



# Embracing the Future.

AI's Transformative Role in the Workplace.



# Embracing the Future

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and Privacy

01

What is AI?

## Artificial Intelligence

Artificial Intelligence  
Any techniques that enables computers to mimic human intelligence, using logic, if-then rules, decision trees, and machine learning (including deep learning).

## Machine Learning

A subset of AI that includes abstruse statistical techniques that enable machines to improve at tasks with experience. The category includes deep learning.

## Deep Learning

The subset of machine learning, composed of algorithms that permit software to train itself and perform tasks, like speech and image recognition, but exposing multilayered neural networks to vast amounts of data.

## Artificial Intelligence

Artificial Intelligence (AI) enables any technology to perform complex tasks that require human intelligence. This includes decision-making, problem-solving, and learning from experience (including machine learning).

## Machine Learning

A subset of AI that includes abstract statistical techniques that enable machines to improve at tasks with experience. The category includes deep learning.

## Deep Learning

The subset of machine learning, composed of algorithms that permit software to train itself and perform tasks, like speech and image recognition, but exposing multilayered neural networks to vast amounts of data.

## AGI - Artificial General Intelligence

Machine consciousness.



# It's not going back in the Box!

Whether you like it or not... AI is here to stay and we've just scratched the surface.

**AI is also NOT a light switch.**

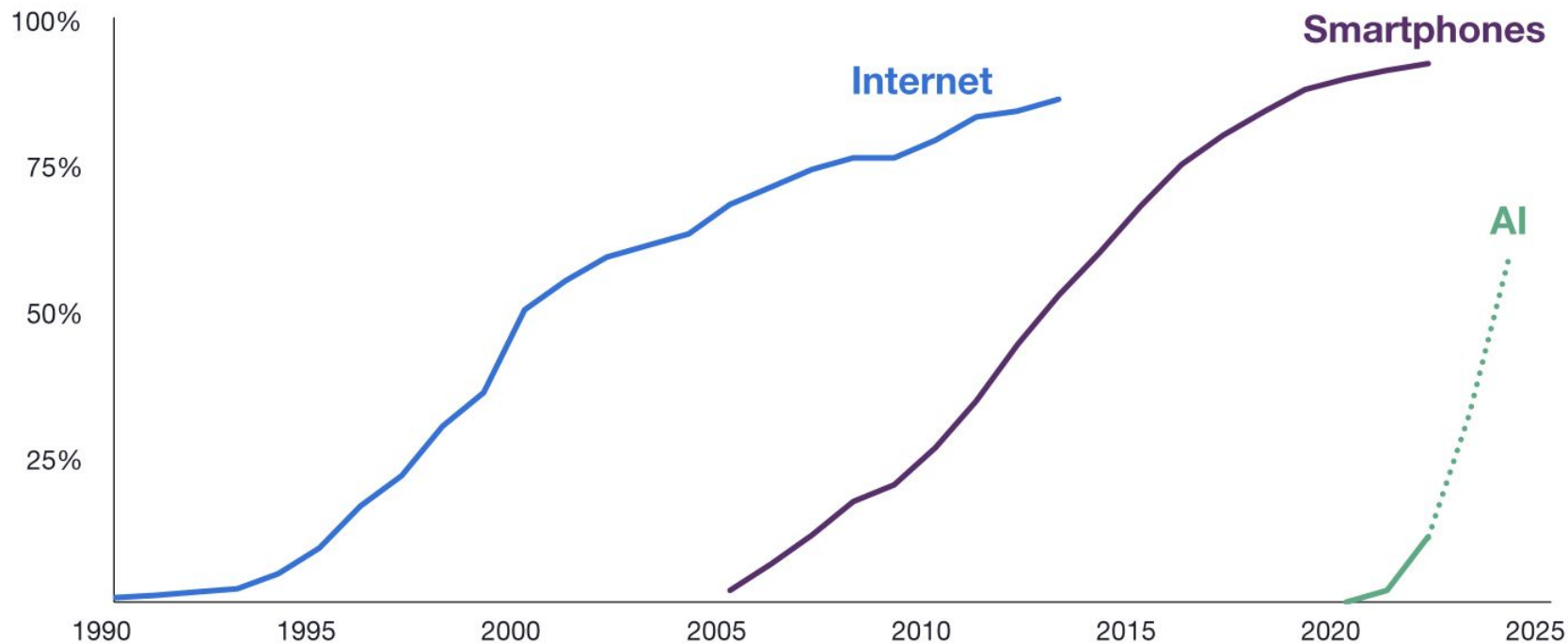
We won't know it's taking over, until it's taken over...



