peak.

**A SEAMETRICS**

TRANSFORMING HUMAN CAPITAL

# A MOMENT IN TIME



# WORLD WAR II

...the speed of the changes that follow a global crisis tends to be algebraic such as what happened after World War II when the recovery accelerated at an unprecedented pace



# CHANGE



loading...

# RAPID CHANGE

is the biggest  
story in the world today.

# ChatGPT Sprints to One Million Users

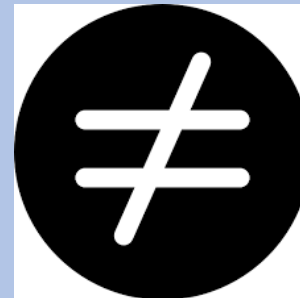
Time it took for selected online services to reach one million users



\* one million backers \*\* one million nights booked \*\*\* one million downloads  
Source: Company announcements via Business Insider/LinkedIn

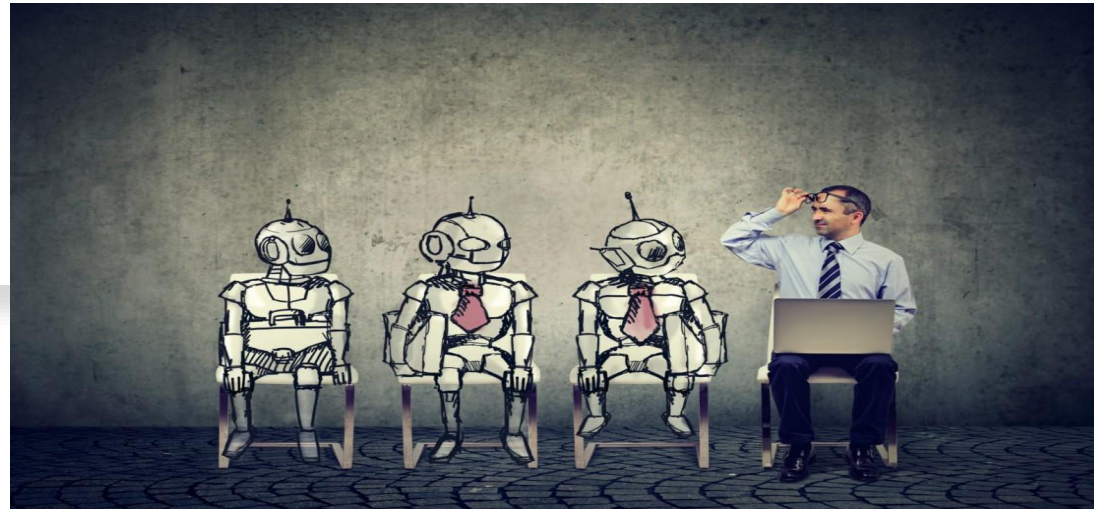


AI



**CHAT  
GPT**

IN A SCALE OF 1-5 PLEASE TYPE  
IN THE CHATBOX  
THE EXTENT TO WHICH YOU ARE  
***CURRENTLY USING*** GENERATIVE AI IN  
YOUR DAILY WORK AND LIFE.





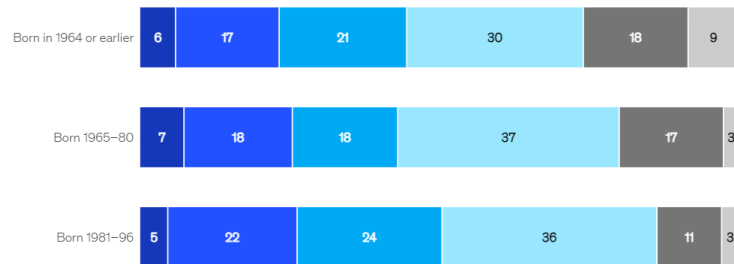
# Are you using generative AI for work or outside work now?

## Respondents across regions, industries, and seniority levels say they are already using generative AI tools.

Reported exposure to generative AI tools, % of respondents

Select demographic:

■ Regularly use for work
■ Regularly use for work and outside of work
■ Regularly use outside of work  
■ Have tried at least once
■ No exposure
■ Don't know

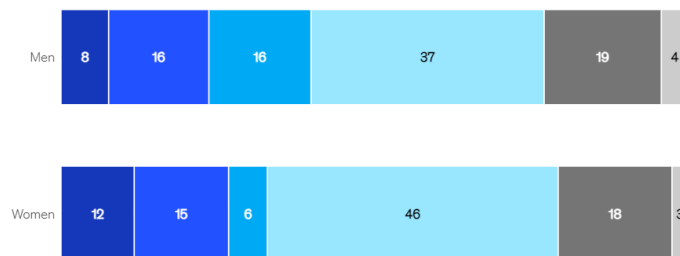


## Respondents across regions, industries, and seniority levels say they are already using generative AI tools.

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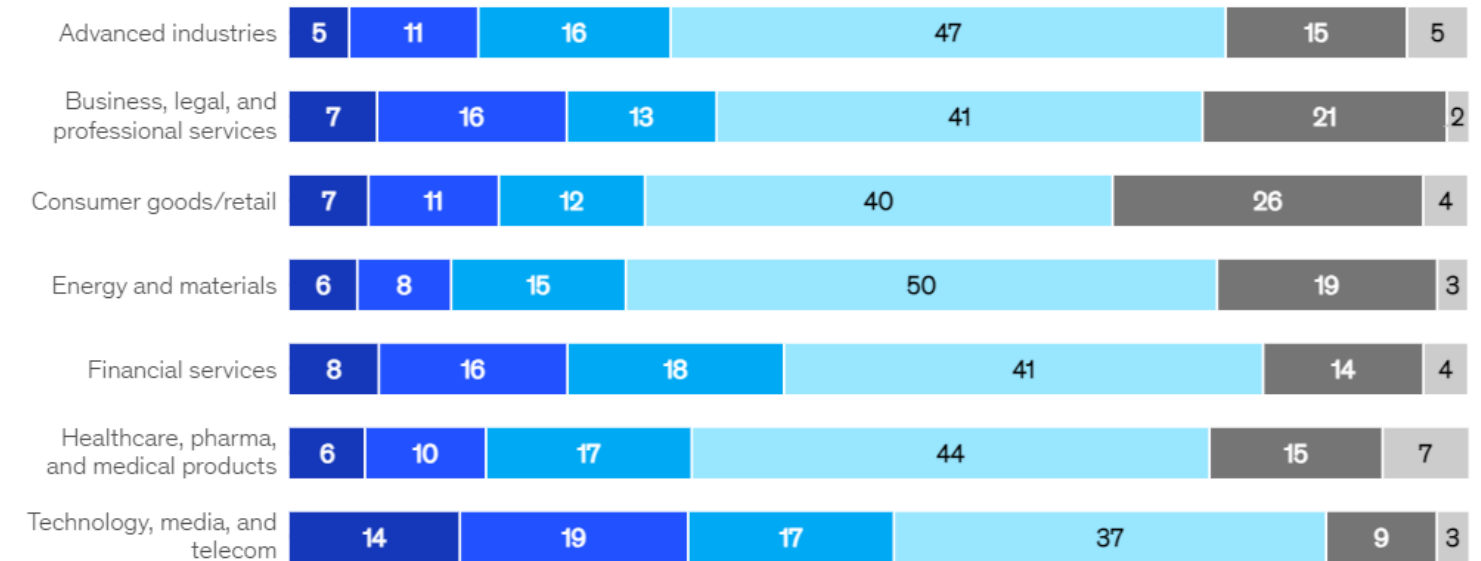
Note: Figures may not sum to 100%, because of rounding. In Asia-Pacific, n = 164; in Europe, n = 515; in North America, n = 392; in Greater China (includes Hong Kong and Taiwan), n = 337; and in developing markets (includes India, Latin America, and Middle East and North Africa), n = 276. For advanced industries includes automotive

