

An abstract graphic on the left side of the slide, featuring a vertical strip with a green and blue background, overlaid with white and yellow lines and dots, resembling a circuit board or data visualization.

IBM HR Summit

Be a part of the HR revolution.

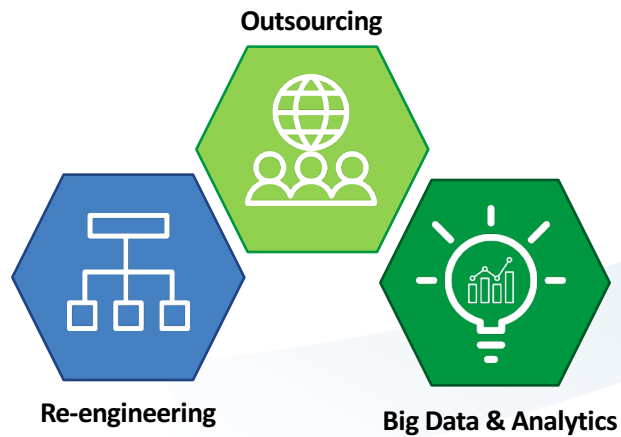
BOSTON, MA | SEPTEMBER 6-8, 2016

Co-creating the People Experience at IBM

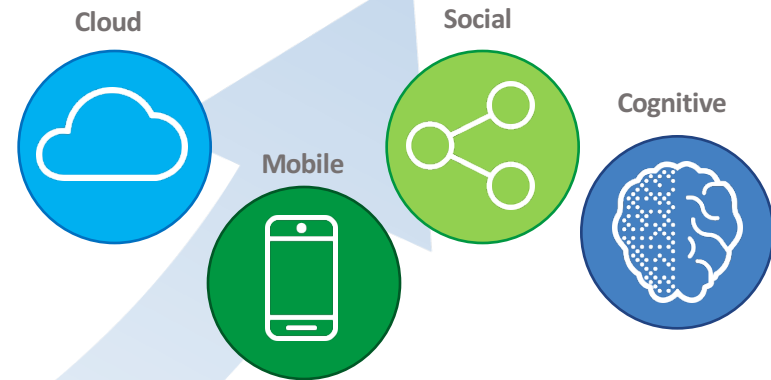
Drew Valentine, Vice President, People & Culture, IBM **Analytics**

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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#PowerUpHR



Personalizing the Employee Experience - Learning

Mobile

Curated

Engaging

Job Role

Business Group

Skill Set

Personal Learning History

The screenshot displays a mobile learning application interface. At the top, there is a navigation bar with 'Welcome', 'Your Learning', 'Your Channels', and 'Browse'. Below this, the user's name 'Geoffrey Bendz' and role 'UNU Visual Designer' are shown, along with a progress indicator for 'THINK40 PROGRESS' at '26 HOURS'. A search bar asks 'What would you like to learn?' with a sub-prompt 'Enter the skills you have or that you want to learn'. Below the search bar, there are navigation options: 'View Profile & Progress', 'Add Personal Learning', 'For Managers', 'Notifications', and 'Spotlight'. 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 this is a 'Recommendations for Drew Valentine' section with a dropdown arrow. It shows '1 of 10' items, '1' user, and an 'Info' icon. Three recommendation cards are visible: 'The Leadership Capital Index: Realizing the Market...' with a 5-star rating and '30 mins' duration; 'GCG Integrity Training (CTEBA)_All Managers_2016' with '4,770' users and '17 mins' duration; and 'Interview the IBM Way self-paced learning' which is an 'On-line self study' of '2 hrs' completed on '8 Oct 2013'.

Employee Services

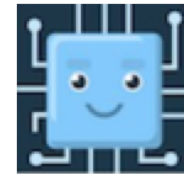
THE WALL STREET JOURNAL.

