



L'Intelligence Artificielle appliquée à l'évolution des compétences

La compétence est l'enjeu n°1 de notre époque

Ginni Rometty – IBM CEO

L'Intelligence Artificielle appliquée à l'évolution des compétences

Vers un monde d'incertitude : vitesse et agilité

La compétence est l'enjeu n°1 de notre époque

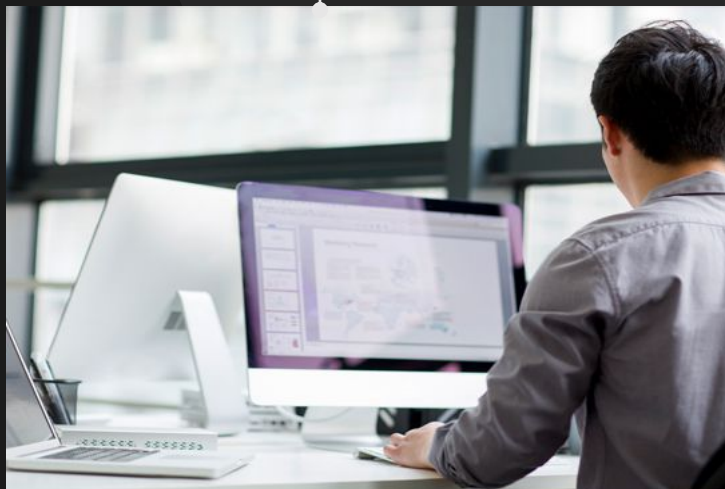
- les apports de l'IA
- cas concrets d'utilisation

Questions / réponses

Vers un monde de ruptures et d'incertitudes

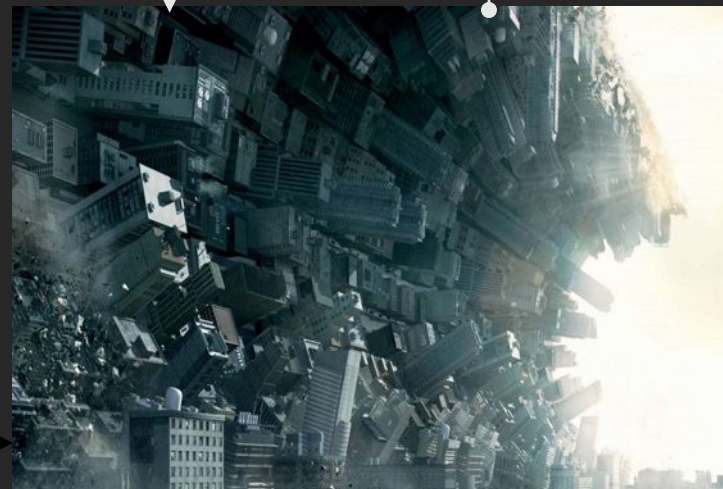


Vers un monde de ruptures et d'incertitudes



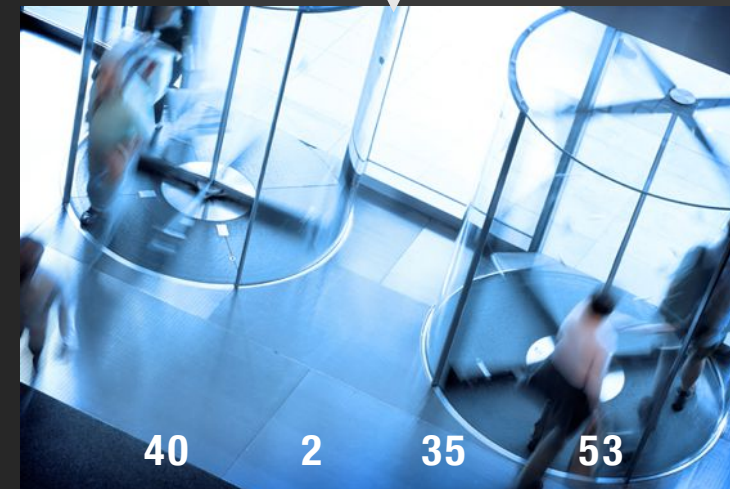
Rupture Expérience

- Niveau d'attente des consommateurs
- Transparence sans précédent
- Transition de $CX > EX$ à $CX = EX$



