



OSHRM
OMANI SOCIETY FOR HUMAN RESOURCE MANAGEMENT
الجمعية العمانية
لإدارة الموارد البشرية

Generative AI augmented HR

CULTURAL ENGAGEMENT EMPLOYEE INTELLIGENCE

K. A. Consultants

www.khalidalhosni.com



THE STARTING POINT

GOALS ALIGNMENT



ORGANIZATIONAL

- Increasing Revenues
- Enlarging Market Share
- Higher Customer Satisfaction
- Professional Development
- Career Advancement



PERSONAL

- Skills Development
- Work-Life Balance
- Sense of Purpose and Fulfillment in their work
- Motivation to Perform
- Taking Ownership

TRANSLATING DATASETS **USING AI/ML**

- Translate data to understand, measure, and improve the workplace culture and employee engagement.
- Enhance productivity, employee satisfaction, and retention through quantifiable performance scores.
- Predict future engagement behaviors and identify potential areas of disengagement.



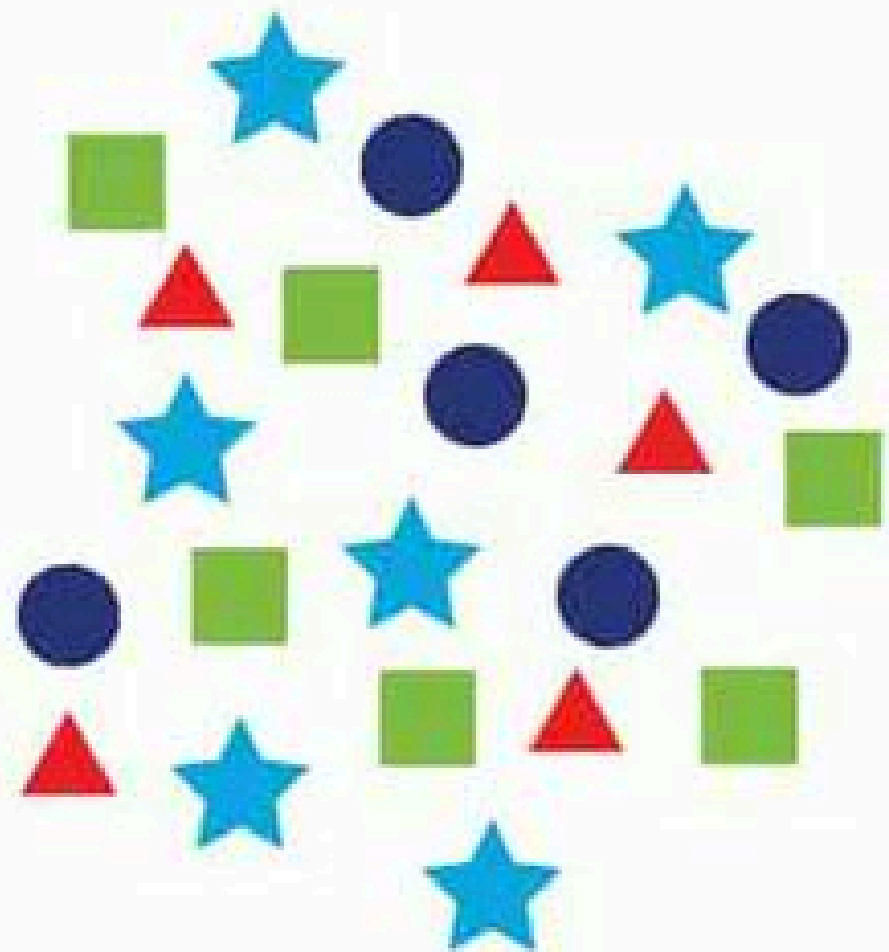
SEMI-SUPERVISED DATA PROCESSING

- Unbiased, Objective Assessment
- Identifies Behavioral Qualities
- Isolates Peculiar Anomalies

IS IT ML, AI, OR GEN-AI ?

