

YOUR SPEAKER



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Shaping the Future of HR

The Impact of Generative AI

Strategic Insights for HR Leaders

September 11, 2025
Athens



5 key dimensions of GenAI's impact on HR operations

01

Understanding Generative AI

Creating vs. analyzing content

02

Market Adoption Drivers

Why now is the tipping point

03

Practical Applications

Across HR functions

04

Strategic Implications

Transformation imperatives

05

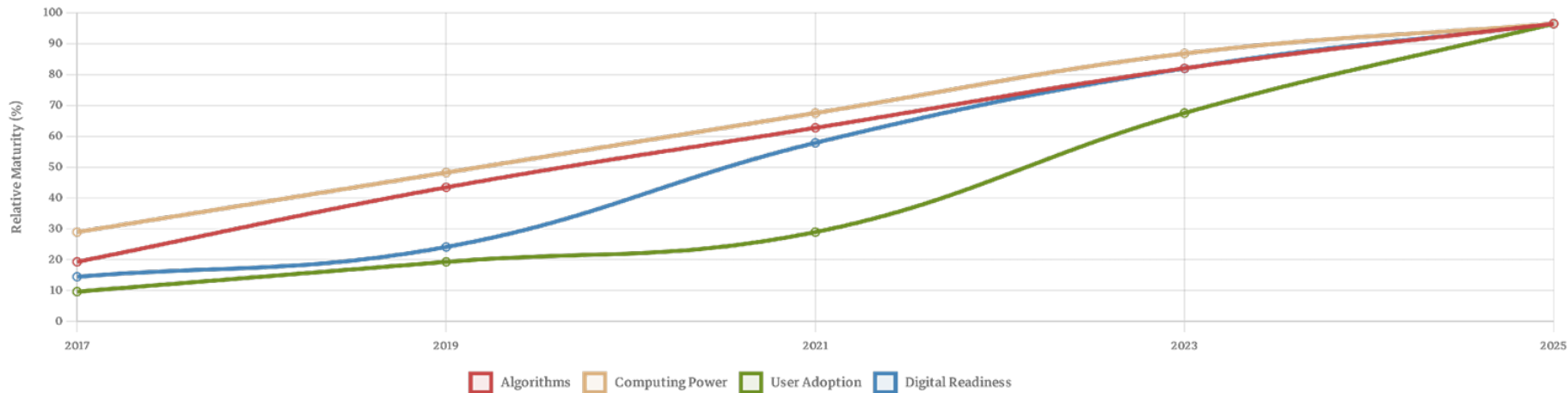
Implementation Roadmap

From pilot to pervasive

KEY INSIGHT

Organizations that strategically implement GenAI in HR are seeing 30% productivity gains and improved talent outcomes across the HR value chain.

Four converging factors have created the perfect storm for GenAI adoption now



Breakthrough Algorithms

Transformer architecture enabling advanced language understanding

Viral User Adoption

ChatGPT reached 100M users in 2 months

Massive Data & Computing

Affordable cloud infrastructure for large models

Post-Pandemic Readiness

Accelerated digital transformation

Generative AI creates new content, fundamentally changing HR operating model



Traditional AI: Pattern Recognition

Analyzes existing data to identify trends

Classifies information into categories

Makes predictions based on historical patterns

Requires structured data inputs



Generative AI: Pattern Creation

Creates entirely new content (text, images, code)

Produces human-like outputs from prompts

Handles unstructured, natural language inputs

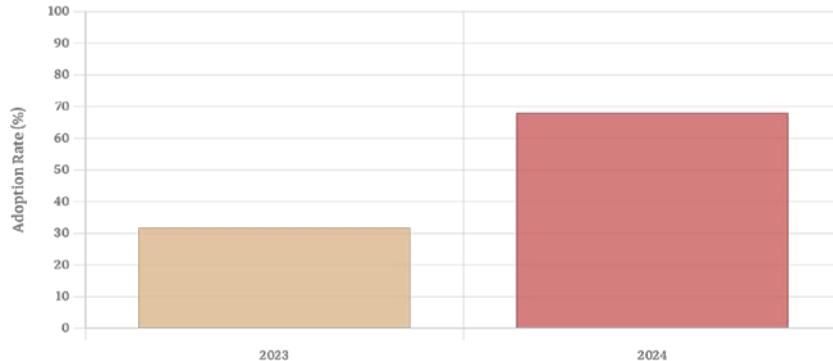
Automates creative and writing tasks

HR IMPACT

By automating content creation tasks, GenAI frees HR professionals to focus on strategic work that leverages uniquely human skills: relationship building, complex problem solving, and ethical decision making.

