



Inspiration. Motivation. Vision.

xpand

AI in Coaching and Recruiting
XIS Zoom 09/04/2020

Agenda

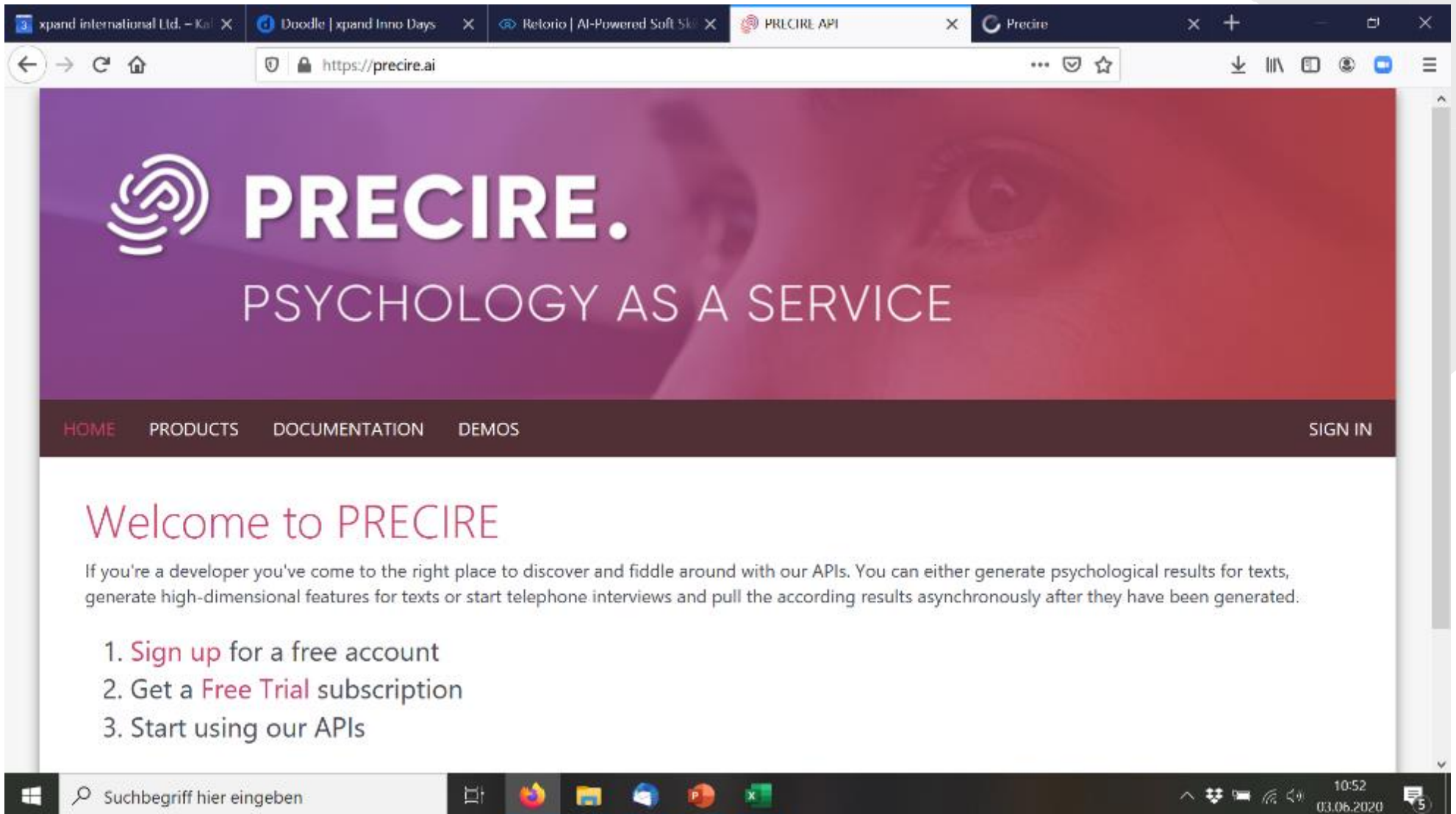
Introduction: „Who am I & why am I here?“

