

**PUTTING AI TO WORK**

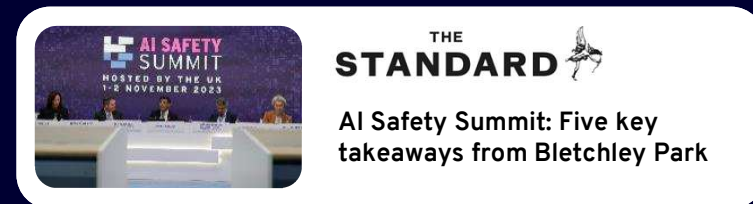
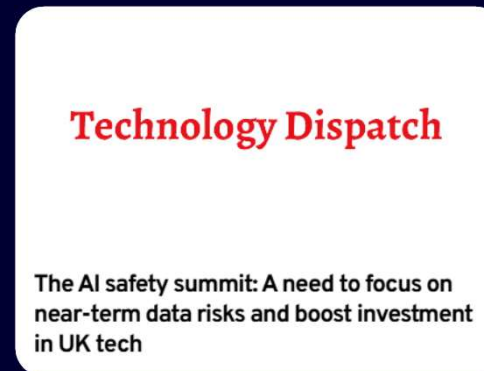
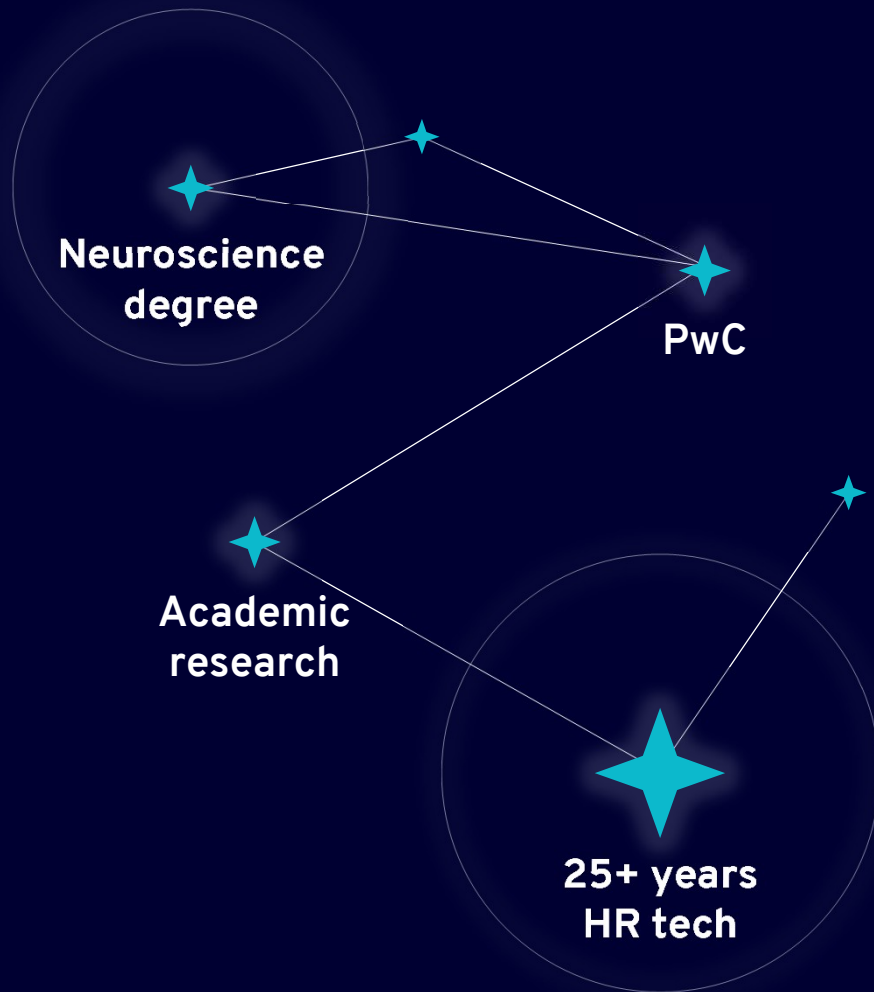
# **BRAVE NEW WORLD**



**HUMAN-FIRST AI**

**STEVE ELCOCK**

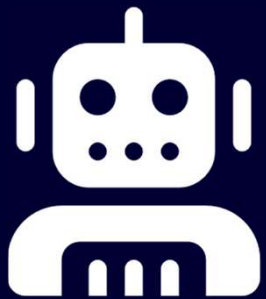
**DIRECTOR OF PRODUCT - AI AND HCM, ZELLIS**



# AI IS AN UMBRELLA TERM

## Artificial Intelligence

Computers systems that perform tasks that would usually require human intelligence



## Machine learning

Statistical techniques that learn from a series of inputs and outputs

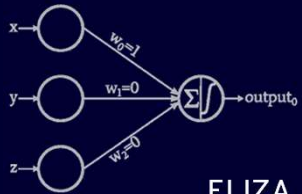


## Deep learning

Algorithms that enable self-learning to mimic human intelligence



# WHERE IT ALL STARTED...



**First machine implementation of the Perceptron**

ELIZA, the first chatbot with natural language processing abilities was developed

1957

1966

1980

Expert systems gain popularity, enabling computers to mimic human expertise in specific domains

**CNNs (Convolutional Neural Networks) invented**



1997

IBM's Deep Blue defeats chess champion Garry Kasparov, demonstrating AI's capabilities in strategic thinking.

**LSTM networks invented**

1950

Alan Turing proposes the question "Can machines think?" and lays the foundation for AI.



1961

Unimate, the first industrial robot, worked on a General Motors assembly line in New Jersey on a task deemed too dangerous for humans

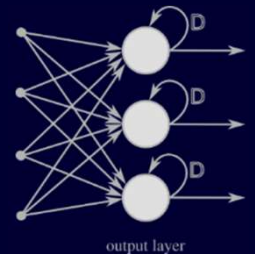
1986

Mercedes-Benz built and released a driverless van equipped with cameras and sensors under the direction of Ernst Dickmanns. It was able to drive up to 55 mph on a road with no other obstacles nor human drivers.

**RNNs (Recurrent Neural Networks) invented**

1998

Furby was invented, the first "pet" toy robot for children.



2011

IBM's Watson wins Jeopardy!, showcasing AI's ability to process and understand human language.

Apple launched Siri, a virtual assistant on iOS, employing natural-language processing to provide personalised recommendations and responses to user queries through voice commands.

2012

The emergence of deep learning techniques leads to breakthroughs in image and speech recognition.

2016

AlphaGo defeats world champion Lee Sedol in the game of Go, a significant milestone in AI's progress.