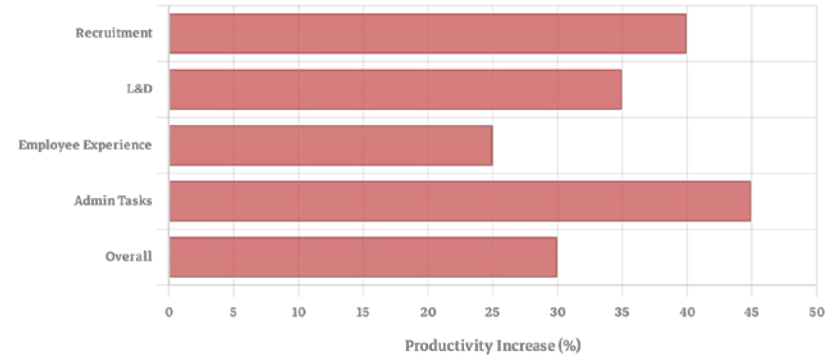
GenAI adoption in HR has doubled in one year with 30% productivity gains

GenAI Adoption in Enterprises



Source: McKinsey, 2023-2024

Productivity Increase Across HR Functions



Source: Boston Consulting Group, 2025

ECONOMIC IMPACT

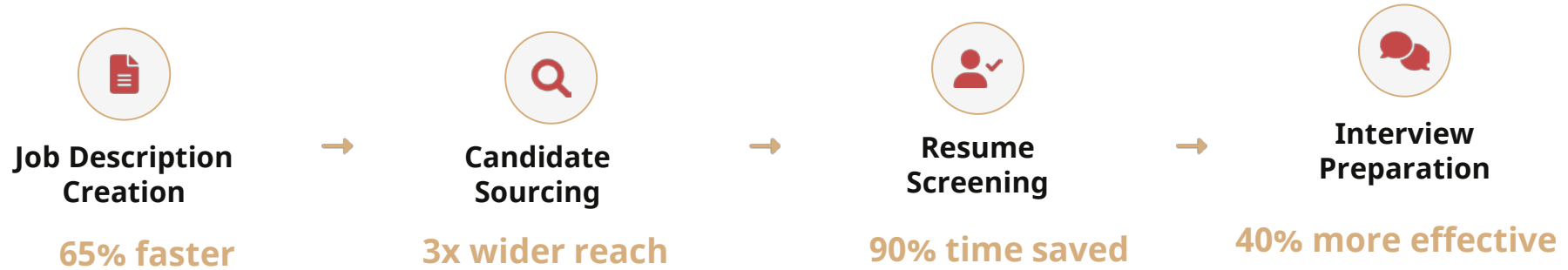
McKinsey estimates GenAI could add \$2.6 trillion to \$4.4 trillion in economic value annually across industries, with HR functions seeing some of the highest productivity gains due to the text-heavy nature of many HR processes.

AI Adoption & Market Trends

- 78% of organizations use AI; generative AI adoption more than doubled
- 66% of HR departments expect to use generative AI by 2025
- Spending could reach \$644B with \$2.6–\$4.4T productivity potential



Talent acquisition processes see 40-90% efficiency gains through GenAI applications



Hilton Worldwide

Reduced time-to-fill roles by 90% using AI-driven recruitment tools, while improving candidate quality and diversity.

IBM

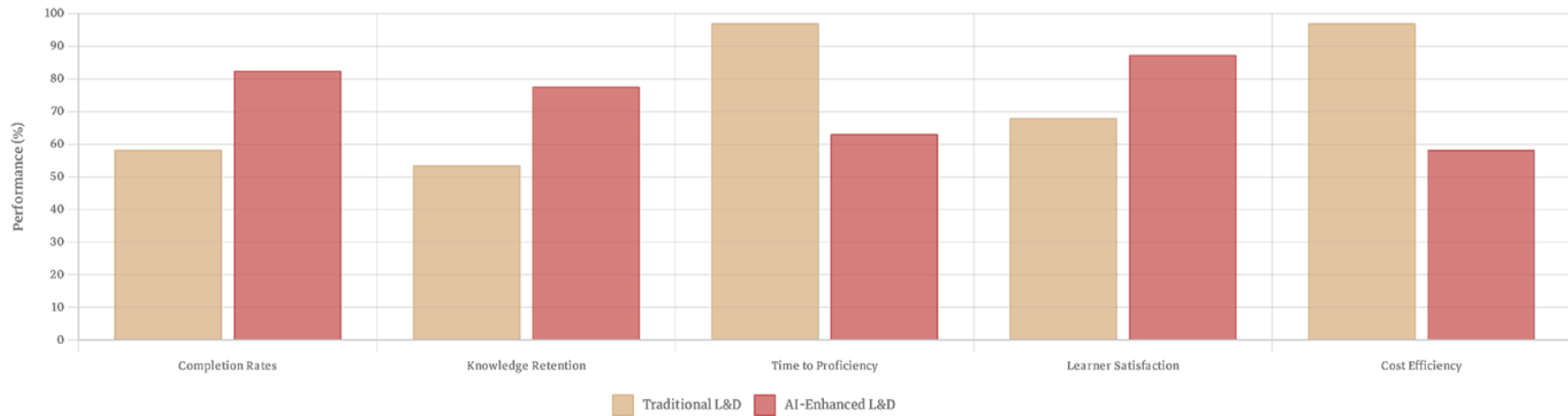
Saved 900+ hours per month on job description creation and improved quality scores by 25% using GenAI tools.