- ML & QML for Preliminary Modelling
- AI is a Triggered Action-taking layer
- GenAI is a Decisioning Tool on-top

Uncategorized Records



Natural
Language
Processing



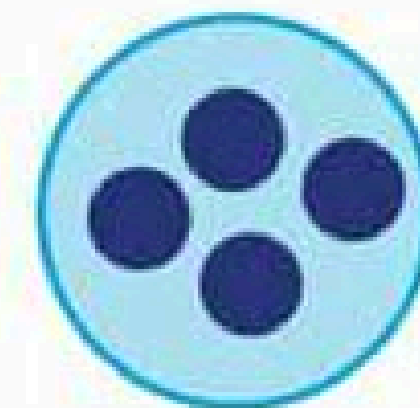
Clustering



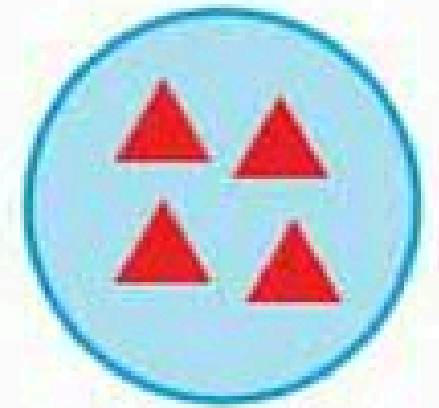
Cluster 1



Cluster 2



Cluster 3



Cluster 4

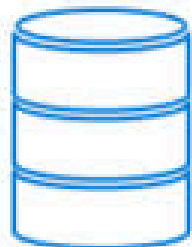
ML BEHAVIORAL SEGMENTATION

- **Segmenting employees by engagement scores** to identify engagement rates by groups with their Characteristics.
- **Demographics revealing diverse needs** and preferences within the workforce.
- **Understanding how engagement varies** across different Job roles and Departments.
- **Segmenting employee participation** in voluntary programs, training sessions attended, and usage of company resources.



