

Unleash your

potential.

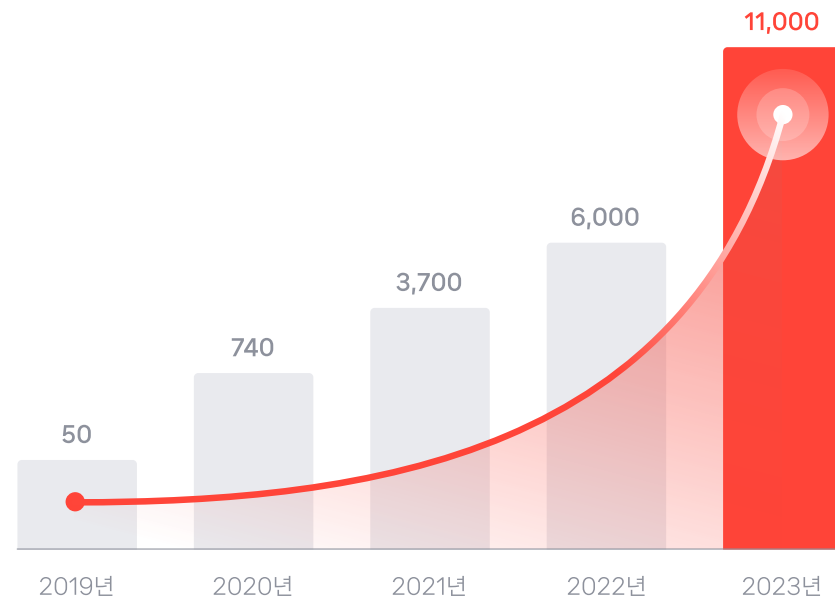
https://youtu.be/H0Wy9I_agjU



Unleash Your Leadership Potential: Embracing AI

AI-powered Learning and Skill Platform, CLASSUM

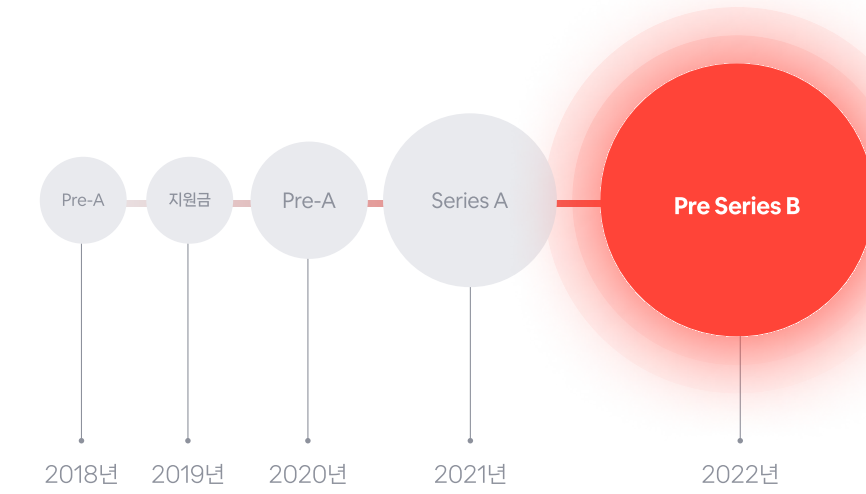
11,000
Organizations



32
Countries



\$22M
Invested



SAMSUNG

LG인화원

現代

Hanwha

DB Inc.

