eBook

The impact of AI on the People Experience

Professional insights from the top EX influencers

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Introduction

In today's fast-evolving workplace, Artificial Intelligence (AI) is a transformative force with the potential to reshape how we work and experience our jobs. The impact of AI on the People Experience in the workplace is a topic of great interest and concern. Many are asking: Will AI's influence be positive or negative?

AI is poised to enhance productivity and efficiency while also raising questions about job security and the human touch in work interactions. We aim to unravel the intricacies of AI's role in the People Experience.

In this eBook we examine the opportunities and challenges presented by AI, and seek answers to the question: Is AI's impact on the People Experience in the workplace a force for good, a source of concern, or a complex blend of both?

We asked our Top Engagement 101 influencers...

What is the impact of AI on the People Experience?

Our Contributors

- Gifty Enright, CEO, Author, Keynote Speaker Coach, BUSINESSSCOPE CONSULTANCY LTD
- Gregory F. Simpson, Managing Director, Employee Experience, Agent In Engagement
- Steven Frost, CEO, WorkBuzz
- Anne Futon, Founder and CEO, Fuel50
- Francesca Gino, Professor of Business Administration, Harvard Business School
- Lance Haun, Vice President, Market Insights, The Starr Conspiracy
- David Kasperson, Co-Author, Trust & Inspire: How Truly Great Leaders Unleash Greatness in Others, Director of Speed of Trust Speaking & Business Development, Franklin Covey
- Matt Manners, Founder and CEO, Inspiring Workplaces
- Gethin Nadin, Chief Innovation Officer, Benefex
- Sesil Pir, Founder and Board Member, SESIL PIR Consulting
- Eugenio Pirri, Chief Executive Officer, Dorchester Collection
- Dan Sodergren, Keynote and TedxTalk speaker on the future of work. Expert / guest on national TV / radio and podcasts
- Perry Timms, Founder and Chief Energy Officer, People & Transformational HR Ltd
- Sean Trainor, Founding Partner, SalientKSA
- Heather Younger, CEO & Founder, Employee Fanatix

The AI impact on the People Experience is a mixed bag. AI has the potential to deliver personalised solutions, increase productivity, and make decision-making more effective. However, concerns include job displacement, inequality, privacy, and bias.

We have to invest in responsible development, implementation, and ensure there is adequate regulation which will be crucial to ensure positive outcomes and mitigate potential risks.

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Gregory F Simpson
Managing Director, Employee Experience

Agent In Engagement

The impact of AI on People Experience (PX) will likely be mixed. At its best, AI offers the potential to enhance productivity, personalization, and efficiency. At its worst, AI could lead to job loss, worker displacement, and have ethical implications.

AI automation can help enhance productivity by freeing employees to focus on higher-level, more meaningful work. It can also be used to help organizations to better understand and meet the needs of their employees. Moreover, AI can enable personalized employee experiences, such as tailored learning and development programs, customized benefits packages, and personalized performance feedback.

However, there are also concerns about the negative impact of AI. AI and automation technologies may potentially replace certain roles, leading to layoffs. Additionally, there are ethical concerns related to AI, such as bias, privacy, and loss of human touch in PX interactions.

With a thoughtful approach, AI has the potential to transform PX and the workforce. By maximizing the positive potential of AI while mitigating its potential negative impacts, organizations can foster a fulfilling and rewarding PX that enhances employee productivity, engagement, satisfaction, and retention.

Steven Frost
CEO
WorkBuzz

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AI is here, developing at lightning pace and there's no way of putting it back in Pandora's box. Within two months of its launch, there were a staggering 100m users of ChatGPT and almost as fast as the media could cover it, a 10x better equivalent was launched, ChatGPT 4.0. Whether we evangelise AI or think it's a precursor to Sky Net, just like governments can't holt its progress, business leaders have to accept it – their people are probably already using it and the impact will be profound.