- 1) Generations: From Baby Boomer to Gen Z
- 2) AI Provider
- 3) Example Analysis
- 4) Discussion
- 5) Implementations

1) Generations: From Baby Boomer to Gen Z

Generation	Current Age	Top Competencies on LinkedIn (LinkedIn Talent Trends 2020)
Baby Boomer	55-73	Nursing, nursing homes, real estate
Generation X	39-54	Sales management, business development, program management
Generation Y / Millenials	23-38	Adobe Photoshop, Data Analysis, AutoCad
Generation Z	7-22	Python, CSS, Adobe Premiere Pro

2) AI Provider 1: Precire



The screenshot shows a web browser window with the URL <https://precire.ai>. The page features a purple and red header with the Precire logo and the text "PRECIRE. PSYCHOLOGY AS A SERVICE". Below the header is a navigation menu with links for "HOME", "PRODUCTS", "DOCUMENTATION", "DEMOS", and "SIGN IN". The main content area includes a "Welcome to PRECIRE" heading, a paragraph describing the service, and a list of three steps to get started.

PRECIRE.
PSYCHOLOGY AS A SERVICE

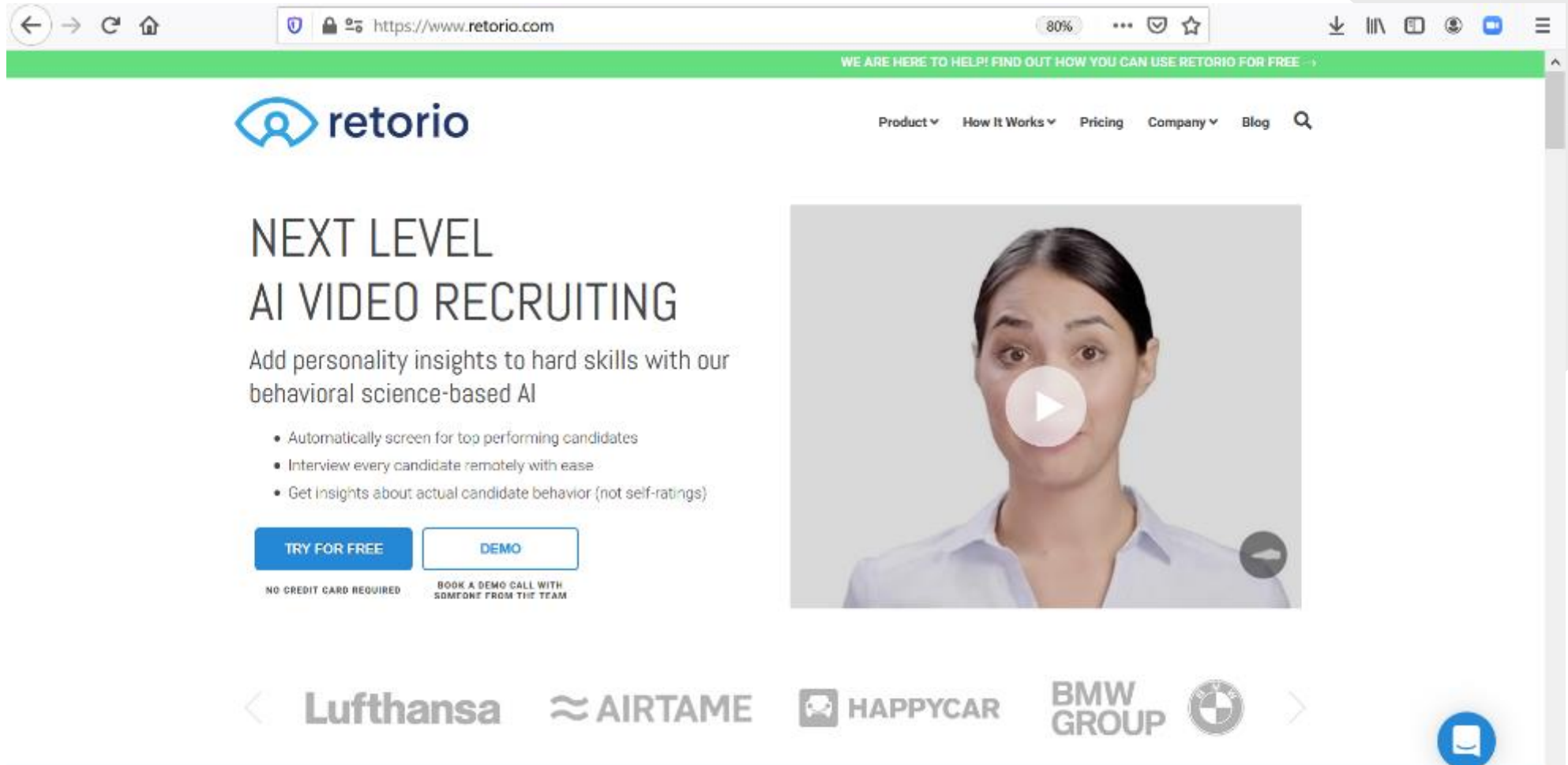
HOME PRODUCTS DOCUMENTATION DEMOS SIGN IN

