

AI + HI Specialty Credential

Intended Audience	HR Core	Delivery Options	• 6-Week Virtual
HR Competencies	• HR Expertise (HR Knowledge)	Recertification*	SHRM: 30 PDCs

Program Overview

Launch your AI journey with this comprehensive, hands-on course.

This intensive program features a structured learning approach, with each level building upon the previous one. You'll progress through three stages, gaining a strong foundation in AI concepts through interactive exercises and practical applications.

Learn by Doing:

- **Engaging Activities:** Dive deep with interactive exercises that solidify your understanding.
- **Hands-on Labs:** Get real-world experience by applying your knowledge to practical scenarios.

Empower Your Learning:

- **Vibrant Community:** Connect with fellow learners, share insights, and ask questions in our online communities.
- **AI Experts at Your Fingertips:** Get answers and guidance from our AI subject matter experts through the community forum.

Put Your Knowledge into Action:

- **Capstone Project:** Apply your learnings to a real-world challenge. Develop a customized implementation plan you can take back and put to use in your organization.

Earn Your AI Specialty Credential:

- **Comprehensive Program:** Complete the instructor-led training (ILT), capstone project, and five self-paced modules to achieve your credential.

Become an AI Champion and unlock the potential of this transformative technology in your organization. Enroll today!

*Visit <https://www.shrm.org/credentials/certification/recertification> for the most up-to-date recertification credit details.

Program Objectives

As a result of this course, participants will be able to:

- **Identify** and analyze potential uses of AI in various HR functions, such as recruitment, talent management, performance management, learning and development, and employee engagement.
- **Build** critical thinking and problem-solving abilities for HR challenges and utilizing AI tools to solve for challenges across the organization.
- **Foster** HI + AI collaboration and establish foundational AI literacy across the organization.
- **Gain** practical skills in using AI-powered HR tools and technologies.

Program Modules

Lab 1: Exposure

Goal: Spark your excitement about AI, its applications, and its potential to simplify daily and work lives.

- **AI Introduction:** Learn about the history, impact, and synergy of AI.
- **AI Basics:** Establish foundational AI literacy and explore basic concepts.
- **Prompt Engineering Practice:** Practice building prompts for AI under instructor guidance.
- **AI Frameworks:** Understand the purpose and function of AI frameworks, with hands-on practice in basic frameworking.
- **AI Lab:** Explore various creative applications of generative AI through text generation, image editing/generation, and AI music creation.
- **AI Techniques:** Learn and practice different techniques for utilizing AI with instructor support.

Lab 2: Curiosity

Goal: Our goal is to spark your curiosity about implementing AI within your organizations and equip you with a vision for its potential applications.

- **Interactive Case Study:** Analyze a case study to understand business needs and discuss how the approach can be adapted to their own organization.
- **Crafting an AI-Enhanced Vision:** Learn the stages of AI engagement, explore the concept of an AI-augmented HR professional, and develop their own vision of an AI-enhanced workplace.
- **Identifying the Right AI Solution:**
 - **AI Showcase:** SHRM Labs and SMEs can showcase demos of AI-related products with quarterly rotations.
 - **Solutions Simulation:** Learners work in teams to research and compare different AI solutions based on specific business challenges, ultimately recommending the most suitable option and be empowered to make the right solutions
- **Building a Culture of Responsible AI:**
 - **Deep Dive:** Algorithmic Bias and Social Impact: Explore the importance of mitigating bias and discuss the social implications of AI.
 - **Interactive Scenario Analysis:** Analyze scenarios to discuss mitigation strategies for bias detection and reinforce the importance of responsible AI practices.

- **Navigating Strategies for AI Uses:**
 - **Focus on Practical Tools:** Learn about practical AI tools and their applications in talent acquisition, key talent identification, and training & learning.
 - **Examples of AI Strategies:** Explore concrete examples of successful AI implementation.

Lab 3: Experimentation

Goal: This level focuses on guiding you through the process of implementing AI within your organization.

- **Human-Centric Change Management:** Learn about managing human aspects of AI adoption, including addressing job displacement concerns, understanding employee fears, and building trust and transparency.
- **Supporting the AI Journey others:**
 - **Mapping the AI Journey:** Develop a roadmap for AI implementation.
 - **Future-Proofing the Workforce:** Learn strategies to prepare their workforce for the future of AI.
- **Developing the AI Mindset:** Foster a culture that embraces AI within their organization.
- **Identifying and Engaging Catalysts:** Define the role of AI champions and develop strategies to identify and empower individuals who can drive AI adoption.
- **Implementing and Managing AI:**
 - **Scaling AI Solutions:** Learn how to scale AI solutions for wider organizational impact.
 - **Measuring ROI of AI:** Understand how to measure the return on investment (ROI) of AI initiatives.
- **Evolving Landscape of AI:** Explore how to stay current in the rapidly changing field of AI.
- **Closing and Capstone Project Kick-off:**

Capstone:

Goal: Take your AI knowledge from theory to action with the Capstone Project. This culminating experience allows you to showcase your learnings and develop a customized plan for integrating AI into your organization.

