

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

written by Lauri Moon | October 25, 2024



## 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.

**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:**

- 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:

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:

This is the 1st webinar in 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



**IMC is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities. For attending this webinar series, SHRM members are eligible to receive 1.5 PDCs.**

## **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.