Imagine Discovering That Your Teaching Assistant Really Is a Robot

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



*Hey it's Jill.
Go Georgia Tech!
You have a question
on the quiz?*



Cognitive Human
Interface Personality
(CHIP)
Powered by Watson

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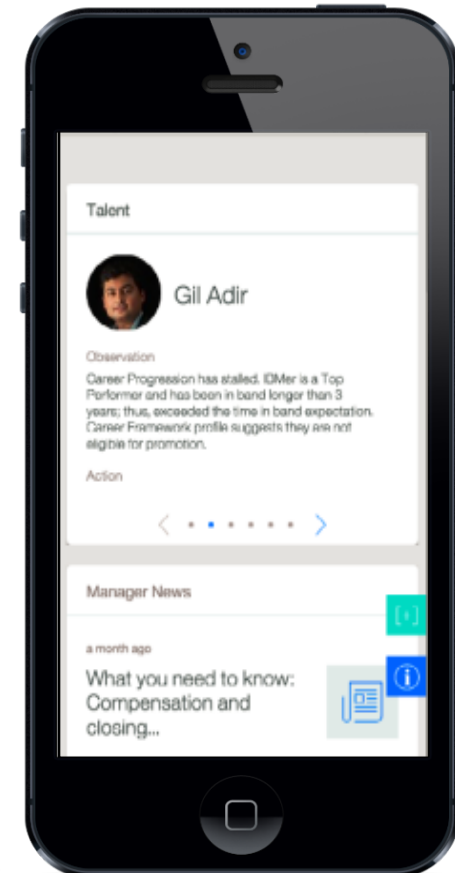
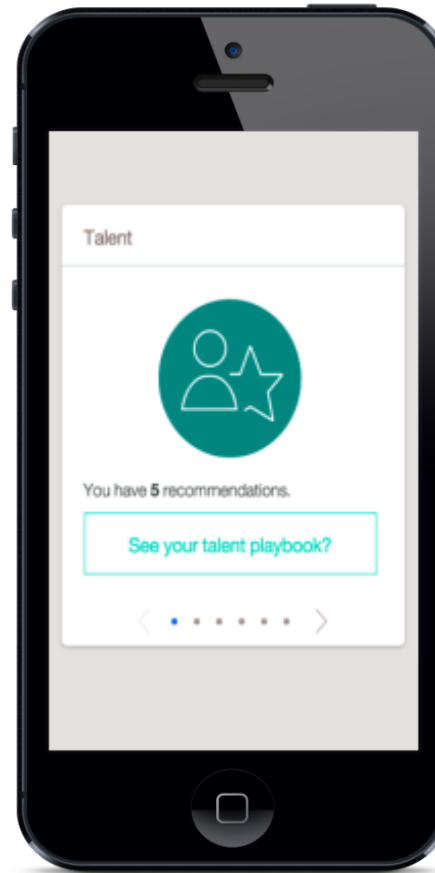


HR Advisory Support

Helping managers
be better managers

*“Fitbit-like tracker
for Managers”*

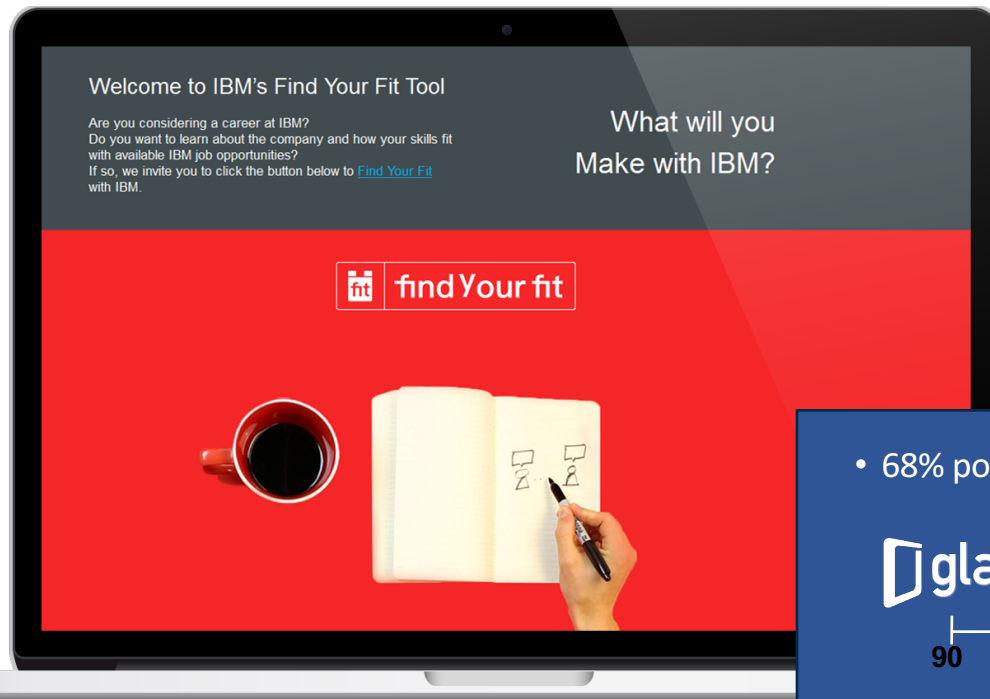
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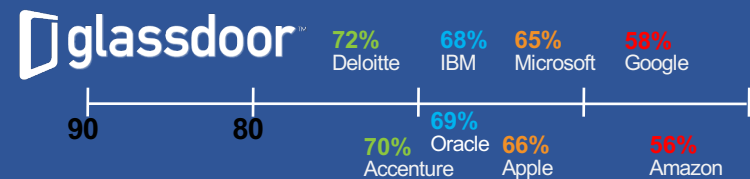


