

The use of AI in business

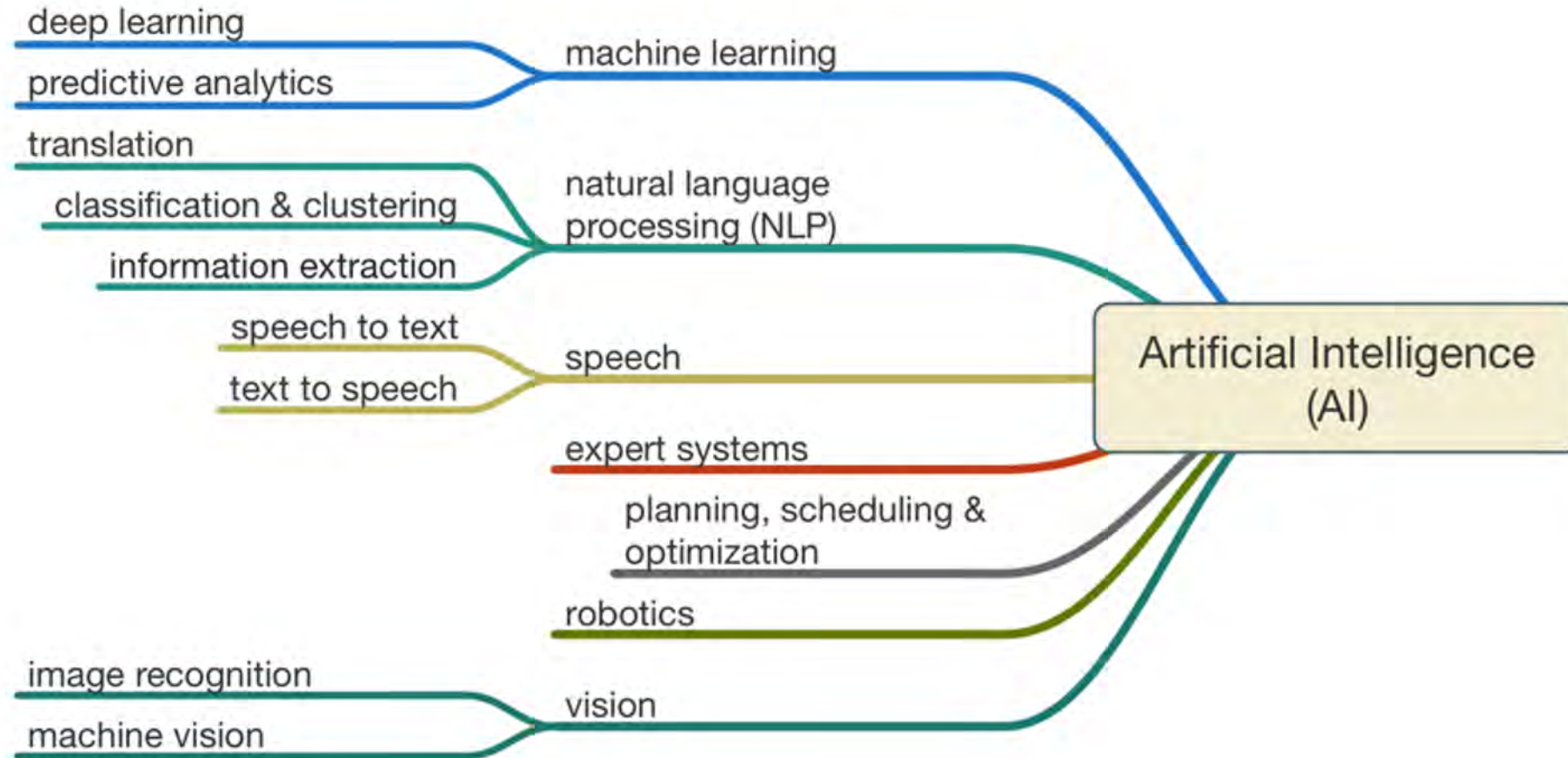
Tech and Touch

Ghislaine Prins
Global Digital Marketing Director



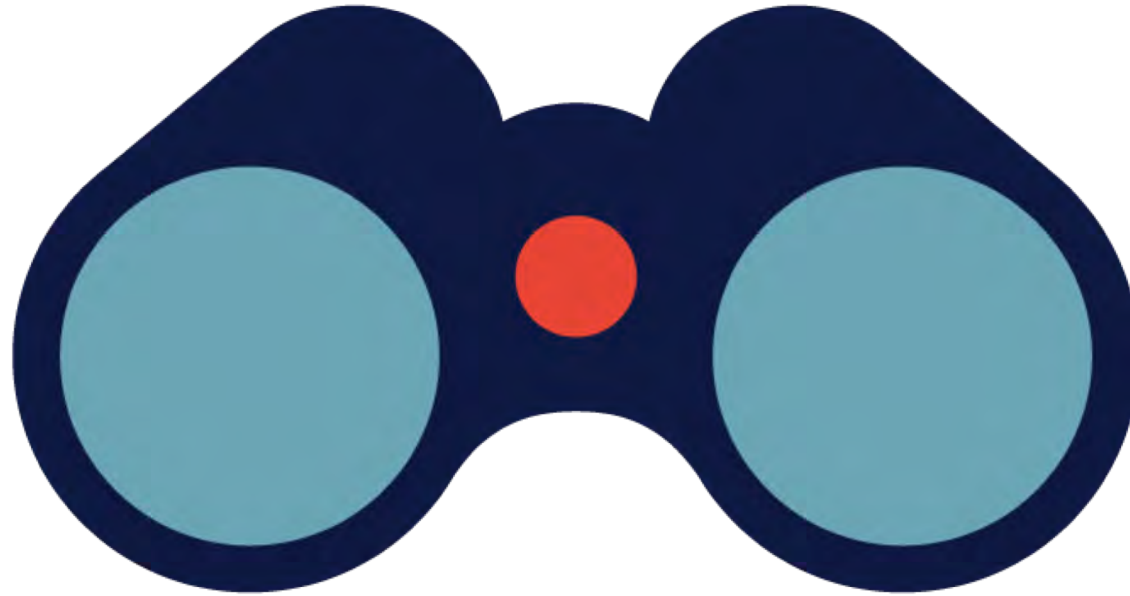


AI, a bag of everything.



Bron: Tutorials point

a small peak into the future.



why is this relevant for Randstad?



