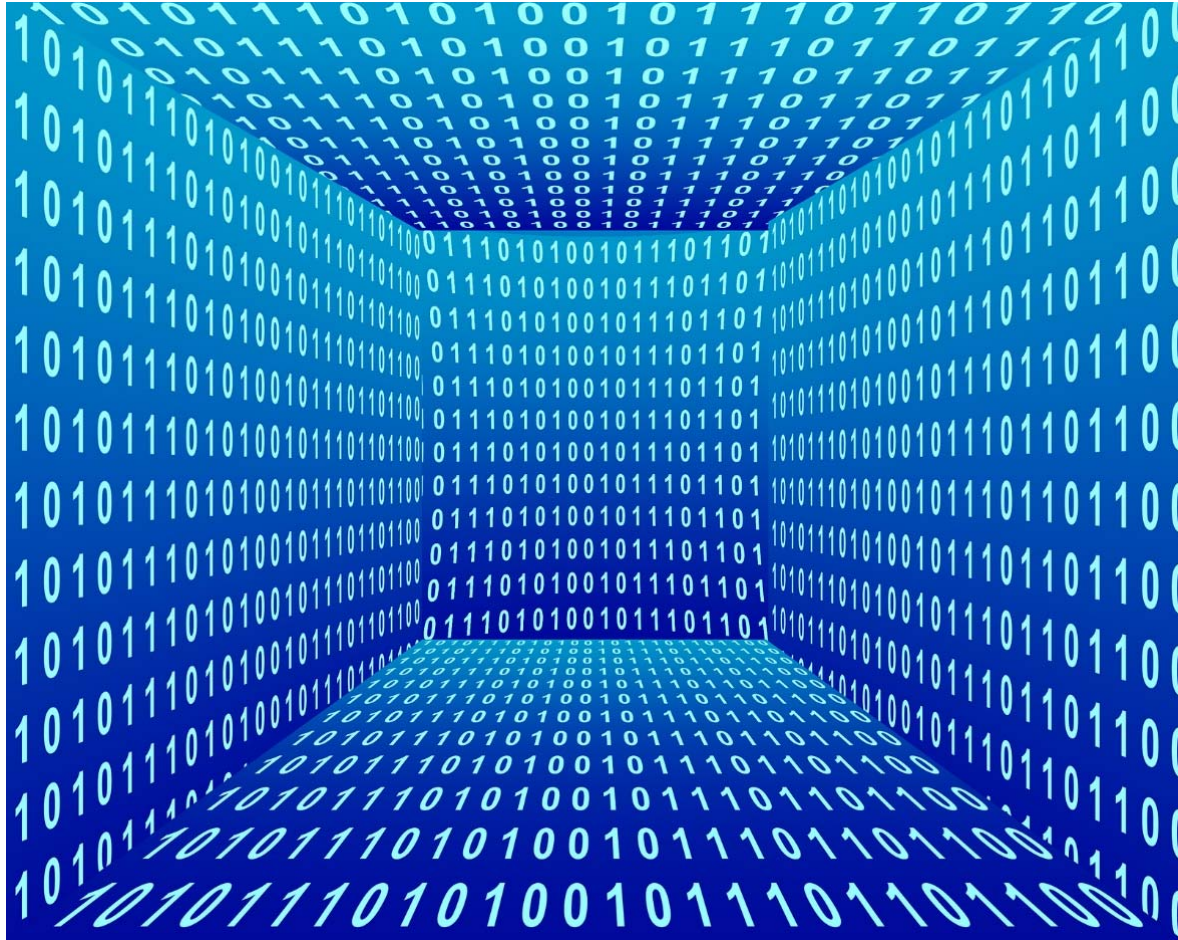


The Impact of AI on the Future of Hiring

By Don Phin, Esq.



What follows are entries to the AI hiring marketplace. I am sure there are many more in the works!

Sourcing- companies are using AI to source candidates

- **Intelio-** <https://www.entelo.com/> -an AI powered sourcing solution. They claim, *“By applying the power of artificial intelligence and predictive analytics, Envoy surfaces those who are the best fit for your open role – and most importantly, interested in your opportunity – and delivers them directly to your email inbox.”*

- **Allyo** <https://www.allyo.com/launch/> - a recent entrant
- Since most new hires already have jobs, AI will be able to single out those who “may be looking” or who may be a “cultural fit” for the company.