## AI era of acceleration

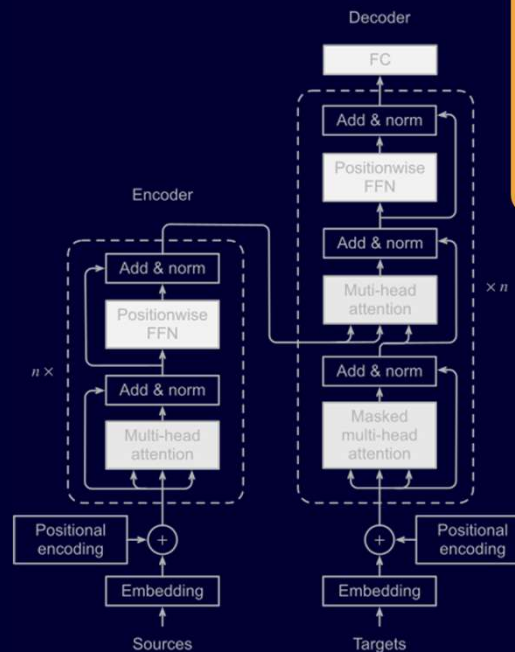
Over the past 70 years, AI had been quietly advancing using various statistical, mathematical, and neural network modelling techniques. However, a pivotal moment occurred when computer processing power surged, and larger quantities of data became accessible.

2017

Google Brain released a paper titled “**Attention Is All You Need**”, and introduced the Transformer model, revolutionising natural language processing by showcasing the effectiveness of attention mechanisms and achieving state-of-the-art results in various language tasks without relying on recurrent neural networks

2018

Using Transformer Architecture, OpenAI's GPT-3 language model demonstrates impressive natural language generation abilities



## 2012

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## AI era of acceleration

Over the past 70 years, AI had been quietly advancing using various statistical, mathematical, and neural network modelling techniques. However, a pivotal moment occurred when computer processing power surged, and larger quantities of data became accessible.

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## 2018

Using Transformer Architecture, OpenAI's GPT-3 language model demonstrates impressive natural language generation abilities

## 2020

OpenAI released GPT-3 with 175 billion parameters. The vast size of the model is responsible for GPT-3 appearing to be intelligent and sounding like a real person at times

## 2022

OpenAI released ChatGPT in November

## 2023

OpenAI released GPT-4 in March and Meta release Llama2 in July

## 2024

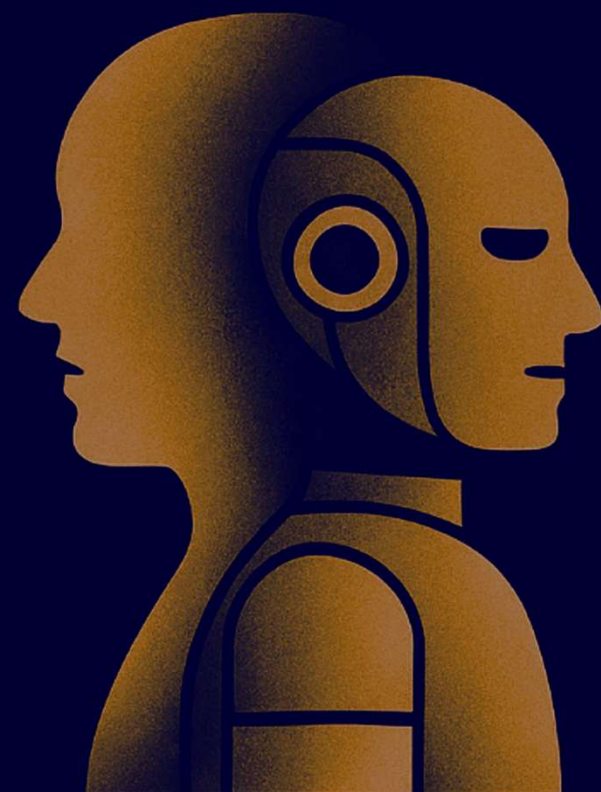
Meta released Llama3 in April. OpenAI release GPT-4o in May. Copilot by Microsoft announced 20th May

This innovative framework brought in a new era of AI-driven advancements. The line in the sand was drawn with the introduction of Transformer Architecture, catalysing the release of ChatGPT and the AI giants we see in the market today.

data security and model oversight. Open-source models like LLaMA 3 and 4 continued to drive custom, sector-specific innovation.



# 01 AI IS MORE HUMAN THAN YOU THINK



# THE LATEST AI MODELS ARE MORE CLOSELY MODELLING THE HUMAN BRAIN



Your brain has:

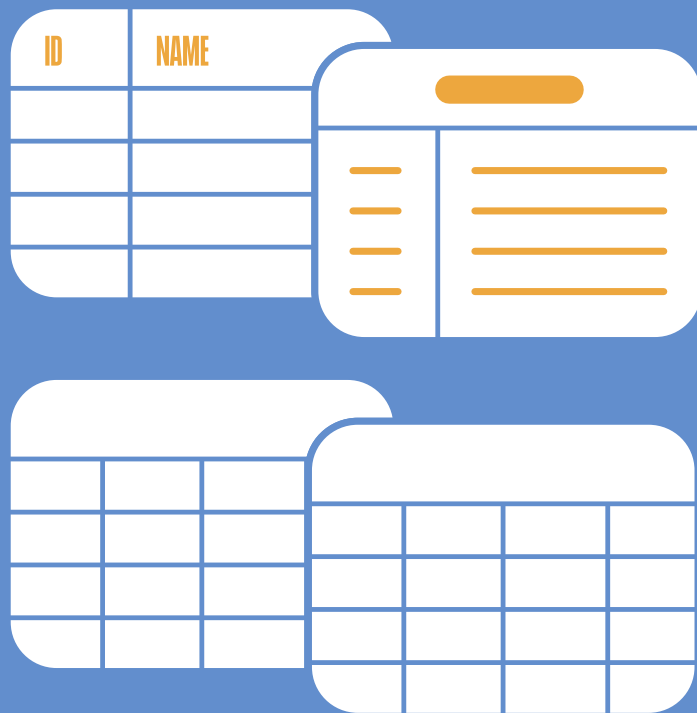
**86 BILLION** neurons

**100 TRILLION** synapses

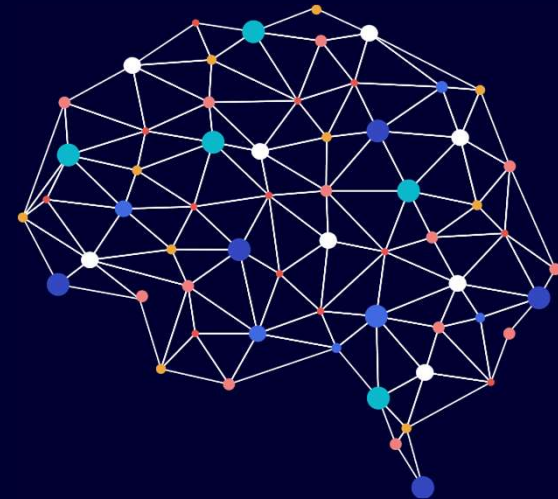
The largest LLMs now have  
over 1 trillion parameters  
...and are using thinking and  
reasoning techniques