we foster inclusive employment



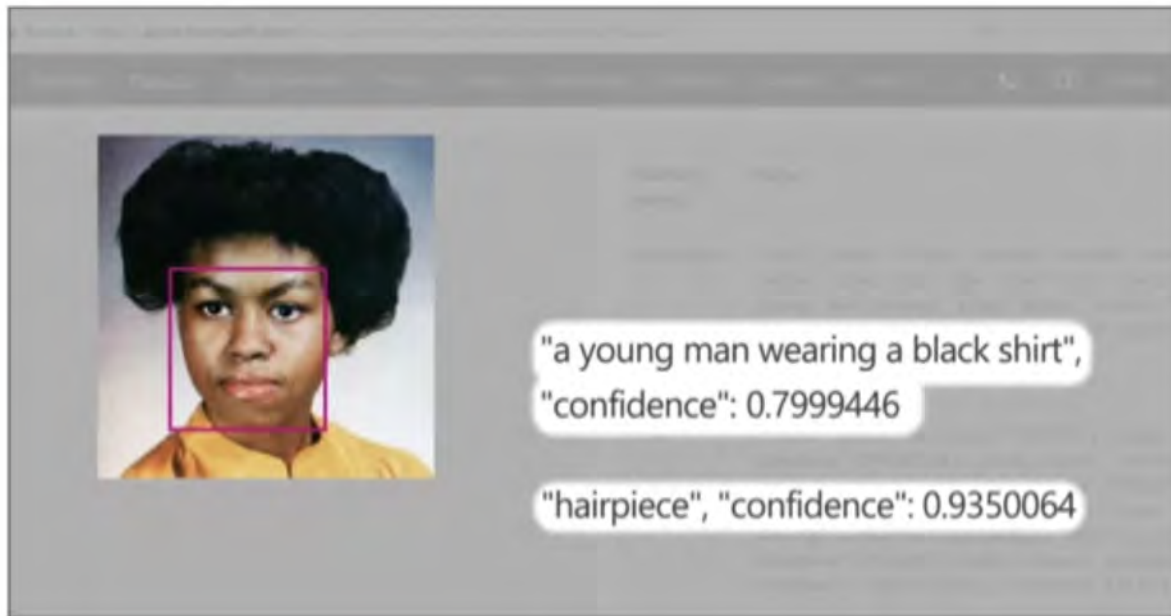
we are committed to ethical use of AI



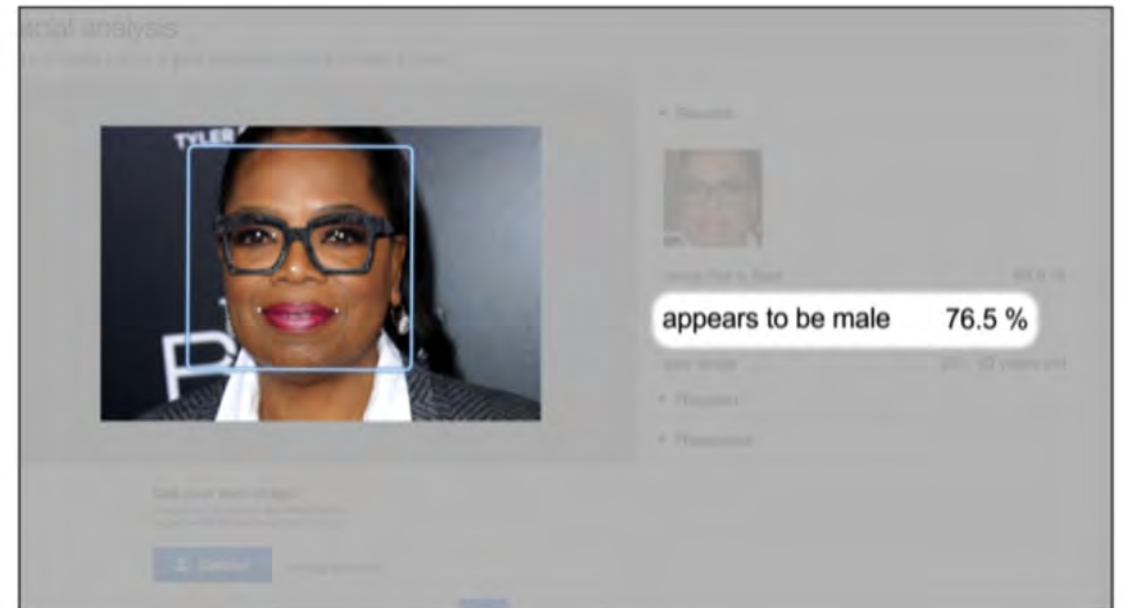
it's in our human forward promises

AI, ain't I a woman?