Resume screening

- **Ideal** <https://ideal.com/ai-recruiting/> - they claim, “Early adopter companies using AI-powered recruiting software have seen their cost per screen reduced by 75%, their revenue per employee improve by 4%, and their turnover decrease by 35%.”.

Interestingly, they openly admit the biases that come with human interaction and machine learning: *“AI for recruiting promises to reduce unconscious bias by ignoring information such as a candidate’s age, gender, and race. However, AI is trained to find patterns in previous behavior. That means that any human bias that may already be in your recruiting process – even if it’s unconscious –can be learned by AI. To avoid replicating any biases that may already exist, make sure the AI software vendor you use is aware of these issues and has taken steps to remove clear patterns of potential bias (e.g., only hiring graduates from a certain college).”*

I recently spoke with a high ranked naval officer who was applying for a job within the service. He was recommended for a post and so he applied for it. They never got back to him. He followed up with his friend, who had him get in touch with the HR Dept. on base. The HR exec said the AI program kicked out his resume. When she was asked to investigate the “why” it was because the job requisition number was not posted on the resume...something he was never told to do. Once he “gamed” the system he put the job req. on all applications and ended up getting a great job. I am not sure how this approach helps Navy hiring.

Interviewing and Assessing

- **Interviewed-** <https://www.interviewed.com/> - assessment tools have been around for a long time. This is like assessment tools on steroids.

- **Hirevue-** <https://www.hirevue.com/> video interviews using facial recognition AI. They claim it reduces bias and increases diversity.
- **Fama-** <https://www.fama.io/> -uses machine learning and natural language processing with social media screens to help with hiring. They provide case studies about screening for debtors, hackers, bullies, and racists. Interesting they have a white paper on the legality of using social media screening. <https://www.fama.io/resources/> The report recognized potential privacy issues when it states, *“A trusted vendor who is FCRA compliant can separate your company from data you don’t want to use in making employment decisions.”* (Like the bully with an old conviction.)
- **Koru-** <http://www.joinkoru.com/> - data-driven talent analytics solution. *“We apply predictive analytics to leading assessment science to deliver a company’s unique performance fingerprint.”*
- **Pymetrics-** <https://www.pymetrics.com/> - a very interesting hiring tool. *“Using well-validated neuroscience games, pymetrics collects objective behavioral data on candidates. The accuracy of results and completion of the games are drastically improved over self-reported data.”* They claim they will *“Maximize prediction + increase efficiency through customized machine learning algorithms built off of existing employees.”* And, last but not least taking this approach *“Methodologically remove bias from the process through game design, blind auditions, and statistical tools. Learn more by reading our gender equality whitepaper.”* [I wonder how it accommodates someone with a learning disability, who plays the game where that disability would no impact on the job itself.]
- **PredictiveHire-** <https://www.predictivehire.com/> another AI driven hiring tool. *“PredictiveHire takes your company’s workforce data and uses data and behavioural science to create a unique model for your organisation. Candidates complete a short survey which generates an accurate prediction about their potential performance against your specific KPIs. With more data and more time the model self-learns and becomes even more accurate.”* (The same concepts are being explored to help drive performance management in programs like WorkDay)
- **Harver/Talent Pitch-** <https://harver.com/talentpitch/> - online video driven tool using AI to assess candidates, including their credibility.

It will be interesting to see the data that gets generated by these programs over time. I would think there would have to be a post-hire rating of the quality of hire over 90 days, one year, etc., to provide a feedback loop as to the true benefits associated with using these tools.

So, it's a brave new world of hiring. What role does that leave for the recruiter? 1) Becoming an expert in using these new technologies and 2) Doing those things that AI doesn't do well...yet. Things like:

- ***Relationship building***
- ***Active listening***
- ***Social perceptiveness***
- ***Critical thinking***
- ***Judgment and decision making***
- ***Negotiation***
- ***Persuasion***
- ***Inductive reasoning***
- ***Creativity and idea generation***

Remember my admonition...

You either eat technology, or you get eaten by technology.

Here's to your future success, Don



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