AI/ML HR Predictive Model

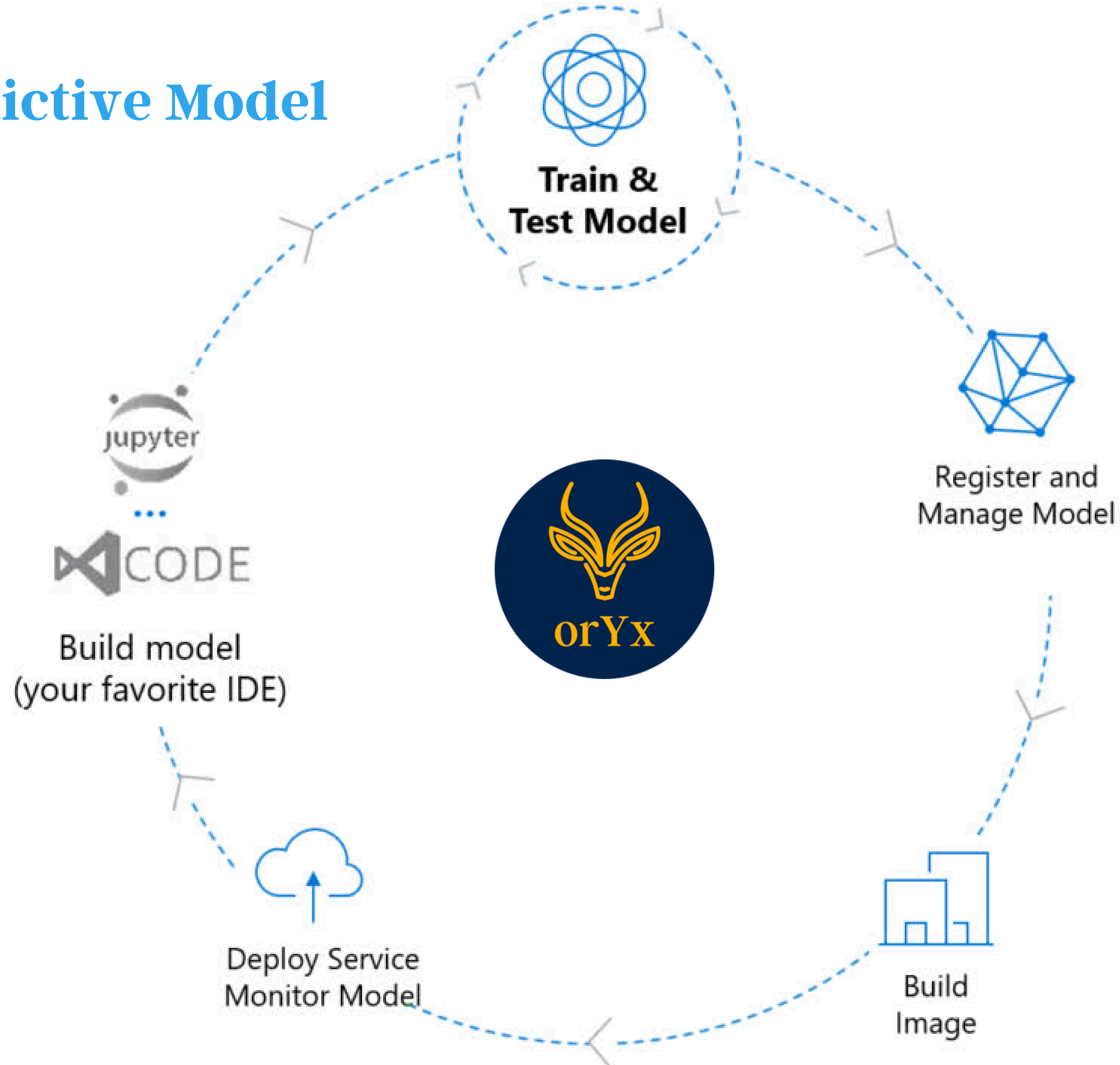
Prepare



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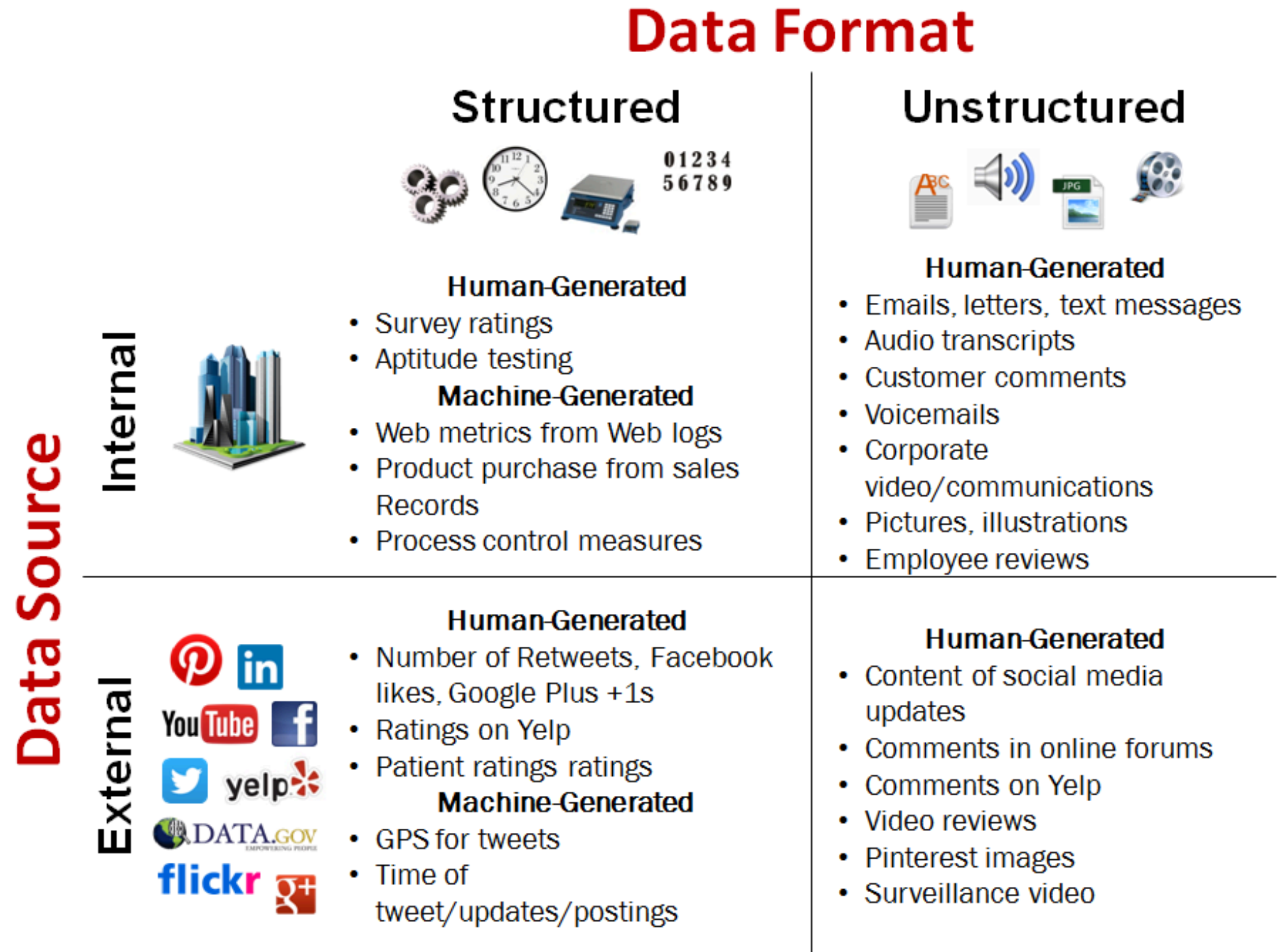
Prepare Data



