

# HR ROBO SAPIENS



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**DECODING ARTIFICIAL INTELLIGENCE FOR  
MODERN RECRUITMENT AND HR MARKETING**

**JOSÉ KADLEC**

NOT WRITTEN BY AI

## PRAISE FOR “HR ROBO SAPIENS”



*“This fascinating book will enhance your skills by augmenting the latest AI techniques, truly unlocking your human potential. This ability is the ultimate long-term competitive advantage for individuals and organisations.”*

**Jan Mühlfeit, Former Chairman at Microsoft Europe, Executive Coach, Best-Selling Author**



*“In HR ROBO SAPIENS you will gain an understanding of the latest developments in AI and its use as an aid in recruitment. It contains a great deal of research but is written in a way that makes it easy to understand and learn – there are lots of screenshots and examples!*

*Though I fear too many will use AI to create more same-ness, José Kadlec has explored how it can be used creatively to increase human engagement. As he writes in the conclusion, Recruiting isn't just a simple task; it's multifaceted. It's not about merely shifting a box from point A to B. So, as you'd expect me to say, take what you learn in this book and use it to improve the human experience for candidates, hiring managers and yourself.”*

**Katrina Collier, Author of The Robot-Proof Recruiter**



*“The book offers a comprehensive exploration of the myriad ways AI can be harnessed to revolutionize the recruitment process. HR ROBO SAPIENS is an absolute gem for anyone in the HR industry or anyone interested in the transformative potential of AI in the world of talent acquisition.”*

**Radboud Fluttert, Talent Acquisition Director at Zalando**



*“HR ROBO SAPIENS is the most comprehensive, and easily digestible, resource on generative artificial intelligence that I have seen to date. Buying this book will save you thousands of dollars on upskilling your workforce and futureproof your enterprise. Beyond recommendation, this book is a necessity.”*

**Jim Stroud, Editor at SourceCon**



*“It has been a year since OpenAI mainstreamed Generative AI with the release of ChatGPT. We’ve all been amazed at the technology but we’ve also not been able to operationalize it in our work that really makes a difference to our productivity. HR ROBO SAPIENS may change that. It is one of the most practical, comprehensive, written-for-the-recruiter how-to guides around. Scanning the contents page was enough for me to commit to reading the whole thing. If you want to AI-enable your recruitment team, you need to give everyone a copy of this book.”*

**Hung Lee, Curator at Recruiting Brainfood**



*“HR ROBO SAPIENS is a compelling guide to the future of recruitment and HR marketing in the age of artificial intelligence. Written with clarity and precision, the book demystifies complex AI concepts in an easily understandable way. It strikes a perfect balance between depth and accessibility, making it suitable for readers with a variety of backgrounds who want to enhance their skills and get their organizations ready for the future. It’s an essential resource for those looking to stay ahead in the rapidly evolving landscape of the AI-powered world.”*

**Lucia Haaszova, Managing Director and Country HR Director at IBM**



*“Jose’s acumen about talent sourcing technology has long been off the charts! I’ve been a fan of his webinars, articles, etc. for years, and you can easily tell he is the real deal from reading/watching any one of these. Now he’s taken it to a whole other level with his second full-length book HR ROBO SAPIENS that revisits the hot Gen AI space first made known with ChatGPT’s initial public version with many new in-depth insights. I’m sure you’ve read other treatments of ChatGPT and a number are solid, but this will become your key reference. Even in just one exchange that Jose and I had shortly before this was published, he already added instant value to how I utilized ChatGPT and GenAI (and I think I knew a lot).”*

**Glenn Gutmacher, Talent Sourcing Training Manager at NVIDIA**



*“Recruitment is the welcome gate for all candidates to any company. HR ROBO SAPIENS knows this and much more. José explains and demonstrates clearly that AI is and will be going to be an integral part of the recruitment in the very near future. This is a very practical guide on using AI in all aspects of recruitment, step by step. I recommend reading this book to anyone from the HR field, not only recruiters, to stay competitive and use the AI to the greatest extent possible.”*

**Jitka Adamkova, CHRO at T-Mobile CZ and Slovak Telekom**

## HR Robo Sapiens – José Kadlec



*“A decade ago, my initiation into the world of recruitment literature began with one of José's books. Fast forward to the present, and the latest offering from José, aptly titled HR ROBO SAPIENS, has once again left me in awe. This book is not just a read; it's an enlightening journey that delves into the transformative prowess of artificial intelligence within the recruitment sphere - definitely a must read for every TA professional.”*

**Nina Knopp, Talent Acquisition Partner at Wolt & ex-Amazon**



*“José Kadlec gets it! He understands the importance of HR transforming itself into AI-powered recruiters to drive their organization's success. HR ROBO SAPIENS is bursting with insightful and easily actionable information. It's an insider's view I haven't found anywhere else. It's a must-read for anyone serious about recruiting Tier 1 talent written by a true pioneer in the recruitment industry.”*

**David E. Perry, CEO at Perry-Martel International, Author of Hiring Greatness**



*“HR ROBO SAPIENS demystifies the overwhelming world of AI in hiring and it is an essential reference book to all talent professionals, offering practical insights and creative AI tools and techniques for every step of the recruiting journey. Whether you're seeking inspiration on how AI can enhance your processes or ready to delve into its depths, this is your ultimate guide. The future of recruitment is unfolding before us and it is every talent professional's responsibility to comprehend and leverage AI's potential while collectively shaping new industry standards. So, whether you're a leader, a seasoned recruiter, talent sourcer, marketer or a complete newbie, HR ROBO SAPIENS empowers you to supercharge your skills, and will enhance your ability to participate in the wider conversation about AI in hiring. Don't get left behind.”*

