Co-creating the People Experience at IBM

Drew Valentine
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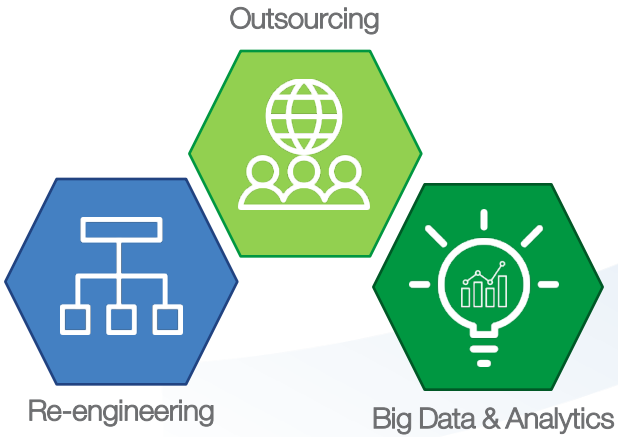
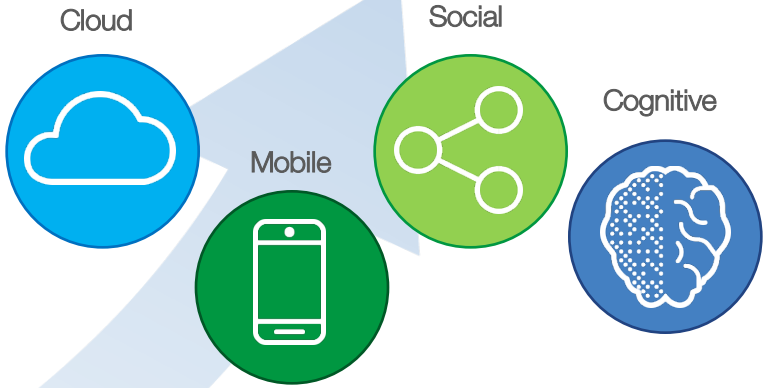
IBM **Analytics**

The HR Journey

Standardization Era



Cognitive Era



Where are we now?

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

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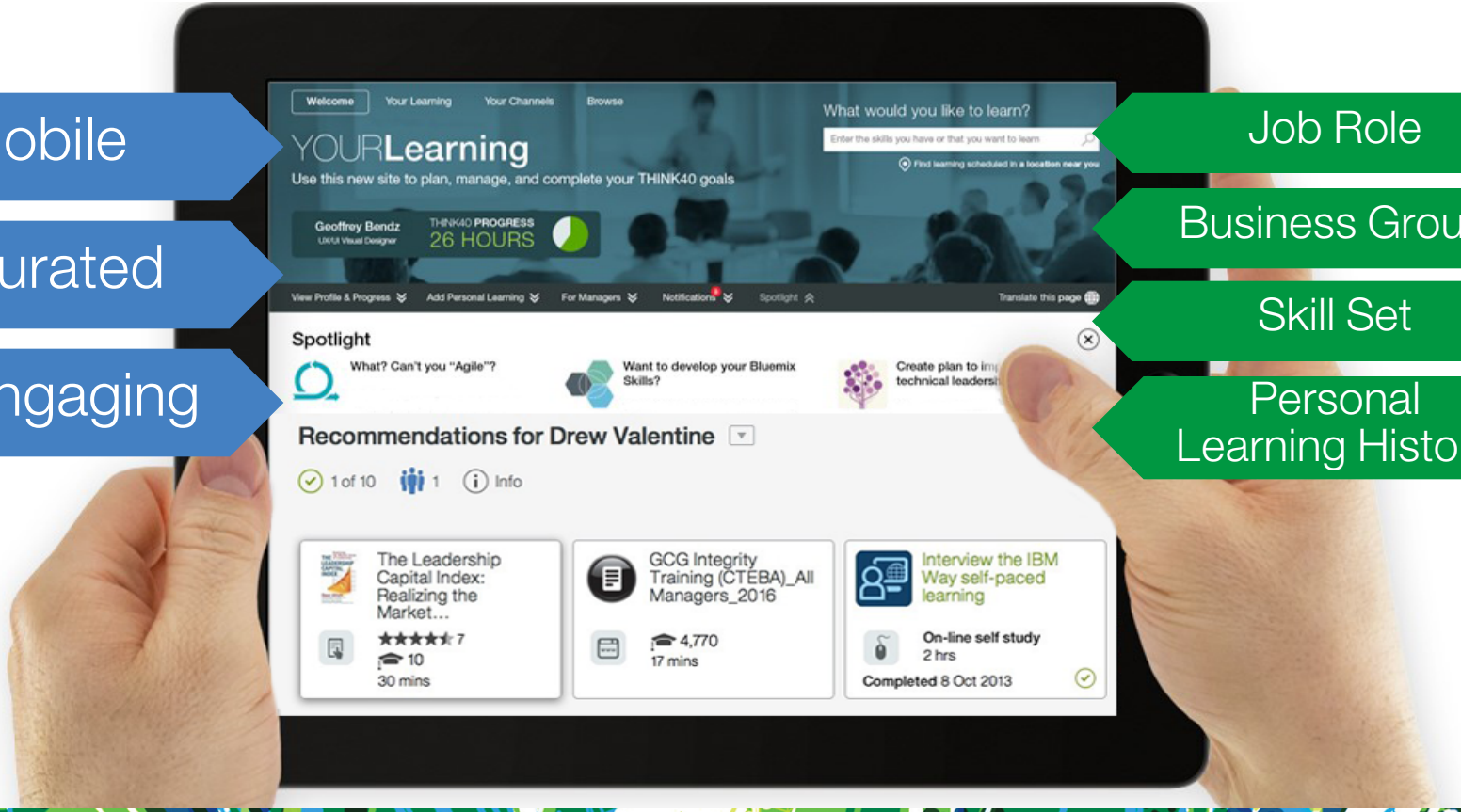
Personalizing the Employee Experience - Learning

