

Artificial Intelligence: Business Strategies and Applications

Capstone Project

John Quirk

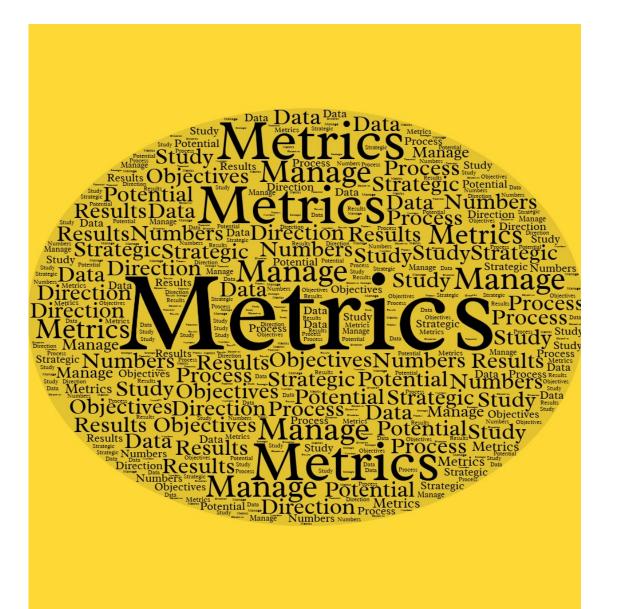
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- The Talent Acquisition and Growth (TAG)
 Framework™ is a data driven approach to talent management for professional services firms
- Current challenges include overreliance educational institution, a narrow focus on technical skills, high attrition rates, inconsistent project outcomes, and lack of diversity in leadership
- The TAG Framework addresses these challenges by integrating advanced assessments, outcome-driven analytics, and personalized development planning onto an Advanced Technology Platform



- The TAG Framework generates business value by improving hiring profiles, expanding the potential hiring pool, unlocking employee's full potential, building efficient teams, and delivering outstanding client results
- The framework provides a competitive advantage by leveraging data-driven insights to continuously refine talent acquisition, assignment and development processes
- The framework requires investment in assessment tools, analytics capabilities, and development resources, but the expected ROI is significant due to improved retention, project outcomes, and client satisfaction



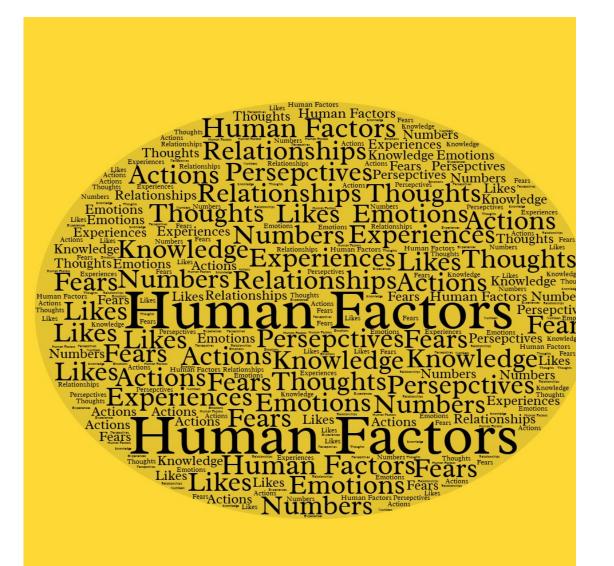
- Key metrics to evaluate the success of the TAG Framework include:
 - Attrition rates: Target a 20% reduction in attrition within the first year
 - Project outcomes: Aim for a 15% increase in on-time, onbudget project delivery
 - Client satisfaction: Target a 10% improvement in Net Promoter Score (NPS)
 - Leadership diversity: Aim to increase underrepresented group representation in leadership roles by 15% within two years
- These metrics are directly tied to the talent management challenges addressed by the framework
- Action plans will be developed based on metric performance, such as targeted retention initiatives or leadership development programs



- The TAG Framework will leverage supervised learning algorithms to predict performance based on assessment data, enabling more accurate hiring and promotion decisions
- Natural language processing techniques will be applied to analyze qualitative feedback from employees and clients, uncovering insights for continuous improvement
- A custom recommender system will be developed to generate personalized development plans based on individual strengths, goals, and performance data
- Models will be trained using historical data and continuously refined based on new data captured through the framework



- Key data sources include CliftonStrengths and DISC Profile assessment results, performance evaluations, project metrics, client feedback, and employee development records
- Data will be stored in a secure, cloud-based talent management platform, with appropriate access controls and encryption
- Integrations will be built to import data from existing HR and project management systems
- Additional data will be collected through regular employee and client surveys, as well as tracking development activities and outcomes
- Strict data governance policies will be implemented to ensure privacy, compliance with regulations like GDPR, and ethical use of data



Implementing the TAG Framework will require change management efforts, including communication campaigns, leadership buy-in, and training for managers and HR professionals

The framework will support employees through personalized development planning, regular check-ins with managers, and access to learning resources

Potential ethical risks include bias in assessment data and algorithmic decision-making, which will be mitigated through regular audits, transparency around data use, and human oversight

Employee agency and transparency will be prioritized, with clear communication about how data is used and opportunities for employees to provide input and feedback



- An A/B test will be conducted to validate the impact of the TAG Framework
- The treatment group will consist of three pilot teams adopting the framework, while the control group will include three teams continuing with traditional talent management practices
- Key metrics tracked will include attrition rates, project outcomes, client satisfaction, and employee engagement, aligning with the evaluation metrics from Slide 3
- The test will run for six months, with regular checkins and data analysis to monitor progress and identify areas for refinement