Welcome to PRECIRE

If you're a developer you've come to the right place to discover and fiddle around with our APIs. You can either generate psychological results for texts, generate high-dimensional features for texts or start telephone interviews and pull the according results asynchronously after they have been generated.

1. **Sign up** for a free account
2. Get a **Free Trial** subscription
3. Start using our APIs

2) AI Provider 2: retorio



The screenshot shows the Retorio website homepage. At the top, there is a green navigation bar with the text "WE ARE HERE TO HELP! FIND OUT HOW YOU CAN USE RETORIO FOR FREE". Below this is the Retorio logo and a navigation menu with links for "Product", "How It Works", "Pricing", "Company", and "Blog". The main content area features the headline "NEXT LEVEL AI VIDEO RECRUITING" and a sub-headline "Add personality insights to hard skills with our behavioral science-based AI". A list of three bullet points describes the service's capabilities. Two call-to-action buttons are present: "TRY FOR FREE" (with "NO CREDIT CARD REQUIRED" below it) and "DEMO" (with "BOOK A DEMO CALL WITH SOMEONE FROM THE TEAM" below it). To the right of the text is a video player showing a woman's face with a play button overlay. At the bottom, there is a carousel of logos for "Lufthansa", "AIRTAME", "HAPPYCAR", and "BMW GROUP". A chat icon is visible in the bottom right corner.

WE ARE HERE TO HELP! FIND OUT HOW YOU CAN USE RETORIO FOR FREE

retorio

Product ▾ How It Works ▾ Pricing Company ▾ Blog 🔍

NEXT LEVEL AI VIDEO RECRUITING

Add personality insights to hard skills with our behavioral science-based AI

- Automatically screen for top performing candidates
- Interview every candidate remotely with ease
- Get insights about actual candidate behavior (not self-ratings)

[TRY FOR FREE](#) [DEMO](#)