Semi-Structured Data Processing

Data Format Framework

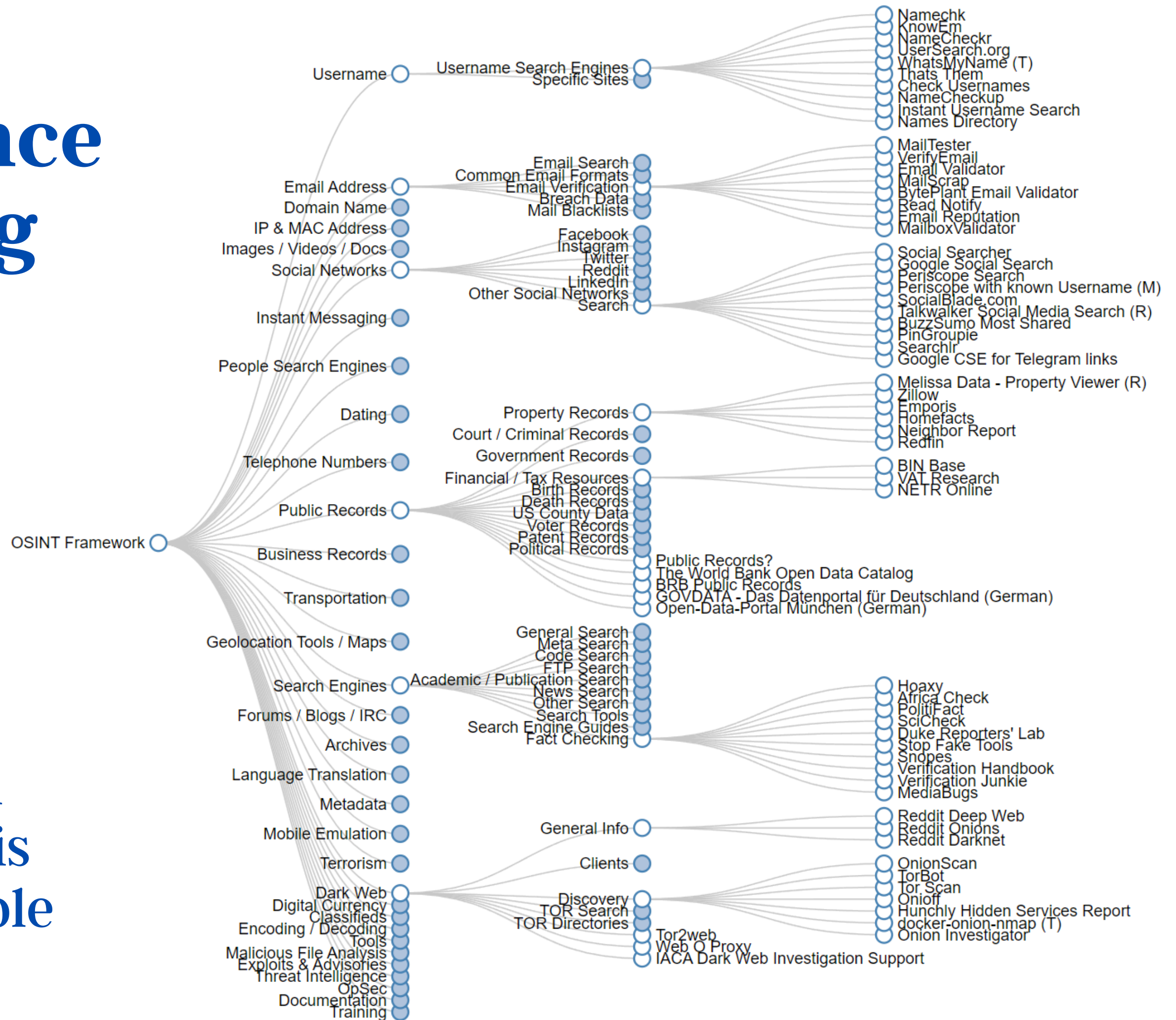
Which We Use to Obtain Performance Indicators & Organizational Benchmarks



