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BOARDROOMS ON EDGE

HR's Role in Protecting Your Brand's Reputation

37th Annual Workforce Management Briefing

Thursday, October 25, 2018
New York Hilton Midtown
New York, NY

Your Workforce. Our Business.SM

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BOARDROOMS ON EDGE

HR's Role in Protecting Your Brand's Reputation

The Future of Work: Artificial Intelligence in the Workplace

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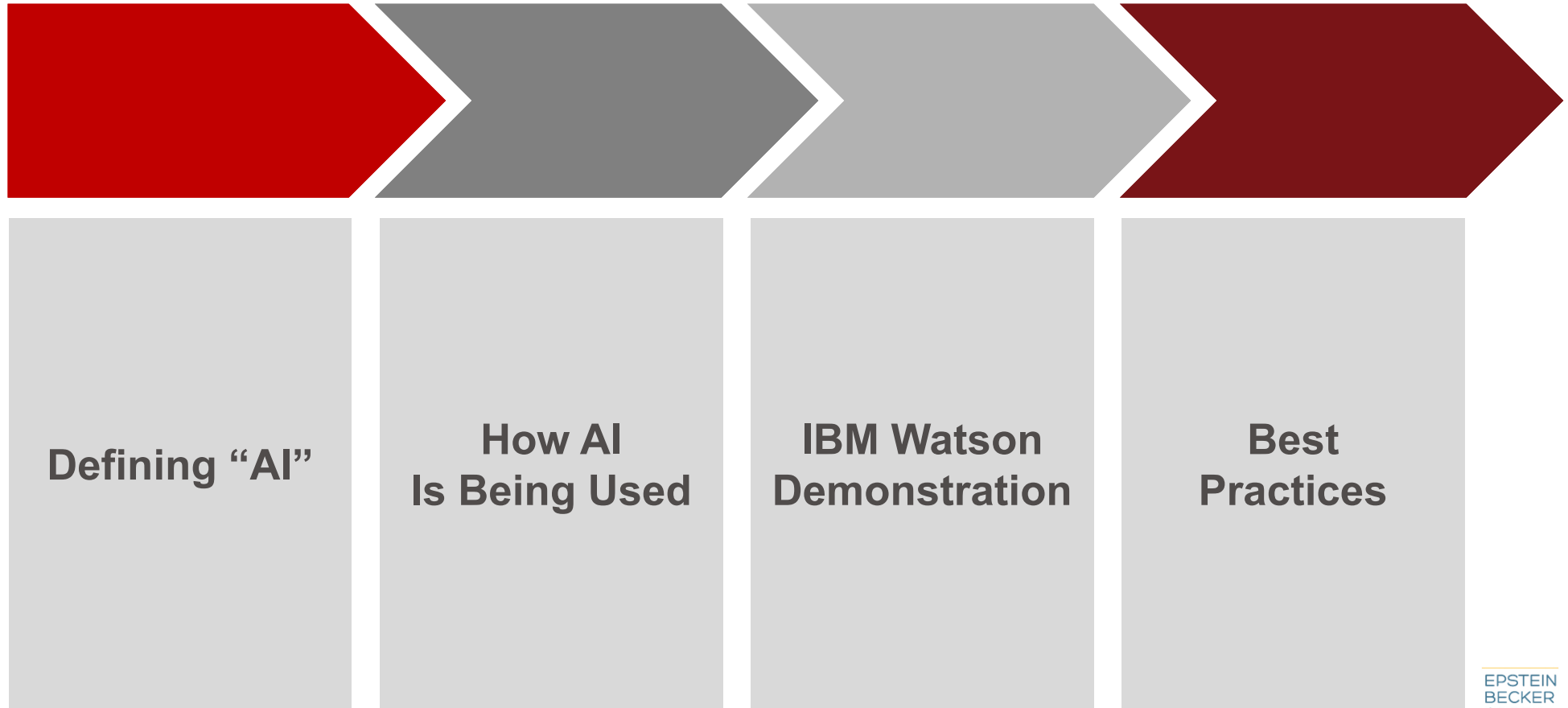
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Agenda

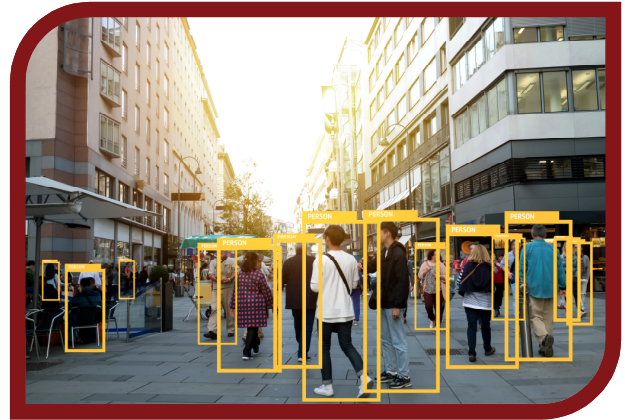


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Defining “AI”