**Bernadett Haasz, Former Recruitment Product Strategy Lead at Meta**



*“I have had the great pleasure of knowing José for well over a decade. Throughout that time, he has been a constant inspiration to me and literally 1,000's of others in and around this wonderful industry. Through our experience of sharing conference stages across the globe to putting the world right over a glass of wine (or two) José has always been a thought leader and more importantly, a thought provoker. His ability and generosity in sharing some of that knowledge in this awesome book HR ROBO SAPIENS in a consumable fashion is to be applauded and I strongly recommend you strap in, tap into a continuous supply of coffee and soak it all in. You'll be a lot smarter for it.”*

**Bruce Morton, Global Head of Strategy at Allegis Global Solutions**





*“HR ROBO SAPIENS is a timely and valuable addition to recruiters’ reading lists. As previously with his first book People as Merchandise, also with his trainings and speeches, José Kadlec is highly practical and hands-on in his newest book HR ROBO SAPIENS (with a spot-on title as well). The book provides a systematic and thorough yet reader-friendly and simplistic analysis of the newest technologies, which are currently disrupting sourcing and recruitment. HR ROBO SAPIENS takes you step by step through the entire process of recruitment from in-take and recruitment strategy planning to onboarding by delivering insights on how each action can be enhanced by ChatGPT, numerous suggested tools and solutions. With examples from the daily life of recruiters and tips on how to overcome current technical shortcomings of ChatGPT, this book no doubt will be a great resource for the recruitment community. A special thanks for including an example in Lithuanian!”*

**Valerija Buzeniene, Business Manager at Simplika | CVO Recruitment**



*“If you want to elevate your recruiting and sourcing skills with AI, HR ROBO SAPIENS is a MUST READ! José provides us with a comprehensive overview of the possibilities to use AI in HR. Jose’s writing style, paired with concrete examples helped me understand the rationale behind some topics and transfer the knowledge to my daily work. Well done José!”*

**Mesut Demirkol, Talent Acquisition Partner at Airbus**



*“This book is a must have for anybody who works in the HR industry. It gives insightful analysis and practical wisdom, where José demystifies the complexities of artificial intelligence offering invaluable guidance for navigating the ever-changing landscape of recruitment and HR. Highly practical, easy to read and comprehend, even for those without IT skills. José is basically sharing his thorough research of the technology which will help you to navigate and use the technology to your advantage, to make your work more effective, exciting and easy! I am amazed how valuable this book is for professionals in the HR industry and I believe HR ROBO SAPIENS is a must-read for anyone striving to harness the power of technology while preserving the essence of human connection in the modern workplace.”*

**Ludmila Guerin, Strategy & Transformation Senior Manager People & Change at PwC**



*“José does the homework. Every recruiter, sourcer, and TA leader needs to use current AI tools to level up their career. HR ROBO SAPIENS isn't a book of prompts or AI theory - it's in-depth instructions on leveraging ChatGPT, Bard, Midjourney, Canva, and more to enhance your hiring skills today.”*

**Jim Durbin, The 'Indeed Whisperer'**



*“Person noting immersing themselves in AI today dramatically decreases their relevancy in the world of tomorrow. With HR ROBO SAPIENS, José is paving the way, not just for the talent sourcing and recruitment industry but countless other industries that can harness the power of artificial intelligence and tremendously impact their efficiency and increase added value. The book provides excellent insight into the creative applications of AI in a particular field with straightforward and easy-to-follow examples.”*

**Lubo Smid, Co-founder and CEO of STRV, Tech Entrepreneur, Podcast Host**



*“What a captivating and timeless book! All of us, HR Professionals and HR Experts are currently asking the important questions regarding AI, its impact and advantages to our field and José is stepping in with those answers in need. As always, his content is spot on and step ahead to give us all competitive advantage. Constant evolution is a must and José makes for us much this journey much easier with his shared expertise and easily digest content, tips and tricks. This book is a must!”*

**Romana Martincova, HR Manager at Red Bull and ex-L'Oréal**



*“HR ROBO SAPIENS takes a deep dive look at the recruitment landscape and applies AI tools to every step. It is the essential how to guide for recruiters in this new and evolving world. José is an expert in his field and provides a detailed road map to help all recruiters embrace the future.”*

**Shane McCusker, Recruitment Technologist and Director at Intelligence Software**



*“Dealing with José is always a little scary and exciting. He's able to master new and upcoming technologies, lightyears before most of us even grasp the possibilities. I've been a grateful guinea pig for some of his hacks, and learn so much from him every single time. HR ROBO SAPIENS is packed with practical insights into some of the magic behind new technology.”*

**Patrick Boonstra, Recruitment Innovation Expert at Danone**



*“José Kadlec could be described as the Arthur C Clarke in the field of Recruitment Technology, he is a futurist of proven ability – way ahead of the times, not just in his thinking, also the application of the technology to improve, enhance and enrich the profession and practices. HR Robo Sapiens is the next level for explaining the future of recruitment [that has arrived] and practical examples of use cases for AI in HR, TA and Recruitment. From the fundamentals through Tools, their application, marketing to Onboarding. If there is ONE book that every HR | TA | Recruitment | Sourcing leader and practitioner must have on their desk – HR ROBO SAPIENS is it.”*

**John Rose, Global Recruitment | Sourcing Partner at Volvo Cars & Get Resourceful**



*“If there's one book that captures the essence and potential of AI in HR, it's HR ROBO SAPIENS. José Kadlec has outdone himself in presenting a masterpiece that's both informative and captivating.”*

**Marek Rosa, Founder at GoodAI & Keen Software House**



*“José Kadlec's HR ROBO SAPIENS distinguishes itself with its practicality far beyond the traditional boundaries of HR and talent sourcing. Kadlec doesn't merely theorize; he enriches the book with 'Text to' adaptations, offering practical and actionable insights. The book excels in demystifying generative AI models, making intricate concepts accessible. It's a vital read for a broad range of professionals, skillfully blending deep theoretical understanding with pragmatic applications in talent attraction and broader business strategies.”*