Here's what you'll do:

- **Identify a Business Challenge:** Select a specific area within your organization where AI can deliver significant benefits.
- **Craft a Strategic Solution:** Design a tailored AI implementation plan, outlining the chosen technology, integration process, and expected outcomes.
- **Demonstrate ROI:** Analyze the potential return on investment (ROI) associated with your proposed AI solution.
- **Present Your Expertise:** Communicate your plan effectively, showcasing your understanding of AI and its practical applications.

The Capstone Project is your chance to:

- **Bridge the Gap:** Transform theoretical knowledge into a practical roadmap for real-world impact.
- **Become an AI Champion:** Develop the skills and confidence to lead AI initiatives within your organization.
- **Sharpen Your Skills:** Refine your communication, problem-solving, and strategic thinking abilities.

Self-Paced Modules

The program offers a flexible learning experience that caters to busy schedules. Learners can choose one of the five self-paced modules to complete each week, allowing them to progress at your own pace. These modules cover the following topics:

- **Legal and Ethics:**
 - Understand the legal and ethical implications of using AI in human resources.
- **AI in Employee Engagement and Wellbeing:**
 - Boost employee satisfaction and well-being through AI-driven initiatives.
- **Cybersecurity:**
 - Safeguard your HR data and processes when implementing AI solutions.
- **AI in Total Rewards:**
 - Leverage AI to personalize and optimize total rewards programs.
- **AI in Talent Development:**
 - Attract and identify top talent using innovative AI recruitment tools, and develop and retain a high-performing workforce with the help of AI.

The self-paced modules are delivered in a convenient podcast format, featuring industry experts discussing each topic. This format allows you to access the content anytime, anywhere, and on any device.

Community Board

The program fosters a dynamic online community platform designed to ignite engaging discussions, share knowledge, and encourage peer-to-peer learning around AI in HR. This platform serves as a central hub for continuous learning and collaboration, extending beyond the structured curriculum.

Weekly Thought-Provoking Discussions:

- Thought-provoking questions are posed weekly to spark discussions on specific AI in HR topics. These questions range from practical applications like "How can AI be used to streamline the recruitment process?" to more philosophical inquiries like "How can AI reshape the future of work?"
- Dedicated forums within the platform facilitate these discussions. You can share insights, ask clarifying questions, and gain valuable perspectives from your peers.

- Big picture thinking is encouraged with broader questions about the ethical implications of AI. Discussions like "How can organizations ensure responsible and transparent use of AI throughout the employee lifecycle?" will promote critical thinking and a deeper understanding of AI's impact on HR practices.

Expert Q&A Sessions:

- A dedicated Q&A section allows you to submit your own questions about AI in HR.
- On-board AI subject matter experts (SMEs) actively participate within the community, providing insightful and informative answers.

Planned Schedule

Curious what a schedule may look like with this credential? Take a look!

Session	Module Title
Week One – Lab 1: Exposure Goal: Spark learner excitement about AI, its applications, and its potential to simplify daily and work lives.	
ISL Session 1 2 Hours	AI Introduction AI Basics
ISL Session 2 2 Hours	AI Frameworks AI Lab
ISL Session 3 2 Hours	AI Techniques
Week Two	
Self-Paced Module #1	Legal and Ethics
Week Three	
Social Learning and Community Discussions	Questions will vary from week to week based on current events, classes and news.
Week Four	
Self-Paced Module #2	AI in Employee Engagement and Wellbeing
Week Five	

Social Learning and Community Discussions	Questions will vary from week to week based on current events, classes and news.
Week Six – Lab 2: Curiosity Goal: This level aims to spark learners' curiosity about implementing AI within their organizations and equip them with a vision for its potential applications.	
ISL Session 4 2 Hours	Interactive Case Study Crafting an AI-Enhanced Vision
ISL Session 5 2 Hours	Identifying the Right AI Solution Building a Culture of Responsible AI
ISL Session 6 2 Hours	Navigating Strategies for AI Uses
Week Seven	
Self-Paced Module #3	Cybersecurity
Week Eight	
Social Learning and Community Discussions	Questions will vary from week to week based on current events, classes and news.
Week Nine	
Self-Paced Module #4	AI in Talent Development
Self-Paced Module #5	AI in Total Rewards
Week Ten - Lab 3: Experimentation Goal: This level focuses on guiding learners through the process of implementing AI within their organizations. At this point, the learners have realized the things can do with AI, they are excited about it, and they want to learn how to implement it.	
ISL Session 7 2 Hours	Human-Centric Change Management Supporting the AI Journey Developing the AI Mindset

ISL Session 8 2 Hours	Identifying and Engaging Catalysts Implementing and Managing AI
ISL Session 9 2 Hours	Evolving Landscape of AI Closing and Capstone Project Kick-off
Week Eleven and Twelve	
Project Development	You will have two weeks to create their projects, utilizing SumTotal for discussion and collaboration with their cohort.
Presentation and Peer Evaluation	You will record presentations about their projects and be assigned a peer reviewer from their cohort. Both presentations and evaluations will be based on a pre-defined rubric. The instructor will oversee the evaluation process and intervene where necessary.

