전자신문

CIO Summit 2025

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2025. 2. 27.(목) | 그랜드 인터컨티넨탈 서울 파르나스





생성형 AI 시대의 HR 혁신

기업이 준비해야 할 미래의 비젼 및 사례

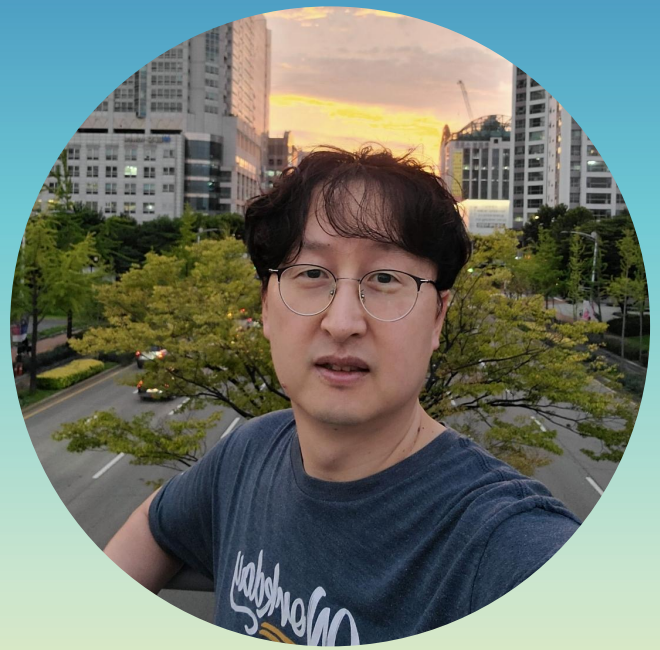
workday.

Leveraging AI for Human Capital Management

2025.02.27



workday



Karl Shin

Principal Technical Consultant
Workday

Safe Harbor Statement

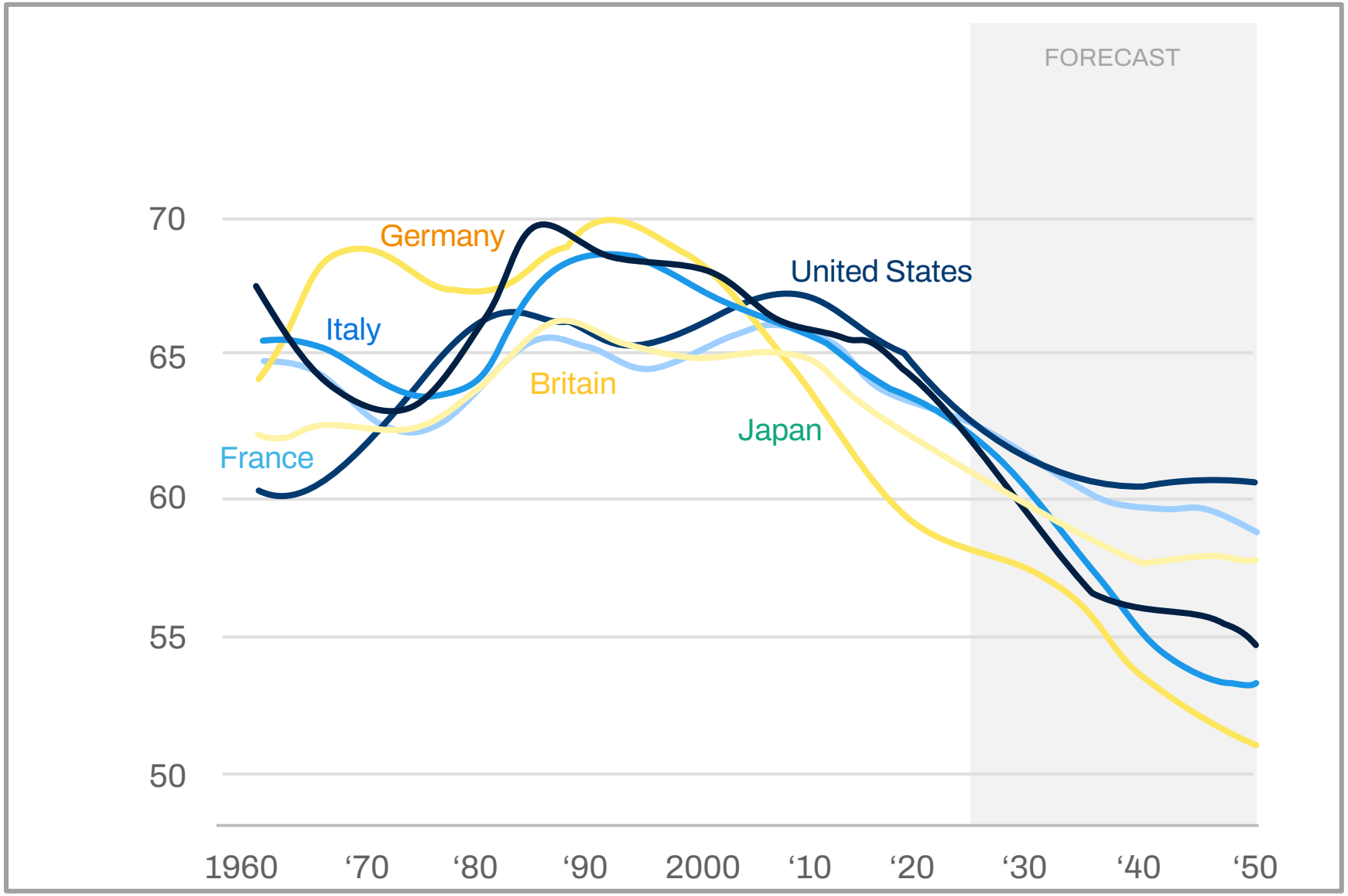
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Working Age Population