**Miguel Mayorga, Global Talent Sourcer at Siemens Healthineers**



*“I've been observing José for at least five years now and I consider him one of the top voices in HR. His insights have consistently guided me towards achieving the success I've aimed for. In his webinars, I always discover cutting-edge technologies that I can apply in unconventional ways within HR. The same can be said for his book HR ROBO SAPIENS - a comprehensive guide that delves into leveraging AI in the entire recruitment process, from initial meetings to onboarding. The tools are skillfully presented, accompanied by numerous practical tips. While some may argue that AI will replace humans, that's a misconception - it will only replace those who fail to harness its potential. This book ensures you stay ahead of the curve.”*

**Dawid Kornytowski, Senior Talent Sourcer at Equinix, former Indeed, Intel, Amazon and LinkedIn**



*“A phenomenal book HR ROBO SAPIENS that reveals to you the shape of the HR future - and the future, is now! Let AI be your good servant, with this unprecedented, appealing and fundamental book of futuristic High-Tech HR, created directly by the inspiring leader, José Kadlec.”*

**Leona Koblicova, Recruitment Team Lead at Tesla, ex-Amazon**



*“In HR ROBO SAPIENS, HR and Talent professionals find an indispensable guide for navigating the AI-driven landscape of today's skill economy. This comprehensive manual not only underscores the necessity for HR team members to transform into AI-powered experts to stay competitive, but also offers a practical, step-by-step approach to applying AI in every aspect of recruitment and HR marketing. It is a vital resource for those looking to leverage AI for more informed decision-making and efficient HR operations, making it a must-read for anyone ready to embrace the AI future of recruiting, talent development and HR!”*

**Joseph Yeh, Technical Recruiter & Executive Career Coach, former LinkedIn, Yahoo, Apex.AI and Magic Leap**

**THANK YOU ALL FOR YOUR REVIEWS!**





HR Robo Sapiens – José Kadlec

# **HR ROBO SAPIENS**

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## **DECODING ARTIFICIAL INTELLIGENCE FOR MODERN RECRUITMENT AND HR MARKETING**

**JOSÉ KADLEC**

## **HR Robo Sapiens – José Kadlec**

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**To the Czech novelists Karel Čapek and his brother Josef who gaved us  
the word ROBOT in 1921.**

To continue the legacy of my previous book *People As Merchandise*, the  
book profits go to the internationally respected research on brain cancer at the  
*Institute of Molecular and Translational Medicine* (imtm.cz) in the Czech  
Republic, Europe.





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## **DISCLAIMER**

### **DO TRY THIS AT HOME BUT...**

This book provides a comprehensive exploration of various techniques and applications of artificial intelligence (AI), including but not limited to those employed in third-party cloud services like ChatGPT, Claude, Bard, and others. While I endeavor to demonstrate the utmost potential of these technologies, it is crucial for readers to be aware that some of the techniques discussed may not be in strict compliance with legal regulations such as the General Data Protection Regulation (GDPR) in the European Union, and its counterparts in the United States and other jurisdictions.

The examples and scenarios presented in this text are intended for educational and demonstrative purposes only. They should not be interpreted as encouragement or endorsement of any form of non-compliant or unlawful use of personal or internal data. Readers are strongly advised to exercise caution and good judgement when applying these AI technologies, particularly in contexts involving the handling of personal data.

Always ensure that your use of such technologies adheres to the relevant legal and regulatory frameworks, and remember that consent and privacy are paramount. I encourage you to use these tools responsibly, prioritizing ethical considerations and legal compliance in all applications.







# **MY SUCCESS STORY AND WHY YOU NEED THIS BOOK**



## My Success Story and Why You Need This Book

To move forward, action is required. Just as in 2006, I knew that to engage in a meaningful business, after completing my IT studies in college, I would first take a job as a software engineer.



José Kadlec, during his studies at the *Faculty of Nuclear Sciences and Physical Engineering* at the *Czech Technical University*

This led me to discover the entire recruitment industry, identify its weaknesses, and build an entirely new business on it. At the time, without realizing it, I became one of the pioneering IT recruiters to use LinkedIn for employee hiring. It wasn't just LinkedIn, but other channels for outbound recruitment, including GitHub. However, I also partially revolutionized

inbound recruitment using tools such as PPC ads on Google, which at that time were not at all common in the recruitment environment.

Back then, recruitment was indeed a very rigid transactional field based on job advertisements and it was calling for a complete transformation. This change ultimately matched, quite accurately, the direction I had modestly predicted and implemented back in 2006.

Fast forward to 2013, I found myself at a crossroads, pondering my next steps. I wanted to elevate my business from a one-man show to the next level. Just as when I had the aspiration to start a business after school and chose to work to achieve it, I knew that to accomplish this new goal, I had to take action.

I pondered over what this action could be. At that time, I felt that recruitment agencies still had an edge over in-house HR. Agency recruiters were already somewhat proficient at using Boolean logic on LinkedIn and were familiar with the dynamics of recruiting so-called passive candidates. So, I contemplated how to help level this imbalance.

I also wanted to embark on something with a global impact, and it occurred to me that a good tool might be an English language book that described LinkedIn direct recruitment techniques step-by-step.

Thus, I became my own book publisher and, over a 9-month process, crafted the book *"People as Merchandise: Crack the Code to LinkedIn Recruitment."* It went on to become a bestseller in several book outlets.



José's book *People as Merchandise: Crack the Code to LinkedIn Recruitment*

Thanks to Elon for being by my side : )

Back then, there wasn't such an influx of books, as producing extensive content was both complex and costly. Today, thanks to AI tools, I no longer need two English-speaking proofreaders to refine a book. Likewise, translating books into other languages has become much easier. Instead of writing, I can now dictate the book chapter by chapter (or convey unstructured thoughts), and AI will correct, style, structure, and format the text for me.

Not to mention audiobooks: with voice synthesis, you can even have them narrated in your cloned voice. This enables me to write and publish the book you're currently reading in just 3 months while maintaining at least the same quality.