DOOSAN

AMOREPACIFIC

SK홀딩스

kt

올리브네트웍스

LG화학

SK hynix

HYBE

HYUNDAI STEEL

LIVART
리바트

한화생명

하나금융TI

Prudential

SHISEIDO
PROFESSIONAL

zigbang

빙그레

ABI80

kpc 한국생산성본부

KSA 한국표준협회

LH 한국토지주택공사

K water

한국남부발전주

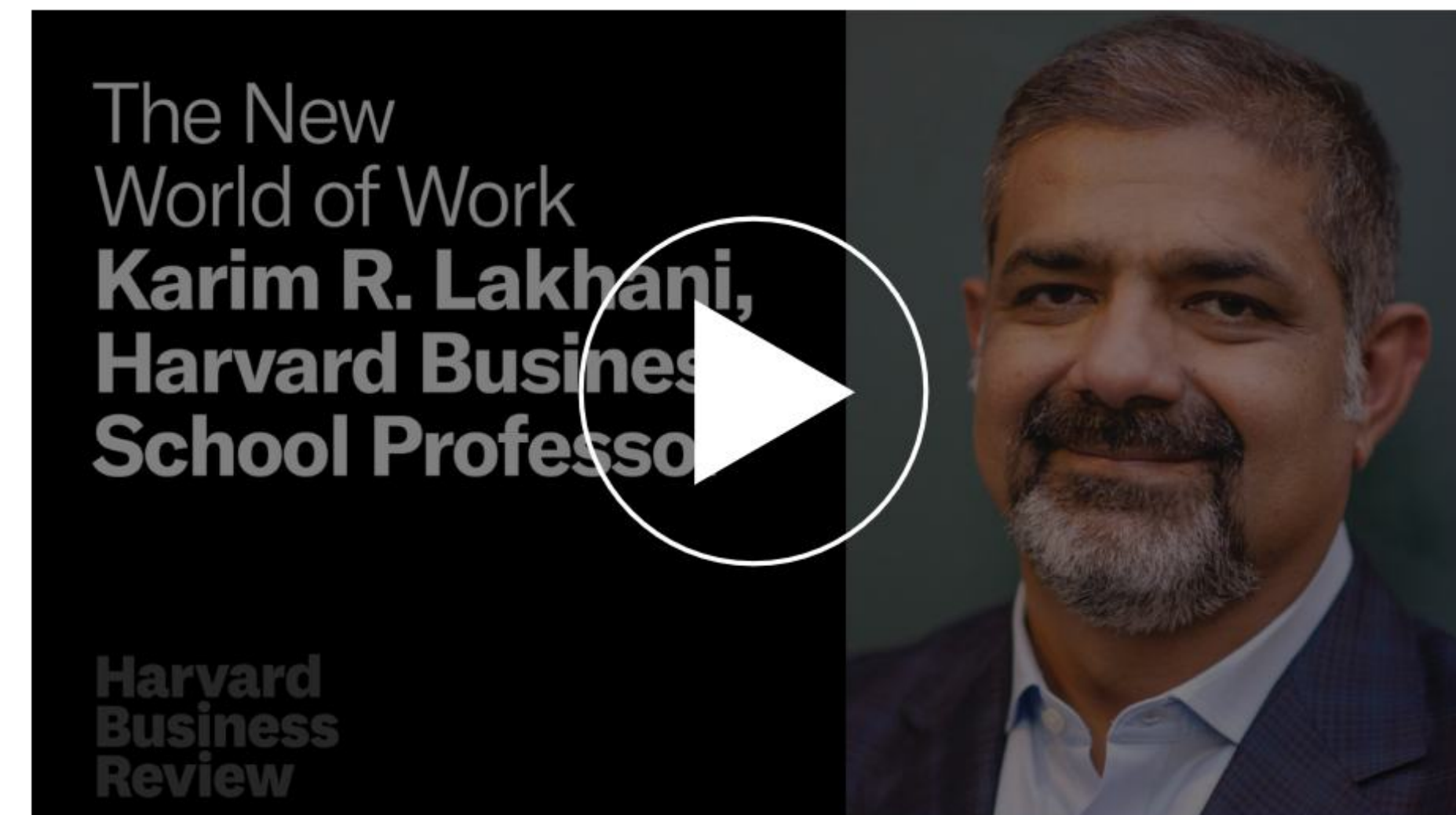
kobaco

**Harvard
Business
Review**

Business And Society

AI Won't Replace Humans — But Humans With AI Will Replace Humans Without AI

August 04, 2023



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The real challenge is not a technological challenge. I would say that's like a 30% challenge. **The real challenge is 70%, which is an organizational challenge.**

My great colleague Tsedal Neeley talks about the **digital mindset**. Every executive, every worker needs to have a digital mindset, which means understanding how these technologies work, but also understanding the deployment of them and then the change processes you need to do in terms of your organization to make use of them.

60%

of 1000 HR leaders at SMEs in the UK and Ireland planned to enhance their HR department with increased AI and automation within the next 5 years

Source: Personio, 2023

76%

of HR leaders believe their organizations will fall behind if they don't adopt AI solutions like generative AI within the next 12 to 24 months.