HR Decision Support



Helping candidates
to find their **Fit**
at IBM

- 68% positive IBM Interview experience



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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

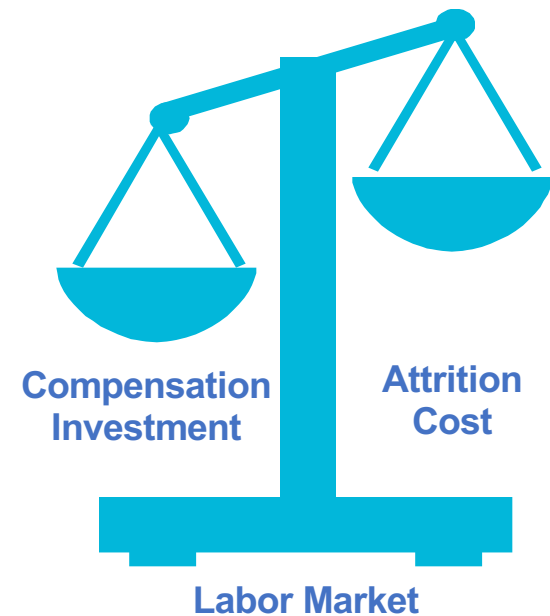
Cumulative Benefits

~\$270M

Net benefits

~200%

ROI



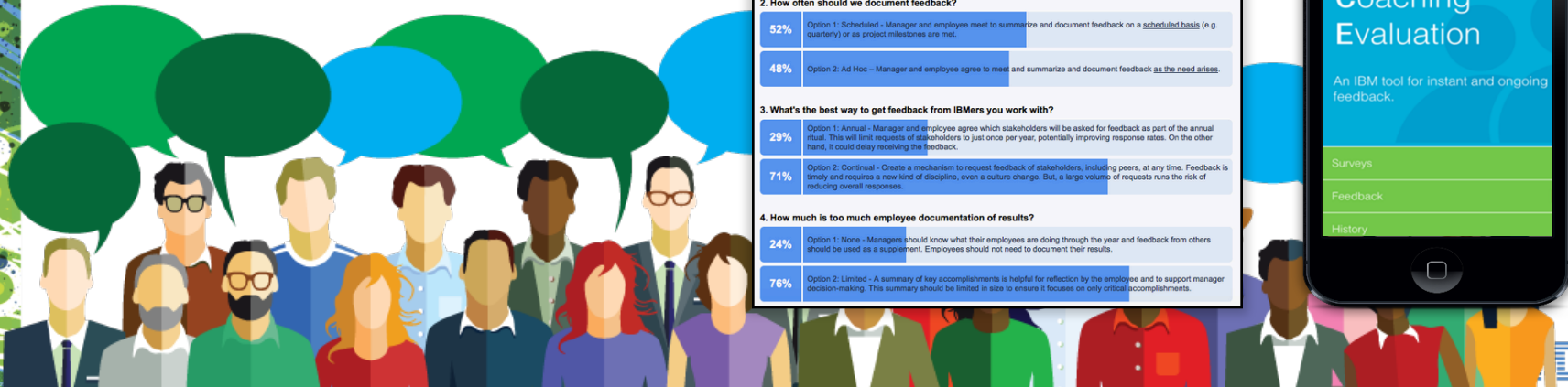
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New Culture

Using social engagement to co-create HR programs





Thank You

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