Open Intelligence Data Processing

Open Source Framework

Which We Use to Obtain
Online Intelligence that is
NOT ordinarily Obtainable



HOLISTIC VIEW OF EMPLOYEE ENGAGEMENT

BI-MODAL NLP

- **In-house structured data**

**ACTION
DATA**

Employee Records, Performance Metrics, Operational Specifications.

- **Unstructured data**

**DECISION
DATA**

Employee Reviews, Online Sources, Projects Execution Data, Meeting Minutes.



TYPES OF DATA TO BE COLLECTED



QUANTITATIVE DATA

Ratings on specific competencies or skills, based on a predefined scales.

QUALITATIVE DATA

Open-ended comments providing context to reasons behind Ratings and Actions



SELF-ASSESSMENT DATA

Employee's own evaluation of their performance, personal skills and competencies.

BENCHMARKING DATA

Comparisons over time, showing organizational average performance.



AI-DRIVEN PREDICTIVE MODELING FOR EMPLOYEE ENGAGEMENT

ONLINE SURVEYS & FEEDBACK TOOLS

EMAIL & COMMUNICATION ANALYSIS

SENTIMENT ANALYSIS

BEHAVIORAL ANALYSIS

FORECASTING TRENDS



“OBJECTIVELY” REVOLUTIONIZING 360-DEGREE ASSESSMENTS

Analysis of open-ended feedback, identifying themes & sentiments without human bias, and the ability to understand context, sarcasm, and complex emotions in textual feedback.



COLLECT DATA



BENCHMARKS



SCORING



PREDICTION

Provides quantifiable scores based on vast datasets, reducing subjectivity and provides Personalized Insights highlighting strengths, areas for improvement, and recommended actions.

TOTAL INDIVIDUAL PRIVACY

360





EMPLOYEE ENGAGEMENT BENCHMARK ML SCORE

- Performance in Key Job Functions
- Work Skills and Abilities
- Communication Skills
- Leadership and Management Skills
- Teamwork and Collaboration
- Interpersonal Skills
- Work Ethic and Professionalism
- Adaptability and Flexibility
- Initiative and Creativity
- Customer Service
- Personal Development
- Cultural Fit



Weighted Employee Scores

Activity-wise (customisable)