Of course, today you'll find books on the market entirely written by AI. Amazon has even created a category for them. The issue is, these books tend to be filled with internet noise and clutter, appealing to almost no one.

Why?

Because books should describe and solve new problems. Accomplishing this with today's LLMs (Large Language Models) is challenging, as they derive from human actions that have already been addressed. They might be more suitable for writing children's fiction, for example. However, book publishing is certainly a field profoundly influenced by AI.

Furthermore, a book is somewhat similar to open-source software - software where you can see the source code, technically take it, modify it, and use it further (copying books is technically feasible, but legislation usually prohibits it - though you can cite or paraphrase ideas). This kind of thinking was instilled in me by the Linux community and also by the founder of the GNU movement (recursive acronym for GNU's Not Unix!) Richard Matthew Stallman, and the individual referred to as "The Last MIT Hacker."





José Kadlec and Richard Matthew Stallman, “The Last MIT Hacker”

I believe that even the uniqueness of the book format in 2013 secured me book reviews that I might not receive today, even though back then I was just a little cockroach.

The main review came from Barbara Corcoran, an investor from the now very popular show, "The Shark Tank." The foreword of the book was written by David E. Perry, the best-selling author of "Guerilla Marketing for Job Hunters."

Such endorsements are rare today and nearly impossible to obtain, much like the (im)probability of getting on Gary Vaynerchuk's (a.k.a. Gary Vee) show now.



José on the *Ask Gary Vee Show*, Episode 182<sup>1</sup>

They say timing is everything. In any case, it's crucial.

Prominent HR directors and managers from companies such as IBM, Google, T-Mobile, Barclays, Hewlett-Packard, Manpower, Adecco, Randstad, Boyden and others provided reviews for the book as well.

I knew the book would make some waves, but I didn't know precisely what kind.

At first, recruitment agencies started calling, asking if I could train their staff. I told them I would find a trainer who could educate them on my subject matter. I wasn't a trainer or a speaker. I was an IT guy who had never spoken publicly.

I couldn't find a suitable trainer, so I had to bite the bullet and do it myself. It's quite amusing when I recall how, about a week before my first full-day training session for one of the largest international agencies, I practiced

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<sup>1</sup> [Youtube.com/watch?v=s18v4rDryjI](https://www.youtube.com/watch?v=s18v4rDryjI)



speaking out loud for 30 minutes daily. I was worried that my voice wouldn't hold up for a day of talking.

As it turned out, that wasn't an issue. Since then, I've trained more than 35,000 recruiters, talent sourcers and other HR specialists.

Thanks to the book, in 2013, I connected with Milan Novak, who at the time led an international agency with almost 350 employees.

Together we founded a recruitment holding company based on three pillars:

**GoodCall** – an RPO (Recruitment Process Outsourcing) and recruitment agency that doesn't depend on advertising and specializes in outbound recruitment for mid-level and senior positions.

**Recruitment Academy** – the recruitment certification authority that develops and enhances staffing professionals in the global market.

**Datacruit ATS** - Given our technological focus and unique recruitment workflow, it was evident that we would need to develop our own software for a proprietary ATS (Applicant Tracking System), with a focus on recruitment data analytics.

With the help of two other shareholders and business partners Zdenek Bajer and Blake Wittman and all the other colleagues who have worked or are working with us, within a few years we had:

- 130 talent sourcers and recruiters,
- 10 million EUR in annual revenues,

- A ranking as the 415th fastest-growing company in Europe by the Financial Times,
- A Deloitte Fast 50 title (for Datacruit ATS),
- Processed over 450,000 candidates for our Datacruit clients, resulting in more than 11,000 hires,
- Representation in more than 18 countries.



GoodCall, Datacruit, and Recruitment Academy team building

Thanks to the book, I had the opportunity to speak at conferences like the Sourcing Summit Europe in Amsterdam. The Dutch have a reputation for being assertive and strongly focused on business. As an example, when I became the very first LinkedIn Certified Professional in the entire CEE (Central and Eastern Europe) region, the Netherlands already had over 10!

I knew I had to bring something substantial to the table there – a regular topic about recruiting on LinkedIn wouldn't cut it. Leveraging my background in cybersecurity, I drew an analogy between IT security and recruitment, including a hands-on demonstration of hacking techniques. The result was an epic presentation in 2015 where we hacked LinkedIn, WiFi and attendees'

mobile phones live on stage, nearly causing the audience to flee the room. The conference's Twitter hashtag became trending during my talk. What a crazy and exciting times!



Custom IMSI-Catcher device created just for *Sourcing Summit Europe 2015*

A year later, we hacked live TV and radio on stage, drawing connections between recruitment and 3D printed. Of course, all of this was done purely for educational purposes.

The presentation took a lot of my time, effort, and money, but it served as my ultimate ticket into this community. It further confirmed my ability to compete in a truly global landscape.



At the *Sourcing Summit Europe* (SOSUEU) in 2015, wearing a T-shirt that read, "*Armed with a keyboard, he's a danger to society*"

At the conference, thanks to my presentation, I got acquainted with the keynote speaker at the time, Johnny Campbell. Over time, I formed both a personal and professional relationship with him. I became the lead instructor on the topic of talent sourcing on the SocialTalent educational platform.

Thanks to this platform, my pre-recorded content truly reaches the global TA teams of companies like Cisco, Nokia, Avanade, Zalando, Disney, Booking.com, Oracle, and many more.



Johnny Campbell from SocialTalent and José Kadlec 2014 versus 2022

The reason I'm writing this book isn't just because it's been exactly 10 years since my last book, "People as Merchandise," but mainly because we're witnessing the beginnings of another revolution in recruitment.

People often ask me what the most revolutionary tool or method in recruitment is. My answer has consistently been that since the inception of LinkedIn, there hasn't been any significant revolution. LinkedIn is the most recent thing to profoundly influence how we conduct recruitment.

