



GreatPeopleInsideConference
VisionaryHR

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Kronwell Hotel-Brasov, Romania



Communicating the value of testing for HR

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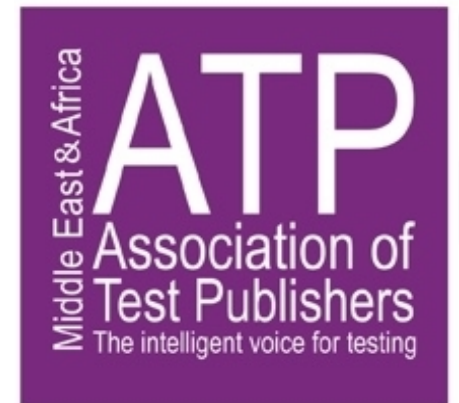
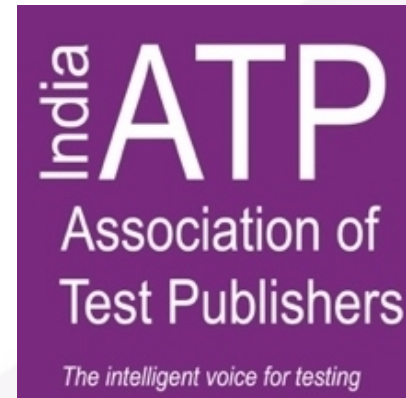
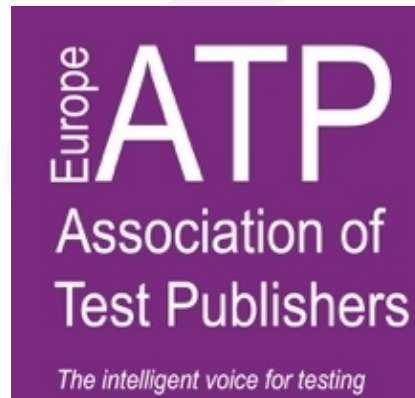
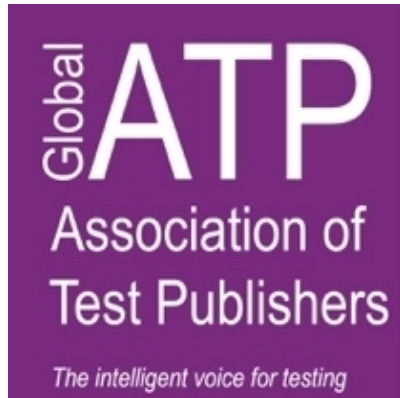
ATP – the Association of Test Publishers

- A global, nonprofit trade organization that represents test and assessment tool providers as well as services related to these assessments
- Our members are the leading publishers and assessment service providers within the testing industry

Our Practice Area Divisions:


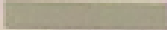





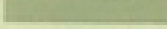





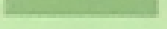
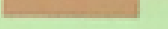
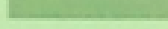
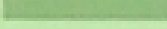

- Industrial/Organizational (I/O)
- Clinical
- Certification/Licensure (C/L)
- Educational
- Workforce
- **Special Interest Groups (SIGS):** Public and Health Sector

ATP – Global Reach

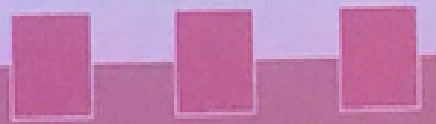
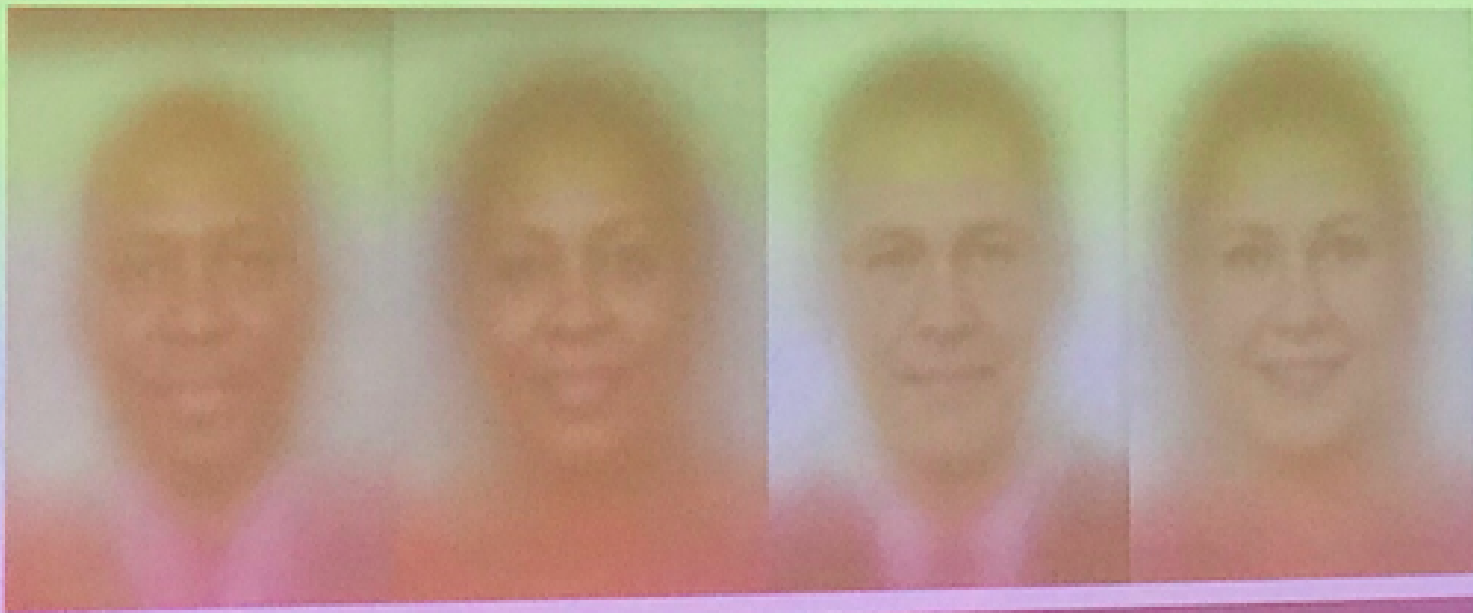


