

LET'S SOAR IN '24

What is ChatGPT?

And why should I be paying attention?



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Poll

Do you currently have your own ChatGPT Account?

a. Yes
b. No




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Poll

For those of you who have your own account with ChatGPT, what do you use it for?

a. Writing
b. Research
c. Ideas
d. Personal use only
e. All of the above



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What is ChatGPT?



In its Own Words

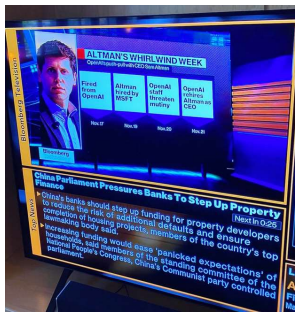


“ChatGPT is an AI-powered chatbot developed by OpenAI, based on the GPT (Generative Pretrained Transformer) language model.

It uses deep learning techniques to generate human-like responses to text inputs in a conversational manner.”



Sam Altman – OpenAI



Why Should I Be Paying Attention?



- Potentially **changing** the way we interact with technology by **generating human-like** responses to conversational text
- It's not just for the office...

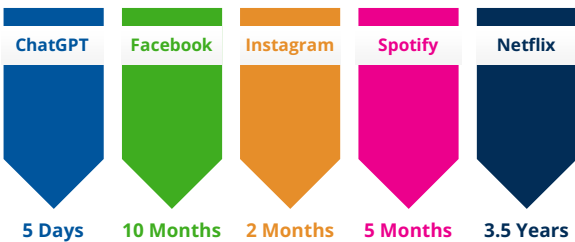
"My 13 year old just asked ChatGPT to write a trash talk about his buddy's favorite NFL team and texted it to him.

Things have changed forever."

- Mark Cuban



Time to Reach 1 Million Users



Update: ChatGPT reached 100M users within **two months!**



ChatGPT Copycats

1. Copy.AI
 2. WriteSonic
 3. OpenAI's GPT-4
 4. Jasper
 5. ShortlyAI
 6. CopySmith
 7. ContentBot
 8. Kuki Chatbots
 9. Wordtune
 10. CrawlQ
 11. Google Bard
- Bard is built for research, coding powers, has access to internet in real time, whereas ChatGPT is the better writer.

<https://revibe.digital/news/top-11-alternatives-to-chat-gpt-you-should-know-in-2023-2024/>



Common Applications of ChatGPT

Sales & Marketing

Content creation (targeted markets), Newsletters & blogs, drive traffic to your website, chatbots, evaluate leads

Customer Support

Create Chatbots to answer faq's and direct customers to appropriate resources

Operations

Automate routine tasks such as data entry, scheduling, reports

Data Analysis

Analyze large amounts of data and provide insights and recommendations



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Promise or Peril?

CHATGPT AT WORK

U.S. employees say they find ChatGPT most useful for:



Source: TalentLMS survey, 2023.



Using ChatGPT in HR



ChatGPT & HR

- Crafting job descriptions
- Composing employee handbook materials & policy manuals
- Drafting e-mails to job candidates, including offer letters
- Checking HR laws and regulations*
- Summarizing research and reports
- Generating employee surveys and sentiment analyses
- Developing personalized career development plans
- Preparing performance reviews
- Scanning and screening resumes
- Compiling interview questions
- Conducting market research on compensation
- Providing employee self-service- employee engagement



Recruiting & Onboarding

Recruiting:

- Recruitment Strategy
- Interview questions
- Job descriptions
- Assess candidates
- Make hiring decisions



Onboarding:

"Chat GPT Orientation program"

- Policy/Procedures
- Assign mentor
- Goals/Expectations
- Offer development
- Schedule check ins
- Social activities

Job Seekers Use it Too!

• Job hunter goes viral after detailing how she got callbacks for EVERY position she applied for and landed 3 OFFERS in 10 days using ChatGPT

- Leah Graham went viral on TikTok after sharing how she used AI to land a job
- Graham claimed she got callbacks from every company she applied to



Engagement / Performance Management



Performance Management

Engagement & Retention



Compliance & Policy Management

Beware: "Guidance on how to ensure compliance with legal and regulatory requirements related to employment such as eeo laws, wage and hour laws, and workplace safety regulations."

Q: What is California's current state minimum wage?

A: As of January 1, 2023, California's current state minimum wage is \$14.00 per hour for employers with 25 or fewer employees, and \$15.00 per hour for employers with 26 or more employees. These rates apply to most employees, but there are some exemptions, such as certain types of agricultural workers and employees who receive tips. It's important to note that some cities and counties in California have higher minimum wage rates than the state, so it's important to check the local laws as well.






Potential Challenges and Limitations

- Data **Privacy & Security**
- **Accuracy** of data
- Potential to further bias and **discrimination**
- **Human resistance** to change
- Currently limited to data prior to **September 2021**



ChatGPT Policy Content

- **Risks** – copyright infringement, privacy violations, plagiarism
- **Outline prohibited uses** – anything that violates company policies, confidential info
- **Determine what is allow** – drafting letters, summarizing public documents
- **Do you need a system for evaluating new employee requests to use technology?**




How to Set Up a ChatGPT Account

Go to
chat.OpenAi.com
and click on
“Sign Up”

Register for an
account with an
email address
or a Google
or Microsoft
account



Pick a password
and create an
account




Poll - True or False?

We should allow our employees to use ChatGPT at work.


- A. True
- B. False
- C. Not sure

Considerations




- What are the advantages and limitations in your business?
- Who should be allowed to use ChatGPT?
- Do you have a policy around the use of AI and/or ChatGPT?
- Trust and Verify? Or just a rough draft? Starter dough...



The Takeaways

- ChatGPT is a powerful tool with the **potential for increased efficiency and productivity.**
- It has serious **limitations** to be considered before implementing in your business.
- There's huge potential for **disruption** in the HR Industry (and many other industries).
- **Continued learning, development and collaboration** is crucial to remain relevant.




Questions & Discussion




Let's Try it Out!

ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" --	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" --	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" --	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021



Training Codes




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