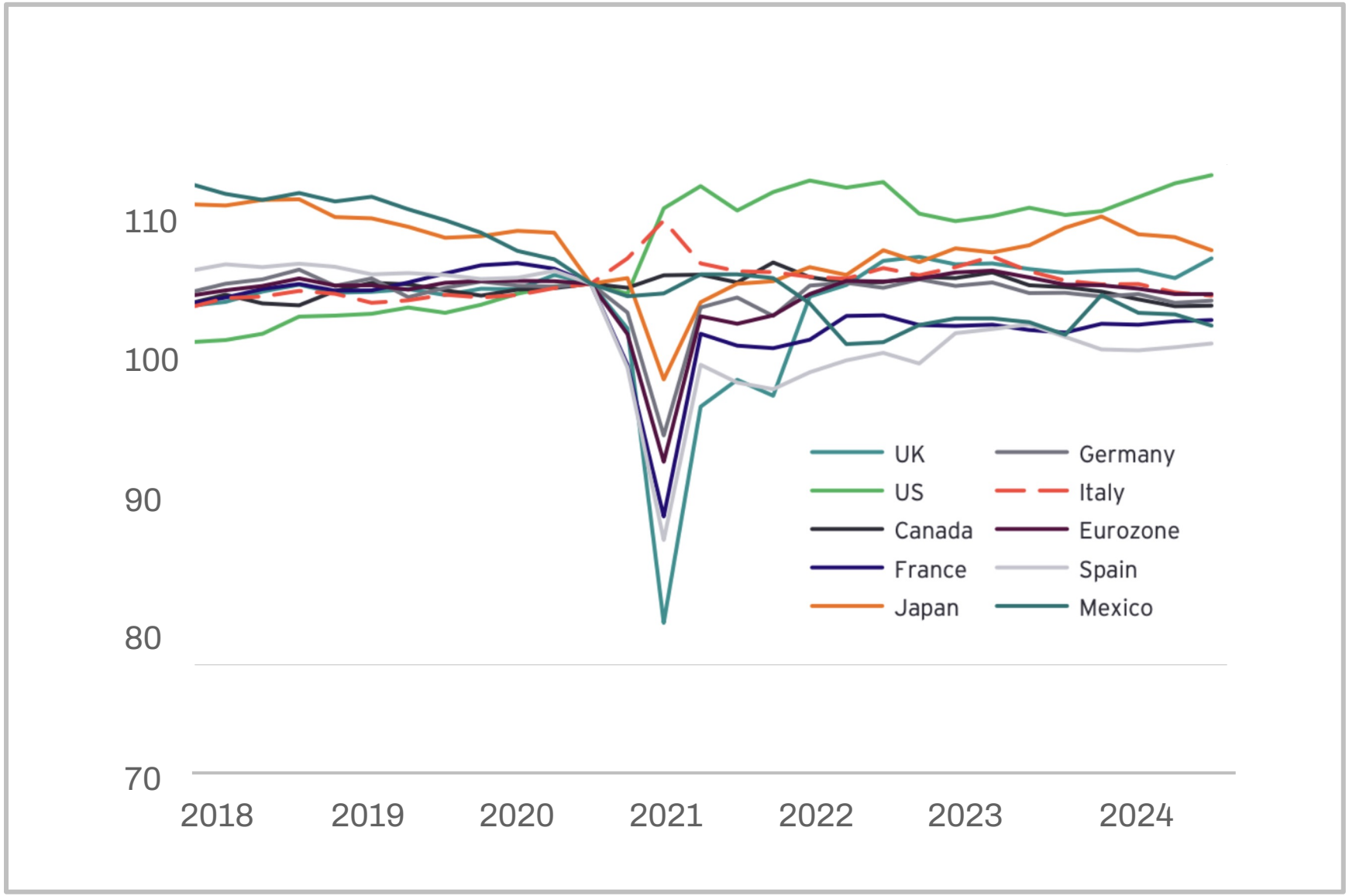
% of total



Source: World Bank

Productivity across economies

Output per employed person (2019 Q4=100)



Source: EY Global economic outlook: thriving in a new normal

HR Leaders Use AI for Business Growth

Transformative approach needed to **improve productivity and engagement**

44%

employees feel they are not being efficient

Zapier

Optimism among leadership that **AI is the technology** to drive transformation…

80%

HR Leaders believe AI is required to keep business competitive

69%

HR leaders believe AI could decrease current workloads

Workday AI IQ

HR leadership self-awareness to address risks and advance adoption

76%

HR leaders believe they will be lagging if they don't adopt AI in 1-2 years

Gartner

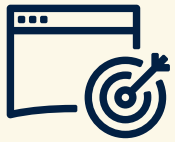
“The challenge for companies is to figure out how to make AI work for their employees, guiding them toward positive outcomes and managing the downside risk.”

McKinsey & Company

“Having AI handle the mundane, tedious work frees up time for our employees to focus on more meaningful, career-fulfilling goals.”