## Respondents across regions, industries, and seniority levels say they are already using generative AI tools.

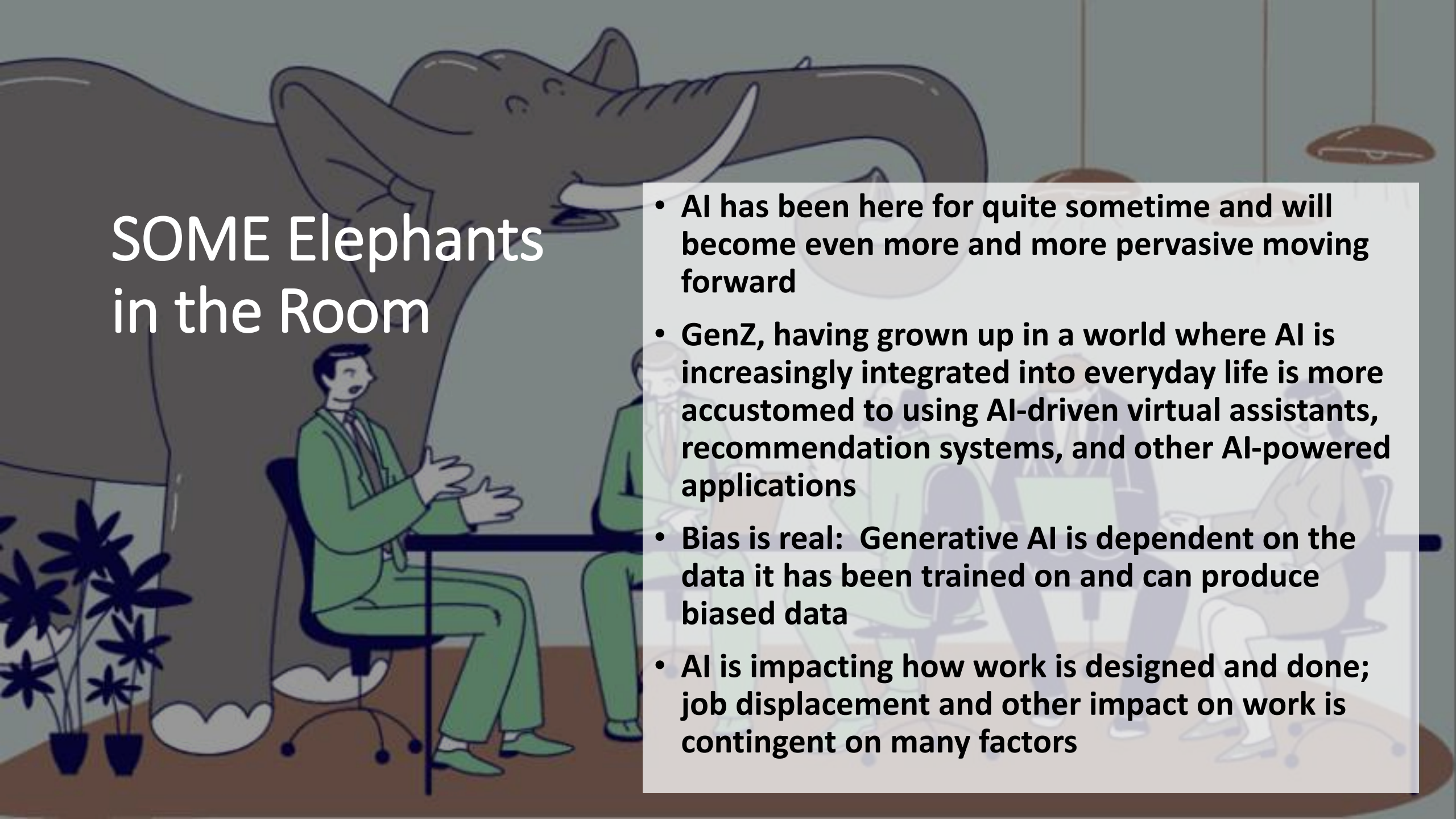
Reported exposure to generative AI tools, % of respondents

Select demographic:

■ Regularly use for work
■ Regularly use for work and outside of work
■ Regularly use outside of work  
■ Have tried at least once
■ No exposure
■ Don't know



Global Survey, McKinsey & Company, August 1, 2023

An illustration of a meeting room. A large elephant is the central focus, sitting at a table with two men in suits. The elephant is looking towards the man on the left. The man on the left is gesturing with his hands. The man on the right is looking at a laptop. There are potted plants in the foreground and a window in the background. The overall style is a simple, clean illustration with a muted color palette.

# SOME Elephants in the Room

- **AI has been here for quite sometime and will become even more and more pervasive moving forward**
- **GenZ, having grown up in a world where AI is increasingly integrated into everyday life is more accustomed to using AI-driven virtual assistants, recommendation systems, and other AI-powered applications**
- **Bias is real: Generative AI is dependent on the data it has been trained on and can produce biased data**
- **AI is impacting how work is designed and done; job displacement and other impact on work is contingent on many factors**

# GENERATIVE AND CONVERSATIONAL AI have been here for quite some time



# MYTH

AI is only for large businesses



AI is available for every business

# FACT

# MYTH

AI algorithms can process any data

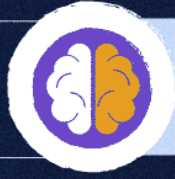


The quality and quantity of data matters

# FACT

# MYTH

AI can make independent decisions



AI programs need to be taught first

# FACT

# MYTH

AI will replace all human jobs



AI complements humans and creates new jobs

# FACT

# MYTH

AI robots will enslave people



There will be no rise of the machines

# FACT



# CAN I COUNT ON AI DO THIS FOR ME?

1. WRITE A JOB DESCRIPTION FOR (POSITION) SPECIFYING (CONDITION)
2. IDENTIFY SECTIONS UNDER (FUNCTION) IN A FULLY FUNCTIONAL TABLE OF ORGANIZATION IN (INDUSTRY)
3. CRAFT AN ESSAY ON NUDGING EMPLOYEES FOR HEALTH
4. CHECK GRAMMAR
5. IMPROVE WRITING FOR READABILITY AND CONCISENESS
6. CHECK DOCUMENTS FOR MISTAKES,





**CAN I COUNT ON AI DO THIS FOR ME?**

**PLEASE PROVIDE A VISUAL REPRESENTATION OF A GROUP OF EMPLOYEES ENJOYING A TEAMBUILDING PROGRAM AT THE BEACH WITH THE SETTING SUN AS BACKGROUND AND THE LOGO OF THE COMPANY IN FOREGROUND**





Edit the detailed description

Surprise me Upload →| Recent Clear

Start with a detailed description **Surprise me**

Please provide a visual representation of a group of employees enjoying teamwork activities at the beach with the setting sun as background with the logo of Citik **Generate**

Or, upload an image to edit

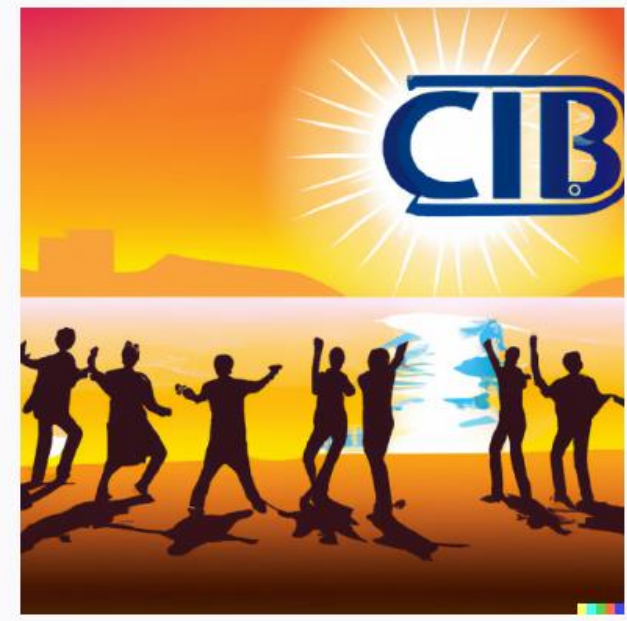


Edit the detailed description

Surprise me Upload → Recent Clear

Start with a detailed description Surprise me

Please provide a visual representation of a group of employees enjoying teamwork activities at the beach with the setting sun as background with the logo of Citik Generate







# WHAT IS THE BEST AI DETECTOR



## Can Google Really Detect AI Content?

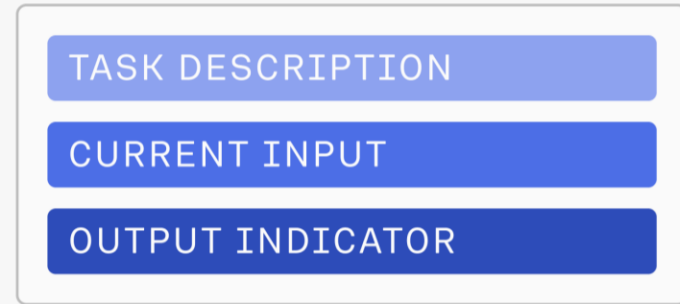
EASY

HOW TO CHECK

AI-GENERATED  
CONTENT



Prompt

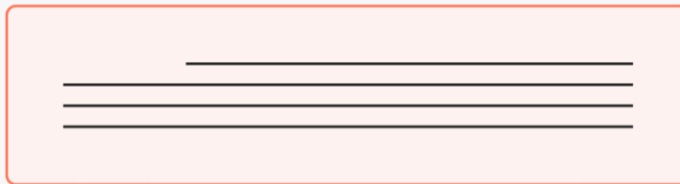


INPUT



Language  
Model

Completion



OUTPUT



- What you want it to produce, what are the conditions (domains, components, current data, etc), in what format or form?

