



at work

How Artificial Intelligence is Changing the Way We Do Business

What Exactly is AI?

Artificial intelligence leverages machines and software, rather than humans, to understand and process information.

Businesses are leveraging AI to automate their processes, with the ultimate goal of getting work done more quickly and efficiently.

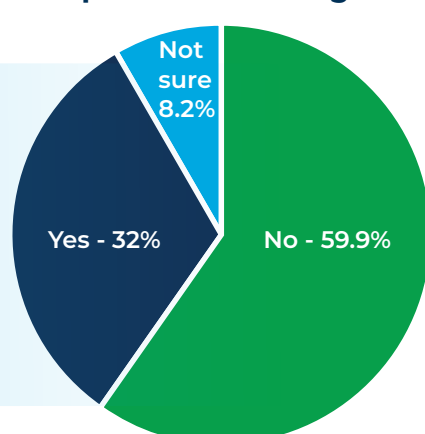
Generative AI, which has also become a hot topic, takes things a step further and uses AI to create new content, including text and images.

In the past 12 months, has your HR department leveraged AI?

AI's Impact on HR

60% of HR teams have yet to embrace AI in their operations.¹

But 52% of HR leaders say they are exploring potential use cases and opportunities with generative AI.²



Potential Uses for AI in HR



Crafting job descriptions and postings



Sourcing and screening candidates



Onboarding and training employees



Benefits administration



Performance management

Is AI Coming For Our Jobs?

AI could be used to either replace or complement what workers are doing, and the jury is still out on the precise number and types of jobs that will be lost or gained because of the technology.

By 2030, activities that account for up to 30% of hours currently worked across the U.S. economy could be automated with the assistance of generative AI.⁴

However, research shows that workers seem more hopeful than concerned about the impact of AI on their jobs.³

Jobs Most Exposed to AI

Jobs are considered more exposed to artificial intelligence if AI can either perform their most important activities entirely or help with them.⁵

Jobs in U.S. that are likely to have high, medium, or low exposure to AI

High exposure

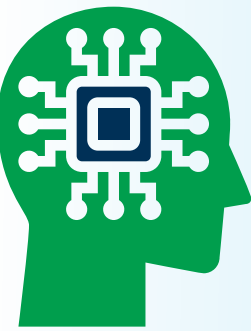
- Budget analysts
- Data entry keyers
- Tax preparers
- Technical writers
- Web developers

Medium exposure

- Chief executives
- Veterinarians
- Interior designers
- Fundraisers
- Sales managers

Low exposure

- Barbers
- Child care workers
- Dishwashers
- Firefighters
- Pipelayers



Using AI comes with several potential pitfalls and challenges:

Bias and Fairness

AI models can inherit biases from the data they are trained on, which can lead to discriminatory outcomes, especially in sensitive domains like hiring or lending.

Data Quantity and Quality

Poor-quality data can lead to inaccurate or unreliable results. Biases present in the data can propagate through the model, leading to biased outcomes.

Interpretability and Explainability

Many AI models are complex and difficult to interpret. Lack of transparency in how AI systems make decisions can lead to distrust and legal or ethical concerns.

Overfitting and Generalization

AI models may fail to generalize to new, unseen data. Overfitting occurs when a model learns to memorize the training data rather than capturing underlying patterns, leading to poor performance.

Security and Privacy

AI systems may be vulnerable to attacks. Small, carefully crafted perturbations to the input data can cause the model to make incorrect predictions. AI systems may inadvertently leak sensitive information.

Ethical Considerations

AI raises a range of ethical questions, including issues of fairness, accountability, and the impact on society. Consider the potential societal consequences.

Human-AI Collaboration

It's important to design systems that complement human capabilities rather than replace them, and to consider the implications for job displacement and skill requirements.

Regulatory Compliance

AI applications may be subject to various regulations, such as data protection laws or other regulations. Ensuring compliance can be complex, especially as AI technologies continue to evolve.

Resource Requirements

Training and deploying AI models can require significant computational resources, and expertise in machine learning and data science. Consider the costs and resources.

The Future of AI at Work

There are still many unknowns about AI's impact on workers. The technology is sure to affect many jobs, but whether it will replace them completely remains to be seen.

As experts in talent acquisition and contingent workforce management, the Broadleaf team will continue to keep a pulse on how AI is affecting the way we work.

Regardless, companies will need to chart a path forward around their use of AI, develop a plan for reskilling or upskilling their workforce, and think about how AI might impact future hires.

For more information, check out our blog, [AI's Impact on Talent Acquisition and HR](#)



broadleafresults.com

An Aleron Group Company



Sources

- 1 [hrexecutive.com](https://www.hrexecutive.com)
- 2 [gartner.com](https://www.gartner.com)
- 3 [pewresearch.org](https://www.pewresearch.org)
- 4 [mckinsey.com](https://www.mckinsey.com)
- 5 [pewresearch.org](https://www.pewresearch.org)