02

# Adoption in the Workplace

# Technology Adoption



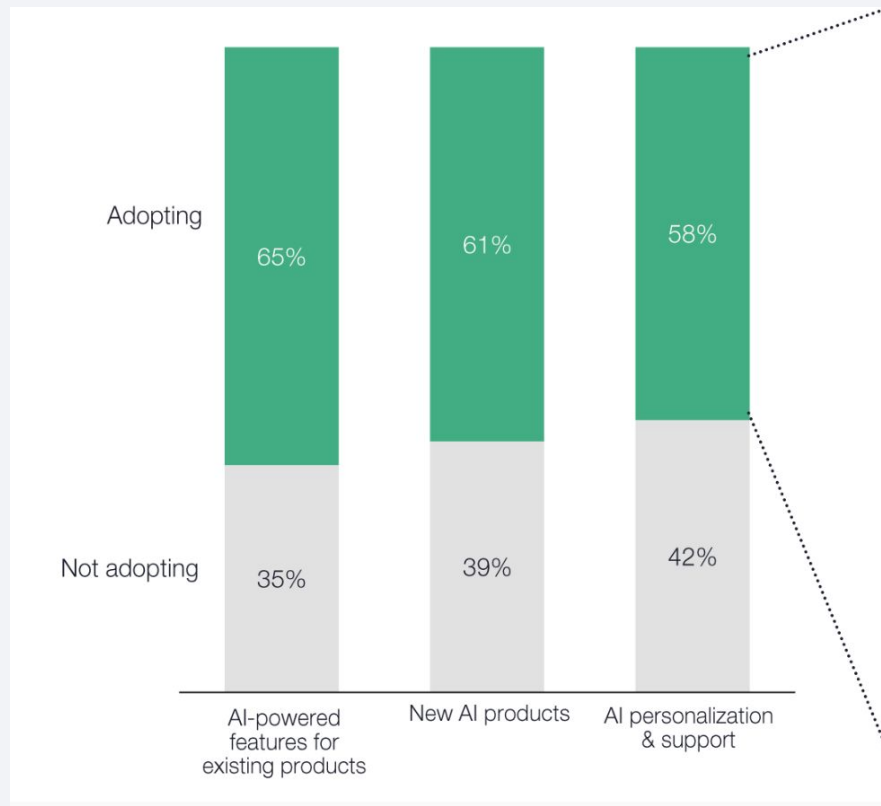


# Enterprises Adoption of AI

## Impact on SMBs:

- Lack resources to implement.
- Speed of execution no longer an advantage.
- Lose opportunity to quickly pivot or grasp on niche market domination.

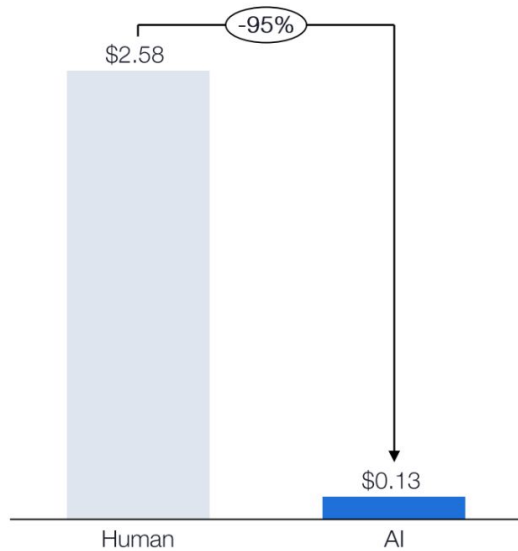
**Why?** Data, data, data!