Rupture Business

- Marché établi > convergence des industries
- Innovation interne > externe
- Ecosystèmes fermés > ouverts



Rupture Talents

- Cycle de compétences de plus en plus court et qui s'accélère
- Mentalité, modèles d'organisation

Comment s'adapter dans un monde incertain ?

87% des dirigeants pensent que le digital va transformer leur industrie

92% des dirigeants disent qu'ils ne sont pas organisés pour réussir

75% des entreprises du classement Fortune 500 auront disparu en 2027



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VITESSE

AGILITE

deviennent des
compétences Business stratégiques
qui nécessitent
de se transformer en profondeur

MODES DE TRAVAIL

CULTURE DE COMPETENCES



Créer une culture de compétences : les apports de l'IA



Les apports du cognitif dans la gestion des compétences



Cloud



Watson



Industry

400 000 employés
170 pays

en 30 mois




Notre
Stratégie



Shift stratégique

43%

Les apports du cognitif dans la gestion des compétences

Cloud Watson Industry

400 000 employés
170 pays

en 30 mois

Notre
Stratégie



Shift stratégique

43%

Notre responsabilité :
permettre aux
collaborateurs d'évoluer
au rythme de l'entreprise

Notre
Expertise



Nouvelles
compétences

70%


Notre
Structure



Organisation
simplifiée

-6

Nos
Systems



Nouvelles méthodes de
travail

65k

Nos
Leaders



Nouvelles méthodes de
management

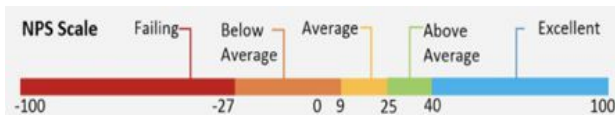
13%

Notre
Culture



Agilité & Innovation

NPS +22



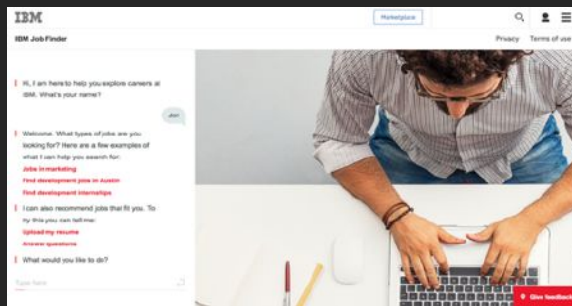
Le cognitif a transformé la gestion des compétences

SKILLS EVOLUTION

Industry Frameworks	General Frameworks
<ul style="list-style-type: none"> Accounting & Finance Construction Education Energy Healthcare Information Technology Manufacturing Marketing Operations Retail Transportation Utilities 	<ul style="list-style-type: none"> Business Development Customer Support Human Resources Project Management Quality Assurance Software Development Systems Administration Technical Support Training & Development Writing & Editing
Job Families (200)	Competencies (2,000)
<ul style="list-style-type: none"> Accounting & Finance Business Development Customer Support Human Resources Project Management Quality Assurance Software Development Systems Administration Technical Support Training & Development Writing & Editing 	<ul style="list-style-type: none"> Business Development Customer Support Human Resources Project Management Quality Assurance Software Development Systems Administration Technical Support Training & Development Writing & Editing
Jobs (Millions) (2,000)	Application Accelerators
<ul style="list-style-type: none"> Accounting & Finance Business Development Customer Support Human Resources Project Management Quality Assurance Software Development Systems Administration Technical Support Training & Development Writing & Editing 	<ul style="list-style-type: none"> Business Development Customer Support Human Resources Project Management Quality Assurance Software Development Systems Administration Technical Support Training & Development Writing & Editing