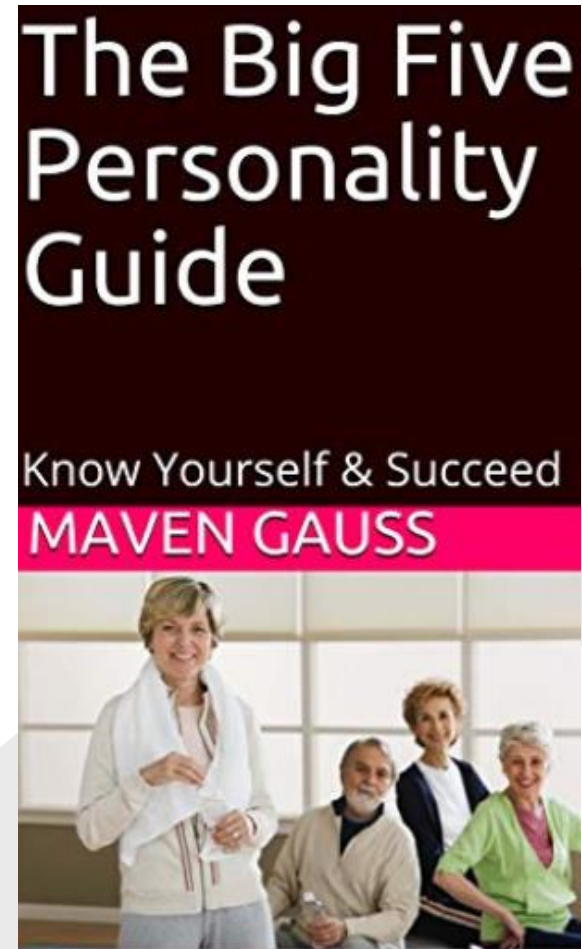
NO CREDIT CARD REQUIRED BOOK A DEMO CALL WITH SOMEONE FROM THE TEAM

Lufthansa AIRTAME HAPPYCAR BMW GROUP

2) AI Provider 2: retorio

Big Five

- **o**penness
- **c**onsciousness
- **e**xtraversion
- **a**greeability
- **n**euroticism



2) AI Provider 2: retorio

Sunday Newspaper „WELT am Sonntag“, 16.08.2020

28 WIRTSCHAFT

GLÜCKSWÄREN



WERT DER WOCHE
 Ein Unternehmen, das sich als...
 (The text is partially obscured and difficult to read due to the image quality.)



DI SPEDITION
NEU WÄREN
WIRTSCHAFTS
DISSENCE KOLLEGEN
NEWSWASCH

WIRTSCHAFTS
 (The text is partially obscured and difficult to read.)

WIRTSCHAFTS
 (The text is partially obscured and difficult to read.)

Wenn der Chef zu oft blinzelt

Wenn der Chef zu oft blinzelt, ist das ein Zeichen für...
 (The text is partially obscured and difficult to read.)

Eine Studie...
 (The text is partially obscured and difficult to read.)

Sie sind...
 (The text is partially obscured and difficult to read.)

Die...
 (The text is partially obscured and difficult to read.)

Die...
 (The text is partially obscured and difficult to read.)

OFFENHEIT

Offenheit	78,2%
Neurotizismus	78,2%
Extraversion	78,2%
Verträglichkeit	78,2%
Wissenshaftigkeit	78,2%

WISSENSHAFTIGKEIT

Wissenshaftigkeit	83,8%
Offenheit	83,8%
Extraversion	83,8%
Verträglichkeit	83,8%
Neurotizismus	83,8%

VERTRÄGLICHKEIT

Verträglichkeit	83,8%
Offenheit	83,8%
Extraversion	83,8%
Neurotizismus	83,8%
Wissenshaftigkeit	83,8%

NEUROTIZISMUS

Neurotizismus	83,8%
Offenheit	83,8%
Extraversion	83,8%
Verträglichkeit	83,8%
Wissenshaftigkeit	83,8%

EXTRAVERSION

Extraversion	83,8%
Offenheit	83,8%
Neurotizismus	83,8%
Verträglichkeit	83,8%
Wissenshaftigkeit	83,8%

Schlechte Nachrichten
 (The text is partially obscured and difficult to read.)