# Impact of AI on Customer Support

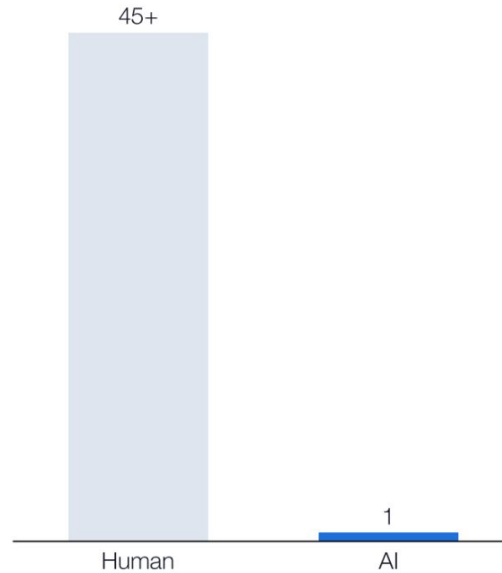
## → AI is cheaper customer support

Cost per support interaction



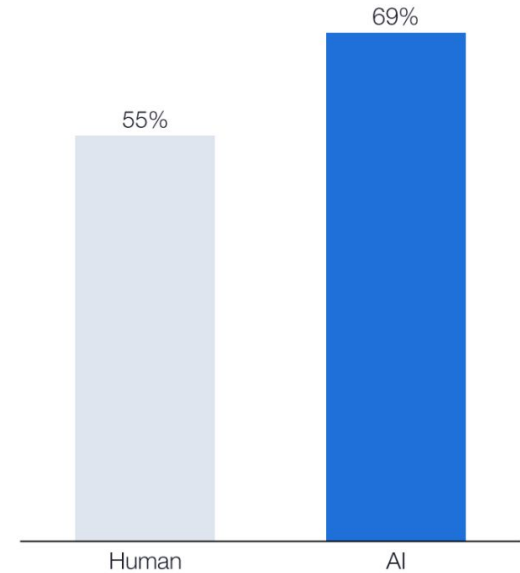
## → AI provides faster responses

Median response time (min)



## → AI makes customers happier

Median customer satisfaction



03

Use Cases and a Live Demo!

# How companies are using AI today.



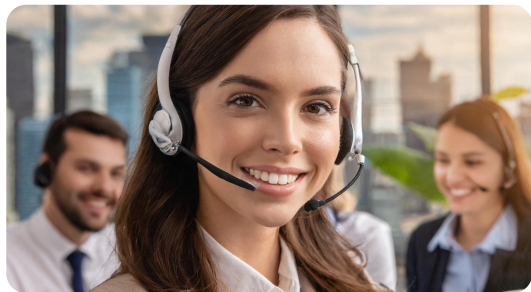
## Sales & Marketing

- Lead generation, communication
- Competitive analysis
- Sales data analysis (buying patterns, churn, etc.)
- Content creation, design, audio, video
- Ad Copy



## Operations

- Meeting management
- Process analysis
- Performance evaluation.



## Customer Support

- Communication
- Problem solving speed

LIVE DEMO(S)!

Great Products Available Now!