# RELATIONAL DATABASE / SPREADSHEET



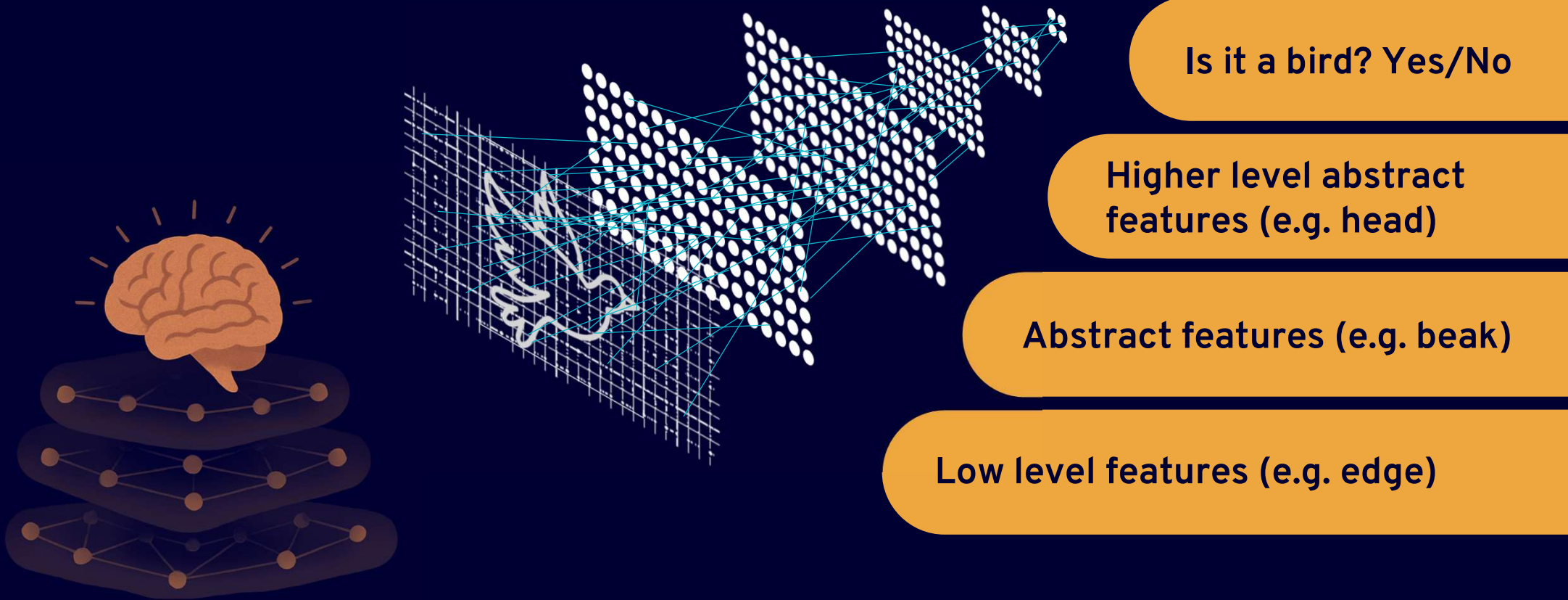
# GRAPH VIEW



The way that latest AI  
models work is very human

# HOW THE BRAIN WORKS

## LAYERS OF ABSTRACTION

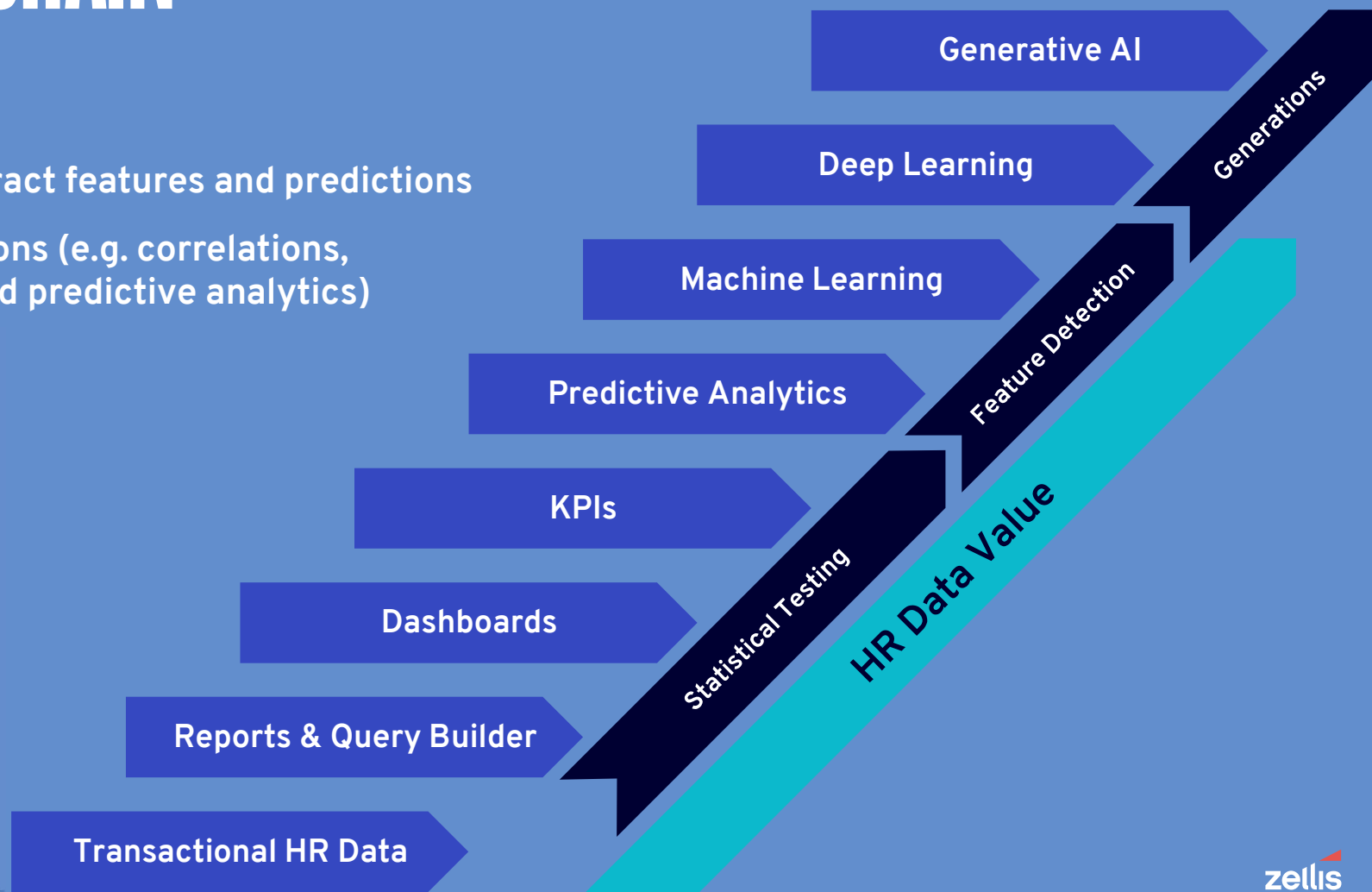
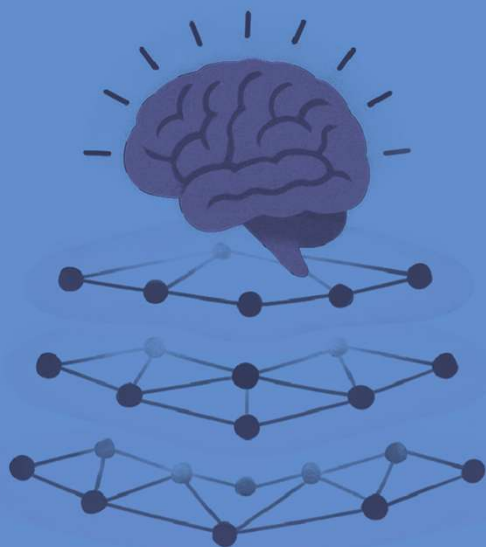