Mobile

Curated

Engaging



Job Role

Business Group

Skill Set

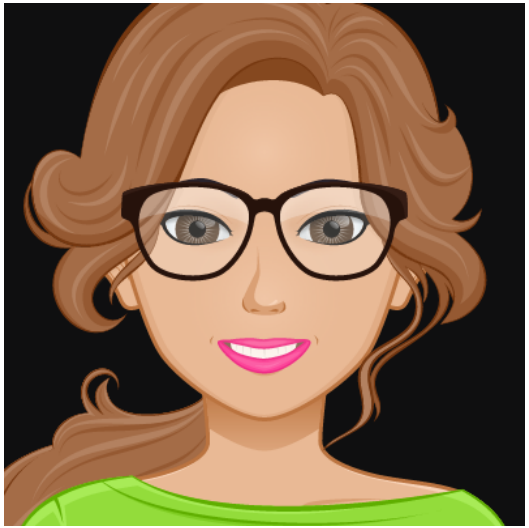
Personal Learning History

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

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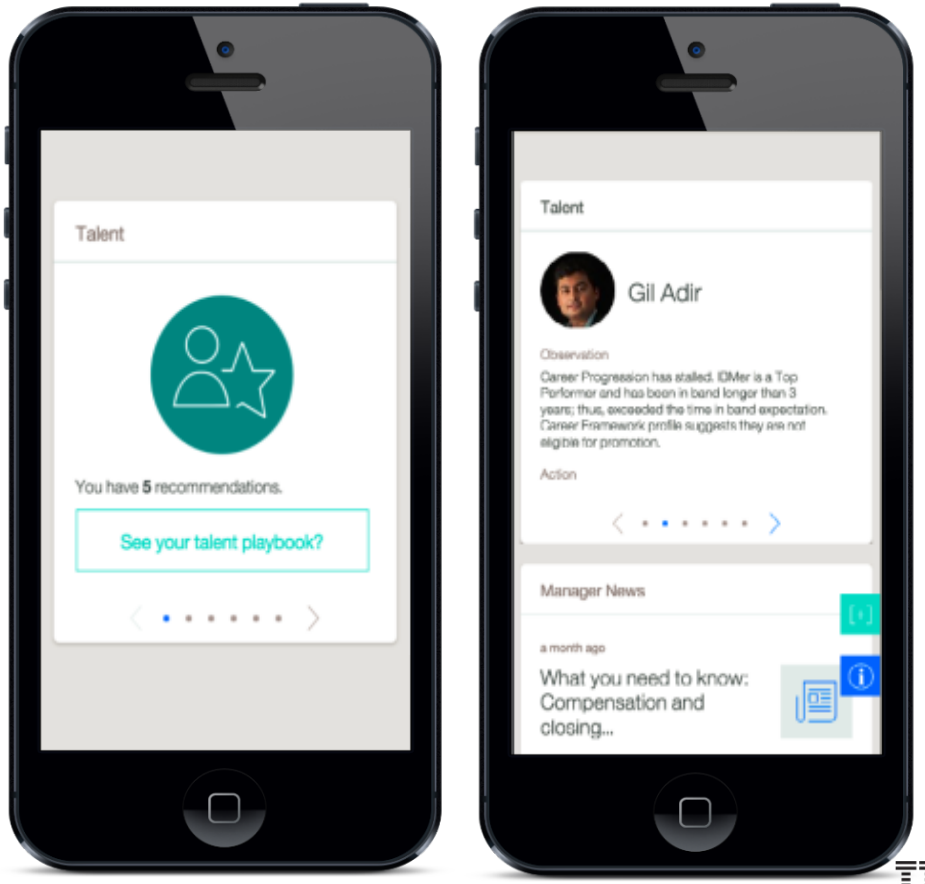
HR Advisory Support