That's why I proudly display LinkedIn on my car's license plates, even though I'm not employed by them. I'm simply a devoted paying user and an unofficial ambassador. If Harley-Davidson enthusiasts can tattoo the brand's logo on themselves, the least I can do is showcase my beloved brand on my car plates.





Catching a ride with talent sourcing expert Mark Lundgren

I have a gut feeling that with the current level of AI, we're about to embark on a new era of recruitment. Hence, this book was born, or rather its first edition, which describes the AI transformation across the entire HR industry, including HR marketing, recruitment, talent sourcing, and LinkedIn branding.

This doesn't mean that this new technology will diminish the importance of the professional social networking site, LinkedIn. It will continue to serve as a data source and provide information on our candidates. However, how we interact with this platform will change, both in terms of inbound and

outbound recruitment/marketing – i.e., how we conduct searches, how we craft posts, how we modify profiles, etc.

I've simplified recruitment in the context of LinkedIn here – it's more complex, and I'll guide you step-by-step through this book.

So, what is my life's mission?

To transform rigid sectors (currently HR) using software applications and analytical methods.

The goal of this book is to transform you from a traditional HR professional into an AI-powered and technology-enhanced HR pro, a so-called "HR Robo Sapiens."

Let's get to work...

**José Kadlec**

**Prague, Czech Republic**







# 01

## THE FUTURE OF RECRUITMENT IS NOW



## The Future of Recruitment is Now

In my lectures and training sessions, I aim to inspire attendees by offering a glimpse into the future of HR work, or analogously, the experience of a job candidate.

Imagine the candidate of the future. Let's call her, for instance, Mary.

Mary receives a personalized video message on her social media. In it, a lifelike individual says, “Hello Mary, we've been monitoring your profile for some time now and would love to leverage your skills for our new project...”



Mary agrees to an interview with the company and schedules her slot through an automated interview booking system.

The day before the interview, Mary receives a phone call. The same voice from the video message reminds her of tomorrow's interview and asks if she has any questions. After a brief chat, Mary hangs up.

Mary goes to the interview, which takes place at the company's headquarters. Upon arrival, a facial recognition system automatically identifies and greets her as Mary. This process also verifies the individual's identity based on biometric facial features.



Mary enters the interview room, where her interviewer is already waiting. However, it's not a human.



Mary receives another personalized video message informing her that she's been hired.

Mary accepts the offer, and on her first day at work, she meets the person who appeared in both video messages and whose voice she heard in the automated phone call.

Mary underwent an AI-powered medical examination in a special kiosk, completely operated without human assistance. It also utilized a new method of illness diagnostics based on the user's voice.

Mary sits down at a computer and, through a so-called voicebot, engages in a conversation with the company's local knowledge base, which houses all of the company's information.

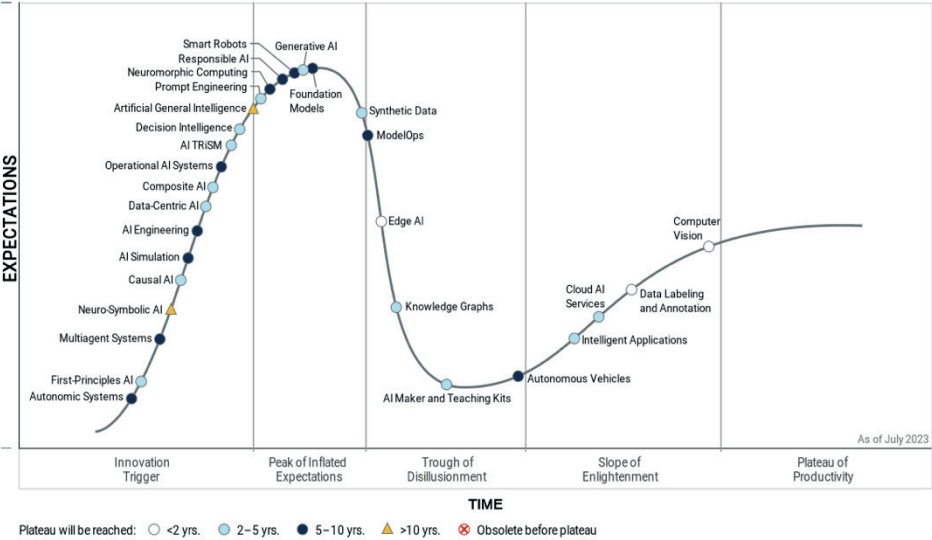
Finally, Mary puts on augmented reality glasses and takes a tour of the company premises. Through the glasses, she sees information about specific departments and products based on where she looks or where she's located.



The glasses also have facial recognition capabilities, so Mary can see the names and job positions of her new colleagues.

Some might find this future appealing, while others might not. The reality is, I no longer need to label this scenario as a future prediction because all the technologies mentioned are available today, and some are likely advancing to the mature stages of Gartner's hype cycle.