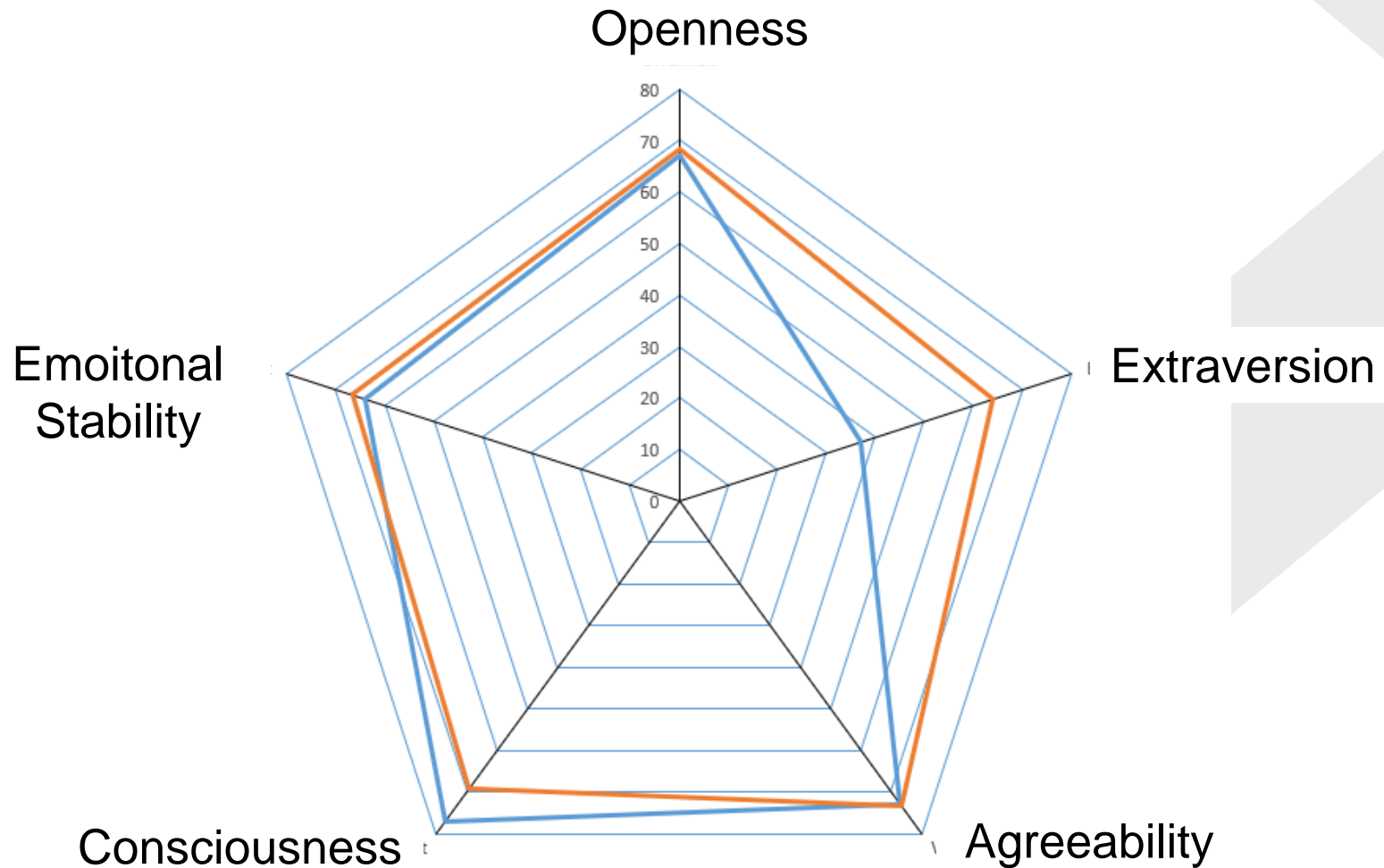
am Sonntag
 (The text is partially obscured and difficult to read.)

Zur...
 (The text is partially obscured and difficult to read.)

