

# IMC Announces Using AI in HR Webinar Series

written by Lauri Moon | November 14, 2024



## Using Artificial Intelligence to Support Human Resources in Manufacturing

### Four 90-minute Modules

In the rapidly evolving landscape of human resources, artificial intelligence (AI) is emerging as a transformative force. HR practitioners must be aware of how AI can enhance HR practices to stay competitive, improve efficiency, and create a more engaged and satisfied workforce. This 4-session program explores the significance of AI in HR. AI can increase efficiency and productivity of HR operations to improve candidate experience and provide data-driven insights into decision-making and personalize employee development.

### In this webinar series you will learn to:

- Analyze job roles effectively using AI tools and explore how AI enhances recruitment processes, improving communication and candidate experience in talent acquisition.
- Identify best practices in onboarding and employee engagement, utilizing AI technologies to automate processes and foster a more engaging workplace

environment.

- Examine the role of AI in supporting employee relations and learning & development initiatives, focusing on strategies to improve retention and training outcomes.
- Assess the importance of HR analytics and compliance, exploring how AI can enhance data-driven decision-making and ensure adherence to regulatory standards within HR functions.

## **Schedule:**

- No-cost Introductory webinar: December 5, 2024 - Using Artificial Intelligence to Support Human Resources
- January 16, 2025 - Using Artificial Intelligence to Support Job Descriptions, Recruiting, and Workforce Planning
- February 13, 2025 - Using Artificial Intelligence to Enhance Onboarding, Engagement, and Performance Management
- March 6, 2025 - AI-Driven Employee Relations, Development, and Retention: Building a Future-Ready Workforce
- April 3, 2025 - AI-Powered Analytics, Compliance, and Employee Assistance: Driving Data-Driven Success

**Don't miss this opportunity to learn from one of the top thought leaders in the field. Register now to unlock the power of AI in HR.**

You are welcome to register for each webinar individually but register for all four for only \$309!



IMC is recognized

by SHRM to offer  
Professional  
Development  
Credits (PDCs) for  
SHRM-CP® or  
SHRM-SCP®  
recertification  
activities.

## Presenter:



**William J. Rothwell, PhD.** is President of Rothwell & Associates, Inc., Rothwell & Associates, LLC, and Rothwell & Associates Korea. He has worked full-time in human resources, training, and organizational development in both government and in a multinational company. He has been a consultant for over 50 multinational companies. He has served many manufacturing clients in both the U.S. and abroad. Some of his clients include Ford Motor Company, General Motors, Siemens, Sony, Phillips, Erickson, and HP. Dr. Rothwell is a prolific author and has published more than 130 books and authored numerous training packages, guides, technical reports, and scholarly articles. He is a Distinguished Professor in the Workforce Education and Development program in the College of Education at The Pennsylvania State University. He holds top-level certifications and credentials with National SHRM and ATD.



This program is WEDnetPA eligible.

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# AI-Powered Analytics, Compliance, and Employee Assistance: Driving Data-Driven Success

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## AI-Powered Analytics, Compliance, and Employee Assistance: Driving Data-Driven Success

**(1.5-hour, Virtual)**

This program starts in:



This course equips HR professionals with the tools to leverage AI for enhanced HR analytics, compliance, and employee assistance. Learn how AI can automate data analysis, ensure seamless compliance, and optimize employee support programs, empowering your HR team to work smarter, reduce manual effort, and deliver greater organizational impact. Don't miss this opportunity to learn from one of the top thought leaders in the field. Register now to unlock the power of AI in HR.

**Register now for only \$99 per person!**

**Register**

**Registration for webinars is per individual and the Zoom link provided is intended for the registered participant only.**

## **Learning Objectives:**

- Learn how AI can revolutionize your HR analytics by automating data collection and analysis, providing deeper insights into workforce metrics, and enabling data-driven decisions that improve performance and efficiency.
- Discover how AI tools can make managing HR compliance effortless, ensuring your organization meets regulatory requirements while reducing administrative burdens and mitigating compliance risks.
- Explore how AI can streamline and improve employee assistance initiatives, offering personalized support to employees while making it easier for HR teams to manage these programs and enhance overall well-being.

## **Course Outline:**

- HR Analytics
  - How is the term HR analytics defined?
  - What are the components of HR analytics?
  - What metrics are commonly used to measure HR-related processes?
  - Applying AI to HR analytics
  - Software to assist applications of AI to HR analytics

- HR Compliance
  - What is meant by HR compliance?
  - What are key aspects of HR compliance?
  - Facts and figures about HR compliance
  - Applying AI to support HR compliance
  - Software to assist applications of AI to HR compliance
- Employee Assistance
  - What is employee assistance?
  - What are the components of employee assistance?
  - Facts and figures about employee assistance
  - Applying AI to support employee assistance
  - Software to assist applications of AI to employee assistance

## **Who should attend:**

Business owners and C-suite leaders, HR professionals at all levels, accounting or other office personnel who often serve as the HR lead, managers and supervisors with hiring responsibilities, and anyone who wants to learn more about navigating current workforce trends.