Hype Cycle for Artificial Intelligence, 2023

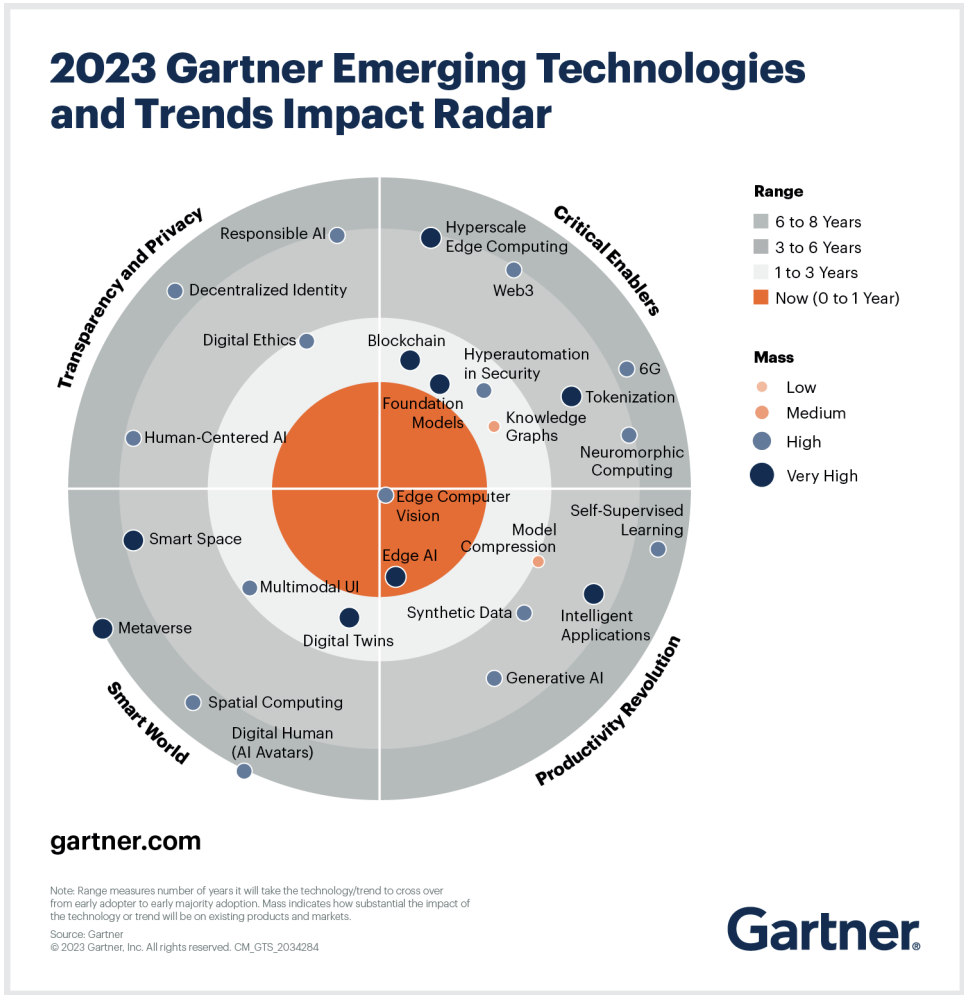


Gartner

Source: Gartner Hype Cycle for Artificial Intelligence 2023

Of course, it's not just about technologies surrounding artificial intelligence, but also about emerging tech. This includes areas like blockchain/tokenization, metaverse, augmented and virtual reality, web3, among others.





Source: Gartner Emerging Technologies and Trends Impact Radar 2023

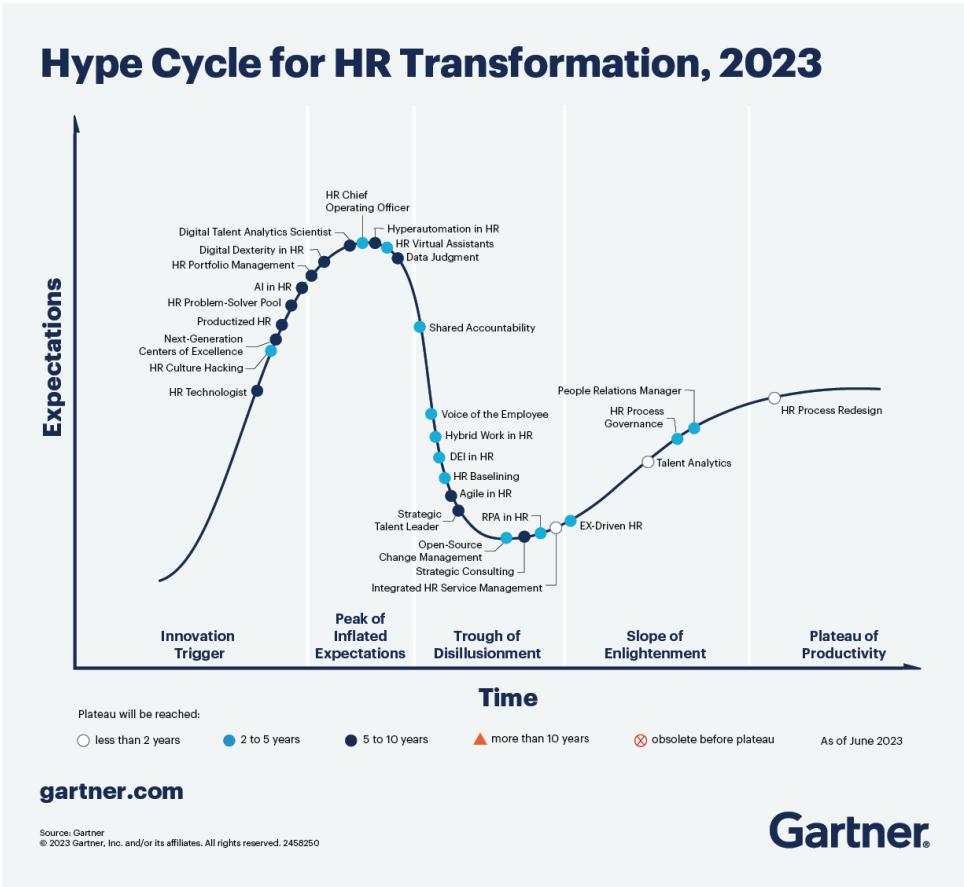
When we examine the recruitment process and other HR procedures like onboarding from a company's perspective (which is what we'll be doing in this book), the complexity is even greater.

A candidate doesn't see what's behind the scenes, such as how a recruiter found them, what technology was used for matching, screening and evaluation, whether the process was automated, or if key search terms for the LinkedIn search were determined by AI. Additionally, the process can



automatically evaluate a message from a candidate who isn't interested in a particular offer.

Gartner forecasts that AI will hit its plateau phase in 5 to 10 years and is currently in the "Innovation Trigger" phase.