# HR DATA VALUE CHAIN

## "LEVELLING UP"

Higher level (and value) abstract features and predictions

Built on lower level abstractions (e.g. correlations, absenteeism, engagement and predictive analytics)

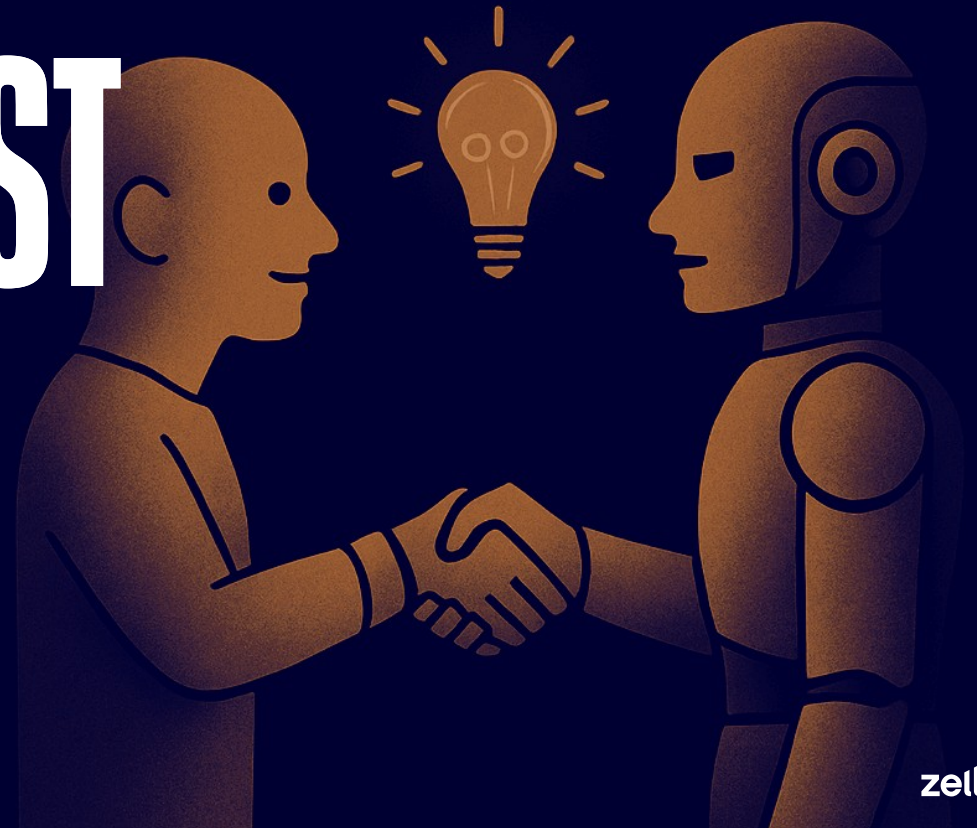


# MIXTURE OF EXPERTS





# 02 PUTTING HUMAN-FIRST AI TO WORK





**ANDY GRAY,**  
**DIRECTOR OF AI**  
**APPLICATIONS,**  
**ZELLIS**





# USING AI TO FOSTER SAFETY, RESPECT AND INCLUSION IN THE WORKPLACE



# EMBEDDED LARGE LANGUAGE ASSISTANT

ELLA revolutionises HR software with AI-driven capabilities, serving as your 24/7 HR assistant – enhancing productivity whilst ensuring data security.

Elevate your HR data management and insights with ELLA and harness the power of AI within your organisation.

ELLA uses sophisticated AI grounding techniques, enabling response to your requests using your data, applying your HR data security, in your tone, using your company policies and guidance

Here to transform your world of work, ELLA is a completely in-built AI toolset that provides the data security of our platform, whilst accelerating user productivity with all the abilities of an LLM



Hello! I'm ELLA.  
How can I help  
you today?

Chat with ELLA  
Online

How do I  
report a  
workplace  
issue or  
conflict?



Type message



# USE CASE

“Using AI to shine a light on the sometimes hidden, uncomfortable corners of workplace culture ensuring that every voice is heard, protected and acted upon”

- A fully featured AI chatbot available 24/7
- AI driven scripted question and response logic
- Automatic triage of actual SRI issues
- Contextual responses to non-SRI queries
- Multi-language support, including translation to English upon submission
- Fully confidential reporting of issues of a sensitive nature
- Available across 2 countries, 200+ companies, 1500+ locations and 160,000 users



 **RedFlag**



**Chat with ELLA**  
Online

Hi, thanks for raising a Red Flag. I understand this might be a difficult time for you. I will share your name and contact with our People Services Helpdesk so they can support you. If you'd rather report anonymously, you can fill out the form [\[here\]](#).

Can you tell me a bit about the situation or incident that led you to reach out? Feel free to use whatever language you're most comfortable with.

ELLA

Type message





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Online

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ELLA

Hi. I'm not sure if this is the right place to say, but I've been feeling really uncomfortable at work. One of the managers keeps making comments about my appearance and it's getting worse.

Employee

Type message





Chat with ELLA  
Online

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Employee



Type message







**Chat with ELLA**  
Online

Hi. I'm not sure if this is the right place to say, but I've been feeling really uncomfortable at work. One of the managers keeps making comments about my appearance and it's getting worse.

Employee

Thanks for sharing this information regarding inappropriate comments about your appearance, which we take to be a very serious matter. I'll need to gather some more information to be able to progress the matter for you. Please can you provide the following information as accurately as possible. Your information will be treated in the strictest confidence. For more information about how your personal information is used, see our [Privacy Notice](#).

To start: Are you reporting on behalf of yourself or someone else?

ELLA

Type message





**Chat with ELLA**  
Online

comments about my appearance and it's getting worse.

Employee

Thanks for sharing this information regarding inappropriate comments about your appearance, which we take to be a very serious matter. I'll need to gather some more information to be able to progress the matter for you. Please can you provide the following information as accurately as possible. Your information will be treated in the strictest confidence. For more information about how your personal information is used, see our [Privacy Notice](#).

To start: Are you reporting on behalf of yourself or someone else?

ELLA

Myself.

Employee

Type message





Chat with ELLA  
Online

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To start: Are you reporting on behalf of yourself or someone else?

ELLA

Myself.

Employee

Thank you. Are you under the age of 18 years?

ELLA

Type message





**Chat with ELLA**  
Online

Some more information to be able to progress the matter for you. Please can you provide the following information as accurately as possible. Your information will be treated in the strictest confidence. For more information about how your personal information is used, see our [Privacy Notice](#).

