



Welcome!

- 15:10 Trends in HRM in 30 minutes Gyuri Vergouw
- 15:45 Workshop session 1 | 2nd floor
- 16.30 Break | Timeline
- 16:45 Workshop session 2 | 2nd floor
- 17:30 Networking drinks & bites | Chatwell



LANGUAGE
INSTITUTE
REGINA COELI



Trends in HRM in 30 minutes

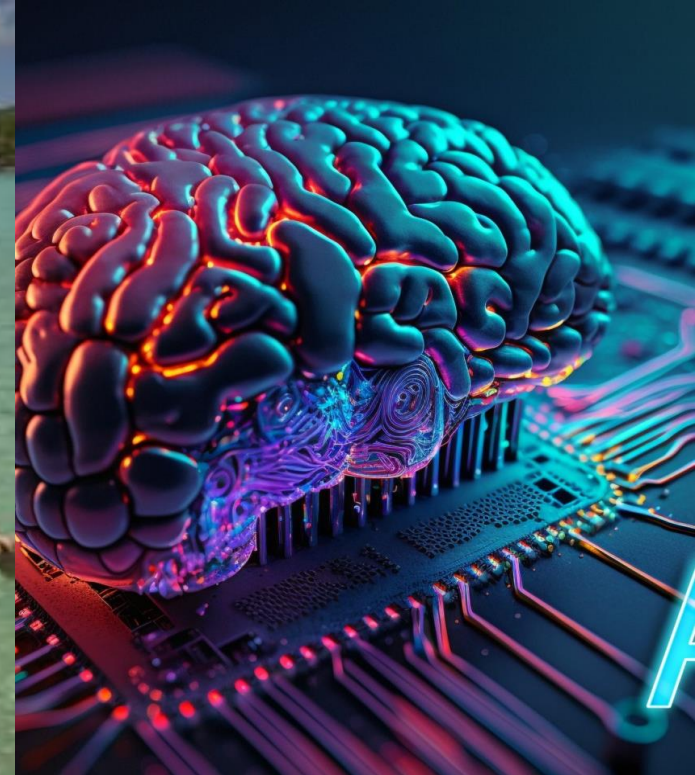
Gyuri (George) Vergouw

for

***Language Institute Regina
Coeli***

&

***Undutchables Recruitment
Agency***



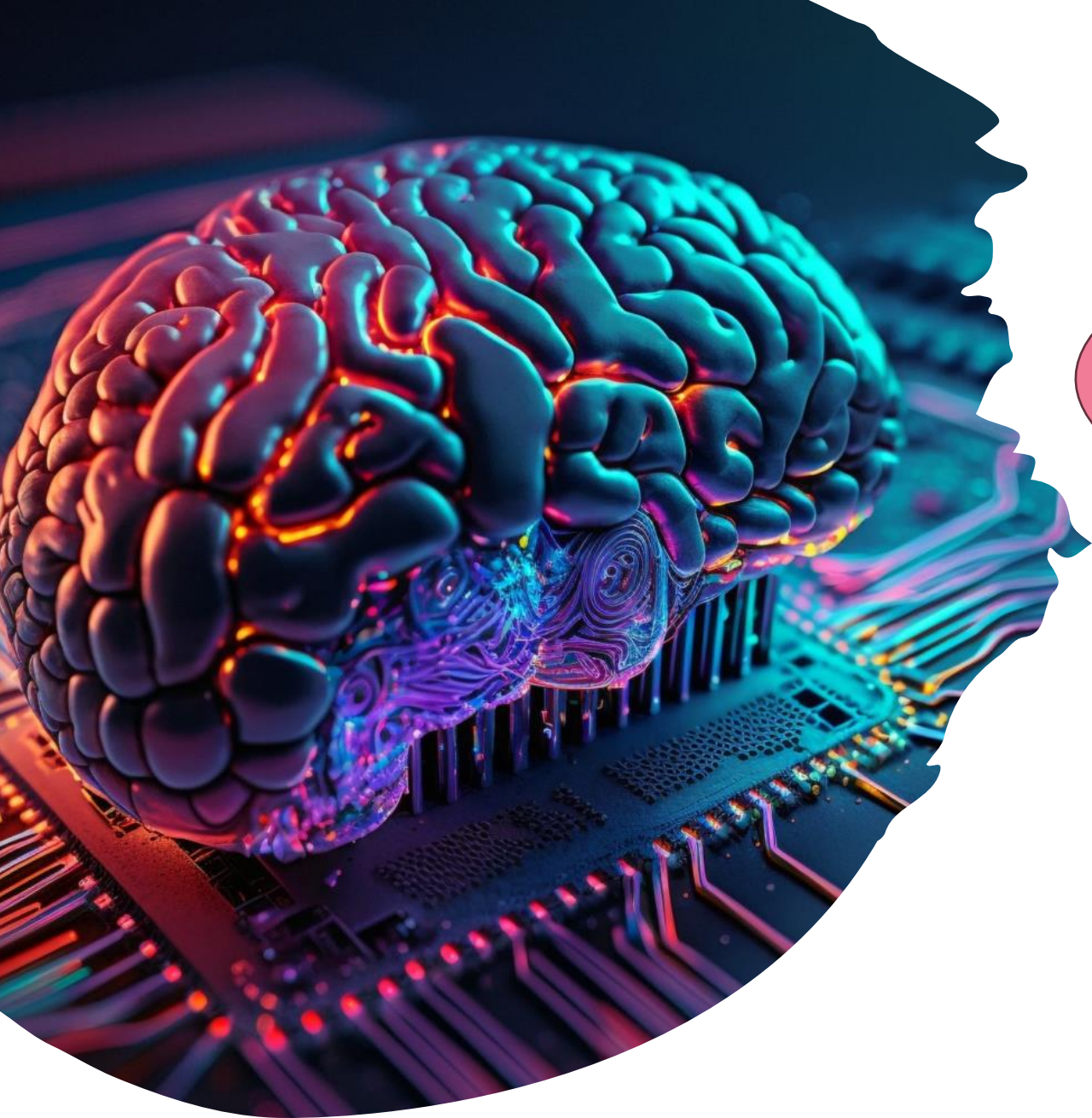
The World Of HRM and Recruitment