Michelle Obama

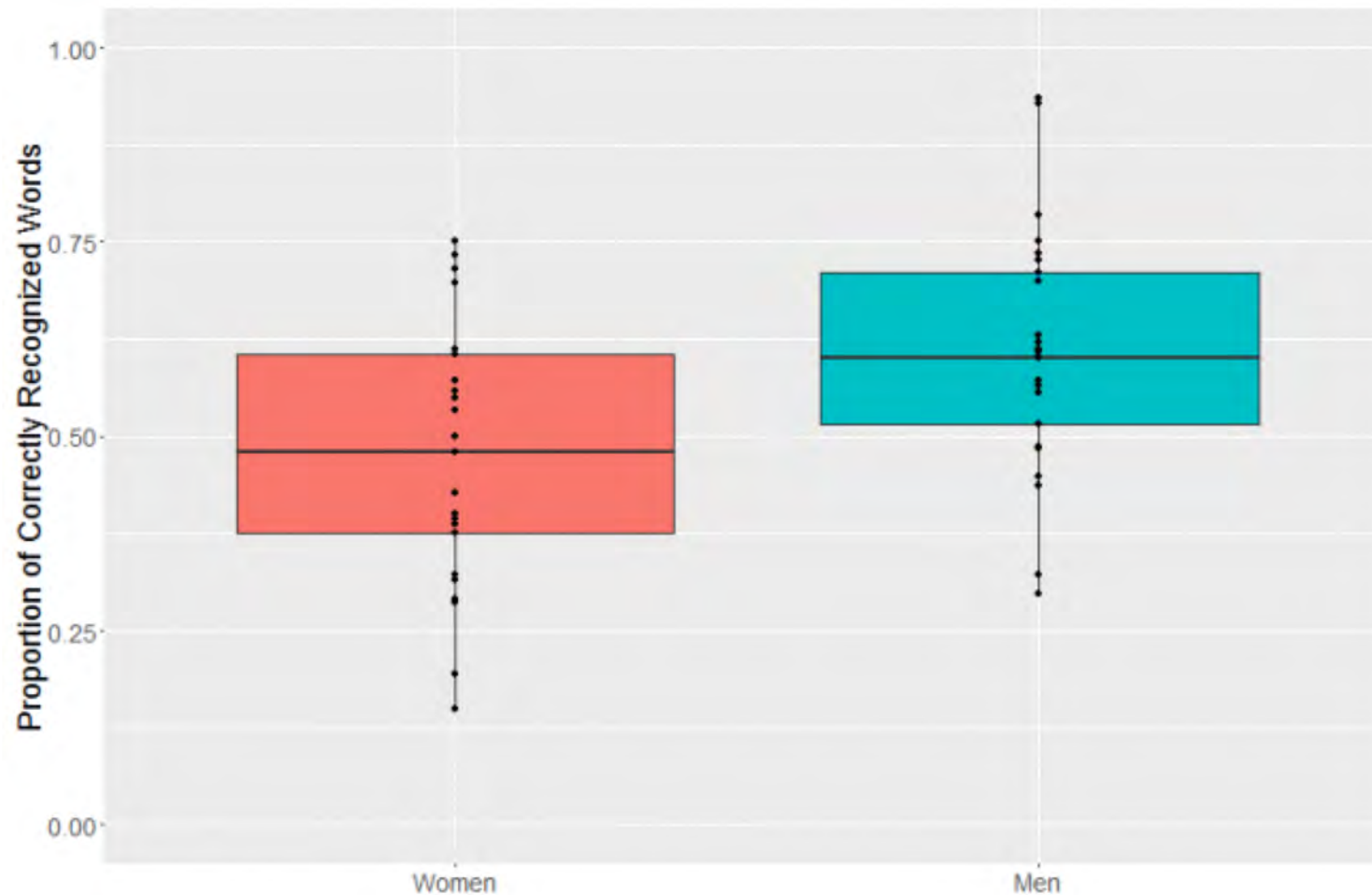


Oprah Winfrey



AI: how to recognise female voices.

Google Speech recognition results



what about

the people....

male attorneys get better performance evaluations in narrative comments no sex effects of favorability of women