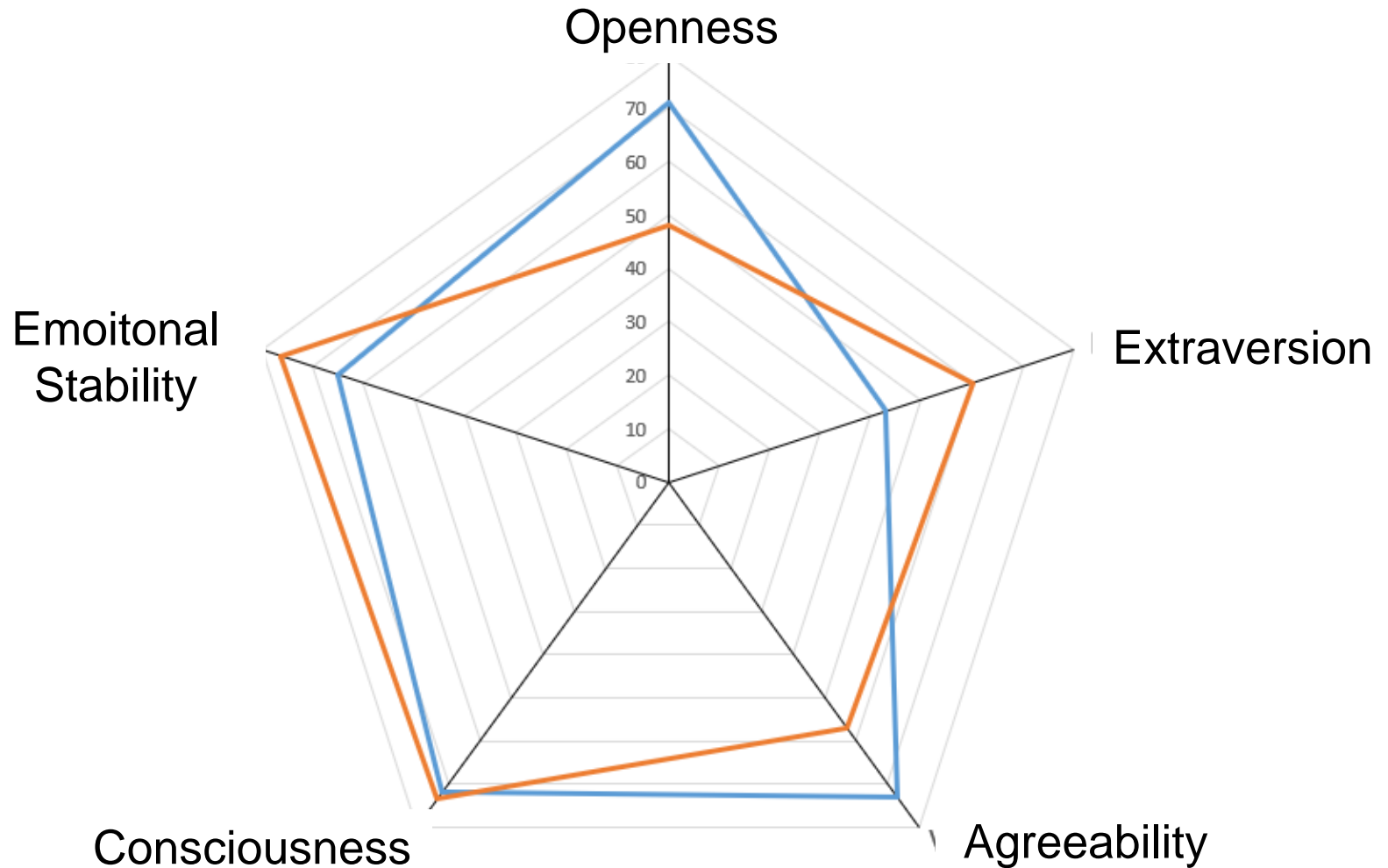
2) AI Provider

Merkmal	precire	retorio
Established	2012	2018
Input	15 min Phone Interview	3 x 1 min Video
Output	9-29 language features	Appearance according to Big Five
References	Randstad Fraport Talanx	Lufthansa BMW ...
Price	€ 399,- / analysis	€ 299,- p. m. / open position

