

# How to promote AI as friendly tech



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# Introduction

AI is transforming how businesses operate, helping businesses move faster, work smarter, and unlock unprecedented opportunities for innovation and efficiency.

For HR teams, the rapid adoption of AI represents more than just an upgrade in technology. It's an exciting opportunity to redefine and revolutionize the **employee experience**, streamline processes, and empower people to focus on more strategic, higher-impact, human-focused work.

But as AI becomes more integrated into daily workflows, it also brings about some serious questions:

- ✦ How will it impact jobs?
- ✦ Can it be trusted?
- ✦ What role do people play in an AI-driven world?

Working professionals are understandably concerned about how AI is affecting them—and will affect them—personally. Many worry about job security, the rapid pace of change, or

whether AI will replace human expertise. If left unaddressed, these concerns can create resistance, hesitation, and skepticism toward AI adoption.

This is where HR plays a pivotal role: HR professionals are leading this transformation not just by adopting AI but by guiding their people through it with confidence and clarity.

**By positioning AI as an ally that amplifies people's work rather than a technology that replaces human contributions, HR can promote trust, encourage adoption, and help people see AI as a valuable partner in their work.**

The key for HR isn't just using AI—it's integrating it in a way that builds trust, empowers team members, and enhances collaboration rather than replacing it.

This guide breaks down the key challenges, the trends driving them, and actionable strategies to help HR teams harness AI's potential to create a more innovative, efficient, and **people-centric workplace**.

# Keeping recruitment smart, fair, and human

HR teams are using AI to move beyond gut instinct, bringing more speed, efficiency, and data-driven insights into hiring.

When HR uses AI to automate time-consuming tasks such as screening resumes, matching skills, and assessing potential, they give themselves time to focus on what really matters: identifying, attracting, and hiring the best talent.

But as AI plays a bigger role in hiring, it also introduces new complexities around trust, fairness, and **authenticity**.

Job seekers and employers alike are navigating new territory with AI-generated resumes, **deepfake interviews**, and concerns about **algorithmic bias**.

For HR, the challenge isn't just about using AI. It's about making sure AI supports fair, transparent, and human-centered hiring decisions. Because the goal isn't to replace human judgment but to enhance it—ensuring hiring stays people-focused, ethical, and trustworthy.

## **The challenge: Balancing AI efficiency with human judgment**

AI can analyze thousands of resumes in seconds, helping recruiters make faster, data-backed decisions.

But what makes a great hire isn't just what's on paper: It's the intuition, empathy, and experience that HR professionals bring to the table.

As AI becomes more sophisticated, **HR's role** becomes even more crucial in balancing automation with human oversight to prevent risks like AI-generated resumes, deepfake interviews, and over-reliance on algorithms that may overlook candidates' (aka, humans') potential.

## ★ **The trend: AI-powered recruitment is the new norm, but trust is still key**

AI hiring tools are becoming a standard part of recruitment—from resume-screening algorithms to AI-assisted interviews.

But with AI evolving so quickly, building trust in AI-driven hiring is a top priority for organizations looking to attract and retain the right talent. HR leaders play a key role in ensuring these tools improve fairness and accuracy rather than introduce new risks or raise new doubts.

## ✦ **The solution: Use AI to strengthen trust, not replace human instinct**

Use AI to build more efficient, transparent, and fairer hiring processes—strengthening hiring integrity rather than compromising it.

Here's how to make AI a trusted partner in recruitment without losing the human element:

- ✦ **Use verification tools.** AI can detect deepfakes and flag suspicious credentials, ensuring hiring decisions are fair, transparent, and based on real, verified talent.
- ✦ **Keep people in the loop.** HR can use AI to inform hiring decisions while still making the final call.
- ✦ **Be upfront about AI's role.** Clear and open communication with your candidates and hiring teams helps build trust in AI as a fairness tool—not a hiring black box.

By making AI a partner, not just a process, **HR leaders** can keep recruitment efficient, unbiased, and (most importantly) human.

# Attracting top talent: What to avoid and what to embrace

If there's one thing to take away from any discussion of **AI in HR**, it's this: **AI isn't here to replace people—it's here to empower them.**

When integrated thoughtfully, AI can take on repetitive tasks, free up time for high-value work, and help teams make smarter decisions faster. But despite its benefits, many people still feel uncertain about AI's role in their future.

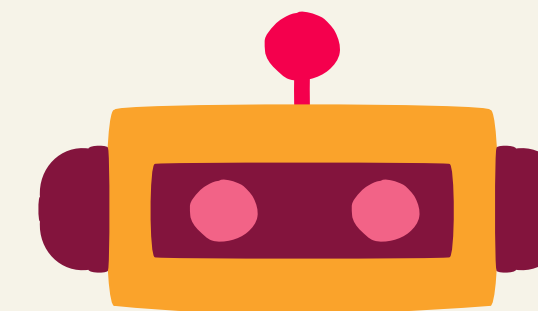
Concerns about job security, skill relevance, and whether AI-driven automation will erode the human connections that make workplaces thrive create hesitation.