Source: Gartner, 2024

87%

of employers who utilize automation or AI report time savings and increased efficiency.

Source: SHRM, 2024

AI in HR Landscape

Talent Intelligence

Skills Dictionary/Taxonomy, Job-Work-Skills Matching for Talent Acquisition



Workplace Learning

Hyper-Individualized Pathways and Courses for Talent Development



Employee eXperience

Culture Survey, Employee Engagement for Talent Retention



What is eightfold?

- Talent Intelligence Platform: Connecting people with the right jobs
 - both internal employees and external candidates
- Deep-learning AI
 - to define roles (not a vague job description)
 - to integrate internal company data and external publicly available local and global data



Customer Stories



“

It's a couple of clicks, and you have not only a set of jobs that look like they fit your background, but also descriptions of why — down to the skill level.

-Matt Hill, Senior Director of Talent Acquisition at Dexcom, the medical devices company

Challenge

- Massive business growth in the past five years and projected into the future
- Imperatives for internal mobility and goals for diverse and inclusive hiring

Solution

- implemented the Eightfold Talent Intelligence Platform

Outcome

- 42% of career site visitors submitted a resume in first six months after go-live
- Improved visibility into demographic factors enabling more-inclusive hiring decisions
- Matched more applicants with jobs for which they are suited
- Removed repetitive, manual, and error-prone tasks from the hiring process
- Empowered employees to apply for open positions that best fit their career goals

What is CLASSUM?

- AI-powered LXP that empowers employees to connect, learn, and grow together to drive business impact across the organization.



Interactive Engagement

CLASSUM builds interactive spaces to foster a culture of continuous learning.



Learn in the Flow of Work

CLASSUM upskills and reskills employees through timely and relevant training.



Data Analytics & Insights

CLASSUM offers data and insights to find employees' needs & interests.



AI-driven Knowledge Hub

CLASSUM maximizes work efficiency and productivity with AI

CLASSUM AI

Bridge the Gap Between Employee Goals and Company Objectives

- ① Align personal goals with the company to enhance job relevance
- ② Create structured learning path templates to foster organizational goals
- ③ Feedback system to share expectations and performance metrics

Achieve Tailored Growth Goals with AI DOT

- ① Shape your learning journey based on your interests and motivation
- ② Stay up-to-date with current industry trends and skills
- ③ Track and monitor learning achievements with a progress dashboard

The screenshot displays the CLASSUM AI interface. At the top, there are two tabs: 'Set Learning Objective' (active) and 'Request Approval'. Below the tabs, the main content is divided into two panels. The left panel, titled 'AI-Curated Learning Path', shows a user named Eleanor with the goal 'I want to be an HR who specializes in data.' Below this, an AI DOT (AI Data Object Tracker) chatbot says 'That's a fantastic goal! Could you pick a specific skills you want to learn?' and offers several skill options: 'HR Analytics Tools', 'Statistical Analysis', 'Data Cleaning', 'Data Visualization', 'HR Dashboard', and 'Data Modeling'. The right panel, titled 'Learning Objective', shows the goal 'Becoming a Data-Driven HR Professional' and a 'Contents List' with three items: 'Analytics-Driven Problem Solving for HR Leaders', 'Automating Data Analysis with Large Language Models', and '[Data Visualization] Learn with 80 Practical Examples'. To the right of the main panels, there are two skill progress dashboards. The top one is for 'Soft Skill' (Communication) with a 'Self-review' score of 8 and a 'Manager review' score of 9. The bottom one is for 'Technical Skill' (Data Analytics) with a 'Self-review' score of 4 and a 'Manager review' score of 5.