AI Bias

“when an algorithm produces results that are systematically prejudiced due to incorrect assumptions in the machine learning process”

Gender Classifier	Darker Male	Darker Female	Lighter Male	Lighter Female	Largest Gap
 Microsoft	94.0% 	79.2% 	100% 	98.3% 	20.8% 
 FACE++	99.3% 	65.5% 	99.2% 	94.0% 	33.8% 
 IBM	88.0% 	65.3% 	99.7% 	92.9% 	34.4% 

**Gender Shades:
Intersectional Accuracy Disparities
in
Commercial Gender Classification***



- **Unknown unknowns**
- **Imperfect processes**
- **Lack of social context**
- **The definitions of fairness**

There are three key stages to focus on:

- **Framing the problem**
- **Collecting the data**
- **Preparing the data**

Intelligent Voice for Testing (Measurement)

- **20 year Motto → Timeless**
- **Conceptual / Communication “THREAD”**
- **Stitches Actions / Activities → Vision / Mission**

- **Off-spring of test publishing / delivery organizations**
- **Functions as the GLOBAL HR for Testing**

ATP	HR
Service Organizations	Service Employees / Employer
Member Experience	Employee Experience
Monitor Regulatory / Legislation	Monitor Regulatory / Legislation
Compete for Member Organizations	Never-ending "Talent War"
Retention means Relevancy / Value	Retention means Hi Quality Employee Experience
Safeguard Privacy / Personal Data	Safeguard Privacy /Personal Data

- **Meet demands and expectations of a global market**
- **Market needs and assessment maturity are uneven**
- **Promote and Maintain a universal appeal of “Inclusiveness”**

- **Combination of AI, Machine Learning (ML), and DATA is *posed to change the character of ATP and HR***
- **We have witnessed such *transformative innovations* before: Telecommunication, Combustion Engine, Electricity, Internet etc.**

To Summarize Cicek's Remarks about AI:

- **Data Integration, Free of Bias**
- **Defensibility, Transparency**
- **Explicability / Interpretability**
- **Reproducibility vs. Replicability**

Technologies that Will Transform Work and Work Flow:

- **AI → ML → Big Data**
- **BlockChain Technologies**
- **Immersive Learning including AR / VR**
- **Open Source Platforms; Interoperability**
- **Employee Experience**

BCT inspired HR Applications:

- **A Revolutionary Influencer**
- **Mainstream in Every Industry < 5 years**
- **Manages Employee Data from Recruitment to Job Separation**

What is BCT?

- **A database where all data is “*securely locked and stored in blocks that link to each other by means of cryptography*” (Hackernoon, 2018).**
- **It's tampered proof → Replaces a Candidate's Verification, Secures Employee Data**
- **Creates Smart Workforce Contracts**
- **Manages Compliance and Regulations, and Tracks Payments and Benefits**

An Artificial Recruitment Agent

- **Identifies a Prospect using digital footprint to build a database**
- **Searches external databases for verification**
- **Permissioned Job Candidate takes a VR-inspired Job Preview and completes an Adaptive Experience Inventory**

- **Receives Feedback**
- **AI Specialist Prepares the Hiring Manager's interview**
- **Decision to hire includes 24 months immersive learning program**
- **Benefits and Opportunities are outlined (AON, 2017; modified)**

- **Simply put, *ATP and HR operate at the intersection of at least 3 forces:***
- **Digitalization,**
- **Rapidly shifting business environment, and**
- **The ongoing search for exceptional talent (i.e., Organizations)**



- **The Amara's Law ... says that People**

Tend to overestimate the effect of technology in the short run; and Underestimate its effect in the long run!

- ***“The future is already here. It's just not very evenly distributed.” (W. Gibson)***



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