To start: Are you reporting on behalf of yourself or someone else?

ELLA

Myself.

Employee

Thank you. Are you under the age of 18 years?

ELLA


No.

Employee

Type message







Chat with ELLA  
Online

someone else?

ELLA

Myself.  
Employee

Thank you. Are you under the age of 18 years?



ELLA

No.  
Employee

Thank you for confirming. Were you under the age of 18 years at the time of the alleged incident?


ELLA

Type message









Chat with ELLA  
Online

Myself.  
Employee



Thank you. Are you under the age of 18 years?  
ELLA

No.  
Employee

Thank you for confirming. Were you under the age of 18 years at the time of the alleged incident?  
ELLA

No, I'm 22 now and I was over 18 when it started.  
Employee

Type message









Chat with ELLA  
Online

No.

Employee

Thank you for confirming. Were you under the age of 18 years at the time of the alleged incident?

ELLA

No, I'm 22 now and I was over 18 when it started.

Employee

Understood, thank you. Do you have additional needs for care or support as a result of a learning difficulty, mental health issue, physical disability, or being at risk of experiencing abuse or neglect?

ELLA

Type message





**Chat with ELLA**  
Online

Thank you for confirming. Were you under the age of 18 years at the time of the alleged incident?

ELLA

No, I'm 22 now and I was over 18 when it started.

Employee

Understood, thank you. Do you have additional needs for care or support as a result of a learning difficulty, mental health issue, physical disability, or being at risk of experiencing abuse or neglect?

ELLA

No, I don't.

Employee

Type message





**Chat with ELLA**  
Online

No, I'm 22 now and I was over 18 when it started.

Employee

Understood, thank you. Do you have additional needs for care or support as a result of a learning difficulty, mental health issue, physical disability, or being at risk of experiencing abuse or neglect?

ELLA

No, I don't.

Employee

Thank you for letting me know. Now, I need to ask: Please start by explaining the circumstances which have led you to reach out.

ELLA

Type message





**Chat with ELLA**  
Online

For care or support as a result of a learning difficulty,  
mental health issue, physical disability, or being at risk  
of experiencing abuse or neglect?

ELLA

No, I don't.

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ELLA

It's been going on for a couple of months. My shift manager keeps  
commenting on how I look, saying things like "You'd look better if  
you smiled more" or "That uniform suits you too well." It's made me  
really anxious before my shifts.

Employee

Type message





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Online

No, I don't.

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really anxious before my shifts.

Employee

I'm sorry to hear that - thank you for sharing. Was there  
one single incident or a series of incidents?

ELLA

Type message





**Chat with ELLA**  
Online

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ELLA

It's been going on for a couple of months. My shift manager keeps commenting on how I look, saying things like "You'd look better if you smiled more" or "That uniform suits you too well." It's made me really anxious before my shifts.

Employee

I'm sorry to hear that - thank you for sharing. Was there one single incident or a series of incidents?

ELLA

A series of incidents, like I said it's been happening off and on for a few months.

Employee

Type message







**Chat with ELLA**  
Online

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ELLA

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Employee

Understood. Approximately when did the incident(s) occur?

ELLA

Type message





**Chat with ELLA**  
Online

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ELLA

A series of incidents, like I said it's been happening off and on for a few months.

Employee

Understood. Approximately when did the incident(s) occur?

ELLA

I think it started around the middle of March and the most recent comment was just last Friday.

Employee

Type message





**Chat with ELLA**  
Online

A series of incidents, like I said it's been happening off and on for a few months.

Employee

Understood. Approximately when did the incident(s) occur?

ELLA

I think it started around the middle of March and the most recent comment was just last Friday.

Employee

Thank you. Where did the incident(s) occur (may include social media)?

ELLA

Type message





**Chat with ELLA**  
Online

Understood. Approximately when did the incident(s) occur?

ELLA

I think it started around the middle of March and the most recent comment was just last Friday.

Employee

Thank you. Where did the incident(s) occur (may include social media)?

ELLA

At the restaurant during my shifts – mainly in the staff area or when we're closing up.

Employee

Type message





**Chat with ELLA**  
Online

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Employee

Thank you. Where did the incident(s) occur (may include social media)?

ELLA

At the restaurant during my shifts – mainly in the staff area or when we're closing up.

Employee

Got it, thank you. Who was responsible? Please include as much as you know, such as their first name, surname, and position (or whether they were a customer or third party).

ELLA

Type message





**Chat with ELLA**  
Online

Thank you. Where did the incident(s) occur (may include social media)?

ELLA

At the restaurant during my shifts – mainly in the staff area or when we’re closing up.

Employee

Got it, thank you. Who was responsible? Please include as much as you know, such as their first name, surname, and position (or whether they were a customer or third party).

ELLA

His name is Josh – I don’t know his last name, but he’s a shift manager.

Employee

Type message





**Chat with ELLA**  
Online

At the restaurant during my shifts – mainly in the staff area or when we’re closing up.

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ELLA

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Employee

Thanks. Please list anyone who you feel may have been witnesses and, where possible, specify which parts of your allegations they may have observed.

ELLA

Type message







**Chat with ELLA**  
Online

Got it, thank you. Who was responsible? Please include as much as you know, such as their first name, surname, and position (or whether they were a customer or third party).

ELLA

His name is Josh – I don't know his last name, but he's a shift manager.

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Thanks. Please list anyone who you feel may have been witnesses and, where possible, specify which parts of your allegations they may have observed.

ELLA

I think Rachel might have heard one of the comments last week. She was nearby when we were closing.

Employee

Type message





**Chat with ELLA**  
Online

His name is Josh – I don't know his last name, but he's a shift manager.

Employee

Thanks. Please list anyone who you feel may have been witnesses and, where possible, specify which parts of your allegations they may have observed.

ELLA

I think Rachel might have heard one of the comments last week. She was nearby when we were closing.

Employee

Thank you. Has the incident been reported to someone more senior than you?

ELLA

Type message





**Chat with ELLA**  
Online

Thanks. Please list anyone who you feel may have been witnesses and, where possible, specify which parts of your allegations they may have observed.

ELLA

I think Rachel might have heard one of the comments last week. She was nearby when we were closing.

Employee

Thank you. Has the incident been reported to someone more senior than you?

ELLA

No, I was too nervous.

Employee

Type message





Chat with ELLA  
Online

Thanks. Please list anyone who you feel may have been witnesses and, where possible, specify which parts of your allegations they may have observed.

ELLA

I think Rachel might have heard one of the comments last week. She was nearby when we were closing.

Employee

Thank you. Has the incident been reported to someone more senior than you?

ELLA

No, I was too nervous.

Employee



Type message





Chat with ELLA  
Online

That's completely understandable, and I appreciate you coming forward.

Thank you for providing the details. Here's a summary of what I have captured so far:

- You are reporting on behalf of yourself.
- You are over 18 and were over 18 when the incidents occurred.
- You do not have additional needs for care or support.
- The issue involves a series of inappropriate comments made about your appearance by a shift manager named Josh.
- The incidents have occurred since around mid-March, with the most recent one last Friday.
- The comments have taken place at your restaurant, typically in the staff area or during closing.
- Rachel may have witnessed one of the more recent incidents.
- You have not reported this to anyone more senior yet.