Customer Stories AMORE PACIFIC

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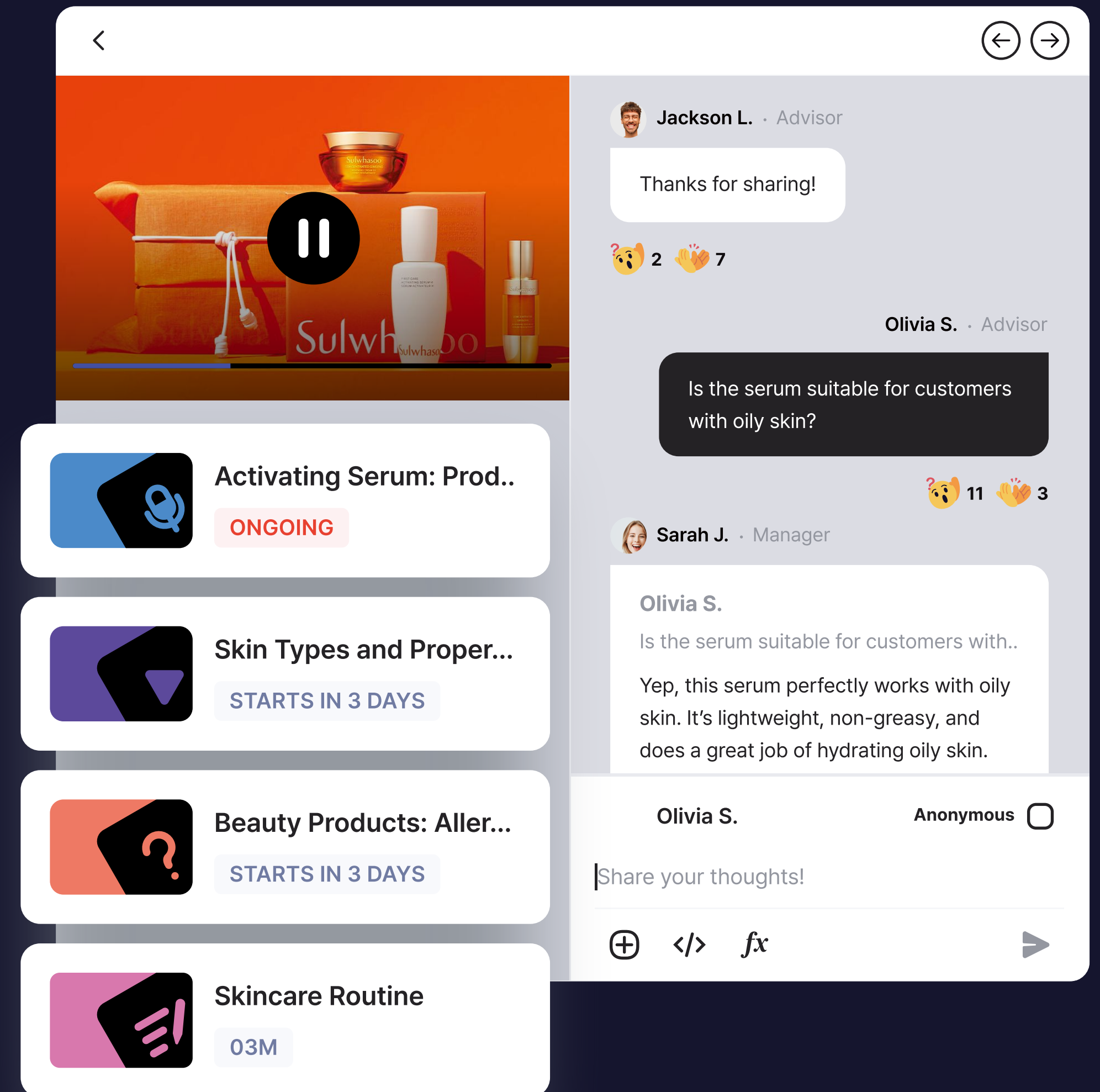
CLASSUM offers a comprehensive solution that streamlines global sales team training. It's the ultimate toolkit for engaging our team and enhancing their skills effectively.

Company Overview

- Amore Pacific ranks among the world's top 10 cosmetics conglomerates, managing over 30 prestigious global brands like Sulwhasoo, Laneige, Mamonde, Etude House, and Innisfree.

Challenge

- Inconsistent client experiences from knowledge gaps.
- Need for an intuitive, user-friendly mobile app.
- Long ramp-up times for new sales due to complex updates sharing across 13 countries.
- Low retention from limited manager interaction.