Voting on Theorems

Red / Yellow / Green





This is where AI labs are leading us: Towards a near future of AI as colleague, friend and ubiquitous presence. I don't think anyone, including OpenAI, has a full picture of all the implications of this shift, and what it will mean for all of us.

Prof. E. Mollick/Wharton

Artificial Intelligence

HOPES AND FEARS

AI: At first AI was afraid, AI was petrified

Throwback 1994-2000:

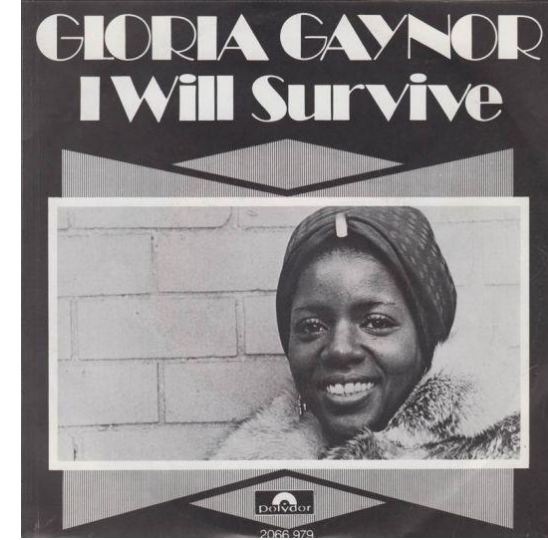
'Mr. Vergouw: Internet is nothing but a hype!'