BO

please write an essay on learning and generative AI using a high school student tone with minor grammatical lapses



Title: Exploring the Creative Magic of Generative AI

Hey there, folks! Today, I'm going to dive into the exciting world of learning and generative AI. So, grab your snacks and buckle up because we're about to embark on a mind-boggling journey!

First things first, what's all the buzz about generative AI? Well, imagine having a super-smart computer buddy who can create things like art, music, and even stories just like a real human. Sounds pretty cool, right?

Generative AI is like having an AI-powered artist or composer at your fingertips. It's like having a virtual friend who can come up with beautiful paintings, compose catchy tunes, or even write captivating stories. All you need to do is give it a little nudge and voilà, you've got a masterpiece on your hands.

**PROMPT: PLEASE  
WRITE AN ESSAY  
ON LEARNING  
AND GENERATIVE  
AI USING A HIGH  
SCHOOL  
STUDENT TONE,  
WITH MINOR  
GRAMMATICAL  
LAPSES**

BO

please write an essay on learning and generative AI using the tone of a PhD student



Title: Unleashing the Creative Potential of Generative AI through Learning

## Introduction

In the ever-evolving landscape of artificial intelligence (AI), generative AI stands out as a captivating domain that has been increasingly gaining prominence. This essay delves into the multifaceted interplay between learning and generative AI, elucidating the nuances of this intricate relationship from a scholarly perspective. The synthesis of these two domains not only drives the innovation in AI but also engenders profound implications for numerous fields, including art, literature, and music.

## The Essence of Generative AI

Generative AI, at its core, embodies the essence of creative synthesis. It is an amalgamation of algorithms and neural networks designed to simulate human creativity in generating novel content, spanning a spectrum from visual art and music to text and beyond. The

↻ Regen

**PROMPT: PLEASE  
WRITE AN ESSAY  
ON LEARNING  
AND GENERATIVE  
AI USING THE  
TONE OF A PHD  
STUDENT.**

BO

can you edit for grammar, improve sentence structure, and cite references for key concepts of this document Upskilling and reskilling human capital require a robust platform that delivers learning and other interventions in an integrated and systematic way. The

intricacies of social v  
populations, and ev  
creation of the DSW  
strengthening of the  
DSWD Secretary Re  
learning facility that  
learning developme  
to meet the ever-cha

Can you edit for grammar, improve sentence structure, cite references for key concepts using APA format of the attached document (*cut and paste 3 pages of document*)

There are major cha  
development is com

requiring approaches that must be data-informed and evidence-based, aligned with DSWD internal realities yet responsive to trends in the external environment, benchmarked with peers, and supported by the appropriate tools and technologies. But over and above all these is the challenge of sustaining and strengthening the sense of mission that runs through all the activities of the DSWD.

To keep up with these strategic goals, the DSWD Academy needs to have a transformational focus in its capacity development. It needs to upskill and reskill people to have the capability to navigate long-term strategic issues and short-term operational concerns. The

Regenerate

It is a given that resources are tight during periods that follow a global crisis such as a pandemic. At the same time, interventions have a higher chance of success when internal capabilities are strengthened through technology transfer (International Labour

Organization, 2020). That they can sustain their own resources. A technology to maxim

**ChatGPT edited for grammar, formatted document based on APA template with citations, and included a reference check.**

**MANY OF THE REFERENCES WERE NOT ACCURATE.**

References:

1. World Economic Forum. (2020). The Future of Jobs Report 2020.
2. McKinsey & Company. (2021). The Social Sector in a Post-Pandemic World.
3. Deloitte. (2020). Human Capital Trends 2020.
4. Society for Human Resource Management (SHRM). (2021). Developing Leadership Skills.
5. Corporate Executive Board. (2019). Building Organizational Capabilities.
6. International Labour Organization. (2020). Skills for a Resilient Youth in the Era of COVID-19



HOW CAN WE GUARD AGAINST  
WRONG USE OF VALUES OR  
VIOLATIONS OF INTEGRITY POLICIES?

## THE FROG METAPHOR



AT&T experts asked themselves: if we were to build a frog that would flourish in the environment of the future how do we do it?

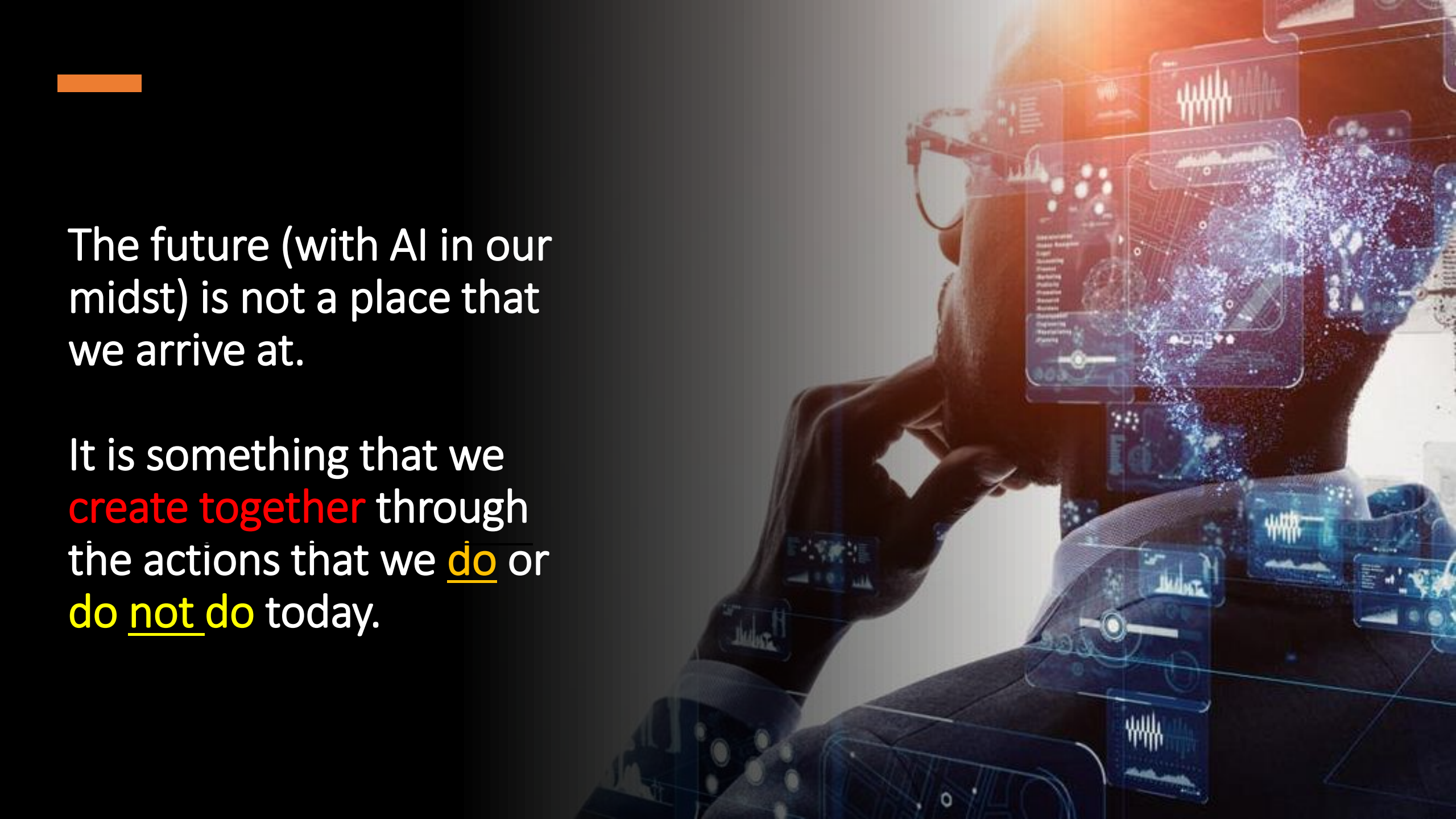
Do we study the genetic composition of the frog, its hyperbolic eyes, its euphonious croak, its prodigious leap?