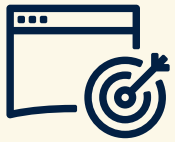
Workday Customer

And We Know AI is Working Already



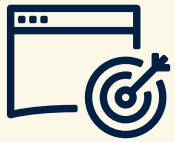
AI writing

Contents, Employee Communication, News letter, Translation



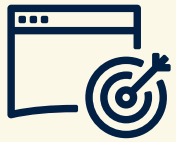
Career

Performance review & Feedback, Survey and Career path recommendation



Talent

Employee productivity, Goal setting, Mentoring, Collaboration



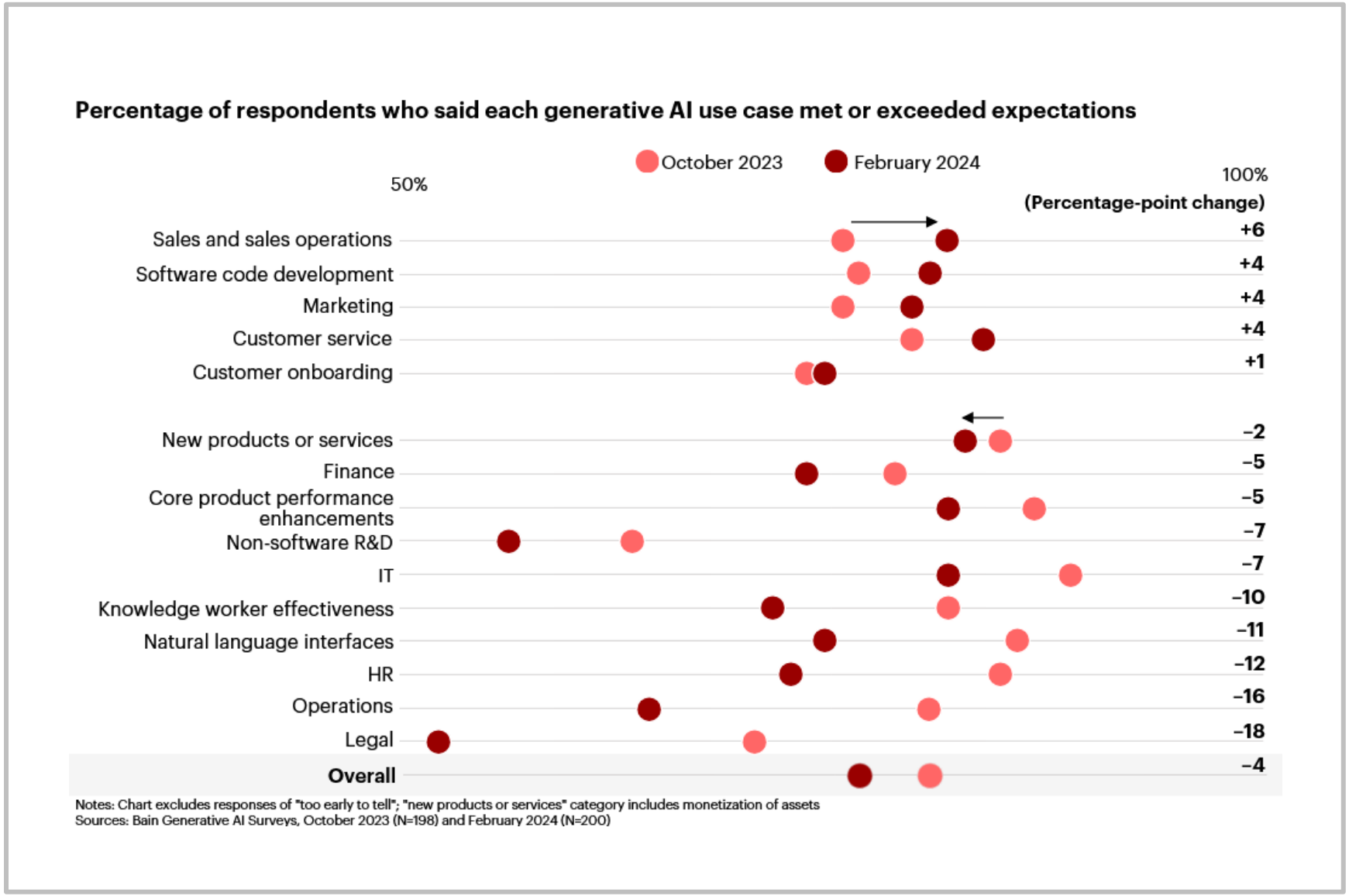
Hiring

Job Posting, Candidate Matching, Skill management, Candidate Experience

AI is everywhere and work will never be the same.

Percentage of expectation to Gen AI

% (percentage-point of change)



Source: Bain Generative AI Surveys, October 2023 (N=198) and February 2024 (N=200)

Illuminate is Purpose-built & People-centered AI

Value Centricity

Every AI innovation is developed by thoroughly understanding how it will deliver value for customers.

Extensibility

Deliver AI capabilities faster through pre-built AI APIs accessed through the Workday platform and strategic AI partnerships.



