

Executive perspectives:
an audience with HR leaders

Investing in people



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AI Ghurair

AI Ghurair is integrating Artificial Intelligence (AI) and adopting a skills-based approach within its Human Resources – or People & Culture as it is internally known – function. This evolution is still in its early stages, with the organization laying significant groundwork to examine internal processes, identify tasks amenable to automation, and address challenges related to data security and the balance between security and AI-driven practices.

The true strength of AI lies in transaction processing, offering the potential for reduced human intervention and increased technological efficiency. By automating mundane tasks, AI Ghurair enables its People & Culture team to redirect focus towards fostering meaningful human interactions, enhancing employee engagement, and boosting organizational productivity.

Exciting advancements in HR technology using AI hold the potential to streamline processes and create a more engaging employee experience. With these innovations come natural questions about data privacy

and the changing nature of work. However, AI Ghurair's focus is on implementing continuous upskilling and reskilling programs.

Central to its journey towards AI integration is the strategic use of data as a decision-making tool. The organization is cultivating a data-driven culture, focusing on educating employees about data analysis and leveraging large datasets to drive automated decisions. Data analytics serves as the foundation for future advancements in AI and robotic processing.

Transitioning towards a skills-based approach in talent management is identified as crucial for future-proofing the organization. By identifying and mapping specific skill requirements, HR aims to bridge skill gaps through upskilling programs and strategic hiring practices. This approach emphasizes precision in talent acquisition and development, aligning individual skills with organizational objectives.

Engagement at all levels of the organization is essential for driving



this change. AI Ghurair involves diverse stakeholders in the skills identification and gap analysis process, fostering understanding and ownership of the transition towards a skills-based model. Line managers play a key role, requiring tailored change management and upskilling initiatives.

In the rapidly evolving landscape, continuous learning is paramount for staying relevant. AI Ghurair's People & Culture function is adapting to the democratization of learning, embracing agility and volatility in skill acquisition and application. The focus is shifting from formal qualifications to practical skills and experiential learning, reflecting a dynamic approach to talent acquisition and development.

Traditional emphasis on degrees and formal education is giving way to a more dynamic learning environment where skills can be acquired through a variety of means, challenging traditional hiring paradigms. AI Ghurair's People & Culture team recognizes the need to keep pace with a world where adaptability, a growth mindset, and a willingness to learn take precedence.

Acknowledging that the role of HR extends beyond transactional processes, the People & Culture function is adopting a service-oriented mindset, prioritizing internal customer feedback. By doing so, it is in the process of repositioning itself as a strategic partner in driving organizational change and success.