- 
- WE STUDY THE POND.
  - WE SHAPE THE POND.
  - WE NURTURE THE POND.



The future (with AI in our midst) is not a place that we arrive at.

It is something that we **create together** through the actions that we **do** or **do not do** today.



**AI IS ALREADY CHANGING  
THE NATURE OF WORK; HR  
MUST REDESIGN WORK  
INTENTIONALLY, AND  
MANAGE THE TRANSITION**

**AI IS MAKING AN IMPACT  
ON THE CRITICAL ROLES  
AND FUNCTIONS OF HR**

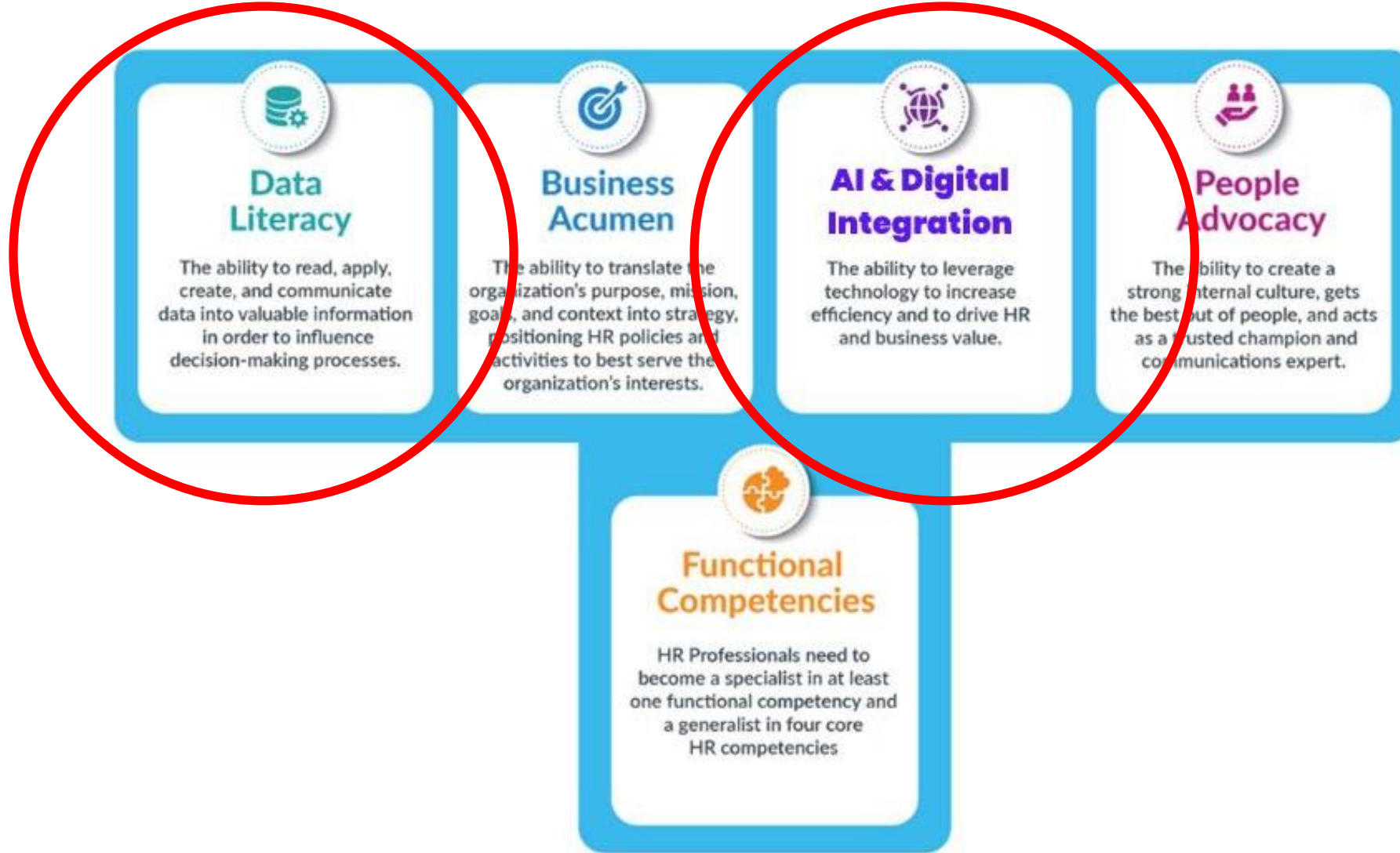


# EVOLUTION OF THE HR FUNCTION

TALENT/  
CAPITAL  
HUMAN  
RESOURCES  
PERSONNEL

Your job is to	Your attention should be on	The business needs you to be	The vector capital
Think	Strategy	Co-Creative	Data
Manage	Operations	Proactive	People and Technology
Deliver	Transactions	Productive	Finance

# T-Shaped HR Professionals



## BIOMETRIC DATA ANALYSIS

AI being used to process and analyze athletes' biometric data, such as heart rate, body temperature, and even emotions during competitions to make real-time adjustments to improve performance.

## MOTION TRACKING

AI-powered cameras and sensors now track athletes' movements during training and competitions to determine results



## SCORING ASSISTANCE

In sports with subjective scoring, like gymnastics and figure skating, AI systems are now used to assist judges by providing data on athlete performance, helping reduce human error and bias.

## ATHLETICS



## Men's 100M



## START LIST - FINAL

			AGE	PB		
2	RSA	AKANI SIMBINE	27	9.84	9.90	q
3	ITA	LAMONT MARCELL JACOBS	26	9.84	9.84	q
4	GBR	ZHARNEL HUGHES	26	9.91	9.98	Q
5	USA	FRED KERLEY	26	9.86	9.96	Q
6	CHN	SU BINGTIAN	31	9.83	9.83	Q
7	USA	RONNIE BAKER	27	9.83	9.83	Q
8	NGR	ENOCH ADEGOKE	21	9.98	10.00	Q
9	CAN	ANDRE DE GRASSE	26	9.90	9.98	Q





TOKYO 2020



1  
2  
3  
4  
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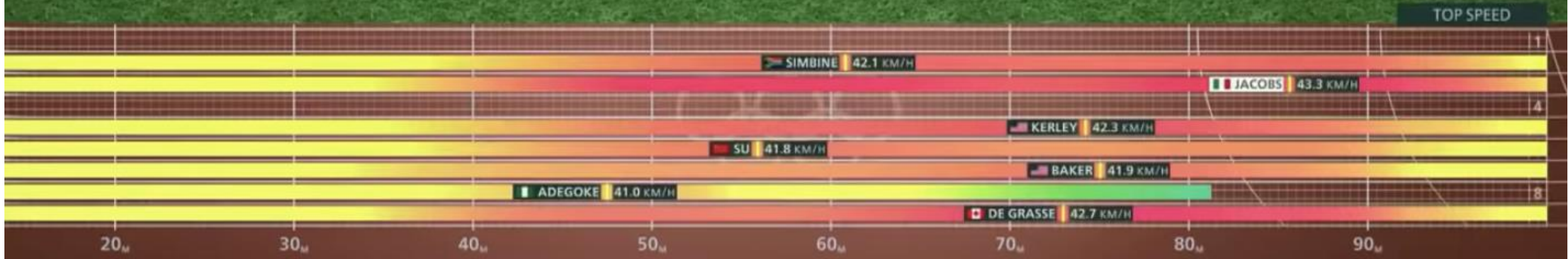
WR	9.58
OR	9.63