User Experience

Fits naturally into daily work from spotting finance data issues to creating job descriptions.

Responsible AI

Innovate with industry-leading Responsible AI that helps boost AI adoption and safeguard sensitive data with complete transparency and control.

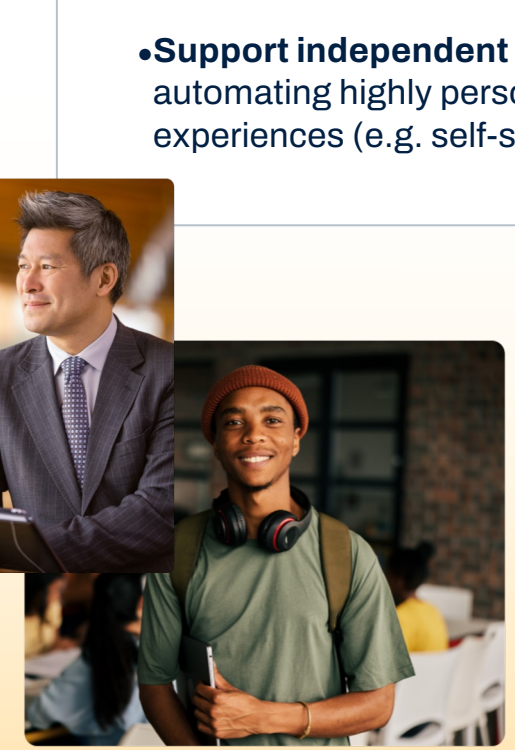
AI Driving Success Across the oCHRO

Worker Benefits

- Allows for **more creative and meaningful work** by automating mundane tasks
- **Empowered in their career** by onboarding Skills and improving interactions with Skills profiles
- **Support independent problem-solving** by automating highly personalized employee experiences (e.g. self-service support, onboarding)

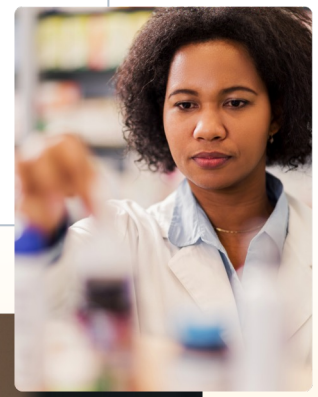
Manager Benefits

- **Save time on high value work** by jump starting “blank page paralysis” with AI assisted content creation
- People have capacity to **resolve business risks and complex issues** by detecting anomalies
- Enable **better decisions** by spotlighting next-level insights