Workplace Learning CLASSUM

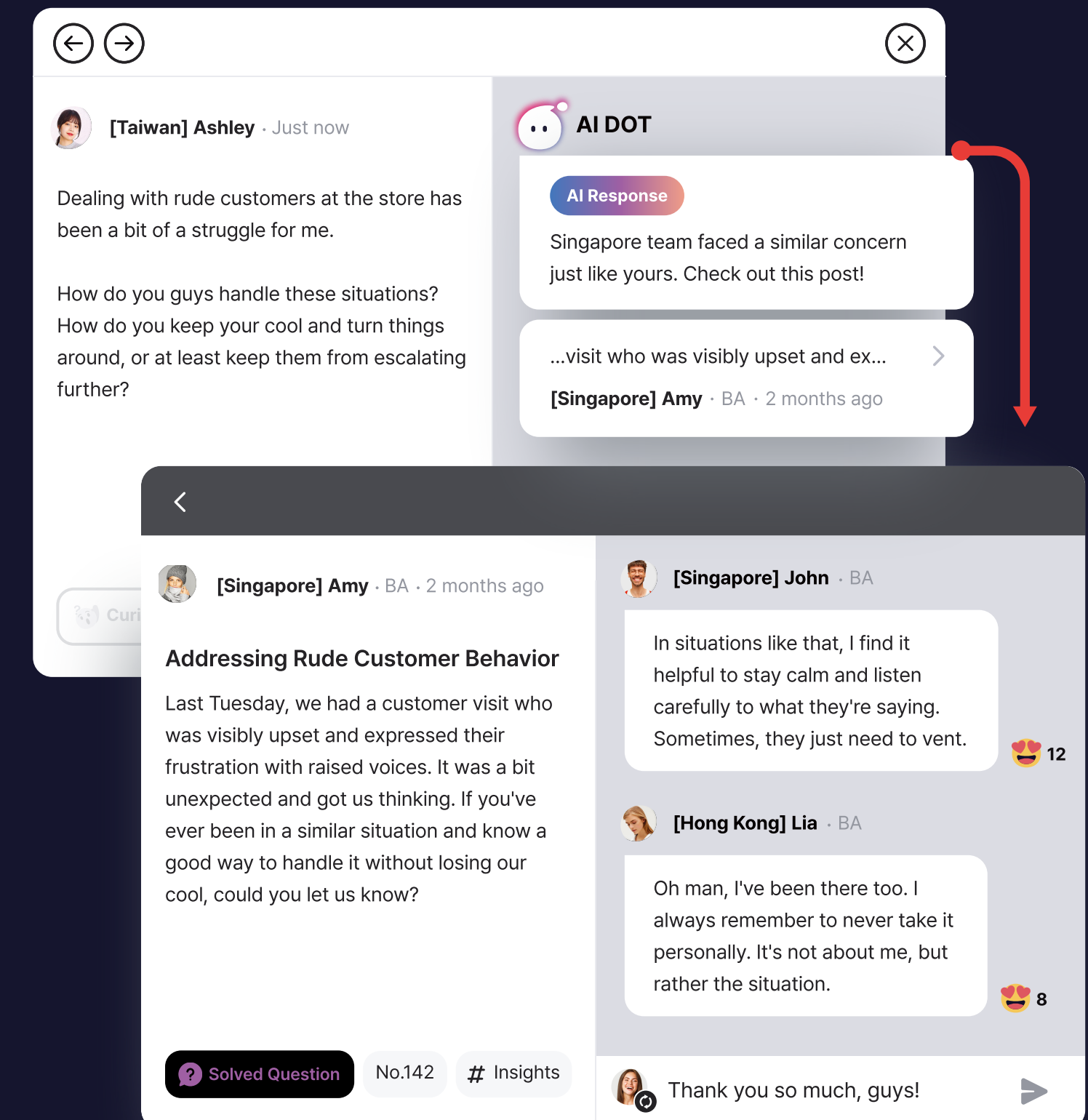
CLASSUM

CLASSUM's Solutions for Amore Pacific

- Online community for content sharing across global branches, including:
 - Best training cases and country-specific practical tips.
 - News on product releases, company updates, and upcoming events.
 - Any other valuable or interesting information for trainers globally.
- AI assistant for connecting managers with information in other branches
 - AI DOT syncs information from each country's training space.
 - AI DOT then connects managers to information from other countries, e.g. a US manager finding past posts from the Canada office.