Ω OMEGA

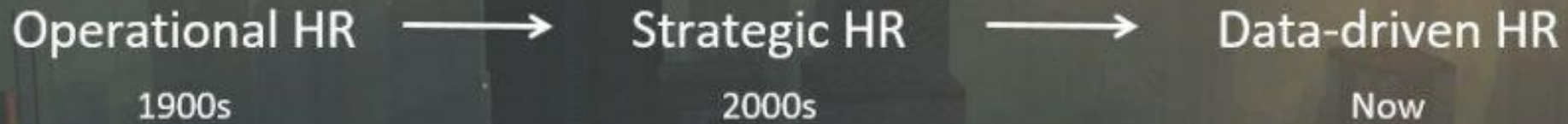
9.6







# HR DECISIONS ARE NO LONGER BASED ON GUT FEELING



## **CRITICAL CHALLENGE FOR HR NOW:**

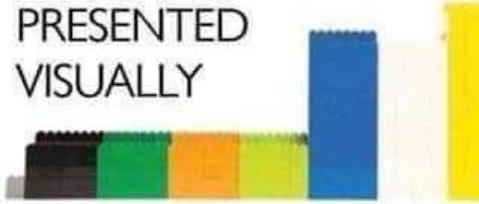
ABILITY TO GENERATE, PROCESS, SYNTHESIZE DATA AND TURN THESE INTO INSIGHTS --- QUICKLY, EFFICIENTLY WILL BE SOURCE OF COMPETITIVE ADVANTAGE.