Talent Framework

TALENT ACQUISITION



Experience Candidat

Candidate Success Match Details

80% Thomas Wallin
Senior Sales Consultant
Rate match See calculation details

Key Influencers by Weight

Key Influencer	Rating	Significant value
Organization Tier	High	Novartis
Major	Medium	Marketing Texas A&M University
University Tier	High	Texas A&M University
Career Path Scores	High	75% Sales Agent
Degree	High	Masters MBA

View all

Rate Match Quality See calculation details

1 2 3 4 5 6 7 8 9 10
Poor Excellent

Aide au recruteur

3x No. Of IBM Careers Visitors Now Apply

Time To Hire
64 Days to **39**

Net Promoter Score (NPS) **74**

TALENT DEVELOPMENT



Formation



Mobilité / Carrière

My Enterprise Skills

Enterprise Big Data & Analytics	Enterprise Energy & Utilities Expertise	Enterprise Government Expertise
Enterprise skill	Enterprise skill	Enterprise skill
Suggested: 4 Expert	Suggested: 3 Experienced	Suggested: 3 Experienced
Set by me: not set	Set by me: not set	Set by me: 4 Expert
Agree Set my level	Agree Set my level	Keep my level Alter my level

Skill inference
déduction des compétences

THINK40: Average
61 Learning Hours
Per Annum

1.4 Million Digital
Badges Issued

Net Promoter Score (NPS) **46**

32% Employees
Gained Promotion
(2017/2018)

92% Employee
involved in their
career development

This HR Executive of the Year is Transforming IBM

How Diane Gherson is helping to drive innovation at Big Blue.