Pro

- ChatGPT / Gemini /Google AI et cetera
- Scarlett Johansson voice
- Audiobooks
- Advertisements
- Jumpstarts productivity
- Boosts global growth
- Estimated growth:
\$ 13.000 billion

Contra

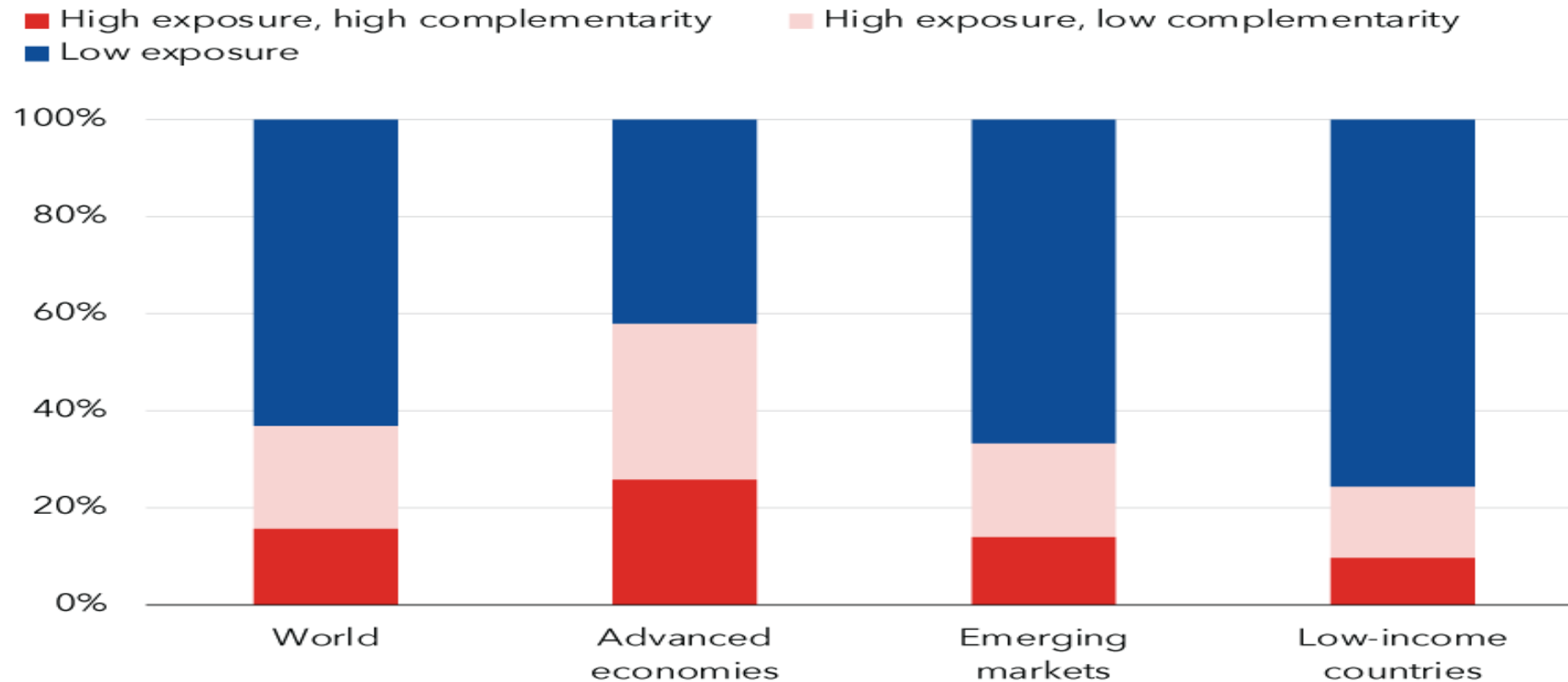
- 40% of jobs effected
- Deepens inequality
- Rules / Humanity
- Replaces jobs
 - voice overs?
 - translators?
 - writers?
 - auditors?
 - legal advisors?
 - mortgage/loans advisors?
 - call centra



AI's impact on jobs

Most jobs are exposed to AI in advanced economies, with smaller shares in emerging markets and low-income countries.

Employment shares by AI exposure and complementarity



Source: International Labour Organization (ILO) and IMF staff calculations

Note: Share of employment within each country group is calculated as the working-age-population-weighted average.