HR Organization Benefits

- Transforms the **overwhelming into the achievable**, by identifying hidden talent, creating flex teams, and equipping managers to conduct productive coaching





Increasing productivity & transforming processes



Hard to start becomes easy to complete

Insights arrive with business questions answered

Relevant content proactively surfaced

More focus on peer-to-peer relationships

Spare time for team members with more coaching and feedback

Employees better help customers solve real business challenges

TIME SAVED

TIME WELL SPENT

DEMO : Gen AI Use cases

Recruiting / Talent & Performance / Planning

workday.

Illuminate Transforms the Overwhelming into the Achievable



Increased productivity with AI features and intuitive UX

47% Faster completion of Change Job tasks

CORE HCM



Increased capacity by transforming recruiting process with AI

3,800 Hours saved in hirin process

HIREDSCORE



Demonstrated outcomes when compared to status quo

39% Reduction in top talent turnover

TALENT

Workday Value Realization data

Employee concerns

- Job displacement
- Personal data security
- Inaccurate AI results
- Fear of the unknown



HR approaches AI with confidence

Strategic

1. ROI
2. Data quality

Employee-centric

3. Human-centric
4. AI readiness
5. Risk mitigation

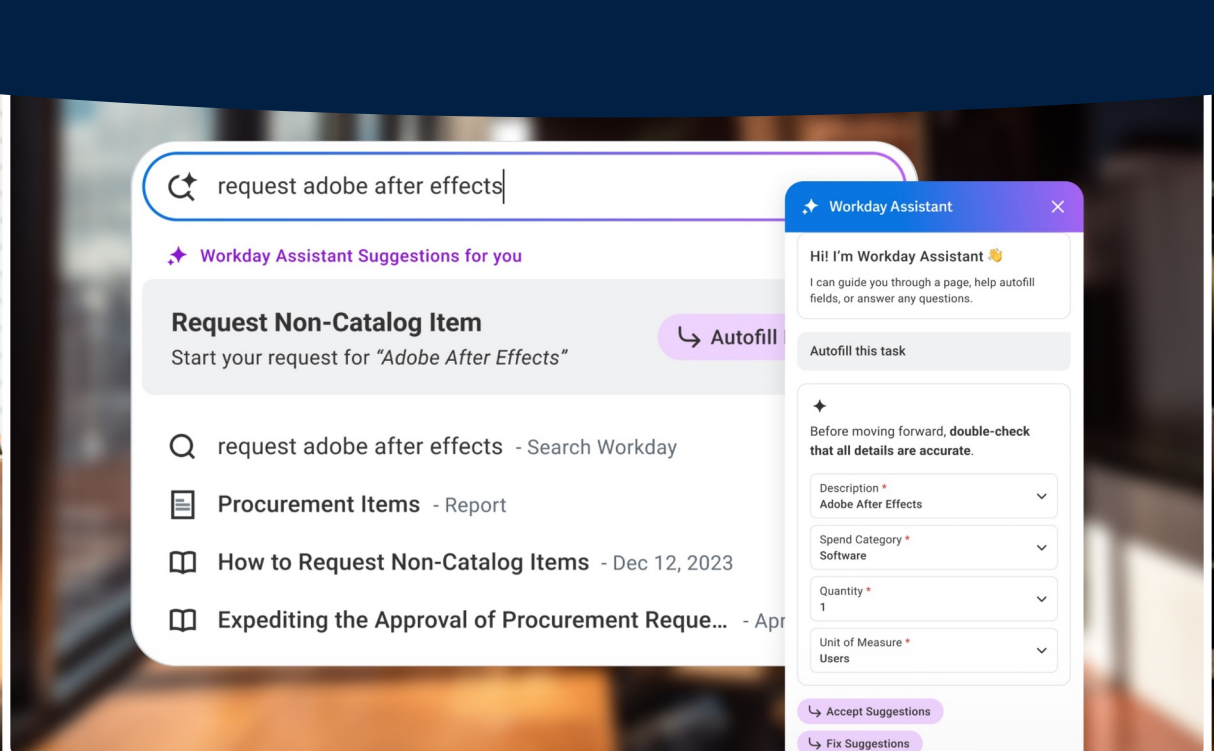
Practical

6. Vendor eval
7. Product eval

Workday Illuminate™ for the Office of the CHRO

AI that is Impactful, Trustworthy & Accessible







Start illuminating your work day.

workday.