In short, people are afraid of being replaced.

If left unaddressed, these fears may lead to resistance, skepticism, and a missed opportunity to harness AI's full potential as a tool for helping people grow and evolve.

That's why HR plays such a crucial role in shaping how people perceive and work with AI. By positioning AI as a complement to human creativity—a sparring partner that challenges people to think bigger and perform at their best—HR can ensure AI enhances, rather than overshadows, the human side of work.

When framed this way, AI strengthens workplace culture, enhances collaboration, and supports smarter, more informed decision-making.



## **The challenge: Overcoming AI skepticism and job security fears**

Despite AI's potential to enhance work, many professionals remain uncertain about what it means for them going forward.

People don't resist AI because they dislike technology. They resist it because they're unsure how it fits into their future: Will AI make their skills obsolete? Will it reduce opportunities for meaningful work? Or could it open new doors for growth and innovation?

Uncertainty is natural, especially since these concerns aren't just hypothetical: **46 percent of professionals** fear their skills will become outdated within five years.

Rather than seeing this shift as a threat, HR can seize this moment of opportunity to rethink how they frame AI to their people and reshape the narrative—helping people see AI as a tool for growth, not replacement.

## **The trend: AI's limits and its power to amplify human potential**

We're learning that AI isn't a substitute for human ingenuity. It can process data and automate workflows, but it lacks the creativity, emotional intelligence, and strategic thinking that define and distinguish human excellence.

That's why leading companies are using AI to enhance human strengths, not replace them.

**HR expert Josh Bersin calls this the era of the AI superworker—professionals who leverage AI to amplify their capabilities, solve problems faster, and make more strategic decisions, thus increasing (not diminishing) their value.**

As the shift towards AI accelerates, HR plays a critical role in guiding teams to harness AI as a force for growth. Because AI is doing so much more than just changing the way we work. It's reshaping job design, making organizations more skills-based, and breaking down traditional workplace silos.

When integrated intelligently into the flow of work, AI doesn't take jobs. It helps professionals expand their capabilities to work smarter, gain new skills to contribute in new ways, and access opportunities that might not have existed before.

## **The solution: Framing AI as a co-pilot, not a competitor**

HR teams have a pivotal role in helping people embrace AI as a collaborative tool that accentuates human strengths rather than posing a threat to or replacing jobs.

Here's how HR can help people build confidence in AI, make it work for them, and position it as a trusted partner in the workplace:

- ✦ **Free up time for strategy, creativity, and problem-solving.** While AI quietly takes care of repetitive tasks, your people can focus on innovation, collaboration, problem-solving, and high-impact work.
- ✦ **Make collaboration more effective.** AI isn't just about automation—it's a collaborative partner, a brainstorming

helper, a data analyst, and a report summarizer that makes demanding tasks easier and less time-consuming.

- ✦ **Integrating AI naturally into daily workflows.** The best AI tools feel intuitive, not forced. Embedding AI seamlessly into processes makes adoption easier and more organic.
- ✦ **Boost confidence and fluency with hands-on AI training.** When people feel comfortable using AI, they're more likely to embrace it. Accessible, bite-sized, role-specific training helps people see AI's value in their day-to-day work.
- ✦ **Recognize and reward human-centric skills.** Problem-solving, emotional intelligence, and leadership will always be uniquely human. Celebrating these strengths builds trust and confidence in AI-powered workplaces (and workflows).

**It's important to remember that AI isn't the end of human work—it's the start of a more empowered, innovative, and people-centric way of working.**

When HR teams lead with transparency and a people-first mindset, businesses can turn AI adoption into an opportunity to supercharge their workforce and unlock creativity, efficiency, and long-term success.



# Gaining a competitive edge with AI

AI is more than just a tool. It's a strategic advantage that gives businesses a powerful edge and the opportunity to set themselves apart in competitive markets.

Companies that successfully integrate AI into their operations work faster, make smarter decisions, drive continuous innovation, and create better work environments for their people.

Yet, while some organizations use AI to fuel growth, others struggle to implement it in ways that maximize its potential.

**As AI adoption accelerates, the divide between AI-driven businesses and those still playing catch-up is widening. How companies approach AI today will determine their long-term, competitive position tomorrow.**

## **The challenge: Unlocking AI's full potential**

AI's potential is undeniable, but many organizations still struggle to turn that potential into real impact with a positive ROI.

