

# Co-creating the People Experience at IBM

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Vice President, People & Culture

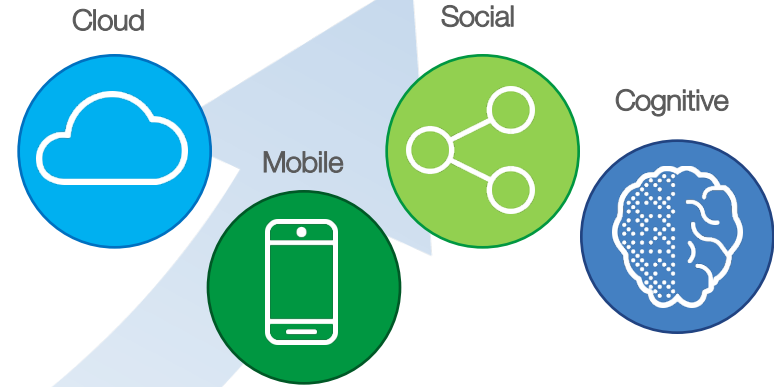
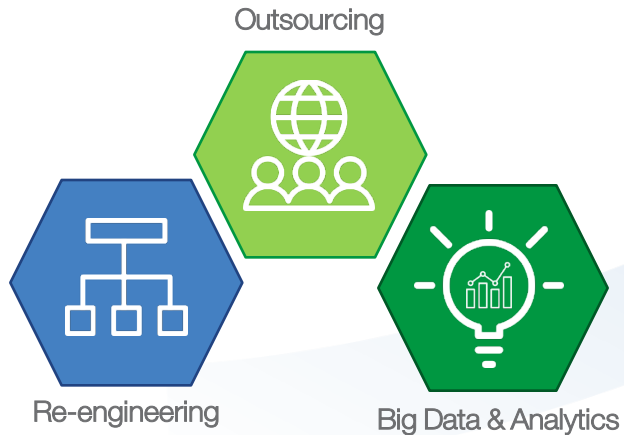
**IBM Analytics**



# The HR Journey

## Cognitive Era

### Standardization Era



### Where are we now?

- Personalized Employee Experience
- Employee Services
- HR Advisory Support
- HR Decision Support
- New Culture

# Personalizing the Employee Experience - Learning

Mobile

Curated

Engaging

The screenshot displays a mobile learning application interface. At the top, there are navigation tabs: 'Welcome', 'Your Learning', 'Your Channels', and 'Browse'. A search bar asks 'What would you like to learn?' with a subtext 'Enter the skills you have or that you want to learn'. Below this, a user profile for 'Geoffrey Bendz' is shown with 'THINK40 PROGRESS 26 HOURS' and a progress indicator. A navigation bar includes 'View Profile & Progress', 'Add Personal Learning', 'For Managers', 'Notifications', 'Spotlight', and 'Translate this page'. The 'Spotlight' section features three cards: 'What? Can't you "Agile"?' with a circular icon, 'Want to develop your Bluemix Skills?' with a hexagonal icon, and 'Create plan to improve technical leadership' with a purple icon. Below is a 'Recommendations for Drew Valentine' section with a dropdown arrow. It shows '1 of 10' items, '1' user icon, and an 'Info' icon. Three recommendation cards are visible: 1. 'The Leadership Capital Index: Realizing the Market...' with a star rating of 7, a laptop icon, and '10 30 mins'. 2. 'GCG Integrity Training (CTEBA)\_All Managers\_2016' with a document icon, '4,770 17 mins'. 3. 'Interview the IBM Way self-paced learning' with a person icon, 'On-line self study 2 hrs', and 'Completed 8 Oct 2013'.

Job Role

Business Group

Skill Set

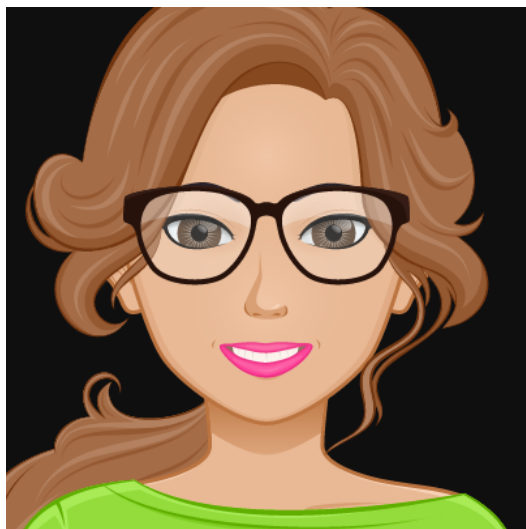
Personal Learning History

# Employee Services

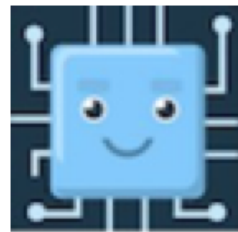
## Imagine Discovering That Your Teaching Assistant Really Is a Robot

Students mostly couldn't tell 'Jill Watson' wasn't human; 'Yep!'