**THIS IS WHERE AND HOW AI GETS INTO THE PICTURE**

EXPLAINED  
WITH A STORY



PRESENTED  
VISUALLY



ARRANGED



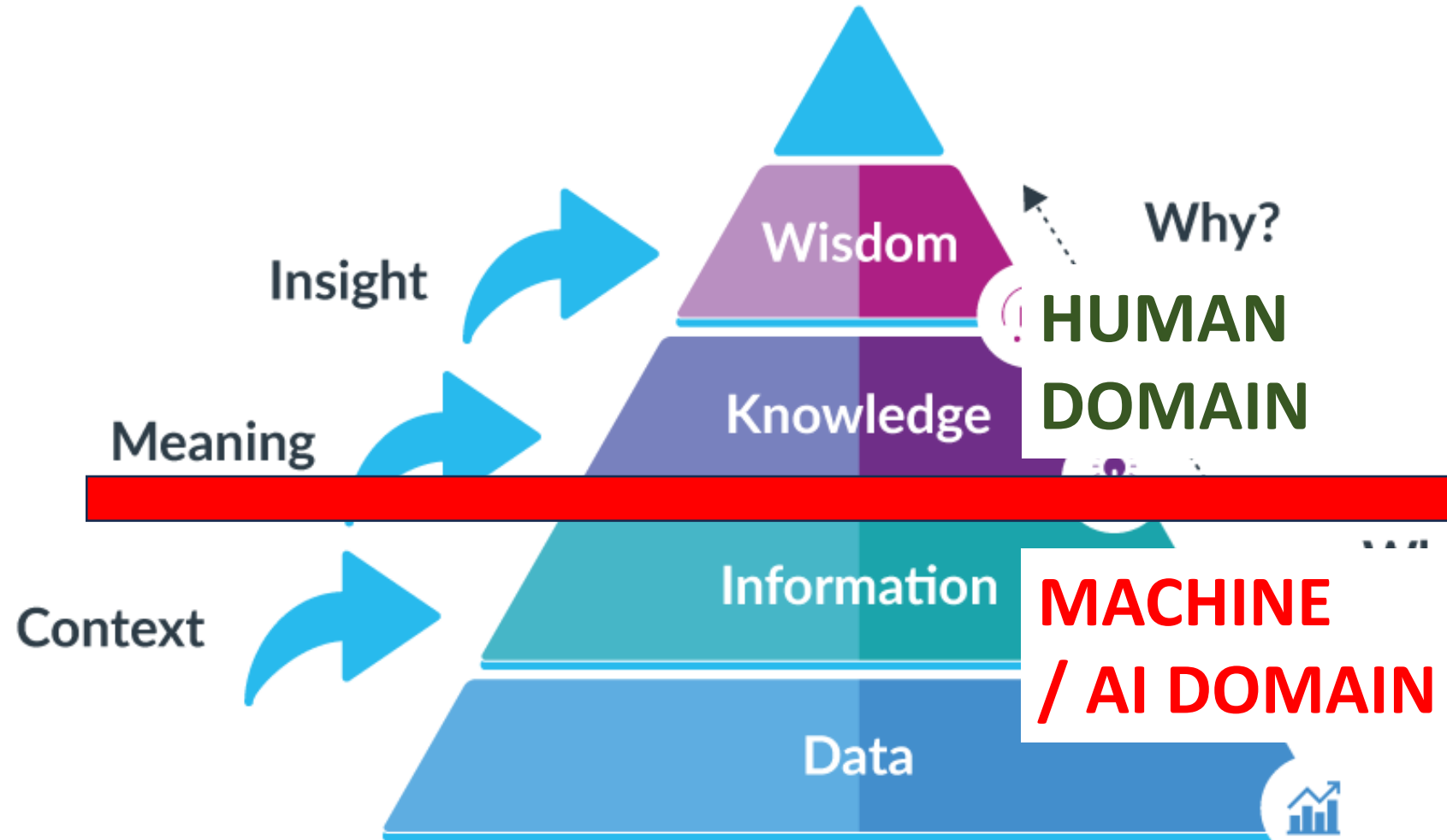
SORTED



DATA



# The Data Pyramid



DATA



SORTED



ARRANGED



PRESENTED  
VISUALLY



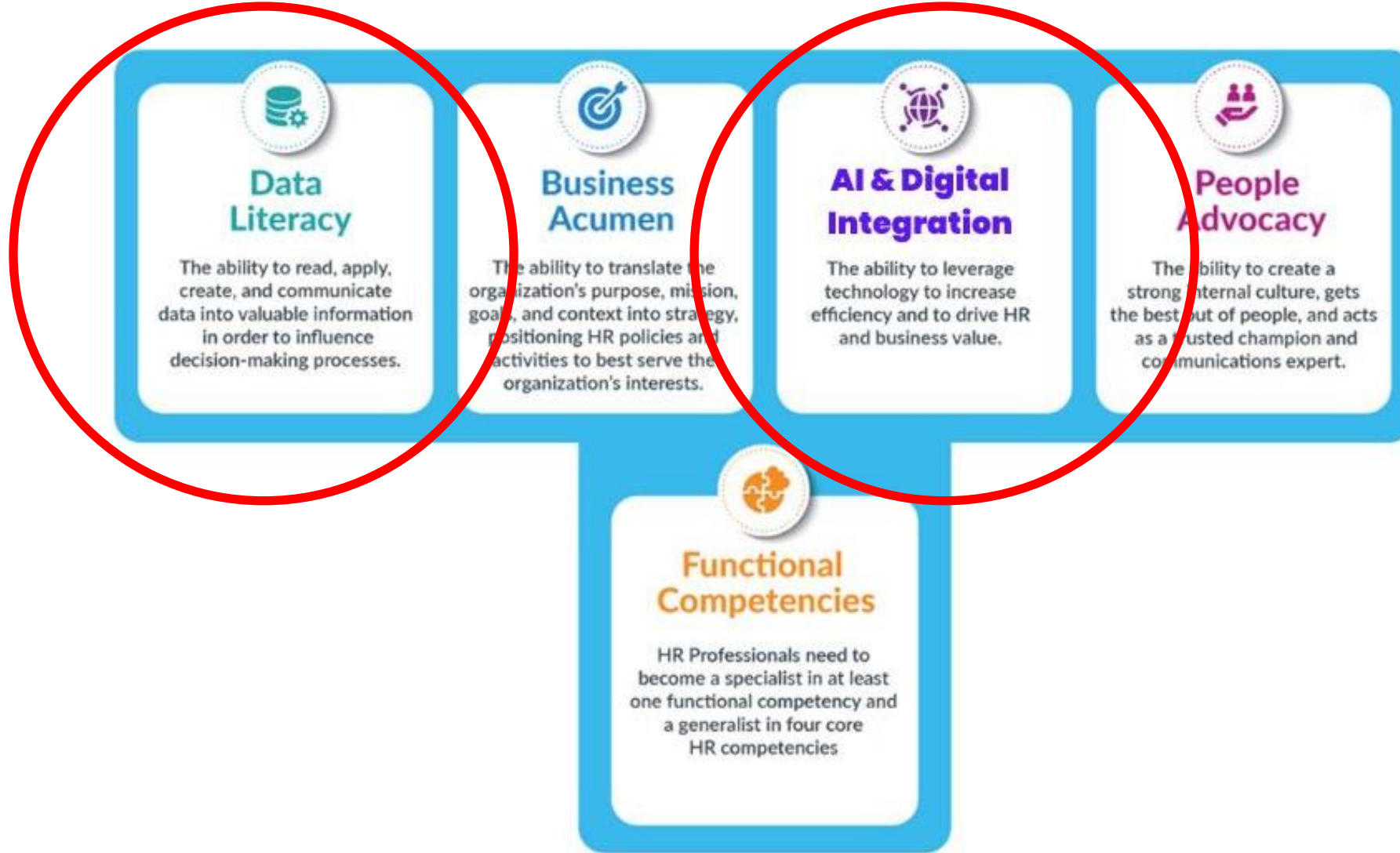
EXPLAINED  
WITH A STORY



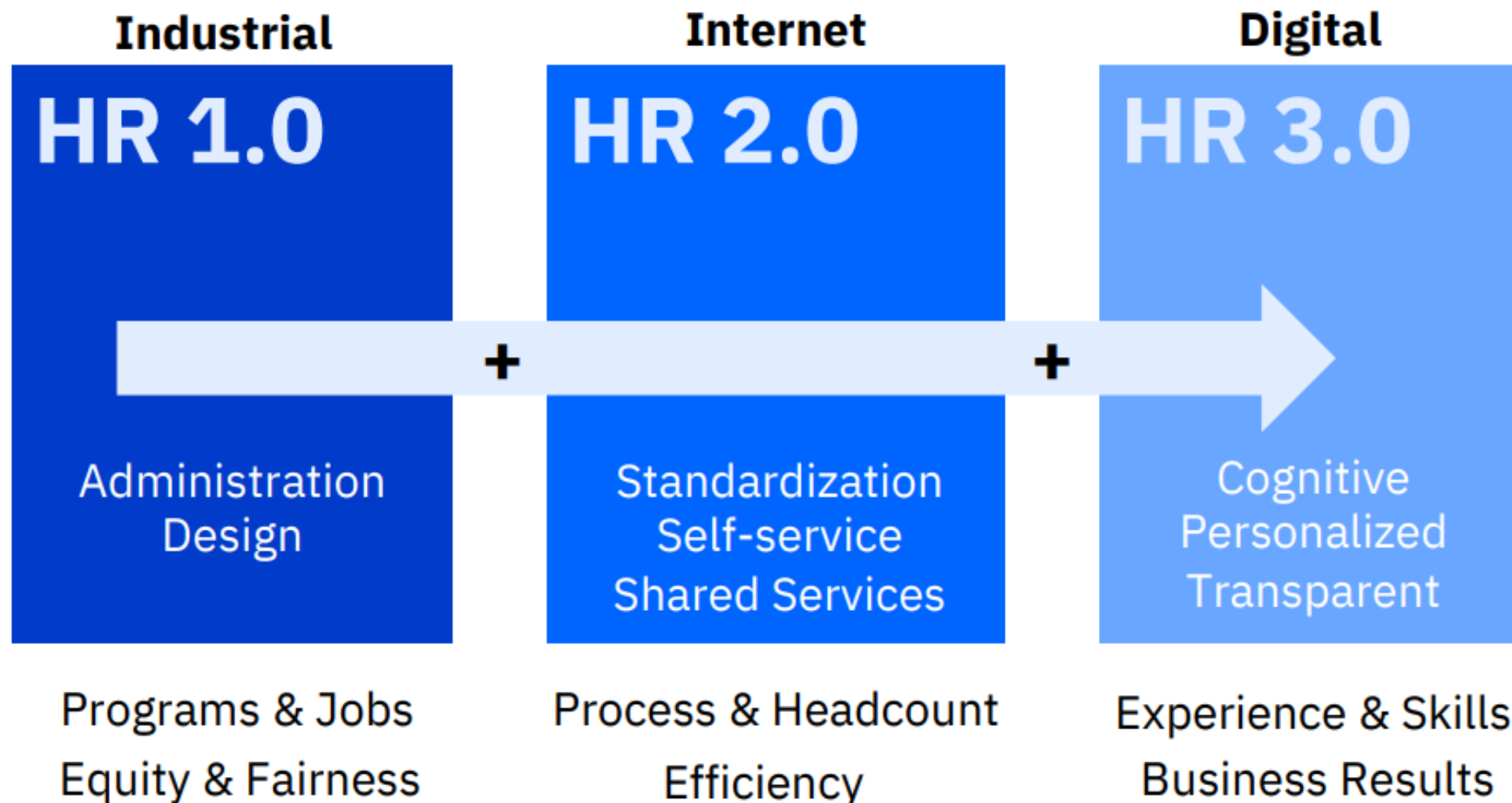
## HOW AI CAN HELP HR BECOME DATA-DRIVEN

- Data collection, generation, filtering, sorting, basic analysis like matching and comparing
- Generating actionable insights
- Data aggregation
- Scenario analysis
- Basic predictive modeling

# T-Shaped HR Professionals



# Human Resources must leverage social, mobile, cloud, automation, and analytics to transform for the Digital Era



# DIGITAL HR

- Is **NOT** SIMPLY COMPUTERIZING OR AUTOMATING EXISTING HR PROCESSES
- **TRANSFORMING** HR SERVICES AND PROCESSES THROUGH THE USE OF SOCIAL, MOBILE, ANALYTICS, CLOUD TECHNOLOGIES and **ARTIFICIAL INTELLIGENCE**
- AIMS TO IMPROVE **EMPLOYEE EXPERIENCE and ORGANIZATIONAL EFFECTIVENESS AND AGILITY** by **TRANSFORMING** the HR function from paper-based, process-oriented, reactive, and time-consuming to **digital-first, mobile, optimized by algorithms.**

THIS WILL BE A  
**REVOLUTION**  
NOT AN  
**EVOLUTION**



# RECRUITMENT AND TALENT ACQUISITION

- Find and screen candidates
- Test and interview
- Shortlist
- Schedule interviews
- Background check
- Analytics
- Candidate tracking

Freeing up HR professionals to focus on higher-value activities such as building relationships with candidates and hiring managers.



## 2. EMPLOYEE ENGAGEMENT AND RETENTION

- Employee engagement levels
- Red flags and indicators
- Employee retention metrics
- Pulse Surveys
- Employee feedback
- Sentiment analysis



### 3. LEARNING AND DEVELOPMENT

- TNA
- Deliver online learning content
- Track learning
- Learning evaluation
- Analyze learning behaviors
- Curates content
- Personalized tutorial schemes
- Competency gaps
- Analyzes data
- Build augmented and virtual realities
- Personalized feedback and coaching