Biernat et al

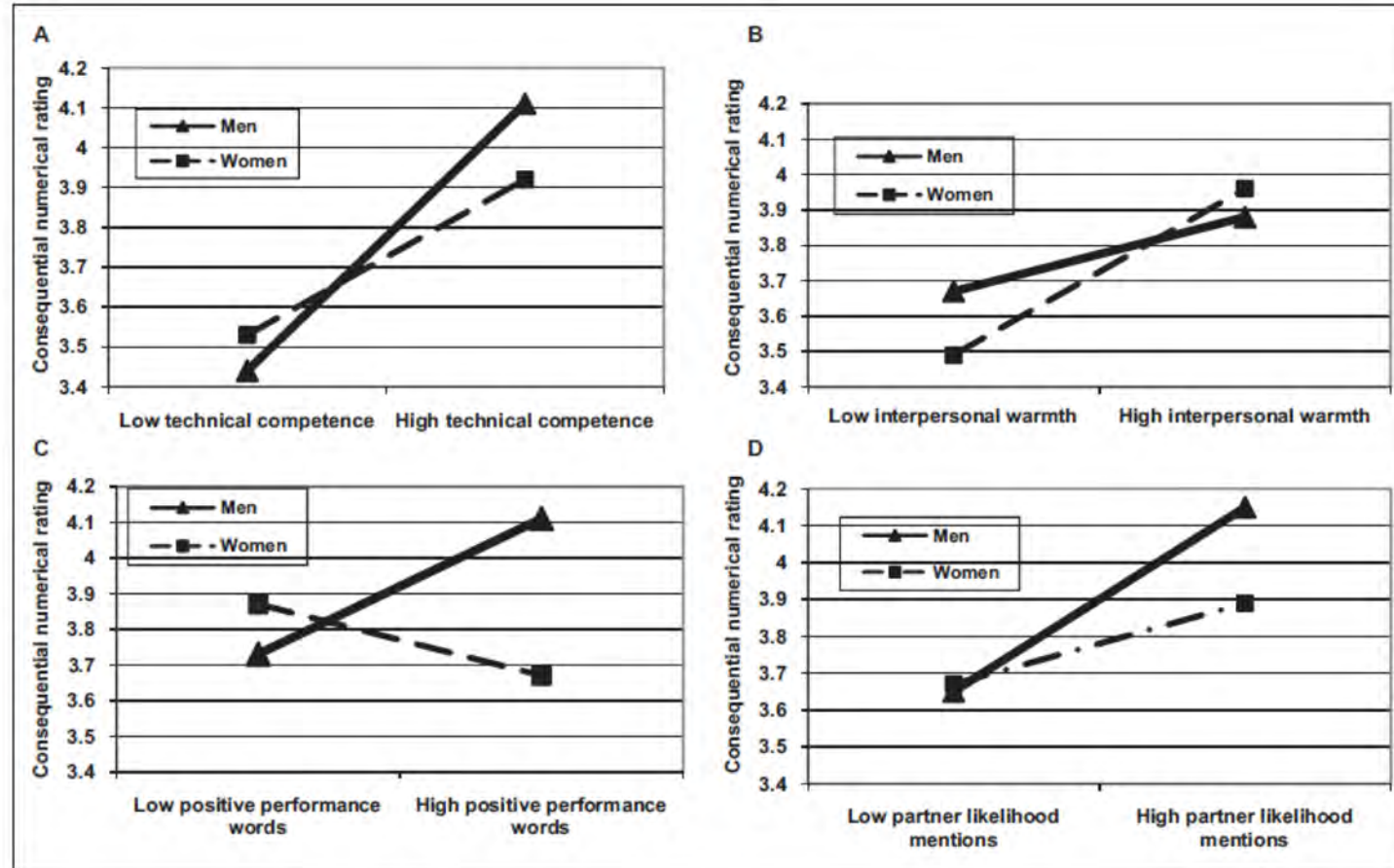
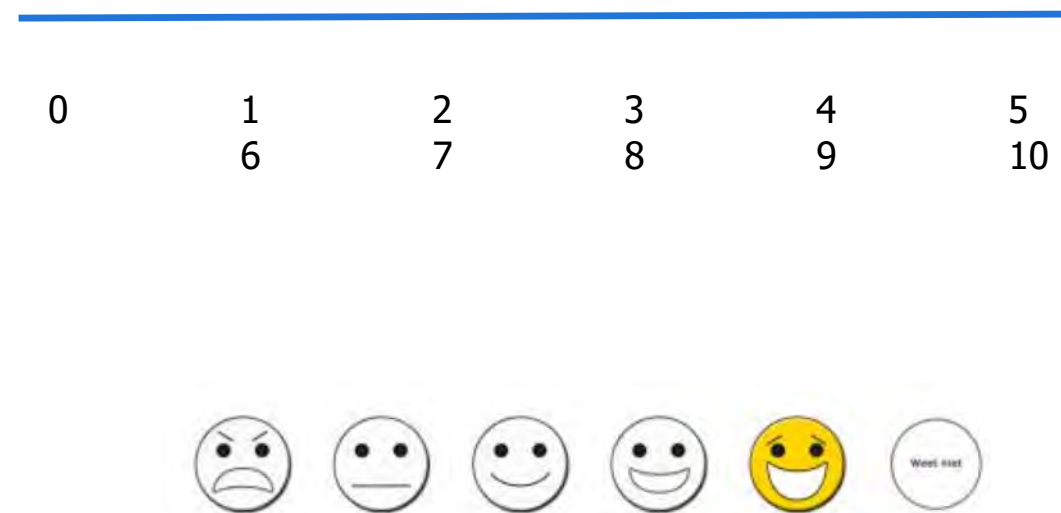


Figure 1. Interactions between attorney sex and narrative predictors on numerical ratings: Technical competence (A), interpersonal warmth (B), positive performance words (C), and partner likelihood (D)

rating scales are not neutral
smaller scales favorable for women



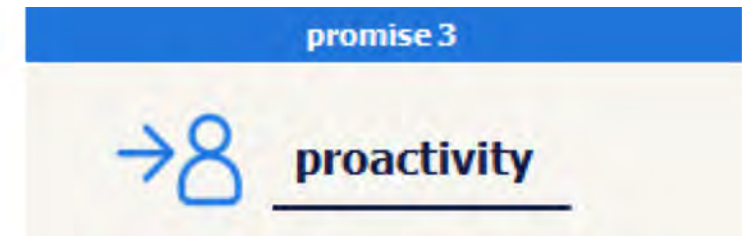
hiring biases



so, what about the
future?

artificial and human
Intelligence?

we need to combine technology and people
to fulfill the promise we make to our clients and candidates



human forward.