Helping managers
be better managers

“Fitbit-like tracker for Managers”



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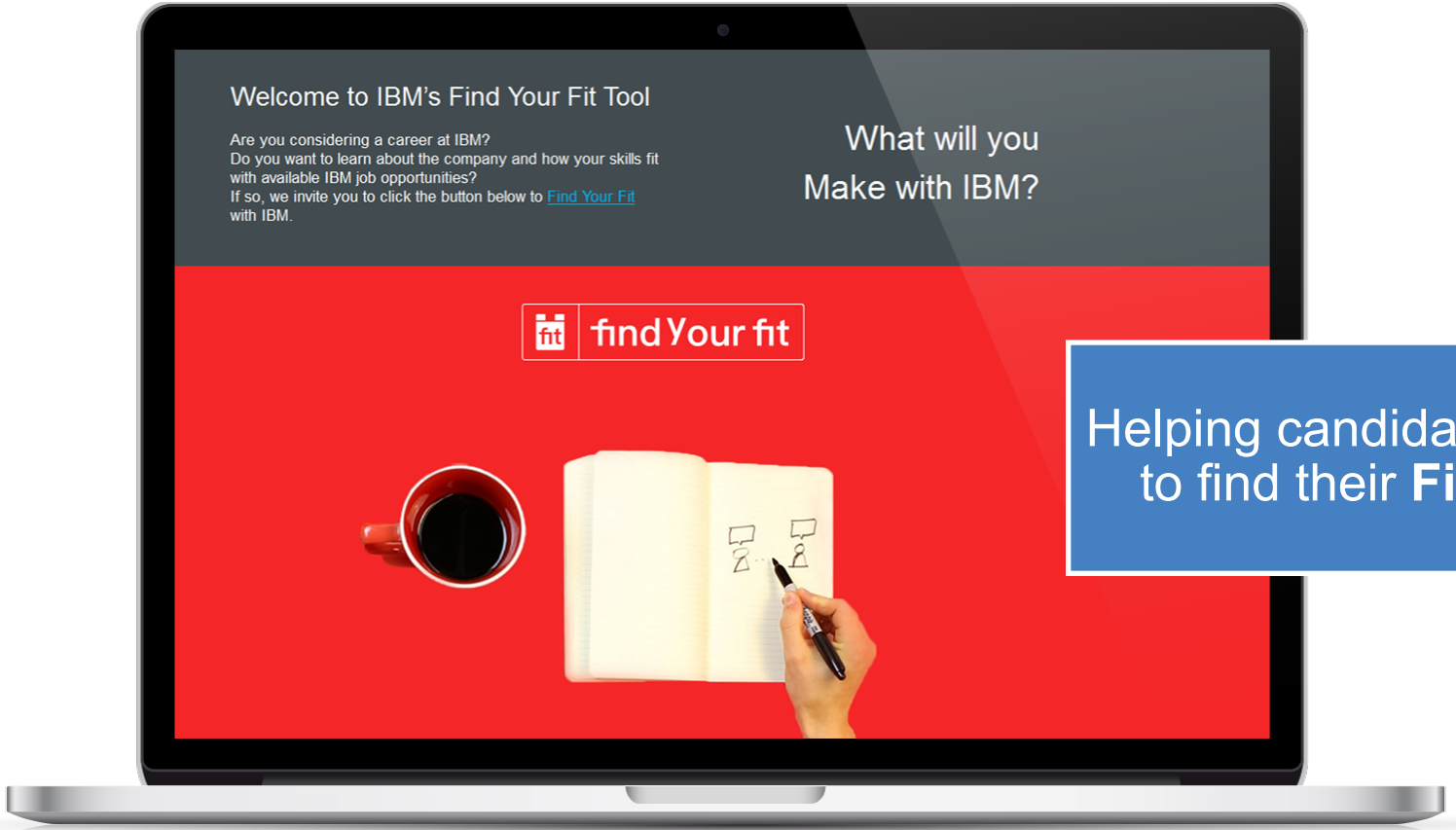
HR Decision Support