HR AVATAR™  
EMPLOYMENT TESTS



 disprz



 udemy

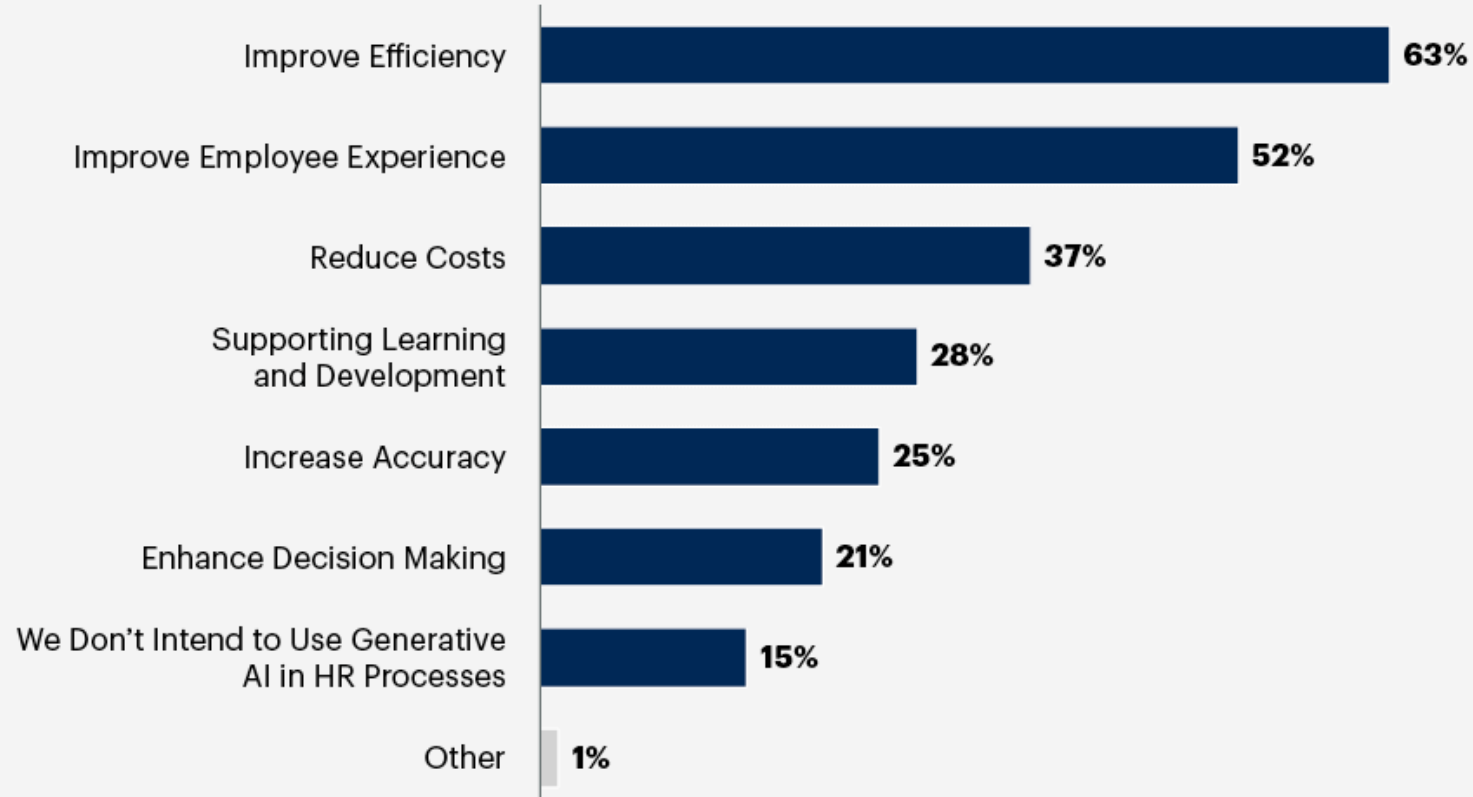
# AI AND HR TECHNOLOGIES

- Elevate HR up the value chain as a strategic contributor rather than merely administrative support
- Bring in higher efficiency
- Optimize workforce management
- Help managers access information in real time to make sound people decisions.



# Primary Goal of Generative AI for HR Processes

Percentage of HR Leaders

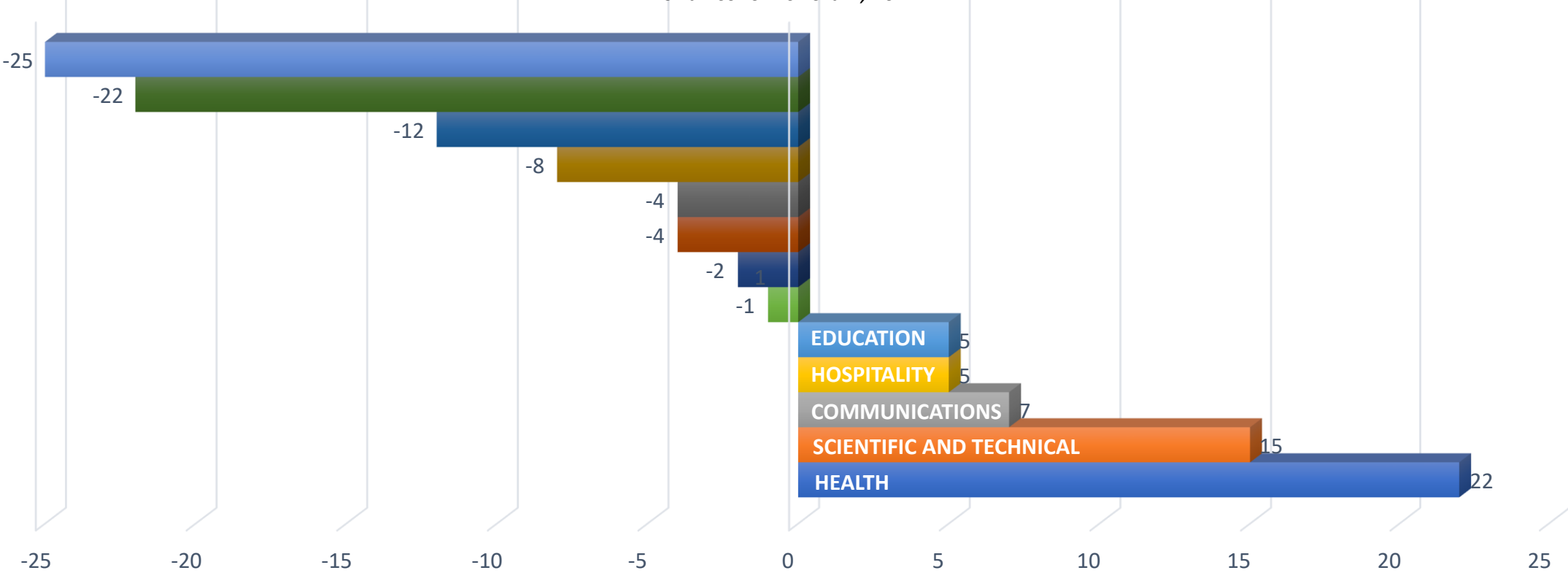


n = 71  
Source: Gartner  
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**Gartner**<sup>®</sup>