Theorem 1:

*Artificial Intelligence will
have a big (>40%) and
lasting impact on HRM and
recruitment within 5 years*



Digital Nomads: Perspective Nomad

- The 4 hour work-week;
Timothy Ferriss
- Lifestyledesign
- Popular destinations:
South-East Asia/Southern
Americas
- 8 months rule
(Basisregistratie
Personen/BRP-KvK)
- Digital Nomad Visa's

• Pro

- Personal growth
- Lower cost of living
- No long commutes to
work
- Flexibility
- Travel opportunity

• Contra

- Loneliness- friends-
relationships
- Work-life balance
- Time zone differences
- Quality / Access of/to Wi-Fi
- Social misunderstanding /
status of work
- Lack of security and stability-
career advances

Digital Nomads: Perspective Organisation

- Covid-19
 - Sign of the times
 - Global talent pool
 - Flexible shell around organisations
- Pro
 - Lower costs (rent/office)
 - Wider net to cast in search of talent
 - Cross cultural workforce
 - Workforce flexibility
 - No housing worries (Amsterdam)
 - No worries education; healthcare.
 - Contra
 - Lack of structure
 - Lack of commitment
 - Lack of unity
 - Maintaining corporate culture
 - Communication strategy complex

Theorem 2:

Digital nomads are just as motivated, committed and deliver the same quality as colleagues I see in the office on a daily basis.



Talent Acquisition and Retention: Trends

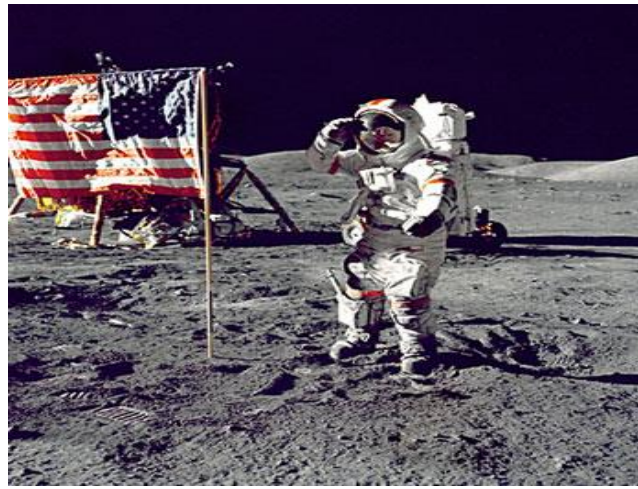
- 77% companies struggle to find the talent they need
- Online/Digital Nomads
- Global Talent Pool
- Different wants and needs
- Talent = (Very) Demanding
- Flexibility
- AI driven transformation of recruiting processes
- Candidate experience as key differentiator
- Potential based recruitment
- Intentionality regarding hybrid work
- Upgrading and retraining for the AI workplace
- Building talent pipelines through pro-active candidate engagement
- Recruiting via social media



Commitment?

A promise made out of free will,
but not without its obligations

- Moment A, Moment B
- Specific behaviour
- Engagement with the end results
- Free will, not free of consequences
- No opportunism
- Satisfactory $\neq$ Commitment



Theorem 3:

Talent acquisition/retention is the #1 issue for HRM and recruitment. Relationship managers who use AI intensively will achieve the best results.



Online Quote

Dear HR professionals, being a HR is no walk in the park. Balancing managements expectations with the well-being and rights of employees is a tough gig.(..) you deserve a big pat on the back!

(HRProfessionals network)

Employee Well-Being: ***how far can / will the balance shift?***

Employee

- Wants:
- Personal growth
- Purpose
- Work-Life Balance
- Remote working
- Income

Organisation

- Wants:
- Commitment
- Loyalty
- Performance
- Creating Value

'I could work for a month and earn 1.000 extra, but I'd rather chill in Albania'



Theorem 4:

In Europe, the balance between organisation well-being and personal well-being has tipped towards the employees.