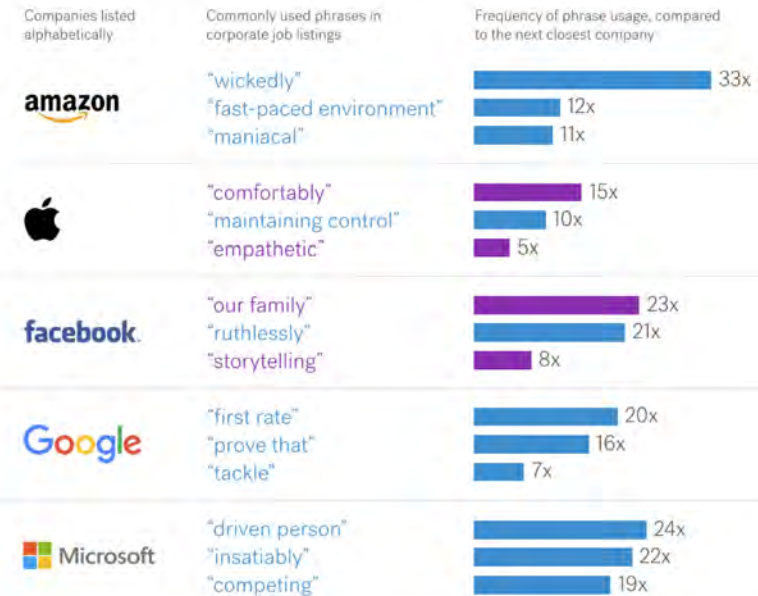
language in job ads is key

Johnson & Johnson is adding 90,000 more women to their hiring pipeline by using data science to reinvent recruiting.



The language of 10 tech cultures

Commonly used phrases in company job descriptions

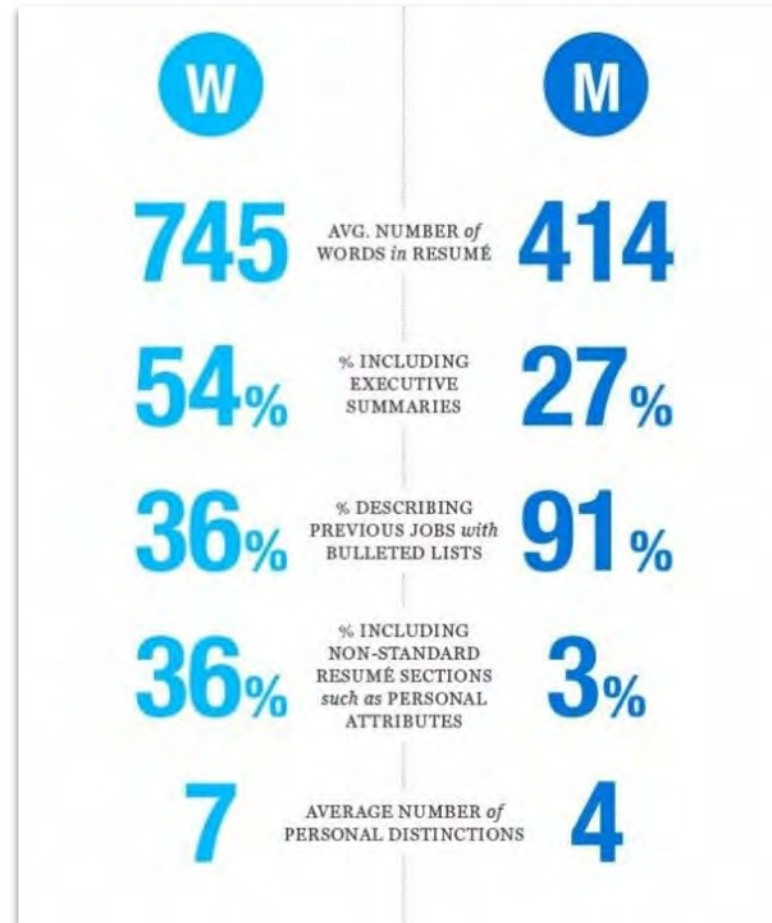


and also ...

- review data set
- establish diverse teams for creating algorithms
- train leaders
- check, check, check (by humans!) - and check the check



embrace differences between men and women





randstad

human forward.