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**Register**

**Webinar login will be provided approximately one week prior to the event.**

## **Four-Part Series:**

This is a four-part series. Register for all four for only \$309!

- January 16, 2025 - Using Artificial Intelligence to Support Job Descriptions, Recruiting, and Workforce Planning
- February 13, 2025 - Using Artificial Intelligence to Enhance Onboarding, Engagement, and Performance Management
- March 6, 2025 - AI-Driven Employee Relations, Development, and Retention:

## Building a Future-Ready Workforce

- April 3, 2025 – AI-Powered Analytics, Compliance, and Employee Assistance: Driving Data-Driven Success



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## Presenter:



**William J. Rothwell, PhD.** is President of Rothwell & Associates, Inc., Rothwell & Associates, LLC, and Rothwell & Associates Korea. He has worked full-time in human resources, training, and organizational development in both government and in a multinational company. He has been a consultant for over 50 multinational companies. He has served many manufacturing clients in both the U.S. and abroad. Some of his clients include Ford Motor Company, General Motors, Siemens, Sony, Phillips, Erickson, and HP. Dr. Rothwell is a prolific author and has published more than 130 books and authored numerous training packages, guides, technical reports, and scholarly articles. He is a Distinguished Professor in the Workforce Education and Development program in the College of Education at The Pennsylvania State University. He holds top-level certifications and credentials with National SHRM and ATD.



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# **AI-Driven Employee Relations, Development, and Retention: Building a Future-Ready Workforce**

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## **AI-Driven Employee Relations, Development, and Retention:**



# Building a Future-Ready Workforce

**(1.5-hour, Virtual)**

This program starts in:



This course empowers HR professionals to harness AI-driven solutions for improving employee relations, learning and development, and retention. Learn how AI can automate conflict resolution, personalize training programs, and predict turnover risks, enabling you to create a more productive, engaged, and loyal workforce—while freeing up time for strategic initiatives. Build a future-ready HR strategy that drives success with less effort. Don't miss this opportunity to learn from one of the top thought leaders in the field. Register now to unlock the power of AI in HR.

**Register now for only \$99 per person!**

**Register**

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## Learning Objectives:

- Discover how AI can simplify managing employee relations by providing real-time insights and automating conflict resolution processes, allowing you to foster a positive and productive workplace with less effort.
- Unlock the potential of AI to personalize and enhance your training programs, ensuring employees are upskilled more efficiently and effectively, while freeing up time for HR professionals to focus on strategic growth.

- Learn how to leverage AI tools to predict turnover risks and implement proactive strategies, reducing costly turnover and increasing employee satisfaction—keeping your best talent engaged and loyal.

## **Course Outline:**

- Employee Relations
  - What is meant by employee relations?
  - Facts and figures about employee relations
  - How can AI support employee relations?
  - What software can support AI applications for employee relations?
- Learning and Development
  - What is learning and development/talent development?
  - Facts and figures about learning and development
  - How can AI support training?
  - What software can support the application of AI to training?
- Employee Retention
  - What is employee retention?
  - Facts and figures about employee retention
  - Applying AI to reducing turnover
  - Software to support the use of AI to improve retention

## **Who should attend:**

Business owners and C-suite leaders, HR professionals at all levels, accounting or other office personnel who often serve as the HR lead, managers and supervisors with hiring responsibilities, and anyone who wants to learn more about navigating current workforce trends.

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# Using Artificial Intelligence to Enhance Onboarding, Engagement,

# and Performance Management

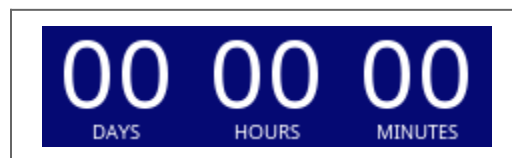
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## Using Artificial Intelligence to Enhance Onboarding, Engagement, and Performance Management

**(1.5-hour, Virtual)**

This program starts in:



This course empowers HR professionals to harness the power of AI to transform key functions like onboarding, employee engagement, performance management, and compensation. Learn how to automate processes, gain actionable insights, and streamline your HR practices to drive efficiency and improve employee satisfaction. Don't miss this opportunity to learn from one of the top thought leaders in the field. Register now to unlock the power of AI in HR.