Talent Acquisition

- AI drafts inclusive job descriptions in minutes, boosting diversity by 30%
- 56% of recruiters use AI screening; 72% of candidates are comfortable with AI chatbots



L&D effectiveness increases through AI-driven personalization and content creation



Personalized Learning Paths

AI analyzes skills gaps and learning styles to create tailored development journeys for each employee.

Automated Content Creation

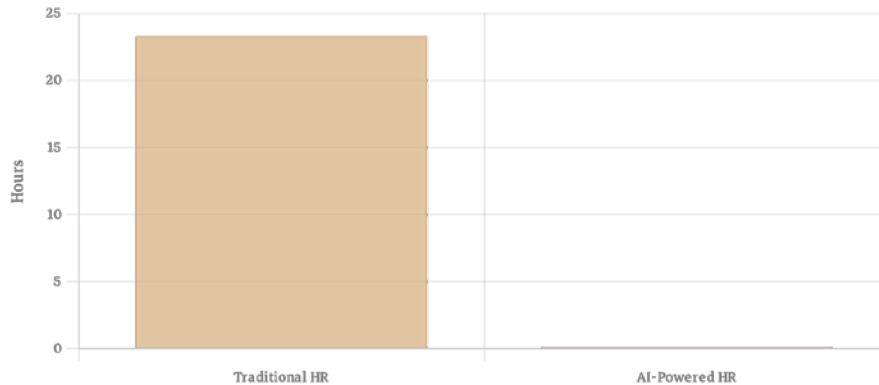
GenAI reduces course development time by 70% while maintaining or improving quality standards.

AI-Powered Coaching

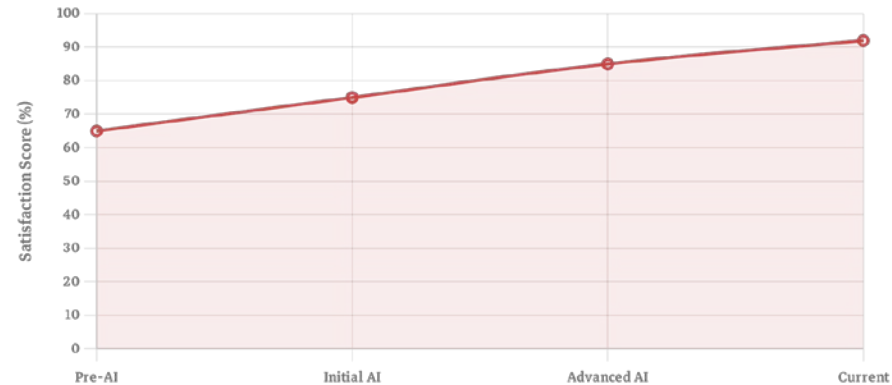
On-demand virtual coaches provide scalable, consistent feedback and development support.

Employee experience metrics improve with AI-powered engagement solutions

Response Time to Employee Queries



Employee Satisfaction with HR Services



Intelligent HR Chatbots

24/7 support with 92% accurate responses



Personalized Communications

40% higher engagement rates



Sentiment Analysis

Early detection of engagement issues

Source: Gartner, 2024

Source: Deloitte Human Capital Trends, 2025

HR leaders must transform capabilities in three critical dimensions

Strategic Focus

Shift from operation to strategy
AI-enabled workforce planning
Focus on employee experience design

Talent & Skills

Build AI literacy across HR teams
Develop prompt engineering expertise
Enhance data interpretation skills

Data & Technology

Implement robust data governance
Integrate AI across HR tech stack
Establish AI ethics frameworks

TRANSFORMATION IMPERATIVE

Organizations that successfully transform HR capabilities across these dimensions see 2.3x higher business performance and 1.8x better talent outcomes compared to those who maintain traditional HR models.