Please confirm that the information provided is accurate. If you would like to make any changes or add anything, please let me know now.

ELLA

Type message





**Chat with ELLA**  
Online

- You are reporting on behalf of yourself.
- You are over 18 and were over 18 when the incidents occurred.
- You do not have additional needs for care or support.
- The issue involves a series of inappropriate comments made about your appearance by a shift manager named Josh.
- The incidents have occurred since around mid-March, with the most recent one last Friday.
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- You have not reported this to anyone more senior yet.

Please confirm that the information provided is accurate. If you would like to make any changes or add anything, please let me know now.

ELLA

Yes, that's all accurate. Thank you.

Employee

Type message





**Chat with ELLA**  
Online

- You do not have additional needs for care or support.
- The issue involves a series of inappropriate comments made about your appearance by a shift manager named Josh.
- The incidents have occurred since around mid-March, with the most recent one last Friday.
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ELLA

Yes, that's all accurate. Thank you.

Employee



Type message







**Chat with ELLA**  
Online

To confirm what will happen next, our People Services Helpdesk team (PSHD), will be in contact with you directly to provide support and discuss how the matter will be dealt with and what you can expect. You will get a notification directly from them very shortly and you can add any additional information to your case. They can also be reached through their portal here which includes Live Chat access and details of other available channels.

Again, please remember if you need to access support the Employee Assistance Programme is available at any time. It is a free service that provides you with confidential support and advice. You can contact them at any time on 0808 157 0123 (UK) 1800 260 123 (ROI). Or you can visit EAP online here with your email address and password you have used previously, if this is your first time using EAP you will also need the McDonald's access code A236546.

We appreciate you taking the time to let us know about your experience. Reporting helps McDonald's identify and address any trends or systemic problems. Reporting on Harassment, Discrimination Bullying, and victimisation helps to keep McDonald's a safe, respectful and inclusive place to work.