Defining “AI”

- Machine Learning
- Deep Learning
- Predictive Learning



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How AI Is Being Used

Common Usages in the Employment Relationship

Sourcing Candidates/Defining
the Applicant Pool

- Pymetrics

Hiring/Onboarding

- IBM

Engagement/Retention

- Glint

Matching

- Phenom People

HR General

- Ceridian

Assessments

- Hire and Vue

Value-Add for All

- <https://www.youtube.com/watch?v=XF39dqWD4Bk>



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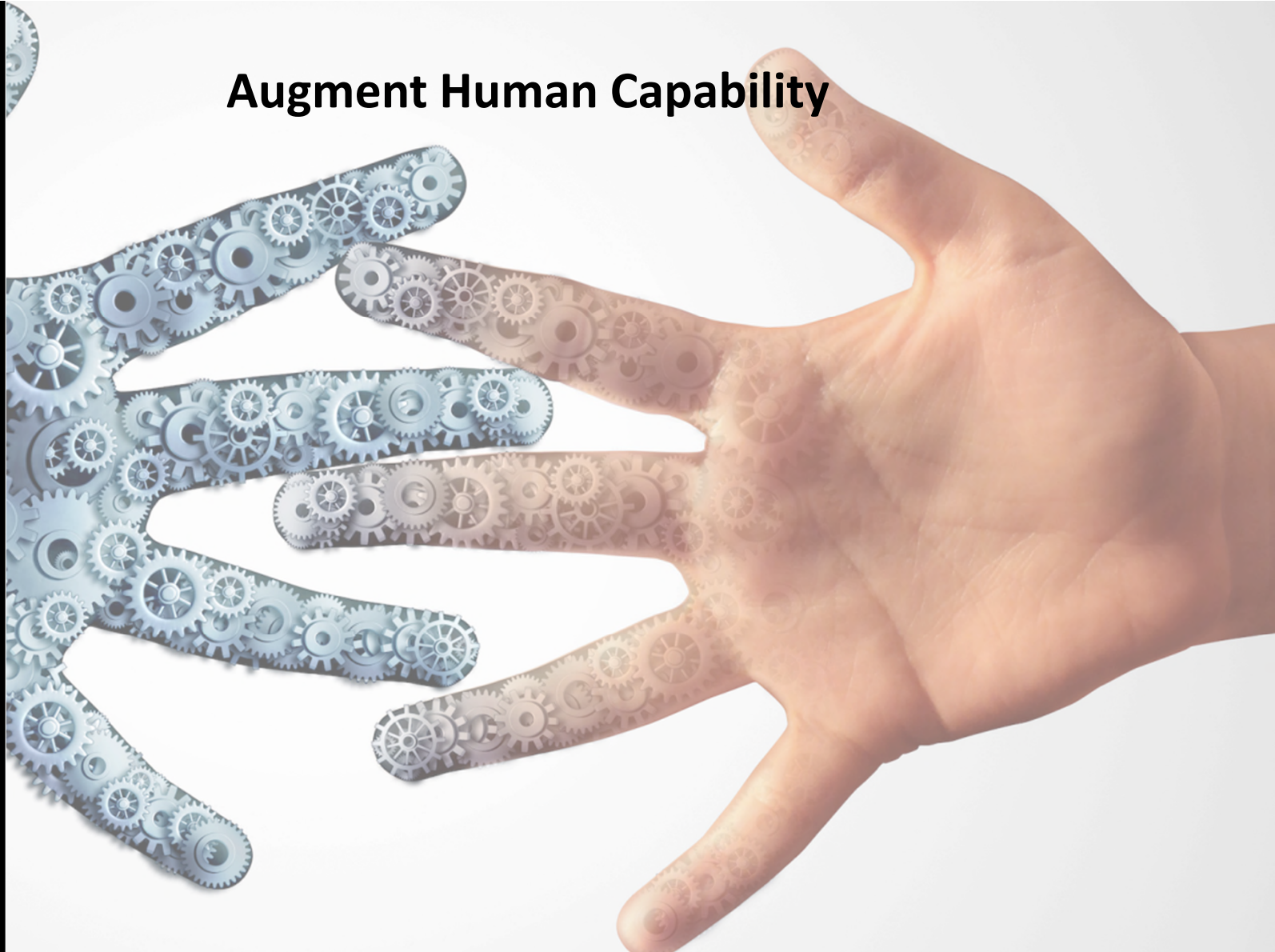
IBM Watson Demonstration