By: **Andrew R. McIlvaine** | October 17, 2018 - 14 min read

Topics: HR Leadership | HR Technology



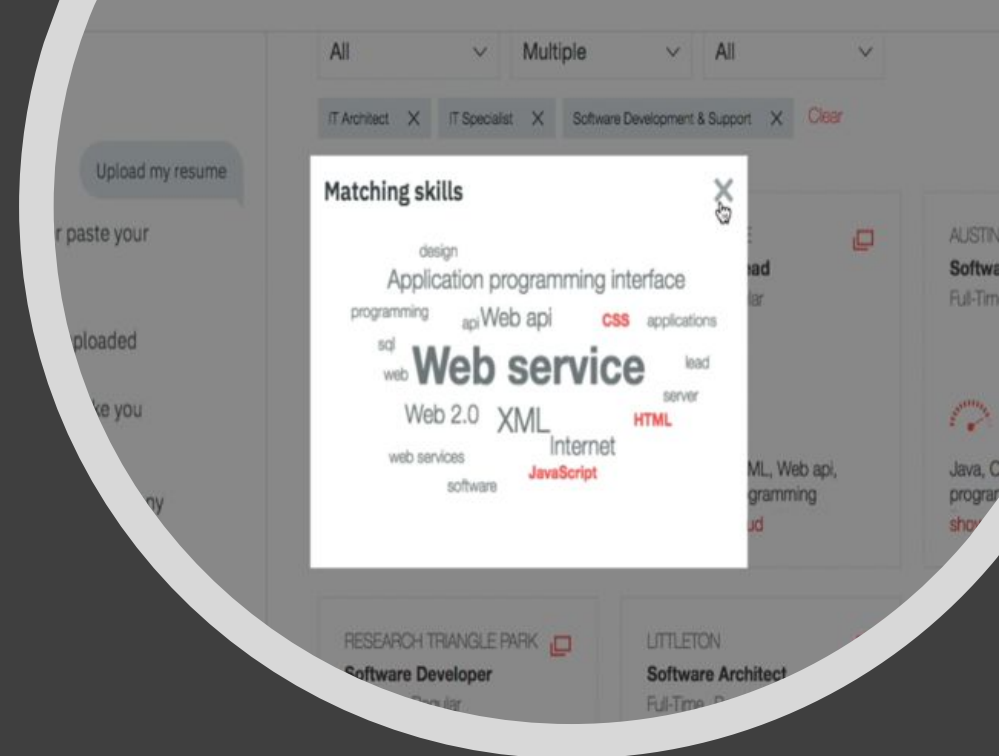
Les apports du cognitif

=

Passer d'une approche produit
à l'expérience Employé / Apprenant
pour favoriser l'engagement

=

changement de paradigme



Know me
(80% unstructured data)

Understand me
(hyper-personalization)

Anticipate me
(proactive recommendations)

Engage me
(natural language interaction)



Transformer l'expérience candidat en proposant les postes qui correspondent à son profil

Etape 1 : Téléchargement

Lorsqu'un candidat télécharge son CV, nous analysons ces données :



Etape 2 : Matching

Nous recherchons les correspondances entre ces données et tous les postes disponibles

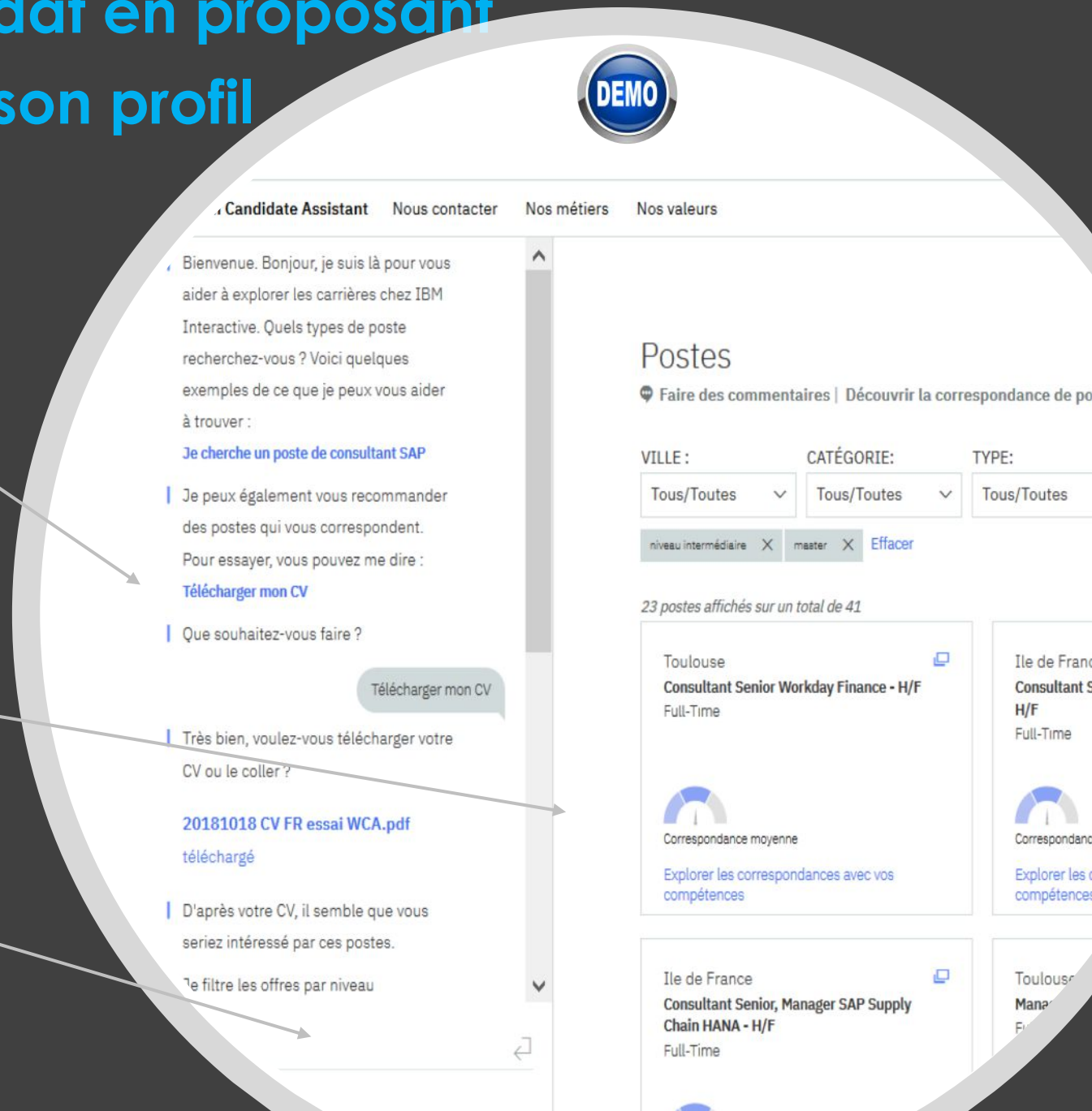
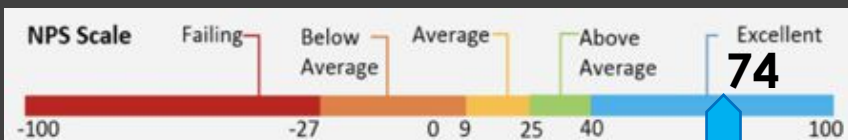