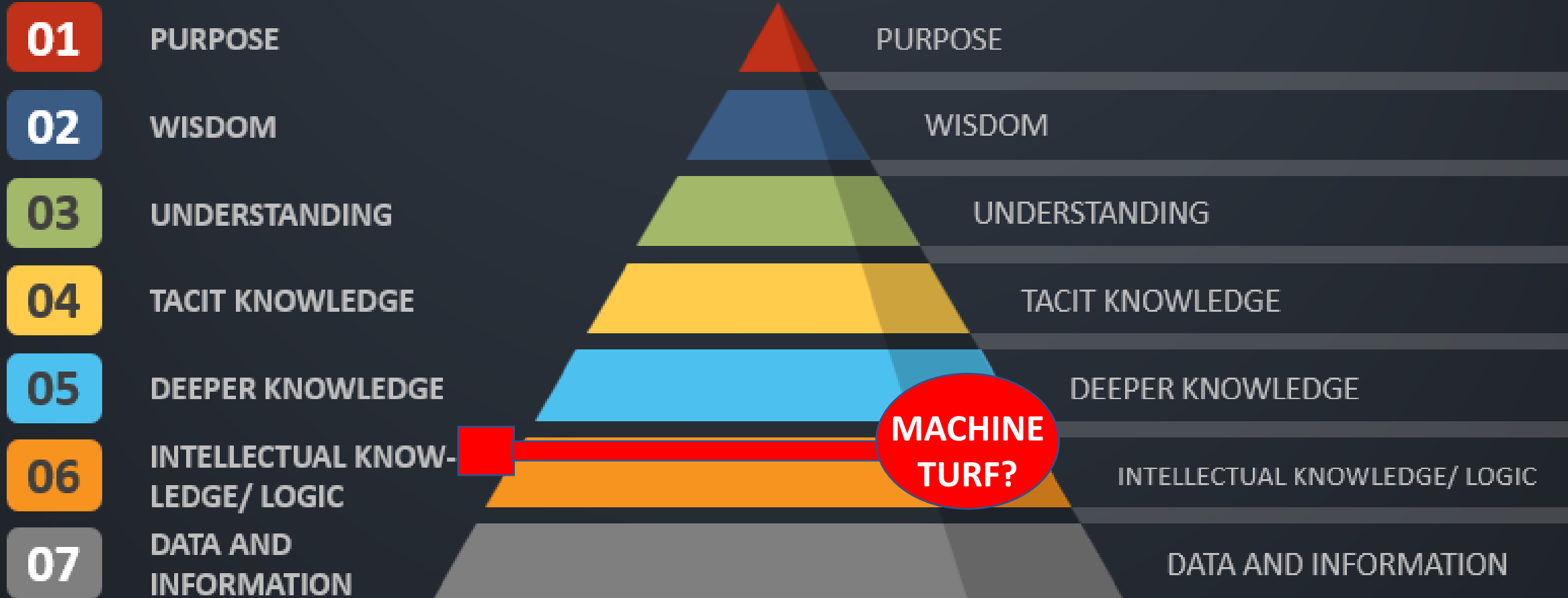
# HOW AI WILL CHANGE THE JOB MARKET

World Economic Forum, 2022



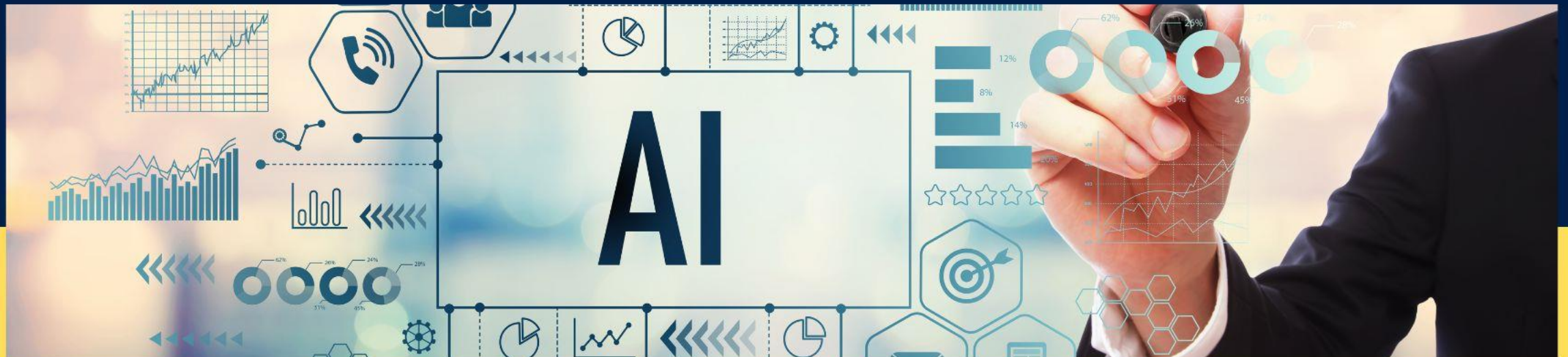
- Manufacturing
- Transportation and Storage
- Public Administration and defence
- Financial and Insurance
- Construction
- Wholesale and retail
- Other sectors
- Administrative and support services
- Education
- Hospitality
- Communications
- Scientific and technical
- Health

# The Pyramid of Work



**THE FUTURE OF HR WILL BE DRIVEN BY AI AND HUMAN INNOVATION.**

**THE CHALLENGE IS TO STAY AHEAD OF THE CURVE.**





**IF YOU WORK LIKE A ROBOT,  
THEN A ROBOT WILL TAKE YOUR JOB.  
IF YOU LEARN LIKE A ROBOT,  
YOU WILL END UP WORKING FOR A ROBOT.**





**Perhaps we should question not just what AI can do for HR but also what HR can do for AI in ensuring we ask the human centred questions that AI raises**

Nick Holley, director of CRF Learning, Corporate Research , The People Space, May Forum 2017

# Generative AI Priorities for HR Leaders



Source: Gartner  
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**Gartner**<sup>®</sup>



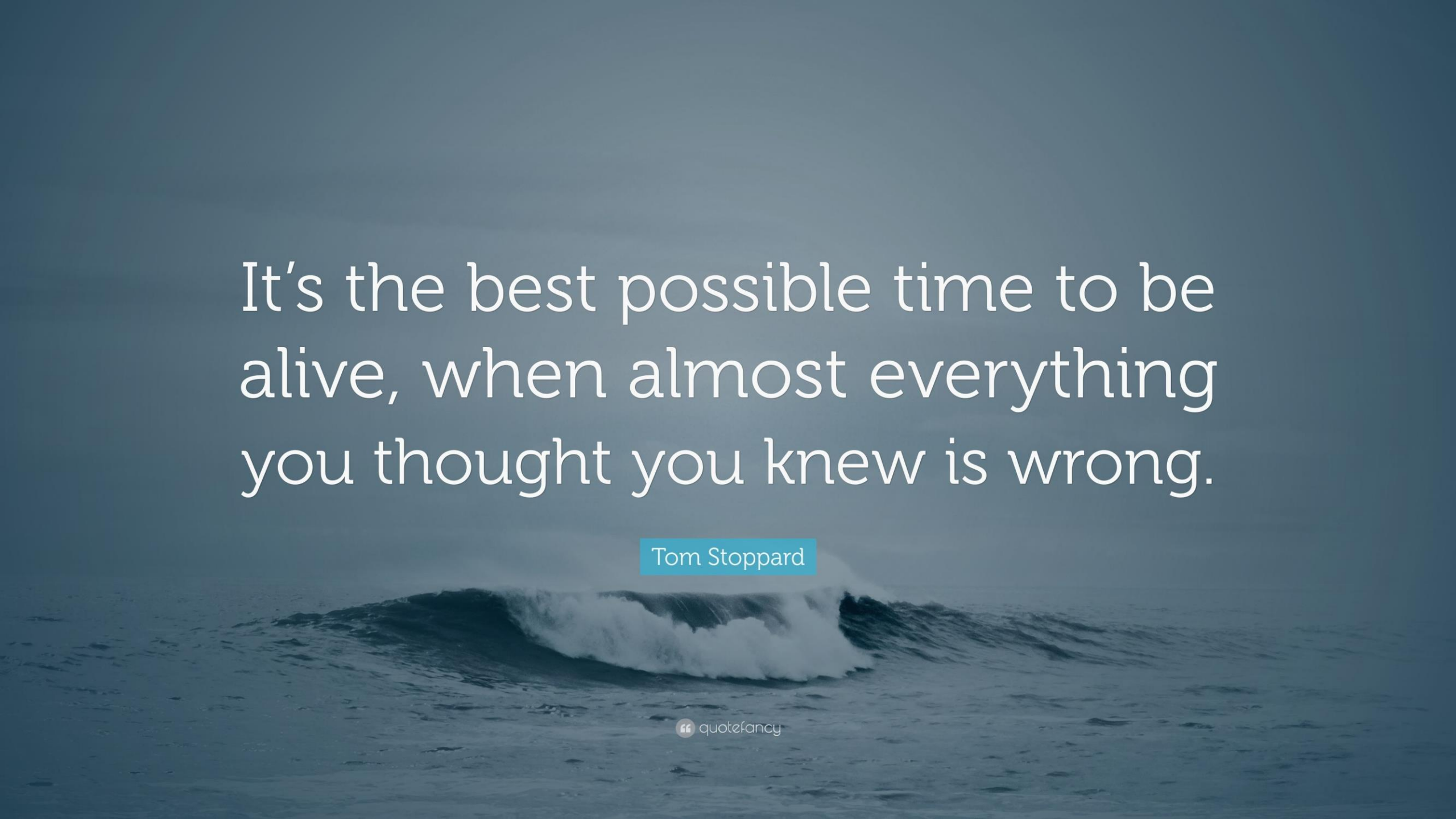
**VELOCITY**

**UNORTHODOX**

**CO-CREATION**

**AWESOMENESS!**





It's the best possible time to be  
alive, when almost everything  
you thought you knew is wrong.

Tom Stoppard



# ASEAMETRICS

TRANSFORMING HUMAN CAPITAL

# THANK YOU!

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 : [www.aseametrics.com](http://www.aseametrics.com)



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