**ChatGPT**

**copy.ai**



**Midjourney**

**stability.ai**

**tl;dv**



**GitHub**  
Copilot



**jenni**



**Adobe Firefly**

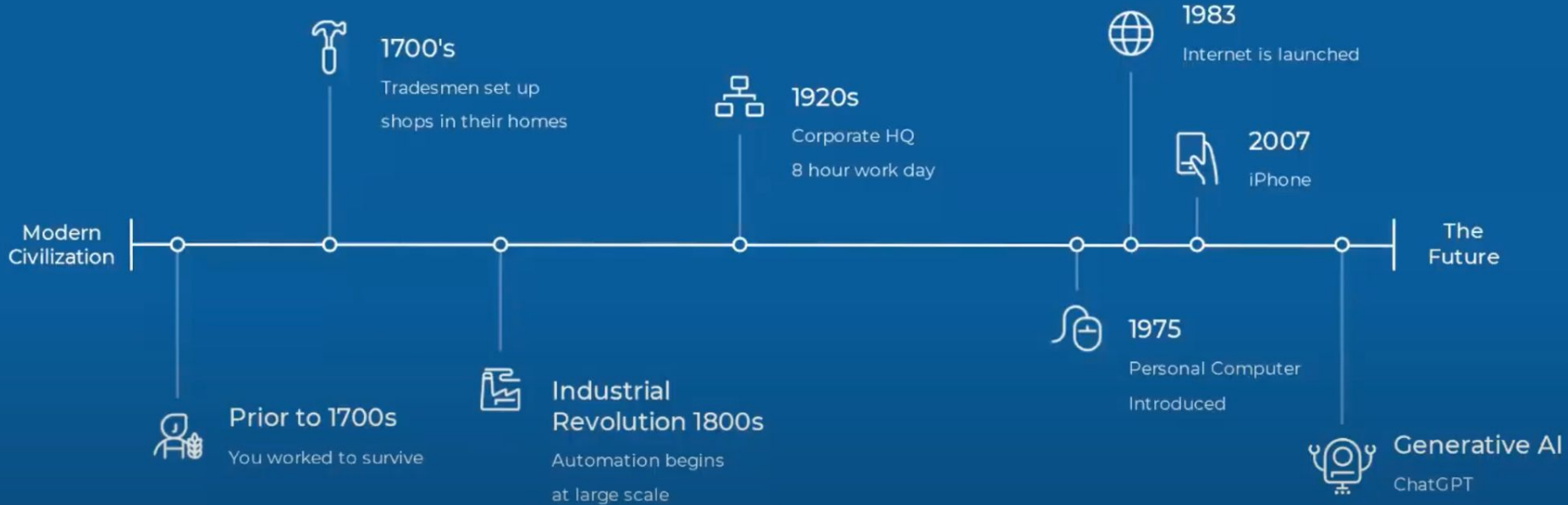


**HeyGen**

04

# AI in HR, Ethics, and Privacy

# Evolution of Work





## **Most Common Job 100 Years Ago**

1. Farm Laborer
2. Store Clerk
3. Bell Boy, Butler, Cook
4. Salesman
5. Skilled Trades - Millwright, plumber
6. Carpenters
7. Textile Worker
8. Coal Mine Laborer

## **Most Common Jobs Today**

1. Retail Hospitality Service
2. Registered Nurse/Med Tech
3. Office Worker
4. Customer Service Representative/Sales
5. Accounting professional
6. Teacher
7. Auto Tech/Skilled Tech
8. Police Officer/Security
9. Information Technology Professional

### **Most Common Job 100 Years Ago**

1. Farm Laborer
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Millwright, plumber
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### **Most Common Jobs Today**

1. Retail Hospitality  
Service
2. Registered Nurse/Med  
Tech
3. Office Worker
4. Customer Service  
Representative/Sales
5. Accounting  
professional
6. Teacher
7. Auto Tech/Skilled Tech
8. Police Officer/Security
9. Information  
Technology  
Professional

### **Most Common Jobs of the Future?**

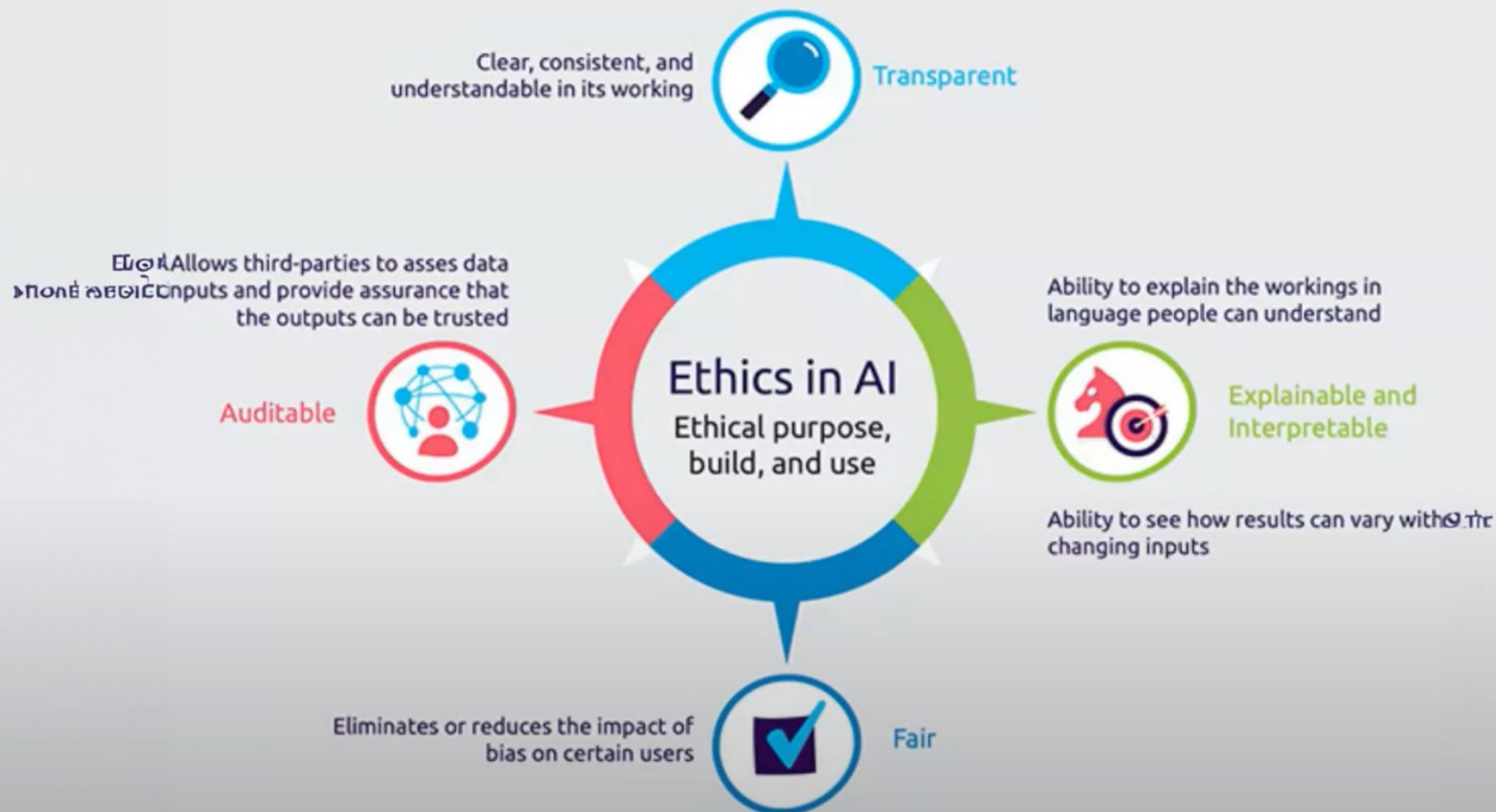
1. Prompt Engineer
2. Data Science
3. Robotics
4. Robotics Techs
5. Skilled Trades
6. Computer Vision
7. Human Experience  
Associate
8. HR Organizational  
Performance Specialist
9. Exponentially more  
jobs that haven't even  
been conceived yet...