ELLA



# 03 HOW SHOULD YOU THINK ABOUT HUMAN-FIRST AI?

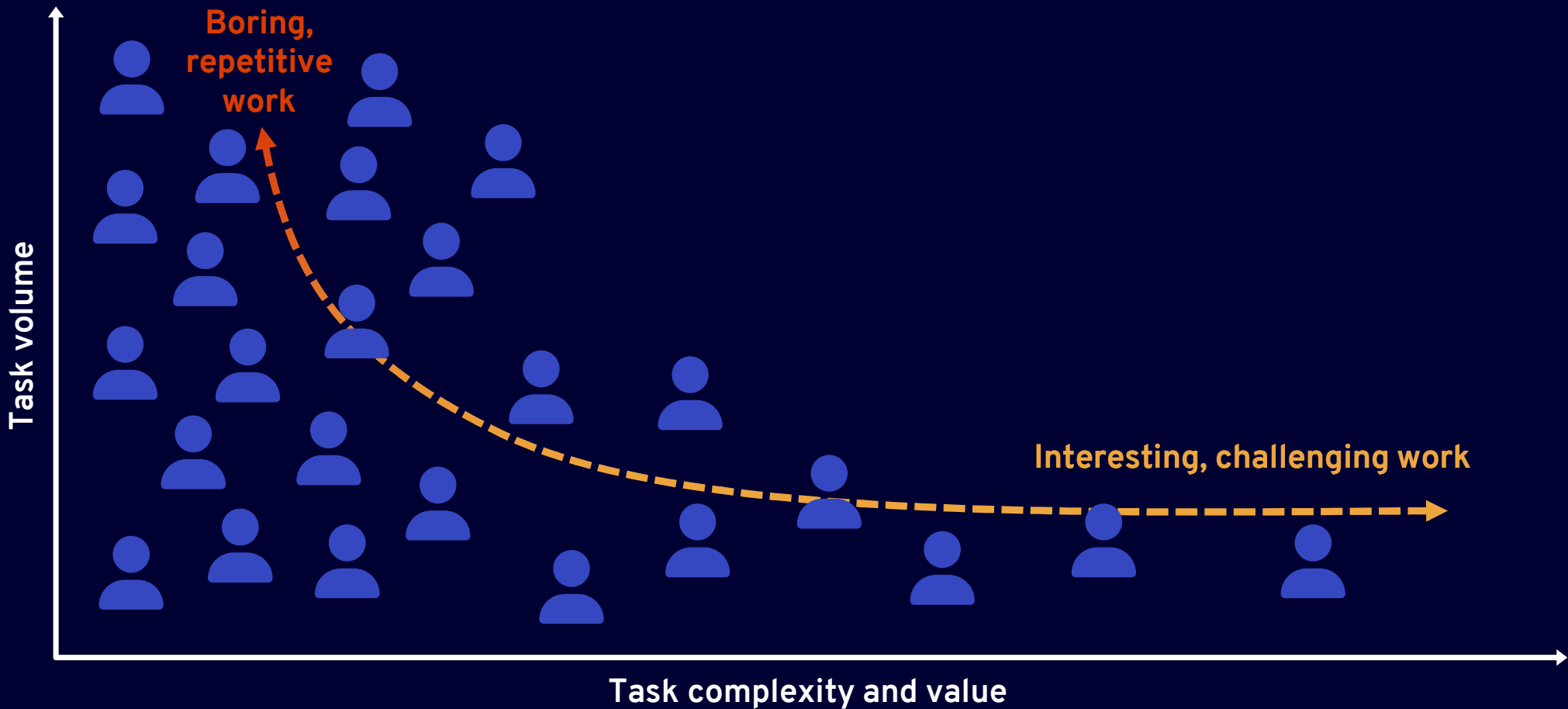


**AI CAN BE USED TO HELP  
EMPLOYEES “LEVEL UP”  
TO FIND MASTERY AND  
MEANING IN THE  
WORKPLACE**



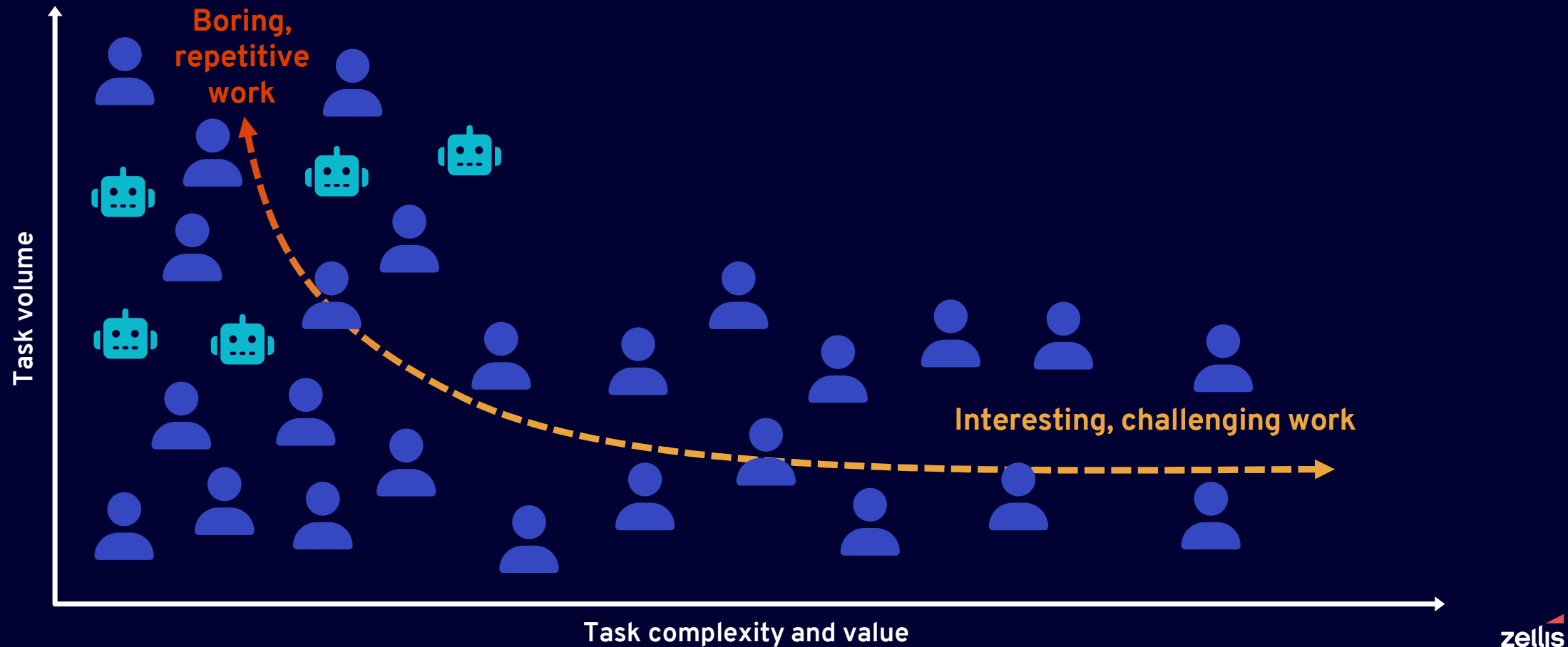
# WHAT ARE OUR "FRONTIERS OF AUTOMATION"

THINGS THAT COULD BE AUTOMATED WITHIN YOUR COMPANY



# WHAT ARE OUR "FRONTIERS OF AUTOMATION"

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# OPPORTUNITY ACROSS THE BUSINESS

## HOW TO FRAME YOUR USE CASES

### From



-  Task management
-  Automated matching
-  Prioritisation
-  Meeting summarisation
-  Customer summarisation
-  Building reports
-  Testing

### To



-  Customer relations
-  Business cases
-  Market analysis
-  Business insights  
“what if” scenario planning
-  Personal development
-  Risk assurances

# PUTTING AI TO WORK

## THINGS TO THINK ABOUT

- 1** What AI tools do you have available? Make sure these are approved and secure
- 2** What parts of your job role are candidates for AI and automation? Off-loading can level you up
- 3** How would you teach someone junior to do these things? Write instructions down in detail
- 4** Create a knowledge base AI can use instructions and workflow as a scaffold for knowledge
- 5** Define & be clear on your use cases Think about how you would test and prove value
- 6** Test & repeat until it works consistently Refine the prompts, feedback into the knowledge base



# WHAT ARE THE USE CASES?

THINGS IN YOUR WORKPLACE THAT AI COULD BE PUT TO WORK ON

## Content generation



Contracts, documents, letters, job postings, and so much more

## Company knowledge retrieval



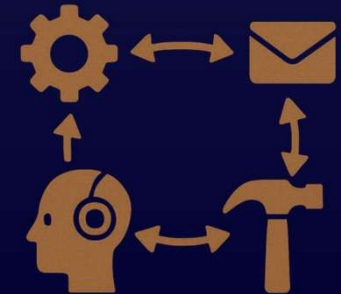
Securely retrieve real-time company information

## 24/7 HR assistant



Working safely with your PII, IP, and confidential information

## Workflow and agents




Boost productivity by automation and actions

# WHAT ARE THE USE CASES?

## THINGS IN YOUR WORKPLACE THAT AI COULD BE PUT TO WORK ON

### Content generation



Chat with ELLA  
Online

Write me an internal post that highlights out employee benefits, in our usual company tone

HR Admin

**Beyond the paycheck: Unwrap your full package of employee benefits!**


Your salary is just the start. Discover exceptional perks designed to boost your wellbeing, career, and lifestyle:

**Financial Wellbeing:** Enhanced pension contributions, company profit-sharing, and exclusive savings on travel and tech.

**Health & Wellness:** 24/7 mental health support, private healthcare, and wellness allowances for fitness and mindfulness

Contracts, documents, letters, job postings, and so much more

### Company knowledge retrieval



Chat with ELLA  
Online

How do I request time off for a family emergency?

Employee


If you're dealing with a family emergency and need to take time off, don't worry – we've got you covered. Here's what to do:

**Step 1: Notify your manager**  
Reach out to your manager right away (via phone, text or email). Just give them a quick heads-up about the situation and that you need some time off.

**Step 2: Submit a leave request**  
If you can, submit an emergency leave request direct link. If you're not able to do it straight away, your manager can help

Securely retrieve real-time company information

### 24/7 HR assistant



Chat with ELLA  
Online

Tell me which employees have holiday outstanding for the year and how much they have left

Manager


Hello! Here's the current status of outstanding holiday leave for the year:

- 1. Elle Maine - 5 days remaining
- 2. Mark Lee - 3 days remaining
- 3. Sophia Chen - 2 days remaining
- 4. Raj Patel - 4 days remaining
- 5. Isabella Smith - 7 days remaining

Please let me know if you need further details or assistance with scheduling leave for any of the employees!

Working safely with your PII, IP, and confidential information

### Workflow and agents



Chat with ELLA  
Online

Can you email me my total reward statement?

Employee

This has been generated, attached to your employee files and emailed to you.

ELLA

Boost productivity by automation and actions

# PRODUCTIVITY INDEX



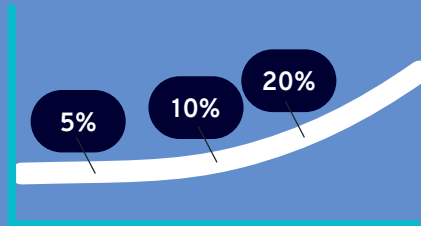
Manual

Technology

AI

You need to measure this value:

- Is the task now 5%, 10% or 20% quicker than before?
- This concept is similar to an FTE