Etape 3 : Scoring

Nous affichons les postes disponibles en fonction de l'adéquation du candidat avec chacun d'entre eux

Etape transverse : Engagement

Un chatbot pour communiquer et aider le candidat à comprendre et s'imprégner de la culture de l'entreprise et aider le candidat à affiner sa recherche



Personnaliser les recommandations



ROLES TRES RECHERCHES

Architect

Architects define the structures of solutions and architectures to address client business problems. Architects understand client needs.



Developer

In this role use you design documentation, such as Functional Programming Specifications and high level design documents to implement



COMPETENCES TRES RECHERCHEES

COMPETENCES POUR REUSSIR

AI/Cognitive

AI is the ability of a machine to perform cognitive functions we associate with human minds, such as perceiving, reasoning, learning and



Design Thinking

Create an exceptional user experience. IBM Design Thinking is a powerful approach to innovation and brand differentiation, focused on



Recommandations de formations et de badges (métier, préférences, activités)



Developer learning recommendations

- IBM Developer Academy (Webpage, 253 reviews)
- Role of the Technical Leader | IBM Leadership Academy (Webpage, 1 hr 30 mins, 257 reviews)

Recommended badges

- Cloud Application Developer Certification Preparation V2 (1,610)

YL SNAPSHOT - Your monthly learning snaps

Hi! Clear Course... It's important to your monthly goal to help you discover, learn and grow the skills you need for the future you can choose from the recommended activities based on your learning profile.

What will you learn today?

Your Progress

THINK66 hours	Badges earned
April 3 Business Unit average: 22 Your total hours: 20	April 0 Business Unit average: 2 Your total badges: 0

Recommendations for you

- IBM Essentials for DevOps
- Training to Cloud - Activate DevOps
- Message From The IBM Cloud Chief

VIEW MORE RECOMMENDATIONS



PROFIL DIGITAL

My Enterprise Skills

Enterprise Big Data & Analytics	Enterprise Energy & Utilities Expertise	Enterprise Government Expertise
Enterprise skill: Suggested: 4 Expert	Enterprise skill: Suggested: 3 Experienced	Enterprise skill: Suggested: 3 Experienced
Set by me: not set	Set by me: not set	Set by me: 4 E
Agree Set my level	Agree Set my level	Keep my level