3) Example 1



3) Example 2



4) Q & A / Discussion



5) Implementation 1

The screenshot shows a web browser window displaying a video player. The video content is a webpage from <https://wiewirkeich.com> titled "Digitale Wirkungsanalyse".

Digitale Wirkungsanalyse

Nach einer kurzen telefonischen Sprachprobe erstellt **Wie wirke ich** für dich eine persönliche Auswertung. Diese liefert dir übersichtliche Charts, spannende Videos sowie hilfreiche Tipps und Hintergrundinformationen.

The video player shows a preview of the webpage content, which includes a section titled "Mein Ergebnis" with a radar chart and two lists of strengths and potentials.

Mein Ergebnis

Mein Wirkungsprofil
Alle Eigenschaften auf einen Blick

Meine Stärken
So wirke ich

- 79 Agil
- 73 Offenheit
- 71 Empathie
- 69 Charisma
- 53 Aktive

Mein Potential
So wirke ich noch mehr

- 56 Ehrlichkeit
- 49 Kompetenz
- 41 Autorität
- 29 Verbindlichkeit

The video player interface includes a play button, a progress bar at 00:59, and a settings icon.

The Windows taskbar at the bottom shows the time 13:55 on 26.05.2020 and a notification icon with the number 5.

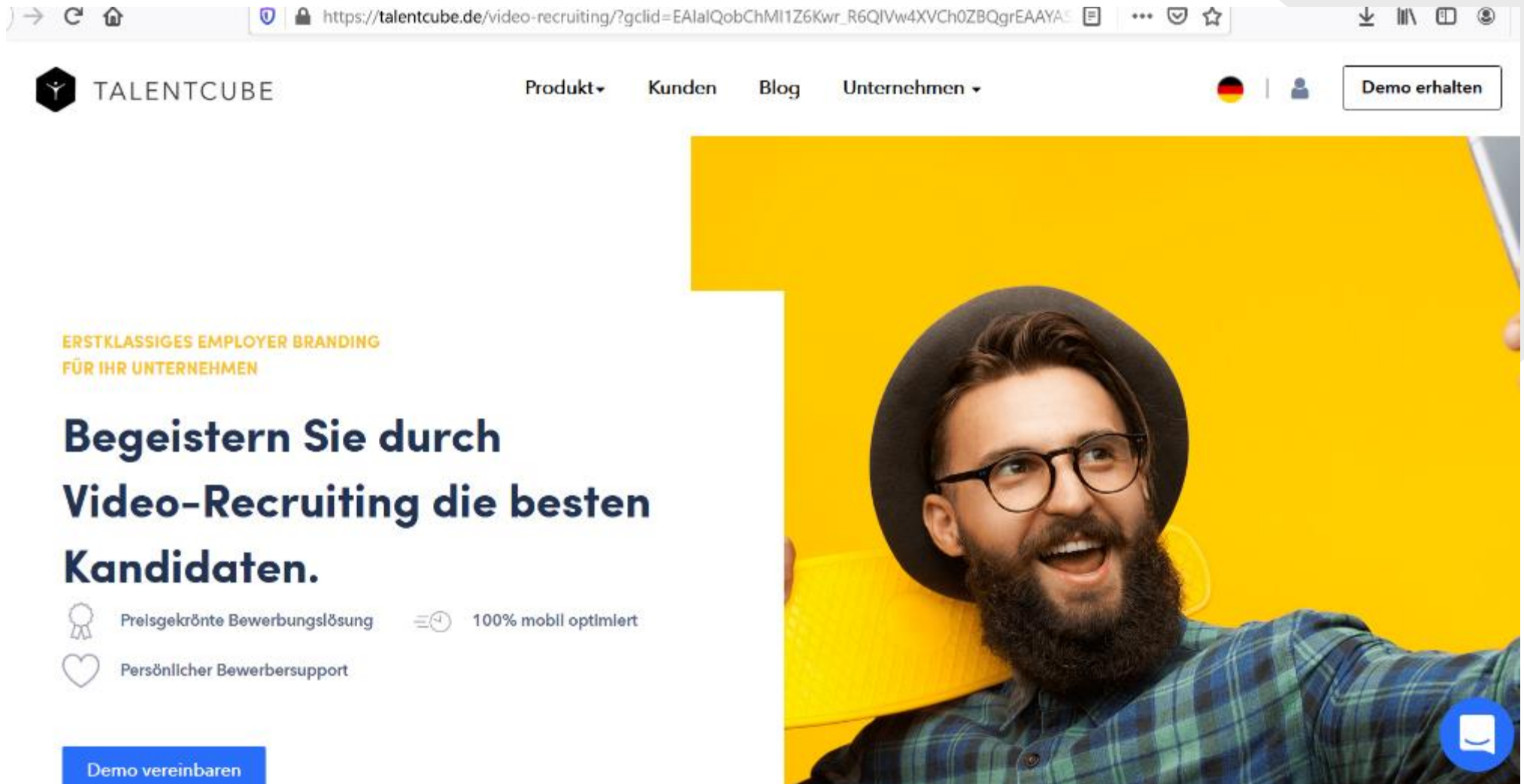
5) Implementation 2

The screenshot shows the website <https://www.oddity-evolve.com>. The page features a navigation bar with the logo "oddity evolve", a language selector "English speaker?", and a "KONTAKT" button. The main content area is divided into three vertical panels, each representing a service:

- 1. Moderne Sprachdiagnostik**: Identifizierung von Entwicklungspotenzialen durch sprachbasierte Analyse und künstliche Intelligenz. Includes a microphone icon.