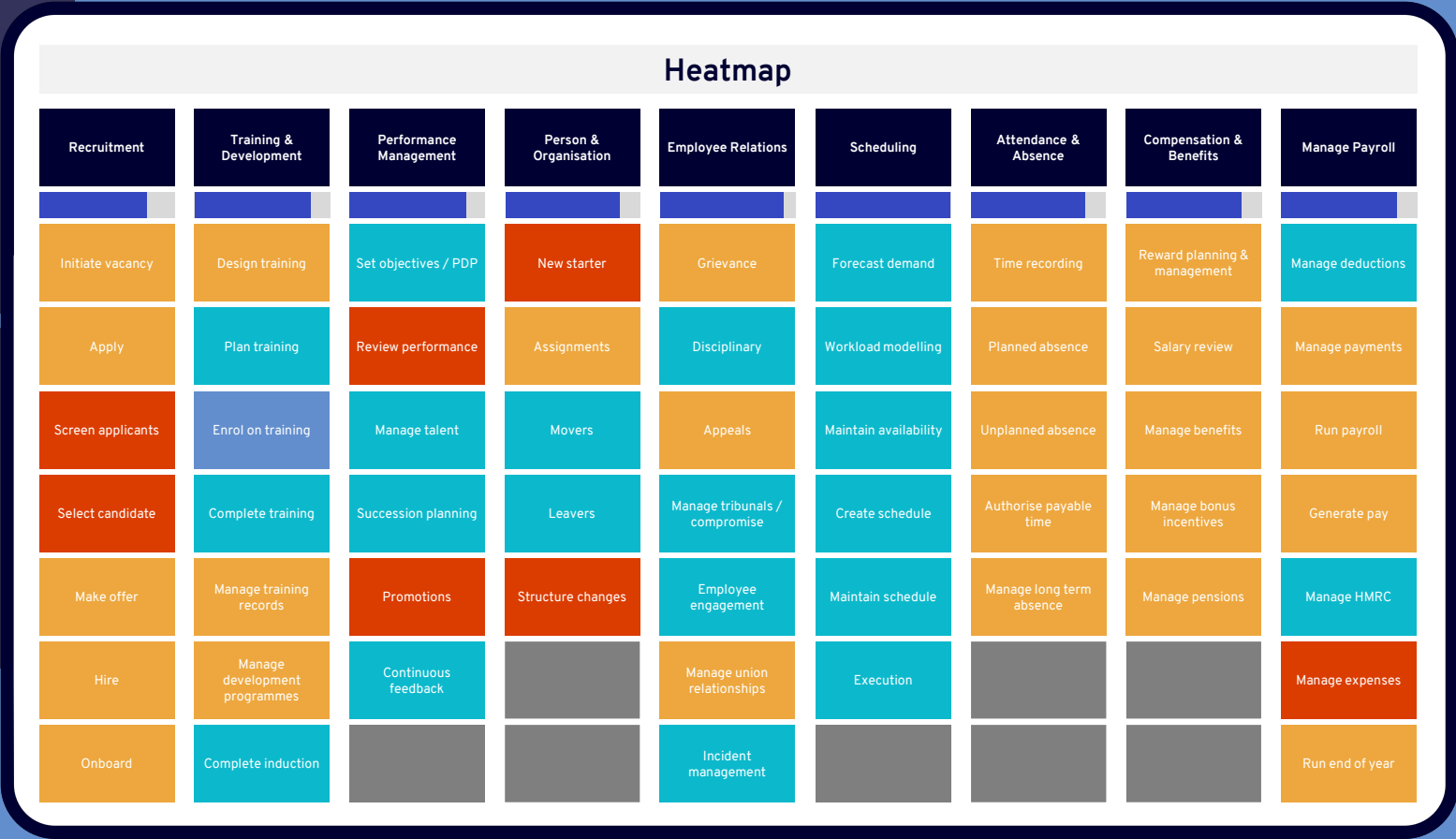
This thinking should be led by HR as part of OD (Organisational Design)

So this will help you determine the extent that as a business you are going to deploy AI tools to improve productivity

# OPERATING MODEL

An operating model or heat map is a good way to frame where the most value could be derived from implementing AI

What are the use cases?



# SECURITY OF YOUR PII DATA

## Authentication



**Who are you?**  
Verify user's identity

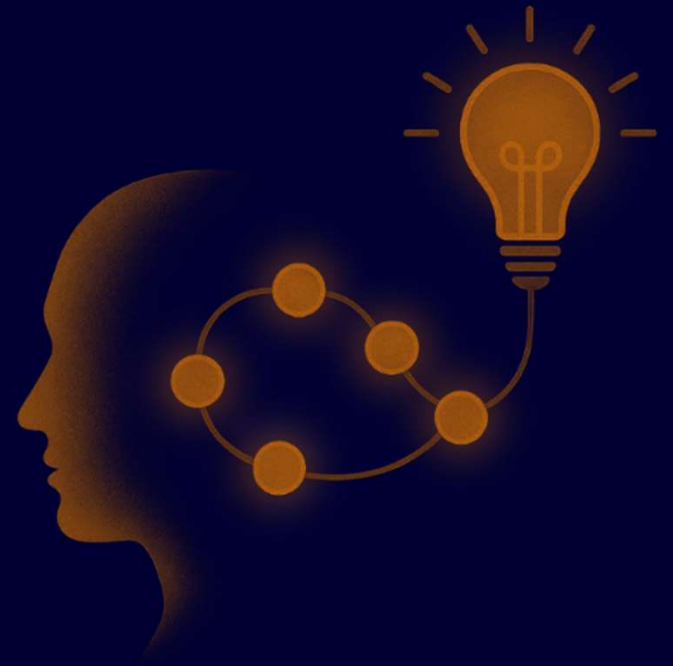
## Authorisation



**What are you allowed to do?**  
Determine user permissions

# THINK ABOUT HOW YOU THINK

Write it down and turn it  
into reusable workflow  
(aka an “agent”)



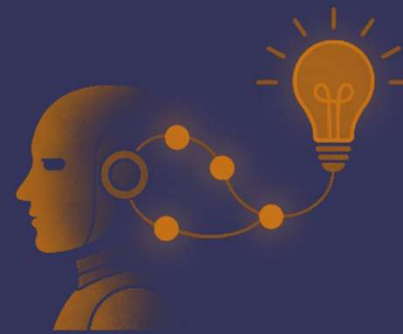
# THINK ABOUT HOW YOU THINK

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# USE AI TOOLS TO THINK FOR YOU

But check its work  
and always consider  
data security / PII





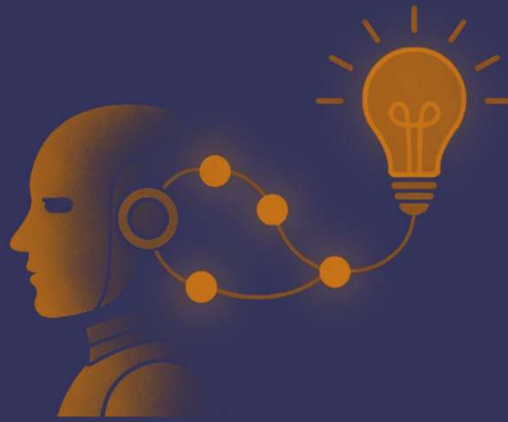
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# USE AI TOOLS TO THINK FOR YOU

But check its work  
and always consider  
data security / PII



# FROM MUNDANE TO MASTERY & MEANING

Level up with  
Human-First AI



# THANK YOU



## Useful Resources

State Of AI

<https://www.stateof.ai/>

Stanford AI Index

<https://aiindex.stanford.edu/report/>

Andrej Karpathy

Thought leader (tech)

 zellis