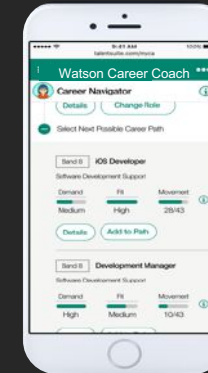
STRATEGY ADVOCATE
IBM
IBM FRANCE ACADEMY

Recommandations de développement

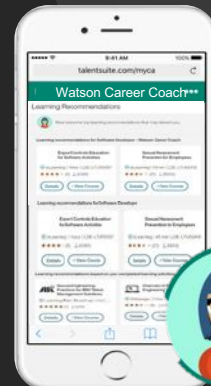
Recommandations de mobilité



Recommandations de développement



Recommandations de formations



Your Learning Anatomy



Spotlights:

Messages targeted by demographic.

Learning Queue:

Learning Activities you've saved.

Learning Activity:

Reference to a formal or informal learning experience that can live anywhere.

Recommended Channel


Channel created by AI algorithms relevant to you.

Channels:

Named lists of Learning Activities.

The screenshot displays the IBM Learning platform interface. At the top, there's a header with the text "Your Learning" and a search bar. Below the header, a "Spotlight" section features three featured items: "Career Conversations", "Love learning? Hate learning? We want to hear from you!", and "Cognitive and Analytics Curriculum". The "Your learning" section shows a "Learning queue" with various activities like "Accelerating Innovation with Dr. Sophie Vandebroek", "Tableau - Attack Plan", "Design Thinking - Learning Modules to achieve...", "Fundamentals of the Java Programming Language, Java SE...", and "Building a Digital Business (Offering Management...)". Below this is the "Learning channels" section, which includes "YOUR CHANNELS" and "RECOMMENDED CHANNELS". The "Featured Learning for all IBM" section displays several learning activities with ratings and views. The "Recommendations for Joel Greenberg" section shows personalized learning paths. Finally, the "The Social IBMer" section features four tracks: "Track 1: Be social and digital", "Track 2: Stay secure on social platforms", "Track 3: Begin your social journey", and "Track 4: Use social and digital tools".

Les apports du cognitif



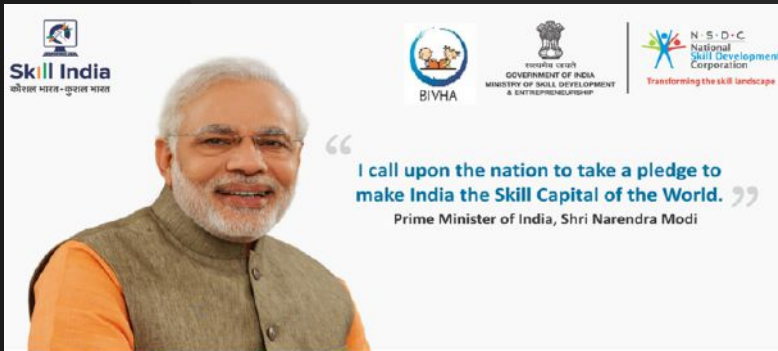
Apprendre partout, tout le temps
Avoir du plaisir à apprendre
Apprendre ce qui est pertinent
Apprendre des autres
Partager mes connaissances
Apprendre quand j'en ai besoin

- Solutions mobiles
- Recommandations personnalisées (IA):
intérêts, historique et tendances
- Micro-learning (bite size content)
- Tagging automatique des contenus (IA)
- Cleansing des contenus (IA)
- Recherche performante de contenus (IA)
- Création de contenu automatisé (IA)
- Liens avec le référentiel métier / compétences (IA)
- Analyse des feedbacks (IA)
- Chat advisor (IA)
- Environnements de formation virtuel et immersif
- Plateformes sociales
- Analytics, suivi des formations
et du développement des compétences