**New Collar Jobs ?)**

# **New Collar**

Technology Jobs without academic requirements.

# What do we mean by ethics in AI?



# AI Laws

Home > Artificial Intelligence > Generative AI

NEWS ANALYSIS

## NYC law governing AI-based hiring tools goes live

The new law, aimed at organizations using automated hiring tools, will require regular audits of those tools to prove they don't have baked-in biases against gender or race.



By Lucas Mearian

Senior Reporter, Computerworld | JUL 6, 2023 3:00 AM PDT

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COMPUTERWORLD

## ARTICLE

# Working for Workers Four Act, 2023: Changes to Canadian employment law coming soon

Salary ranges in job postings, disclosure of use of AI in the hiring process and other changes are coming soon for Ontario employers. The Ontario Government has laid out a roadmap for these changes in Bill 149, the *Working for Workers Four Act, 2023* (the Act).

On Nov. 14, 2023, the Ontario Government introduced Bill 149, the *Working for Workers Four Act, 2023*.

This new legislation would amend the Employment Standards Act, 2000 to (1) require employers to include expected salary ranges in job postings; (2) disclose if artificial intelligence (AI) is used in the hiring process; (3) clarify vacation pay timing requirements; and (4) create additional wage protections, including “trial periods” amendments. Amendments to other labour and employment-related legislation will also be made as part of this new legislation.

The Ontario Government has also indicated it will be launching NDA and critical illness leave-related consultations, which employers will want to keep a close eye on. Employers will need to take steps to comply with the new legislation, including the new job posting requirements (including record retention requirements) and ensuring “trial periods” are paid. It would also be an opportune time to consider a legal update of job postings, record retention policies and trial period policies, including employment agreements. While more details of this new legislation are forthcoming from the Ontario Government, the introduction of this new legislation provides employers with runway to plan for the impending changes.

Shameless Plug

## Candidate Fit Analysis (Preview)

Powered by ChatGPT

70%

As a general candidate fit, due to transferable customer service skills and potential for new product knowledge with training, but lacks direct industry knowledge.

### Experience

Customer service aptitude is strong, but enterprise sales experience is lacking.

### Qualifications

Background in business studies aligns with sales and customer service.

### Skills

Solid customer service and communication skills, limited sales skills.

### Other Potential Fit:

- Sales Representative
- Customer Success Manager
- Account Manager
- Customer experience Manager
- Quality Assurance Analyst



The provided candidate assessment scores are generated using AI technology and based on the information provided by the user which may contain inaccuracies. We strongly encourage a comprehensive review to ensure that they meet the needs of your organization.





Yves Boudreau



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