Employees can use general purpose AI tools like ChatGPT through to point solutions focused on a specific domain, like generating marketing content or AI-generated images. These could help improve the employee experience by:

- *Assisting with recruitment, matching talent to opportunities and interacting with prospective job seekers*
- *Enhancing productivity, assisting with routine tasks, like creating a job description*
- *Improving communication by providing employees with quick and accurate responses to their questions*
- *Personalising learning, based on their interest and performance*

It's early days so I'm personally looking forward to the seeing most creative applications! However, AI should not replacement human interactions and support entirely. Whilst it can provide quick and efficient responses and appear more interactive through avatars, as people we still need access to human support and guidance for solving more complex issues and challenges.

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Francesca Gino
Professor of Business Administration
Harvard Business School

The impact of AI on the People Experience can be both good and bad, depending on how it is implemented. On the one hand, AI can streamline repetitive tasks and provide more accurate data analysis, which can lead to increased efficiency and productivity.

However, if not implemented properly, AI can also contribute to job loss and further widen the skills gap between employees who are adept at working with technology and those who are not. It is crucial for companies to use AI responsibly and with the goal of enhancing the employee experience, not replacing it.

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Lance Haun
Vice President, Market Insights
The Starr Conspiracy

I think too many people forget that work tech has been an early adopter of AI-guided technology. We've been working on this for awhile. On the whole, I think AI will be positive for the people experience but it's not going to be an easy path.

There will be new AI regulations and lawsuits early on for the organizations who take early chances on AI. Eventually, we'll get to the point where AI helps augment and enhance the employee experience. Hopefully it will be sooner, not later.

David Kasperson

Co-Author, Trust & Inspire: How Truly Great Leaders Unleash Greatness in Others, Director of Speed of Trust Speaking & Business Development

Franklin Covey

The short answer is: Good. No question. Inarguable. It will shake up many jobs, but will also open up and increase the need for many others. The real issue is less whether the technology is good or bad, as it's inherently neither. It's more how leaders and organizations respond to it. There's a big difference between management and leadership, and both are vital. We manage things (systems, schedules, operations, processes, etc.), and lead people. AI and other forms of technology are things, tools. What we'll continue to see is the more work AI can accomplish effectively, the greater premium there will be on the things it can't do.

Most organizations today still manage people the same way they'll manage AI, or anything else. That will lead to a bad (and shorter) experience for all. People don't want to be managed they want to be led and inspired. AI will, in a sense, level a lot of playing fields. Everyone will have it. The coupling of great AI with inspired people, who are trusted will lead to a differentiated level of speed, innovation, and performance. Great AI won't be what draws or keeps people, it will become table stakes. An inspiring workplace on the other hand, will be the ultimate competitive advantage.

I am a big fan of Artificial Intelligence (AI). I use it daily in one way or another but I am fearful. Not about the Terminator style scenario (although that does bother me).

My fear is that there is one GIANT assumption that people are making when discussing AI. That it will free us up from our routine mundane tasks to spend more time being PeopleFirst.

Why are we making this sweeping assumption? If an organisation has a PeopleFirst culture, then that could be a fair leap to make. If it is a culture that doesn't value its people it could be onto a very bleak road of redundancies or as they often call them 'efficiencies'.

Beyond that, looking at the latest Microsoft tool and others. Are we training anti-human behaviours when AI is supposed to be making us more human? AI replying to emails and summarising meetings. Someone will have taken time to draft an email, but we don't take the time to read it and reply with a human touch? People will be sharing insights and emotions in meetings, we won't be actively listening/connecting with them? To me, this seems like an acceleration of de-humanising the workplace and society at an alarming rate.

Whilst there are so many upsides to AI, we are going to have to be conscious and careful about mitigating the very real dangers and downsides.

Once again, I think organisations that ensure they are creating PeopleFirst cultures that value connection and instil a sense of belonging will stand out like a shining light in this rapidly changing world of ours.

Gethin Nadin
Chief Innovation Officer
Benefex

For the last decade, anyone talking about the world of work and the impact AI would have focussed almost entirely on low paid, manual jobs. We were promised self-driving cars by 2030 that would see the end of the professional driver and so many automated checkouts that the new shopping experience would mean you would never encounter an employee at all. What actually happened was that we started to see how AI was going to impact middle-to-higher income workers much more – in the short team at least.