- 2. Individuelles Kompetenzprofil**: Auswahl persönlicher Entwicklungsfelder. Includes a radar chart icon.
- 3. Innovative Lernmethodik**: Effektive Entwicklung in maßgeschneiderten Lernwelten. Includes icons for a smartphone displaying "HOLLYWOOD BLOCKBUSTER" and a tablet displaying "TED-TALK GOOGLE".

Each panel also features a "MEHR" (More) link in red text.



5) Implementation 3




The screenshot shows a web browser displaying the Talentcube website. The URL in the address bar is https://talentcube.de/video-recruiting/?gclid=EAlalQobChMI1Z6Kwr_R6QIVw4XVCh0ZBQgrEAAYA5. The page features a navigation menu with 'Produkt', 'Kunden', 'Blog', and 'Unternehmen'. A 'Demo erhalten' button is visible in the top right. The main content area has a yellow background with a large image of a smiling man with a beard and glasses. The text on the page reads: 'ERSTKLASSIGES EMPLOYER BRANDING FÜR IHR UNTERNEHMEN', 'Begeistern Sie durch Video-Recruiting die besten Kandidaten.', 'Preisgekrönte Bewerbungslösung', '100% mobil optimiert', and 'Persönlicher Bewerbersupport'. A 'Demo vereinbaren' button is located at the bottom left.

ERSTKLASSIGES EMPLOYER BRANDING
FÜR IHR UNTERNEHMEN

Begeistern Sie durch Video-Recruiting die besten Kandidaten.

 Preisgekrönte Bewerbungslösung  100% mobil optimiert

 Persönlicher Bewerbersupport

Demo vereinbaren

6) Value added by xpanD

Sensitive, value oriented usage of AI

for:

- Recruiting
- Personality and Leadership Development
- Teambuilding
- Culture Analysis and Development