

Artificial Intelligence in Talent Management

How ManpowerGroup and Right Management are researching, investing and leveraging AI and Machine Learning in Talent Management and Development.



Right Management (December 2018)

ManpowerGroup's use of Artificial Intelligence (AI) is part of a focused effort of over 10 years of research and application that our company has been making in understanding, projecting, assisting and applying digital era practices in the future of work. Whether transforming our own people and operations or enabling the workforce and leaders in our client organizations, we are on our own digital transformation path as are our clients.

The driving imperative for using AI is our desire to provide our clients with predictive performance, better fit and a skill-ready workforce. For individuals we are creating better job and career opportunities by helping them understand job/career fit and providing advice for career growth and development.

In 2018, ManpowerGroup, leveraging the assessment expertise of Right Management, launched important digital innovations critical to helping organizations find and develop the right leaders to lead through digital transformation.

One initiative researched creating an operational version of a mobile "interview room" that would bring companies an efficient and intelligent option for supplementing the interview process. ManpowerGroup's Digital Room, was unveiled at the 2018 World Economic Forum Annual Meeting in Davos, Switzerland. In the Digital Room, Zara the avatar, supported by artificial intelligence, conducts a live interview inside the capsule, asking scientifically validated questions developed by Right Management's career and leadership experts. The questions form an assessment of leadership attributes specific to leading through digital transformation. The AI system then evaluates the live video feed, measuring verbal and non-verbal responses, including body language, voice and focus looking for insights from the speech patterns, emotions, and language (semantics and vocabulary) to assess an individual's readiness to lead in the digital age.





Right Management's DigiQuotient is a self-quiz that leverages big data to path, pattern and profile answers to leadership orientations for the digital era and offer reports and persona matching. The DigiQuotient maps shared characteristics with high-profile leaders based on Industrial and Organizational Psychology, the scientific study of human behavior in the workplace. This 30-item tool reveals behaviors and perspectives that may indicate readiness for leadership in the dynamic era of digital future of work. Thousands of individuals have taken the DigiQuotient and it is used in various program solutions and leadership alignment conversations.

These are just two examples of the many innovations from ManpowerGroup and Right Management using big data and artificial intelligence to better assess and develop leaders for the digital age. In the coming year, we will continue to innovate our coaching solutions to include on-demand sessions enhanced by artificial intelligence and augmented reality to boost the effectiveness of coaching and generate valuable insights for our clients and their employees. For more information on the importance of creating a Culture of Innovation in successful digital transformation, visit:

www.manpowergroup.com/digital-workforce-transformation/culture-of-innovation