The rapid advance of large language learning models like ChatGPT will see AI have a watershed moment as big as cloud storage and maybe even the internet itself. It is now estimated that as much as 15% of ALL worker tasks could be completed significantly faster with the same quality. If we view AI in the same way as we viewed cars and mobile phones, we can start to see how the way they adjunct the worker will actually free people up to focus on more important things – either those that can't currently be completed by machine, or even individual wellbeing so people are able to spend more time outside of work. Cautiously, at this moment in time, I see AI as being a positive addition to the people experience.

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Sesil Pir
Founder and Board Member
SESIL PIR Consulting

The age of AI has begun some time ago and its continued development/ improvement is fundamental as an aspect of digitalization in our lives.

Eventually, I believe will change the way people live, learn, work, and communicate with each other, and entire industries and sectors will reorient around it.

Our human resources, job types, and titles will be shaped by its impact and those organizations that use it well and with good ethics will be able to distinguish themselves by its utilization. The important thing to remember now is that AI is still in its infant stage and has some ways to go - to effectively improve our collective People Experience.

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Eugenio Pirri
Chief Executive Officer
Dorchester Collection

I have always believed that all technology has the ability to enable us to deliver a better experience to our employees and guests. AI has been a whole new world and understanding how to apply it to be part of the overall process will only enable us to improve efficiencies and deliver better outcomes.

The key is to not only rely on this one source, but use it to enable key aspects that ensure transparency and good decision making skills.

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Dan Sodergren
Keynote and TedxTalk speaker on the future of work. Expert / guest on national TV / radio and podcasts

The impact of AI on the People Experience is a double-edged sword. On the positive side, AI has the potential to revolutionize the way we work, making our lives easier, more efficient, and more enjoyable. For instance, AI can automate repetitive tasks, provide personalized learning experiences, and support mental health through chatbots and other tools. This can lead to increased job satisfaction, better work-life balance, and a more inclusive and diverse workplace. We at YourFLOCK are building new innovations right now using GPT4 which we know people are loving and is helping in our mission to help a million people be happier at work. As AI is instantly scalable to help as many people as possible. As long as the right datasets are being used, ethically.

Which leads us into the negative side of things as there are potential negative implications as well. Not only can AI lead to job displacement, with certain roles becoming obsolete. Additionally, there's a risk of AI perpetuating biases if not designed and implemented thoughtfully. The key to ensuring a positive impact lies in how we approach the development and integration of AI into our workplaces. By focusing on ethical AI, upskilling, and reskilling employees, and fostering a culture of lifelong learning, we can harness the power of AI for good and create a more inclusive, diverse, and thriving People Experience.

Perry Timms

Founder and Chief Energy Officer

People & Transformational HR Ltd

Let alone utilising AI, I have reservations about our existing digital capability (across the workforce of UK PLC) as I see a lot of our current tech stack under-leveraged. It's important we use AI to help us enhance our use of digital tools and not just focus on AI as another tool to master.

So my sense, it's good if AI is deployed in that sense creating more capacity for a more high-touch and humanised people experience through better quality of work. Plus better analysis and use of information, and data, AI could help us create more rapidly assimilated knowledge and wisdom.

But if we just pile it on an already under-utilised stack of tools it will not advance the people experience, it will misdirect it, causing frustration and over-hyped expectations.

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Sean Trainor
Founding Partner
SalientKSA

The adoption of AI in business has the potential to improve the human-machine interface and empower employees. Rather than threatening jobs, AI can free up management time and effort involved in rational decision making. This allows leaders to focus on the emotional and human aspects of leadership, providing opportunities to connect with team members and foster a collaborative environment.

As technology continues to evolve, it's important to recognize the impact it has on the employee experience and how it can be leveraged to create inspiring workplaces.

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Heather Younger
CEO & Founder
Employee Fanatix

I think we have a long way to go before AI replaces the human to human experience. There is something very complex about our emotions and the things that make us want to stay or leave an organization, a leader, a team. While I think AI will be good for tasks that don't require a show of true empathy and compassion, it can never replace the sensory experience we get when we see micro-expressions on the faces of people and respond with kindness and concern.

I would not say AI is bad unless we use it for bad. Tech can be great when we keep it in its place. Human-to-human interaction will create the strongest bonds at work. No amount of tech can replace it.

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