NSDC : former **400 millions** de personnes entre 2018 et 2022

DN-A : Former au digital **25 millions** d'africains entre 2018 et 2022

SkillsBuild, démocratiser les « IT skills » et **faciliter le retour à l'emploi**

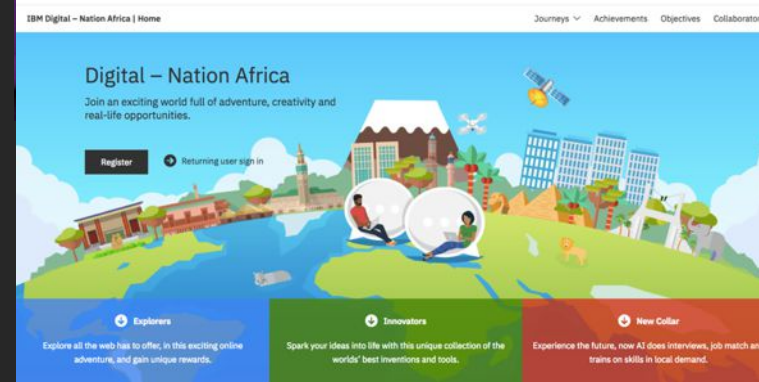


Pression démographique + rupture digitale

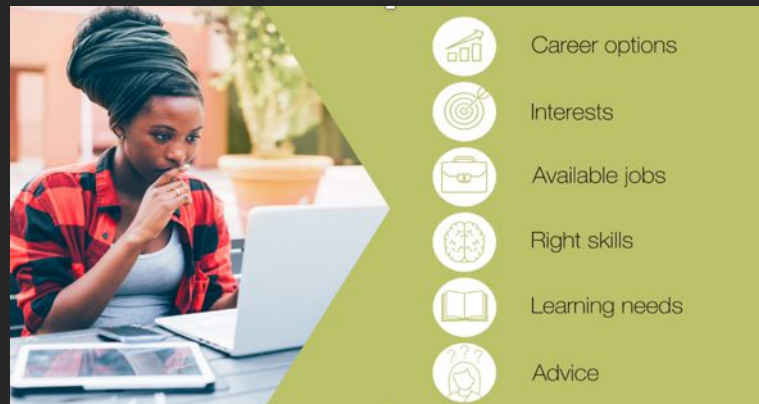
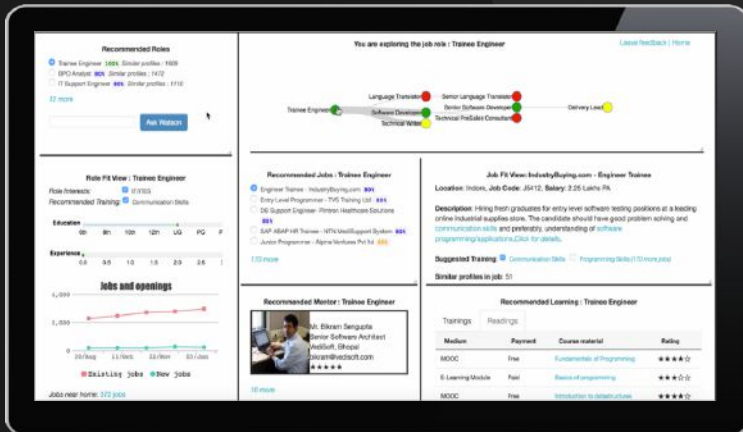
400
d'ici 2022

Lien direct entre PIB et le niveau de compétence de la population

x **6,5**
60



At the [Tech for Good Summit](#), IBM announced the launch of [SkillsBuild](#). The new digital platform provides jobseekers, including those with long-term unemployment, refugees, asylum seekers and veterans, with the training, personalized coaching and experiential learning they need to re-enter the workforce. The program goes the final mile to show employment opportunities, too.



en cours de déploiement sur l'Europe



L'Intelligence Artificielle appliquée à l'évolution des compétences

Merci