Impact and Results

- Automated synchronized product training across 13 countries.
- Approximately 5,800 interactions within sales teams on CLASSUM.
- Successfully trained over 450 sales managers in one year.
- Average program completion rate of 89%.



What is Culture Amp?

- Leading employee experience platform that leverages Google's Vertex AI platform.
- It supports employee management and performance management, by automating the reading, reviewing, and analyzing of extensive employee survey comments.
- During an early-access pilot involving over 400 customers worldwide, AI Comment Summaries reportedly saved HR teams approximately 6,600 hours, equating to around 40 work-months.

Testimonial Insurance

“

I love this new feature because it will help us build and sustain a far more compelling and well-informed strategy around employee engagement in just a fraction of the time.

-Sharon Stewart, Organizational Development Specialist at AA Insurance

Survey comments

Rating Questions Free Text Questions Mult...

770

826

What's one thing we could do better to become an even better place to work? 593

459

408

What's one thing we could do better to become an even better place to work?

Sentiment analysis

😊 33% (213) 😐 52% (297) 😞 15% (81)

🌟 AI summary: Overall (593)

Employees share the most positive comments on leadership and DEI. They wa...

Communication 72 Company Culture Career


😊 33% (213) 😐 52% (297) 😞 15% (81)


😊 AI summary: Positive (30)


Employees are generally happy with the company and it's culture.


Template library

Employee experience


Single point onboard survey 
7 minutes | 36 questions


Intern survey 
4 minutes | 24 questions


Candidate survey 
4 minutes | 20 questions


Custom onboard survey 
<1 minute | 0 questions

Employee effectiveness

Manager effectiveness 180 
29 questions

Team effectiveness 
33 questions

Leadership effectiveness 360 
14 questions

Individual effectiveness 360 
13 questions

How AI can help you with your leadership

How AI can help you with your leadership

X-ray insights into your team

Identify tasks aligned with team members' desires.

Assign tasks that support business opportunities.

Insights into team members' perceptions of the organization.

Understanding psychological safety needs and mental health status.

How AI can help you with your leadership

Use Cases



Unilever uses an AI model to streamline the recruitment process by analyzing video interviews. The AI assesses candidates based on their responses, tone, and facial expressions, helping to identify the best candidates for a role more efficiently.



Udemy uses AI to collect employee feedback, identify opportunities, and determine where to invest. This approach allows them to take actionable steps and achieve significant improvements in subsequent pulse surveys.



Starbucks uses AI technology to promote employees' mental health by matching coaches with users, assisting with session summaries, and generating replies for coaches.

Let's Embracing AI

Talent Intelligence

Skills Dictionary/Taxonomy, Job-Work-Skills Matching for Talent Acquisition

Consultative/Advisory Leadership Style

The leader actively seeks input, opinions, and feedback from team members before making a decision.

- Key Point: The leader values collaboration but retains the final decision-making authority.
- Why It Matters: This approach is great for situations where diverse perspectives can enhance decision quality and helps in gaining team buy-in.
- Source: Tannenbaum and Schmidt (1958).

Charismatic Leadership Style

Charismatic leaders inspire and motivate their followers through their personality, persuasion, and compelling vision.

- Key Point: These leaders create strong emotional bonds and a deep sense of trust with their followers.
- Why It Matters: Charismatic leadership is particularly effective in driving change and rallying teams during challenging times.
- Source: Conger and Kanungo (1988)

Workplace Learning

Hyper-Individualized Pathways and Courses for Talent Development

Employee eXperience

Culture Survey, Employee Engagement for Talent Retention

Coaching, Supportive Leadership Style

This style focuses on mentoring and supporting team members to foster their personal and professional growth.

- Key Point: The leader provides guidance, removes obstacles, and creates a positive work environment.
- Why It Matters: It's ideal for enhancing job satisfaction and employee engagement, especially when development is a priority.
- Source: Robert House's Path-Goal Theory (1971).

Transformational, Empowering Leadership Style

Transformational leaders inspire followers to achieve extraordinary outcomes by aligning personal values with organizational goals.

- Key Point: This style includes four components: idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration.
- Why It Matters: It's highly effective in driving organizational change and empowering employees for long-term success.
- Source: Bass and Avolio (1994).

CLASSUM

AI-powered Learning and Skill Platform

CLASUM

www.classum.com

02.6091.2897