**THE WALL STREET JOURNAL.**



*Hey it's Jill.  
Go Georgia Tech!  
You have  
questions on the  
Quiz?*



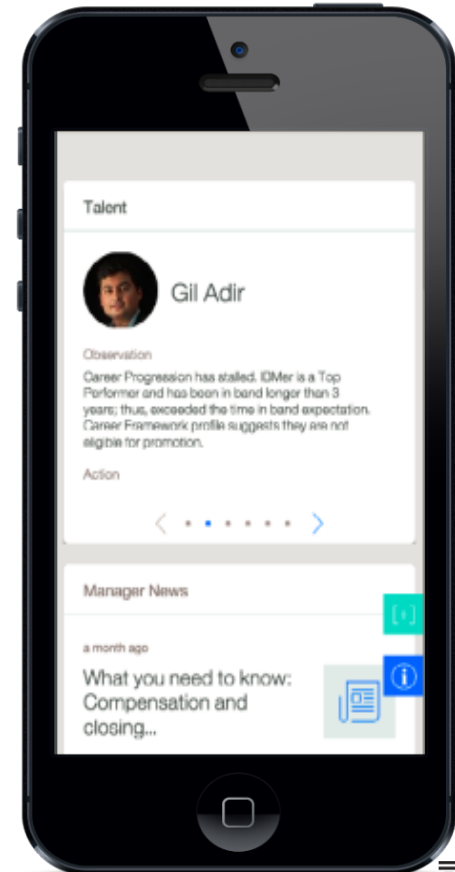
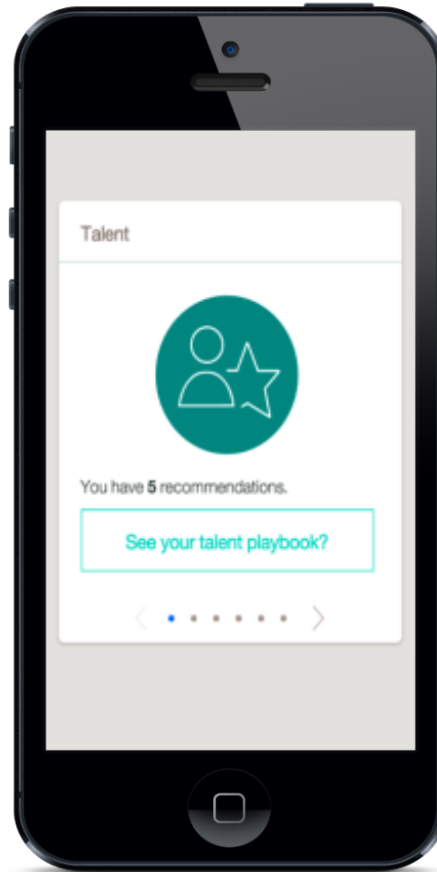
Cognitive Human  
Interface Personality  
(CHIP)  
Powered by Watson



# HR Advisory Support

Helping managers  
be better managers

*“Fitbit-like tracker  
for Managers”*



# HR Decision Support

Welcome to IBM's Find Your Fit Tool

Are you considering a career at IBM?  
Do you want to learn about the company and how your skills fit  
with available IBM job opportunities?  
If so, we invite you to click the button below to [Find Your Fit](#)  
with IBM.

What will you  
Make with IBM?

 findYour fit



Helping candidates  
to find their Fit

IBM

# HR Decision Support

## Predicting regrettable attrition

A Cognitive system that understands relationships between different drivers of attrition, how they are related, and continuously learns their relative importance

## Cumulative Benefits

~\$270M

Net benefits

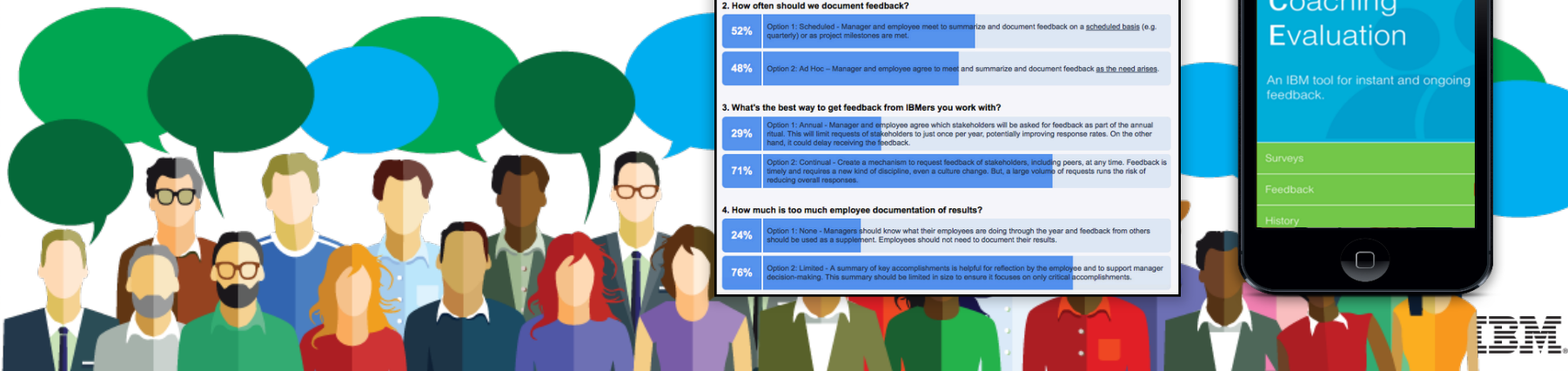
~200%

ROI



# New Culture

## Using social engagement to co-create HR programs





The background is a vibrant, abstract composition of various geometric and organic shapes. It features a rich palette of greens, blues, and whites, with occasional black accents. The design includes thin, flowing lines, solid-colored circles and triangles, and larger, more complex patterns like a grid and a stylized eye-like shape. The overall effect is dynamic and modern.

**THANK YOU**