While AI can enhance everything from decision-making to efficiency and innovation, its success depends on a thoughtful strategy. Without one, AI becomes underutilized, misaligned with business goals, and a source of wasted time and resources.

Unlocking AI's full potential and making the most of its opportunities requires overcoming challenges like **ineffective implementation**, governance gaps, and lack of training.

To stay ahead, companies need **a clear, people-first AI strategy** that integrates AI seamlessly into workflows while building people's confidence and trust.

## **The trend: AI-driven businesses are pulling ahead**

AI is no longer a future trend: It's already transforming how businesses operate today in real time. Companies that strategically integrate AI are optimizing operations, improving workforce planning, and using AI-powered insights to predict market shifts before they happen.



Meanwhile, organizations that hesitate or take a piecemeal approach to AI adoption find it harder to keep up, widening the competitive gap.

**So, what sets leading organizations apart?** They don't just use AI as a tool. They embed it into their workflows and decision-making processes, ensuring it drives **business goals** while enhancing efficiency and innovation across the board.

## **The solution: Making AI work for your people and your business**

HR teams play a pivotal role in shaping how businesses adopt AI as a tool for long-term success. When implemented thoughtfully and strategically, AI enhances innovation and workforce potential, fueling efficiency and empowering people to do their best work in more agile and competitive organizations.

Here's how to strategically integrate AI to drive growth:

-  **Adopt AI with intent.** Use AI for predictive analytics, workforce planning, and customer insights to streamline decision-making and optimize resources.
-  **Develop a strong AI governance framework.** Establish **clear guidelines** to ensure ethical AI use, data privacy, and compliance to build trust across the organization.

- ✦ **Showcase AI's value for people.** Position AI as a productivity booster—not a job threat—by showing your people how it can help them focus on high-impact work.
- ✦ **Upskill teams to work with AI.** Provide role-specific training that helps people confidently integrate AI into their workflows.

By taking a strategic, people-first approach, businesses can use AI to fuel innovation, strengthen decision-making, and create a more agile, empowered, and future-ready workforce.



# Confidence in AI starts with HR

Here's the simple fact: AI isn't here to take over. It's here to enhance, support, and empower.

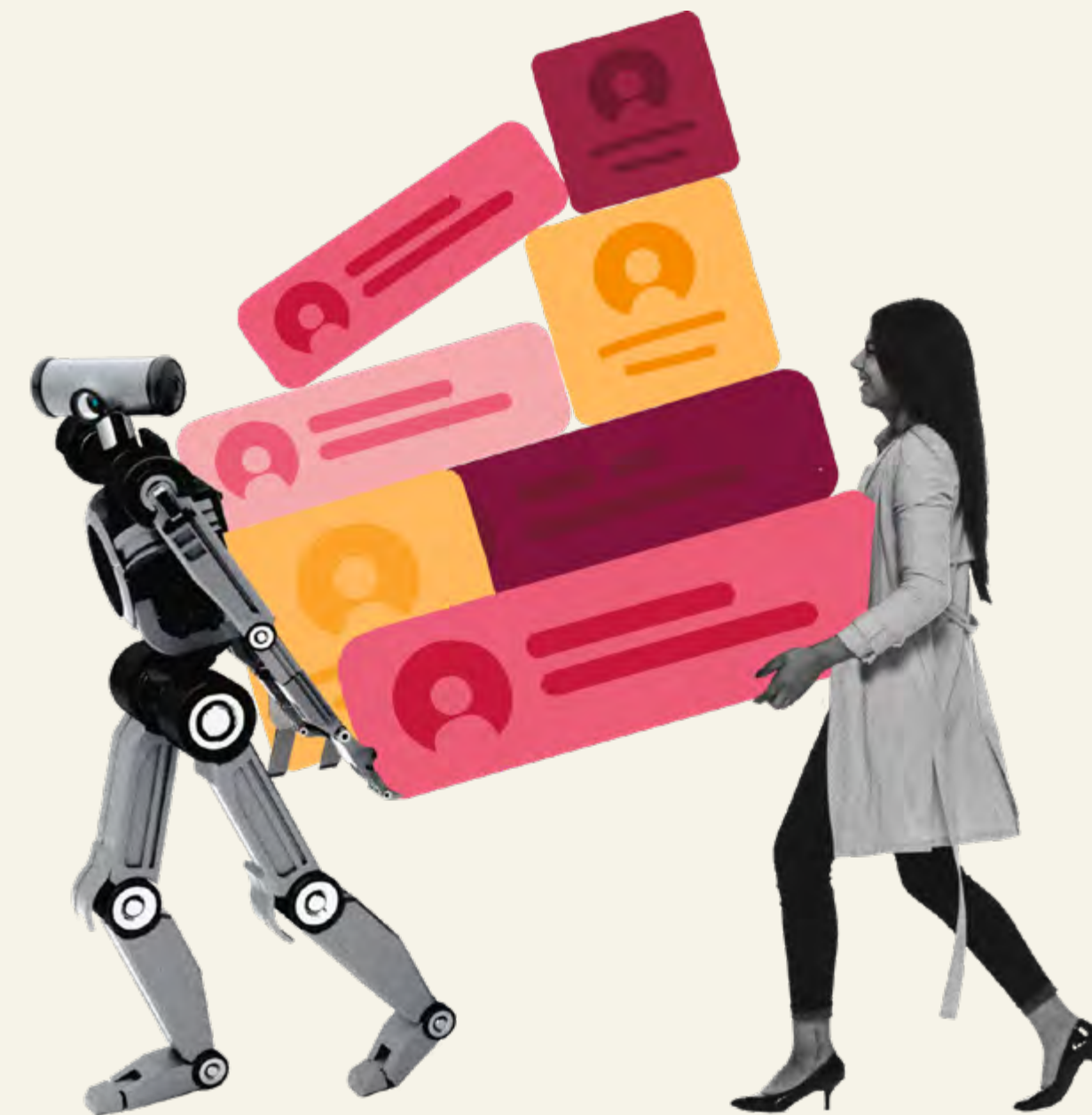
HR leaders are already proving this by strategically leveraging AI to drive efficiency, boost decision-making, and create more engaging and innovative workplaces. As HiBob's CEO Ronni Zehavi puts it, HR teams are using AI to "do more with more."