390

**Adaptability
and
Flexibility**

425

**Dedication
Towards
Team**

315

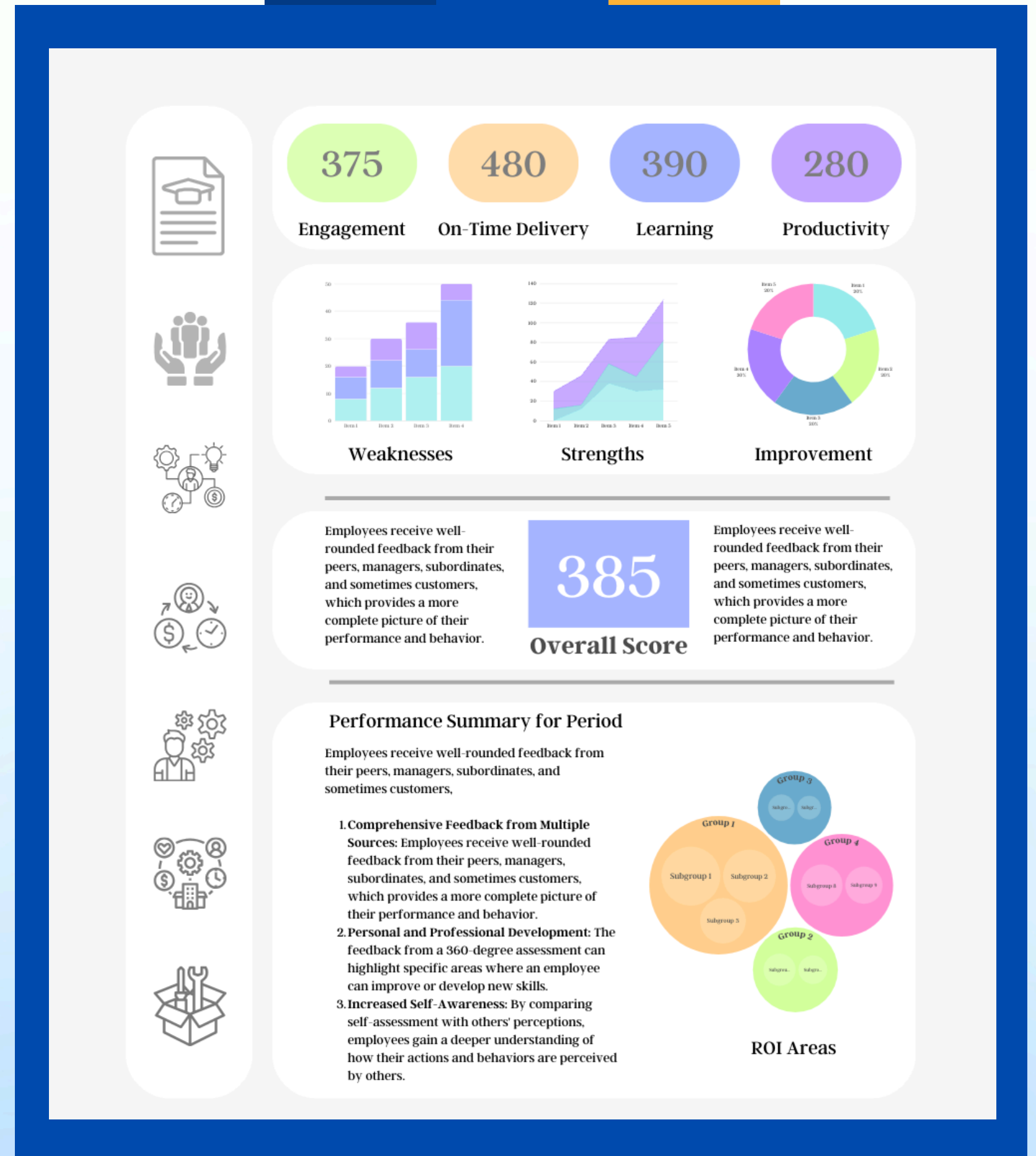
**Leadership
and
Management**

470

**Initiative
and
Proactiveness**

SAMPLE EMPLOYEE USER INTERFACE

- Dashboard
- Assessment Module
- Feedback Compilation
- Development Plan
- Communication Features
- Support and Resources
- Accessibility and Customization Options





NAVIGATING CHALLENGES AND ETHICS IN AI-DRIVEN ENGAGEMENT

- Managing sensitive employee data and data protection laws.
- Ensuring employees are informed about data collection policies.

Data Privacy & Hallucination Avoidance

- Stripping Entity Identifiers before Data Processing
- Collating Domain-specific Contextual Data Features
- Numerical Vectors Database with Specialized Transformer

CHALLENGES

EMPLOYEE TRUST AND ACCEPTANCE

REGULATORY & ETHICAL COMPLIANCE

DATA SECURITY RISKS

Note: MUST run Penetration Tests.
Social Engineering is on the RISE



BENEFITS

Unparalleled Benefits

Only thru Semi-Supervised AI/ML

For the Employee:

- **Feedback from Multiple Sources in Privacy**
- **Clear Personal and Professional Development**
- **Increased Self-Awareness and Openness to Change**
- **Identified Strengths & Weaknesses in Private.**
- **Gauging oneself against organizational benchmarks**

For the Organization:

- **Enhanced Performance Management**
- **Cultural Improvement**
- **Leadership Development & Succession Planning**
- **Activity-wise “Objective” Assessment by Scores**
- **Department-wise Scoring in total Objectivity**