WHY? SUMMITS

Course Leader
Hicham Gharib

MASTERCLASS ON ARTIFICIAL INTELLIGENCE IN HR - HANDS-ON IMPLEMENTATION & STRATEGIC INSIGHTS

ONLINE MASTERCLASS
12-14 MAY, 2025

Approach

- **Main Focus:** Hands-on implementation – "How to do it"
- **Practical Activities:** AI tool demonstrations, real-world case applications, and guided implementation exercises
- **Consultative Insights:** Given as takeaways, warning points, and leadership guidance

Key Learnings and Training Outcome

- **Understand how to strategically i**ncorporate AI into HR while addressing resistance to change
- **Leverage AI to rebuild** foundational HR practices with a data-driven approach
- **Gain insights into how** data and AI can drive talent acquisition, L&D, and skills-based HR strategies
- **Develop actionable plans** to integrate AI in HR processes with a focus on business objectives and employee development

Meet the Masterclass Leader

With 23 years of experience in global headhunting and technology-driven recruitment strategies, Hicham Gharib has been at the forefront of talent acquisition, workforce transformation, and HR consulting.

Having worked across Europe, Asia, the Middle East, the USA, and Australia, he has advised organizations on optimizing their recruitment processes, integrating Lean or JIT (Just in Time) Recruitment methodologies, and rethinking traditional HR frameworks.

Hicham operates today as a headhunter at heart and an AI strategist by necessity—constantly researching, testing, and challenging how HR and recruitment evolve in the age of automation.

His approach isn't about simply adopting AI; it's about pressing where it hurts—identifying inefficiencies, breaking outdated hiring models, and ensuring AI serves HR, not the other way around.

Through extensive research, and hands-on experience, he has developed a deep understanding of what works, what doesn't, and how HR leaders can leverage AI effectively without losing the human element.

This masterclass is designed to provide a practical, data-driven perspective on AI in recruitment and HR, ensuring that participants leave with actionable insights rather than just concepts. With a focus on real-world implementation, workforce strategy, and the challenges of digital transformation, Hicham brings clarity to the evolving role of HR in an AI-powered world.

Hicham Gharib

AGENDA

Day 1   **AI in Talent Acquisition – How to Implement Data-Driven Hiring**

9:00   **1. The AI-Powered Recruitment Funnel – Where to Start?**
• Understanding AI's role at different stages of talent acquisition
• How to collect and structure recruitment data for AI-driven insights
• Selecting the right AI-powered recruitment tools (ATS, chatbots, AI sourcing)
• **Activity:** Audit your current recruitment process and identify AI opportunities. Pressing where it hurts!

10:45   **2. Practical Application – AI for Sourcing & Screening**
• How AI automates candidate sourcing across job boards and social media
• AI-powered resume screening and shortlisting – how it works
• **Live Demo:** Exploring and warning about AI-driven recruitment tools in action
• **Hands-on Exercise:** Participants apply AI tools to filter sample candidate data

13:15   **3. AI for Candidate Engagement & Bias Reduction**
• Using AI-powered chatbots to enhance candidate experience
• How AI helps reduce unconscious bias in hiring decisions
• **Case Study:** Companies using AI to create fair and inclusive hiring processes
• **Group Discussion:** How to integrate AI tools into your current hiring process

15:00   **4. AI Implementation Workshop & Strategy Discussion**
• **Workshop:** Building an AI-enhanced hiring process for your company
• How to overcome resistance from HR teams & leadership (consultative insight)
• **Deliverable:** A step-by-step AI implementation roadmap for recruitment

16:30   **Closing**

Day 2   **AI in Learning & Development – Building Data-Driven Training Programs**

9:00   **1. Setting Up AI for Personalized Learning Paths**
• The shift from traditional training to AI-powered adaptive learning
• How to collect and analyze employee skills data for AI-driven L&D
• AI-based learning experience platforms (LXP) – how they work
• **Live Demo:** Exploring AI-powered learning tools in action

10:45   **2. Creating an AI-Powered Upskilling Strategy**
• How AI identifies skill gaps and recommends personalized learning paths
• Best AI tools for learning recommendations and course curation
• **Activity:** Participants analyze a sample workforce dataset to identify skill gaps

13:15   **3. AI for Performance Tracking & Engagement**
• Using AI-powered chatbots to enhance candidate experience
• How AI helps reduce unconscious bias in hiring decisions
• **Case Study:** Companies using AI to create fair and inclusive hiring processes
• **Group Discussion:** How to integrate AI tools into your current hiring process

15:00   **4. Implementation Workshop & Resistance Management**
• **Workshop:** How to implement AI-driven L&D in your organization
• Addressing HR concerns about AI in learning (consultative insights)
• **Deliverable:** Custom AI-powered learning strategy for each participant's company

16:30   **Closing**

AGENDA

Day 3 **AI in Skills-Based HR – Practical Steps to Transform Workforce Planning**

9:00 **1. Moving from Job Roles to a Skills-Based Workforce**
• Why skills-based HR or Gamified Recruitment is the future (vs. traditional job descriptions)
• How AI helps HR map workforce skills and predict future needs

10:45 **2. Using AI for Workforce Planning & Career Pathing**
• How to use AI to forecast workforce skills demand
• AI-driven internal mobility: Matching employees with future roles

13:15 **3. AI & HR Analytics – How to Build a Data-Driven HR Function**
• AI in HR data analytics – tracking skills, performance, and engagement
• How to measure ROI on AI-driven HR programs
• Hands-on Exercise: Designing an AI-powered HR dashboard

15:00 **4. Action Planning & Leadership Alignment**
• **Workshop:** How to create an AI-driven skills-based HR transformation plan
• Preparing HR teams for AI adoption (consultative warning & insights)
• **Deliverable:** A personalized AI roadmap for workforce transformation

16:30 **Closing**

Registration

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from $ **998**