Navigating the Challenges: Risks & Ethics of GenAI



Data Privacy & Security

Handling sensitive employee data



Bias & Fairness

Ensuring equitable outcomes, mitigating algorithmic bias



Job Displacement & Reskilling

Managing workforce transitions.



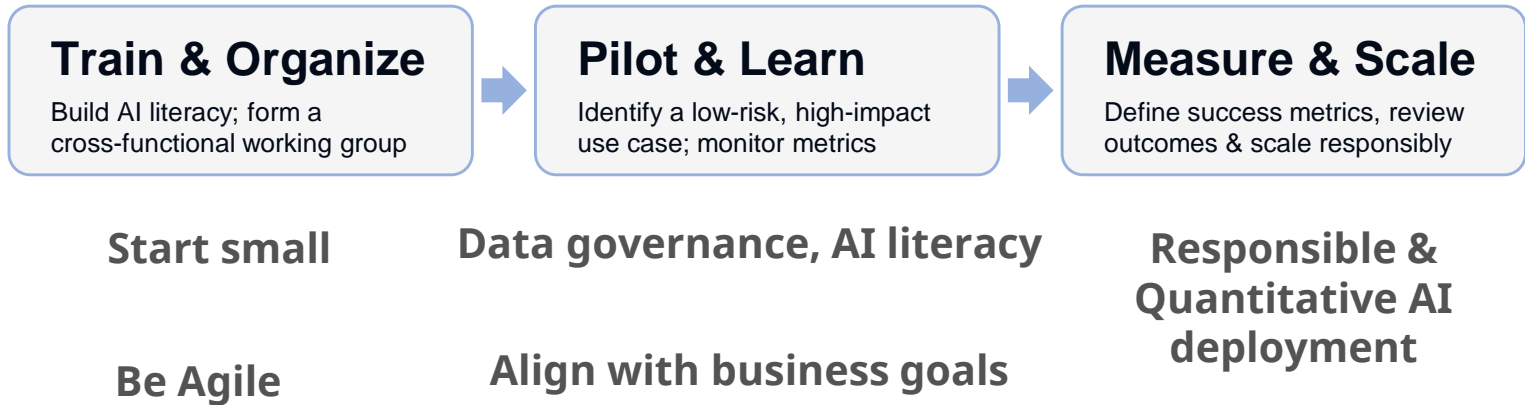
Over-reliance & Lack of Human Touch

Maintaining human connection



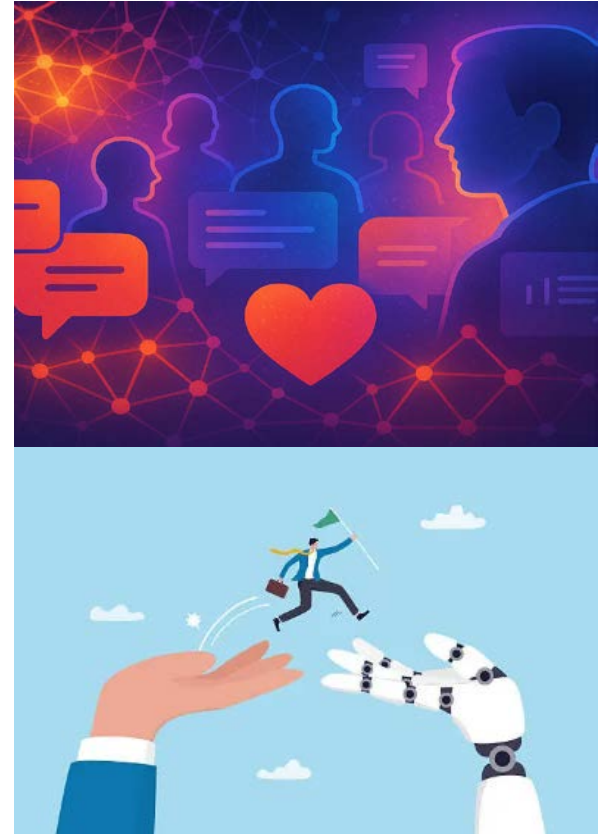
Your GenAI Roadmap: From Pilot to Pervasive

Hyper-personalized journeys, AI-powered coaching, predictive analytics & ethical data advocacy



Change Management & Adoption

- Address employee concerns about job loss, surveillance, fairness & complexity through transparency & reassurance
- Inclusion in design & rollout; provide training and frame AI as augmentation, not replacement
- Start with small pilots, collect feedback, correct mistakes & connect AI adoption to a positive vision



Key Takeaways & Next Steps



- GenAI transforms HR across the employee lifecycle
- A strong business case underpins adoption
- Develop new skills and kick-off pilots
- Measure ROI for sustainable impact

Thank
You