Augment Human Capability

People

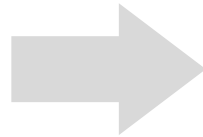
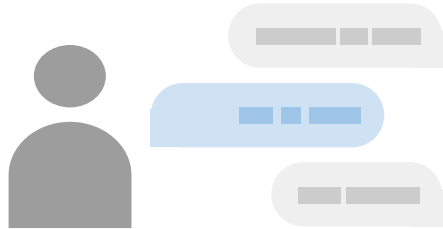
+ Robotics

+ Artificial
Intelligence

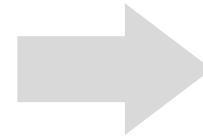


Chatbots & Automation

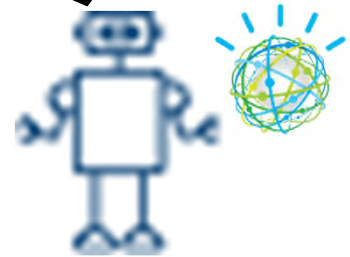
Chatbot



Agent



Assistant



Embedded Experience

Examples

- Performance Management
- Travel Policy
- HRIS FAQs

“What’s the sick day policy?”

Personalized Experience

Examples

- Onboarding assistant
- Manager coach
- Learning advisor

“How many sick days have I taken this year?”

Complex Automated Processing

Examples

- FMLA support
- Address change
- Job promotion

“Mark me for a sick day and notify my boss”





What data feeds your algorithms?



Who has access to the data and models?



What kind of algorithms are used?



What does the algorithm predict?



How are models managed — number and frequency?



What is the impact from a legal and employer brand perspective?

Watson Recruitment: Predicting Adverse Impact and Minimizing Risks

IBM Watson Recruitment

FinancialAnalystTrainingV10SET2 1 of 1

Financial Analyst Review Status: **Review Needed** Review Job Role

Job Role Size: 4,742 Impact: -1

Calculations Results and Insights Comments Review

Age
No adverse impact was found for this demographic
Four-Fifths rule result: 94%

Gender
No adverse impact was found for this demographic
Four-Fifths rule result: 81%

Race
No adverse impact was found for this demographic

Demographics: All Age Gender Race Influence on job role success: All High Medium Low

There are no job role features that match the filter

Gender Analysis:

Job role influencer	Demographic	Probability of selection
Medium (1%) influence on success in job role	Gender	High Tier 26% probability of Female 74% probability of Male Medium Tier 25% probability of Female 75% probability of Male Low Tier 75% probability of Male 25% probability of Female

Race Analysis:

Job role influencer	Race	Probability of selection
Medium (1%) influence on success in job role	Black or African American percentage - 22% Hispanic or Latino percentage - 16%	High Tier 22% probability of Black or African American 16% probability of Hispanic or Latino

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Best Practices

How to Implement



Stakeholders



Employee buy-in



Infrastructure



**Changes in workforce
engagement**



Changes in workforce

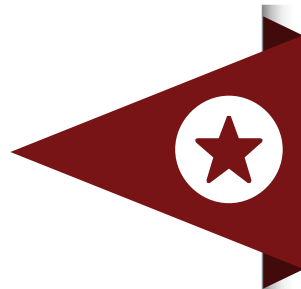
How to Implement



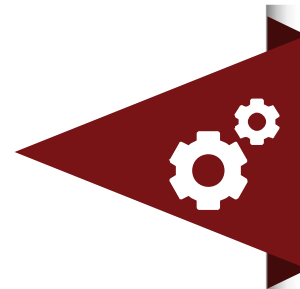
Describe the factors and the weight each is given.



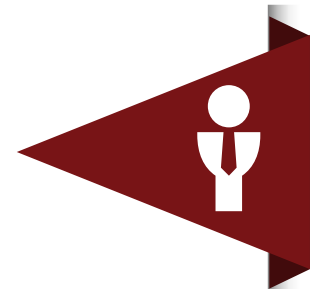
Has the algorithm been reviewed and/or revised?



Has the algorithm been validated?



Potential for false positives?



Jobs analysis?

How to Implement



Compliance with all applicable privacy requirements?



Data storage and security?



What happens if the organization is sued?



Have your products been subject to litigation?



Assistance defending against discrimination?

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Any Questions?

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