Source: Gartner Cycle of HR Transformation 2023

Let's take a look at the mentioned technologies that the candidate saw in this process.

## Personalized Avatars

Digital twins that replicate the appearance and voice of real-existing individuals are now being used in broadcasting, for instance. The editorial team simply provides the text, and the artificially-created avatar reads it. Of course, they wouldn't necessarily need to replicate the look and voice of a real person and could simply create a synthetic persona. However, some TV networks still maintain the practice of having tragic news delivered by an actual human anchor.



Source: South Korean TV

You can achieve this effect yourself using technologies like Synthesia.io, Scena.ai, Heygen.com, and others. The voice itself can be replicated with many tools today, including Play.ht, UnrealSpeech.com, and DeScript.com. I'll delve deeper into these tools later in this book.

## **Interview Scheduling**

No rocket science here. The process of scheduling interviews can be automated today using platforms like Calendly, or even MixMax (which is better known for sequential messaging) and Meetingbird. Various ATS (Applicant Tracking Systems) have their own scheduling systems.

Tools like Calendly allow you to offer open slots in the calendar for multiple people. This means that if both an HR professional and a hiring manager are to participate in the interview, the candidate will be offered a slot that's suitable for both these individuals.

## **Telephone Voicebot**

This phenomenon combines two technologies – the speech-to-text & text-to-speech technology, which ensures you can converse with the voicebot vocally. It's similar to devices like Siri, Google Home, or Amazon Alexa. Then there's the AI (text-to-text LLM - Large Language Model) running in the background, which is the brain that comprehends your request and delivers a meaningful response.

Both these technologies are currently experiencing significant advancements. Not only can we synthesize a voice that is almost indistinguishable from a human voice (gone are the days of just that robotic tinny voice), but we can also clone the voices of real individuals.

Serving as the brain behind this are text-based AI models currently in the limelight, such as GPT, Claude 2, LLaMA, PaLM, LaMDA, and many more.

A crucial factor is the response speed, where there's still room for improvement. Your voice currently needs to be converted into text, sent to the language model for a response, and then the reply has to be synthesized back into voice, all of which takes some time.

## **Face Recognition**

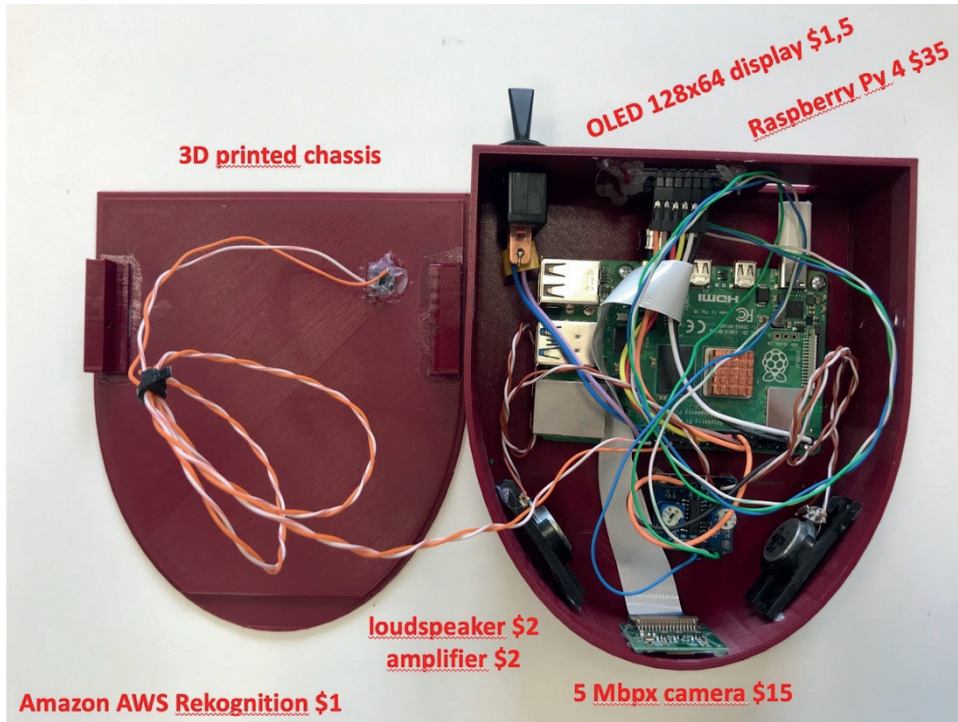
Face recognition technology isn't only utilized by law enforcement, like from street camera footage. This technology can underpin, for example, smart reception systems that monitor the entry of authorized persons and might serve as time sheets.

In our company, for instance, we created a face recognition device ourselves. We called it FaceCam.



FaceCam face recognition device by GoodCall

The device incorporates a small computer, the Raspberry Pi, along with peripherals for display and a camera. The device remotely connects to Amazon Rekognition for face recognition capabilities.



GoodCall FaceCam device internals

We've configured the device to recognize people based on their LinkedIn photos. You simply need to snap a picture of the individual.



Face recognition by FaceCam device

If you want to try something similar yourself, you can use a tool like Pimeyes.com, which can similarly recognize individuals, but it utilizes publicly available photographs of people from the internet.

Capture a photo of someone on the street or simply upload a picture from the internet. You don't need to worry if the person is wearing glasses, a mask, or if it's taken from a difficult angle, like when I'm photographing a friend at Starbucks.





You upload the photograph to Pimeyes.com, which automatically identifies where the face is in the picture. If there are multiple faces, it will give you an option to choose which one you want to search for.

←


Face search


×




 Clear


7/10

 Add more photos for better results

 Choose Search Time: Any Time

⌵

 Safe Search

 Deep Search

☐ I accept the [Terms & Conditions](#)

☐ I have read the [Privacy Policy](#) & agree to use the photo of my face to perform further searches.