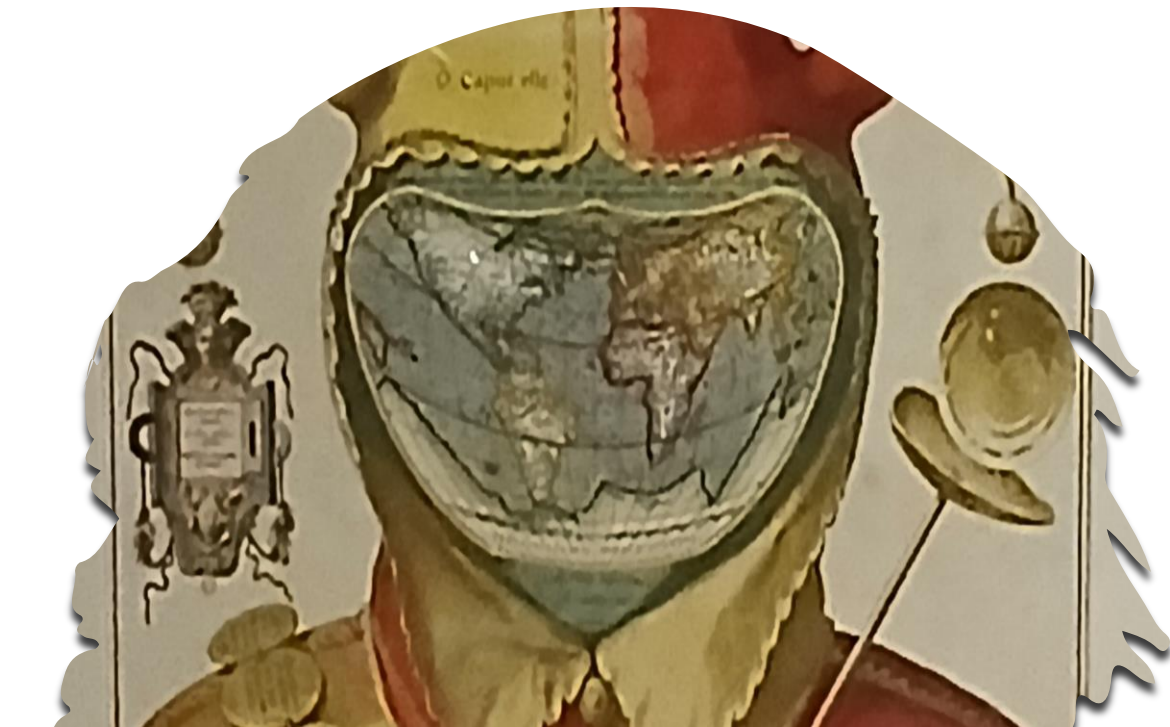


The Organisational 'Court' Jester

It is about: Daring to speak up

16 possible roles: everyone's friend / know-it-all / mediator / critic / entertainer / talker / teacher / observer / negotiator / counselor-coach / satirist / mood keeper / spy / status symbol / confidant / scapegoat

I am not joking: Every organisation deserves a jester!



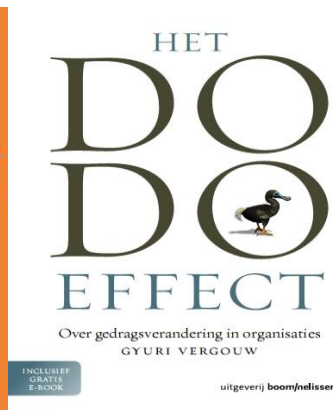
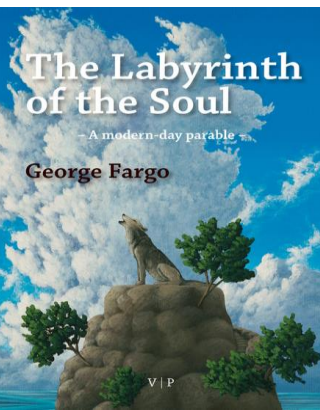
Theorem 5:

*Every organisation
needs a (court) jester!*



Thank you for joining me and showing interest

***Enjoy
the workshops,
the networking, the
drinks and the bites!***



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- Feel free to join me on social media