Helping candidates to find their **Fit**

HR Decision Support

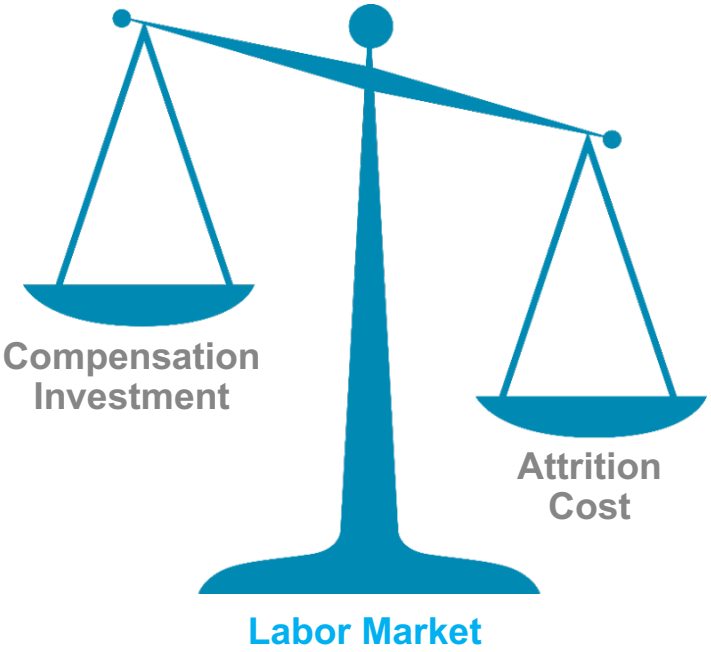
Predicting regrettable attrition

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



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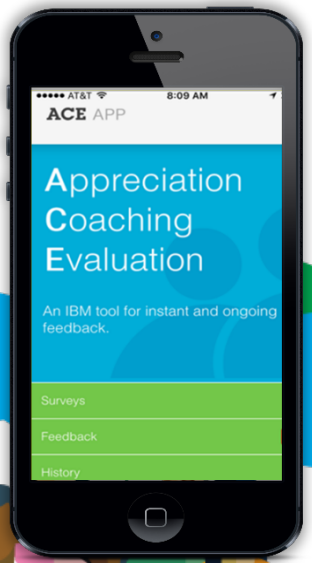
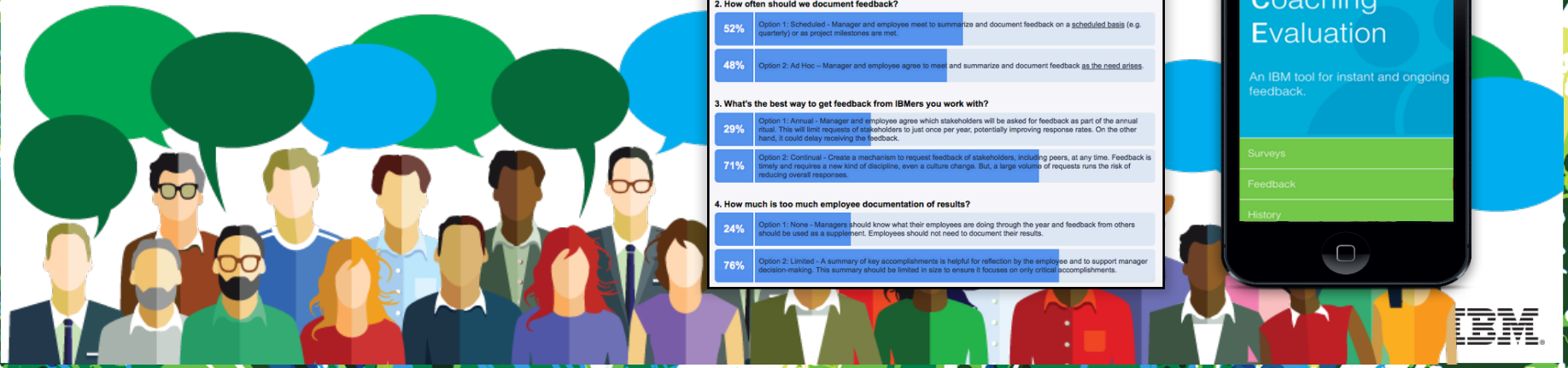
New Culture

Using social engagement to co-create HR programs





THANK YOU