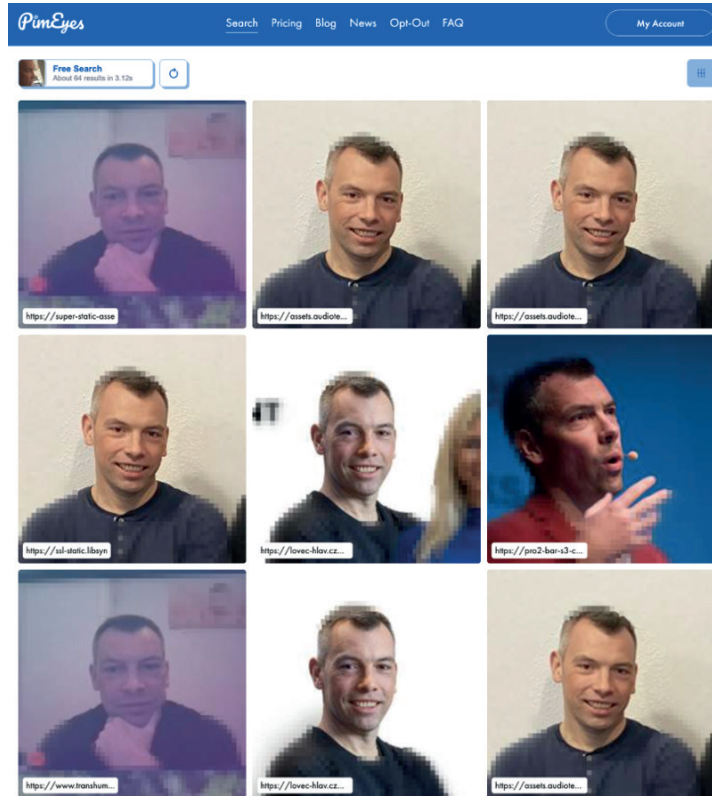
Start Search

Daily free searches available: 3/3

Face recognition with Pimeyes.com



Then, you simply search.



Face recognition with Pimeyes.com

The application found various images of this person online, from which you can easily ascertain the actual identity of that person — their name, etc. In this case, it was my colleague and podcast co-host, Matej Matolin.

## Automated Interviews

The idea of meeting a robot like Tengai Unbiased, I believe, won't be a trend. Though it's a real device, the sci-fi dramatization in this book may have exaggerated a bit.



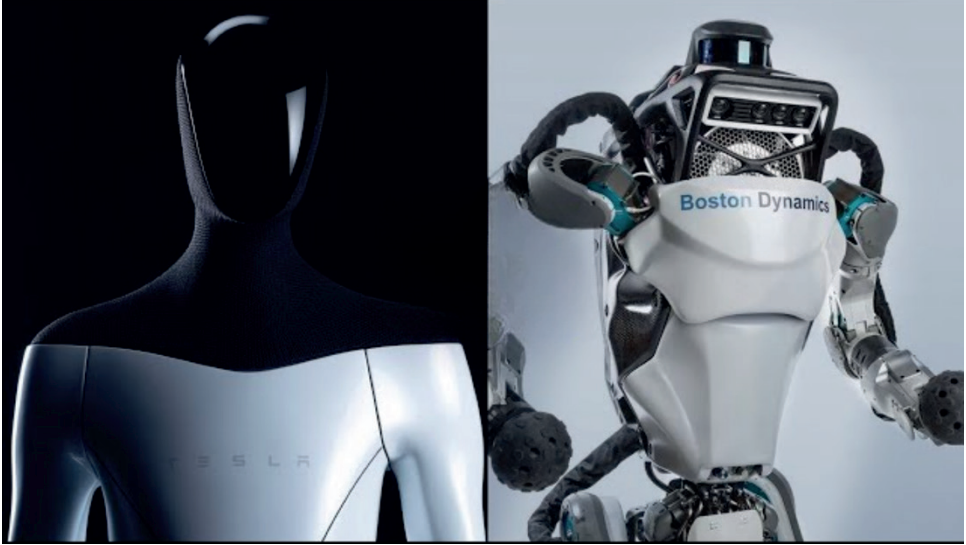


Source: Tengai Unbiased

There's no need to create specialized hardware when a robot could just run on a computer. Thus, interviews don't even need to be in-person anymore, and we know video call interviews are trending.

There are many tools available today that conduct automated video interviews. They can create automated structured transcripts of the interview using language models, or even assess a candidate's emotions in real-time based on the 7 facial micro-expressions (happiness, sadness, anger, etc.) as described by Paul Ekman.

While physical robots for interviews may not be trending, we could soon encounter humanoid robots for other tasks in society or the workplace. Companies like Boston Dynamics, Tesla, and Honda are among those developing their own versions.



Tesla & Boston Dynamics humanoid robots

## AI Medical Diagnostics

Owing to advancements in AI image recognition and acoustic analysis, new methods of medical diagnostics have emerged. It's now possible to detect type 2 diabetes from just 10 seconds of a person's voice.<sup>2</sup>

Additionally, specialized medical booths that operate without human intervention are also becoming a reality.

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<sup>2</sup> [Medicalnewstoday.com/articles/ai-10-second-voice-clip-help-diabetes-diagnosis](https://www.medicalnewstoday.com/articles/ai-10-second-voice-clip-help-diabetes-diagnosis)



AI-powered CarePod by the company Forward

## AI Knowledge Base Bot

What is company leadership? It's mostly the information stored in media like a local knowledge base (various internal wikis and documents), emails, internal social communicators like Slack, Discord, or Teams, etc.

These knowledge sources can be integrated with systems like ChatGPT and commands can be executed within them, rather than scouring the entire internet. So, Mary can query an artificial intelligence in the form of a voicebot or chatbot instead of tediously searching. Such solutions exist today.

Similarly, one can replicate the knowledge of a specific individual. Consider experts who write books, produce YouTube videos, or are invited as podcast guests. This can serve as an excellent foundation to immortalize someone and truly create their digital twin.