*"Automation allows us to expand our business horizons, innovate, and create entirely new products and services. This growth also fuels job creation in entirely new fields no matter what the macroeconomic climate might be."* - **Ronni Zehavi**

But the key to genuine success isn't just about adopting AI. It's integrating it in a way that builds trust, strengthens collaboration, and unlocks new opportunities for people.

The businesses leading the AI revolution aren't replacing human talent with technology—they're equipping their people with AI to work smarter, innovate faster, and stay ahead of the curve.

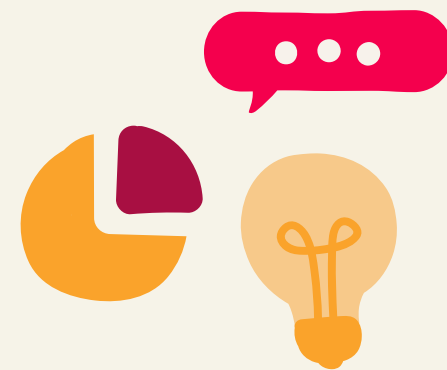
**How will you harness AI to empower your workforce?**



# Meet Bob

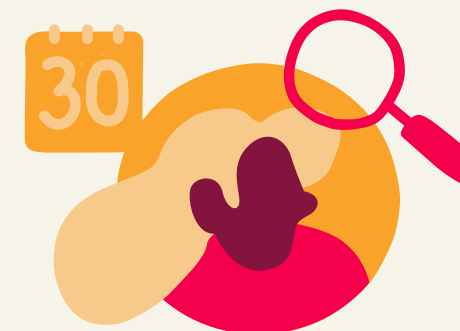
At HiBob, we've built a modern HR platform designed for modern business needs—today and beyond.

We focused on building something that is robust yet intuitive and easy-to-use, which has led Bob to be the platform of choice for thousands of fast-growing modern, mid-sized organizations.



## For managers

It provides access to data and insights to help them lead more effectively and streamline processes.



## For HR

It delivers **automation** of many common processes, allows greater oversight and visibility of the business, and centralizes all people data in a secure, user-friendly environment.



## For employees

It's the tools and information they need to connect, develop, and grow throughout their journey.



In a short time, Bob can be deployed to enable communication, collaboration, and connectivity that drives stronger engagement, productivity, and business outcomes.

# Now is the time to make smarter decisions when it comes to your people and organization

To learn more about HiBob and our data-driven tools, get in touch with us at [contact@hibob.com](mailto:contact@hibob.com)

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## NEW YORK

275 7th Ave,  
New York,  
NY 10001

## AMSTERDAM

Vijzelstraat 68,  
1017 HL Amsterdam  
Netherlands

## TEL AVIV

28 Ben Avigdor St.  
Tel Aviv 6721848  
Israel

## LISBON

Avenida Liberdade  
36, Piso 7, 1250-147  
Lisboa, Portugal

## BERLIN

Factory Berlin Mitte,  
Rheinsberger Strasse  
76/77, 10115, Berlin

## SYDNEY

Redlich, Level 65 19  
Martin Place Sydney  
NSW 2000

## LONDON

The Buckley Building,  
49 Clerkenwell Green,  
London EC1R 0EB