# Register now for only \$99 per person!

**Register**

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## Learning Objectives:

- Learn how to simplify and enhance your employee onboarding experience by leveraging AI tools that automate repetitive tasks, allowing HR professionals to focus on building connections and driving faster integration for new hires.
- Discover how AI can transform employee engagement and performance management, providing real-time insights and tools that make it easier to motivate, manage, and retain top talent—without the administrative burden.
- Master how to utilize AI to optimize compensation packages and manage benefits efficiently, ensuring your organization stays competitive and offers tailored, data-driven rewards that attract and retain the best employees.

## Course Outline:

- Employee Onboarding
  - What is onboarding?
  - Facts and figures about onboarding
  - Applying AI to automate onboarding
  - What AI software can support onboarding?
- Employee Engagement
  - What is employee engagement?
  - Facts and figures about employee engagement
  - Using AI to support employee engagement
- Performance Management
  - What is performance management?
  - Facts and figures about performance management
  - Using AI to support performance management

- Software supporting AI for performance management
- Compensation and Benefits
  - How is compensation defined?
  - What are the components of compensation?
  - How are employee benefits defined?
  - What are the components of employee benefits?
  - Facts and figures about compensation and benefits
  - Applying AI to compensation and benefits
  - Software to support AI for compensation and benefits

## **Who should attend:**

Business owners and C-suite leaders, HR professionals at all levels, accounting or other office personnel who often serve as the HR lead, managers and supervisors with hiring responsibilities, and anyone who wants to learn more about navigating current workforce trends.

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## **Four-Part Series:**

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# **Using Artificial Intelligence to Support Job Descriptions, Recruiting, and Workforce Planning**

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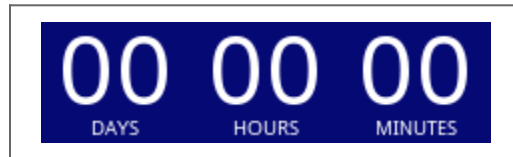


## **Using Artificial Intelligence to Support Job Descriptions,**

# Recruiting, and Workforce Planning

**(1.5-hour, Virtual)**

This program starts in:



Participants will learn to apply AI-driven strategies to job analysis, talent acquisition, and workforce planning, ensuring more efficient and informed decision-making in their HR practices. The future of human resources is here, and it's powered by AI. Stay ahead of the curve by discovering how artificial intelligence is transforming HR practices, driving efficiency, and shaping more engaged, satisfied workforces. Don't miss this opportunity to learn from one of the top thought leaders in the field. Register now to unlock the power of AI in HR.

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## Learning Objectives:

- Gain the skills to streamline job analysis and craft precise job descriptions effortlessly, leveraging AI to save time and reduce manual tasks, allowing you to focus on higher-level HR strategies.
- Discover how AI-powered tools can simplify and supercharge your talent acquisition efforts, making it easier to attract top talent and improve communication with applicants—leaving behind the tedious parts of recruitment.

- Learn to harness AI to predict your organization's staffing needs more accurately and efficiently, enabling you to plan ahead and make proactive, data-backed decisions that simplify workforce management.

## **Course Outline:**

- **Job Analysis and Job Descriptions**

- What is job analysis?
- Facts and figures about job analysis, job descriptions, and recruitment
- Steps in job analysis
- Applying AI to job analysis and job descriptions

- **Recruiting and Talent Acquisition**

- What is recruitment and talent acquisition?
- Using AI for talent acquisition
- Applying AI to communicating with job applicants

- **Workforce Planning**

- What is workforce planning?
- How can AI support workforce planning?

## **Who should attend:**

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# Using Artificial Intelligence to Support Human Resources

written by Lauri Moon | November 14, 2024



# Using Artificial Intelligence to Support Human Resources

(1-hour, Virtual)

This program starts in:



The future of human resources is here, and it's powered by AI. Stay ahead of the curve by discovering how artificial intelligence is transforming HR practices, driving efficiency, and shaping more engaged, satisfied workforces.

Join us for a one-hour live webinar where internationally renowned HR expert William J. Rothwell shares how AI can elevate your HR operations. From streamlining recruitment to crafting personalized employee development plans, this session will give you the tools to future-proof your HR strategy.

In this engaging session, we will touch briefly on how AI can:

- **Boost efficiency** by automating time-consuming tasks, freeing up your HR team to focus on strategic initiatives.
- **Leverage data-driven insights** to make smarter, faster decisions that align with your company's goals.

- **Transform the candidate experience**, helping you attract top talent and enhance your employer brand.
- **Reduce bias** in hiring and HR processes, fostering a more diverse and inclusive workplace.
- **Personalize learning and development** with tailored training programs that keep your workforce competitive and engaged.

**Don't miss this opportunity to learn from one of the top thought leaders in the field. Register now to unlock the power of AI in HR.**

**Register**

**Webinar login will be provided approximately one week prior to the event.**

120524 Using AI to Support HR Webinar Flyer

## **Follow-up Sessions:**

This free webinar is an introduction to this follow-up four-part series. Register for all four for only \$309!

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