



AI toolkit for talent leaders

Embracing the rewards and challenges of AI in recruitment

The future of work is already being upended by the rise of sophisticated AI technologies. And it's not just jobs that are changing. It's the recruitment process itself. AI tools are helping recruiters get people hired more efficiently by automating repetitive tasks and sifting through large volumes of data to unlock talent beyond traditional qualifications. However, it also poses risks, especially when it comes to hidden bias.

Navigating the potential and the pitfalls of AI can be challenging, even for the most seasoned talent leader. This toolkit is here to help with essential tips and strategies for smarter hiring, seizing the opportunity to drive skills-first recruitment, and mitigating the risks that come with implementing AI technologies. Read on to discover how to use AI more productively and responsibly.



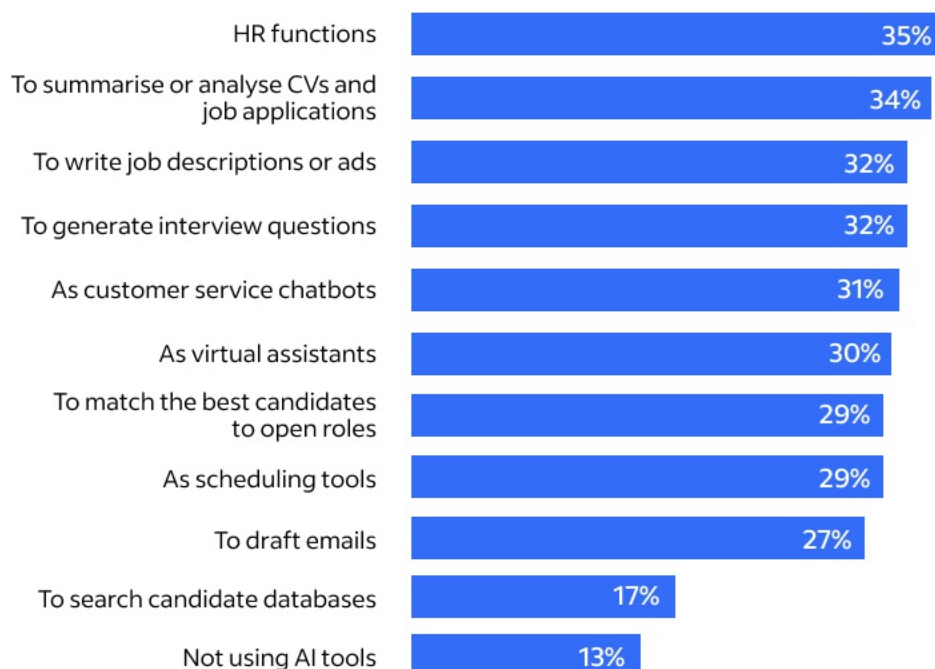
Hire smarter

AI can improve productivity

AI is becoming an important tool in helping talent professionals work more efficiently by automating routine tasks and improving decision-making processes. From simplifying candidate screening to handling administrative duties, AI allows HR teams to focus more on strategic priorities and employee engagement.

How HR/TA leaders are using AI tools

Get ideas for how you could be using AI in recruitment from our survey of HR/TA leaders.



Source: Indeed-commissioned survey by Censuswide in the US and six global markets

Pro tip: reimagine recruitment and upskilling

While GenAI is highly unlikely to take a person's job, a person who knows how to use GenAI productively almost certainly will. Now is the time for jobseekers and employers to explore these tools, learn how they function, evaluate their strengths and weaknesses, and assess how they could impact all types of work.



Seize opportunity

AI unlocks skills-first recruitment

By focusing on skills rather than traditional considerations like degrees or job titles, AI can help recruiters quickly spot hidden talent amongst a vast sea of candidates and reduce bias in the recruitment process at the same time. In this way, AI actually enables companies to build more diverse, qualified teams that align with the specific demands of each role.



Why adopt skills-first recruitment?

- Hiring managers who use skills-first recruitment find it easier to match with qualified candidates.¹
- Skills-first recruitment 'screens in' jobseekers who are underrepresented in the workforce, improving overall diversity, equity, inclusion and belonging.
- Organisations with a skills-first recruitment strategy have a better view of employees' potential to learn and grow as the economy changes over time.

¹ Carlton, A. (20 June 2024). A beginner's guide to skills-first hiring. /LEAD

Pro tip: use AI to uncover skills-based matches

Generative AI is able to digest, organise and formulate conclusions from large amounts of unstructured data. In the past, applicants would have to include the exact language used in a job description to be recognised as a potential match.

Employee has experience
working at the till of a café



Match



Employer wants **retail**
point-of-sale experience

Pro tip: expand your definition of a quality candidate

In order for AI to help you execute a skills-first recruitment strategy, you need to adjust your own approach to recruitment to reflect a skills-first approach.

- Write skills-based job descriptions
- Remove degree requirements
- Remove or reduce years of experience requirements
- Ask skills-based screener questions
- Use skills-based evaluation tools
- Evaluate candidates based on their non-degree training

Manage risks

AI can replicate bias at scale

Though we recognise AI's potential to make recruitment more equitable and effective, bias remains a real risk. To use AI effectively, talent professionals need to understand how models have been developed and trained, audit and monitor them for bias, and take proactive measures to counter any bias encoded in their systems.

“When we allow AI to communicate in the way it has learnt from the world at large, it replicates all kinds of bias.”

Abby Holtfort, Indeed Workplace Operations Coordinator and iPride & Gender Identity Co-Chair

Pro tip: work on inclusivity

Making an extra effort to ensure that your recruitment processes and practices are free of bias is a great way to limit your risk as an employer.

- Have an employee who is aware of inclusive recruitment practices check AI-generated job descriptions before they're posted.
- Write holistic and inclusive equal opportunity employer statements that cover more under your policies than what is legally required.
- Take the time to assure marginalised groups they are encouraged to apply, and translate that into your recruitment practices.
- Consider forming an AI ethics committee to define organisational AI principles, set guidelines for ethical AI use, and regularly assess the implementation of new technologies.
- Offer your teams adequate education and training to leverage generative AI technology responsibly and safely in the course of their jobs.



Pro tip: test for bias

Use counterfactual analysis to test your tools and systems for hidden bias. For example, if you're using an AI tool to rank CVs, try changing the candidate's name or the school they attended to see if their ranking changes too. Even a little tweak can help determine whether a given tool is inadvertently discriminating against certain groups.

AI as a strategic recruitment partner

As AI continues to evolve, it will increasingly play a critical role in shaping HR strategies and operations. By embracing the use of AI tools to enhance efficiency, unlock new hiring opportunities, and mitigate potential risks, talent leaders can adapt to the demands of modern recruitment and talent management while maintaining ethical and inclusive practices.

With a thoughtful approach, AI can become a valuable partner in optimising your recruitment process, driving smarter recruitment decisions, and supporting long-term organisational goals.



Responsible AI at Indeed

At Indeed, we believe AI is a powerful tool that, when used responsibly, can open doors and transform lives. We recognise that recruitment is a fundamentally human process, so we don't just innovate for the sake of technology – we innovate for people. As we develop our AI-powered tools, we remain committed to monitoring and integrating global best practices with the goal of helping jobseekers everywhere gain equal access to opportunity.