

**Webinar Exclusive**

# DRIVING CHANGE AND INCREASED PRODUCTIVITY: HR DIGITAL TRANSFORMATION

August 8, 2023 at 9:30am PT



**MODERATOR:**  
**TORI FULLER**  
WEBINAR COORDINATOR,  
HUMAN RESOURCES TODAY

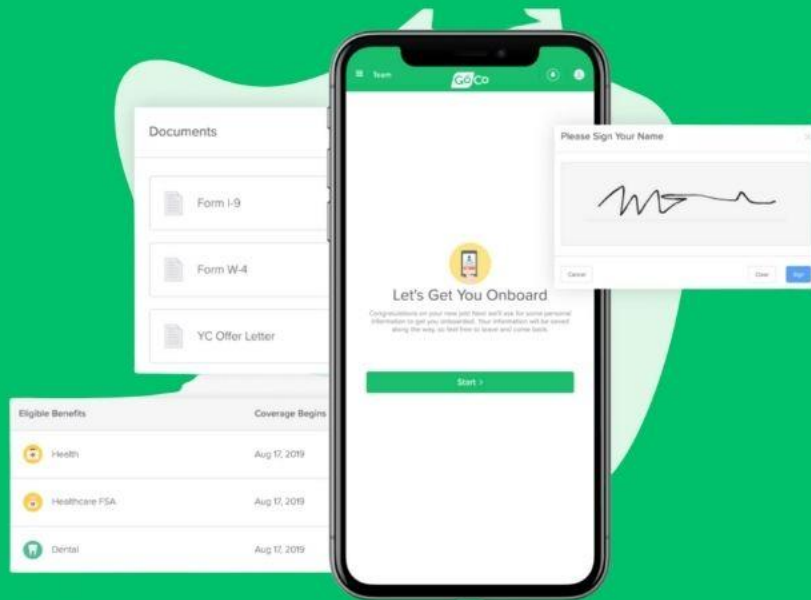


**Jason T. Collett, MBA, SHRM-SCP**

*Keynote Speaker, HR Strategist, Culture  
Architect, and Executive Coach*



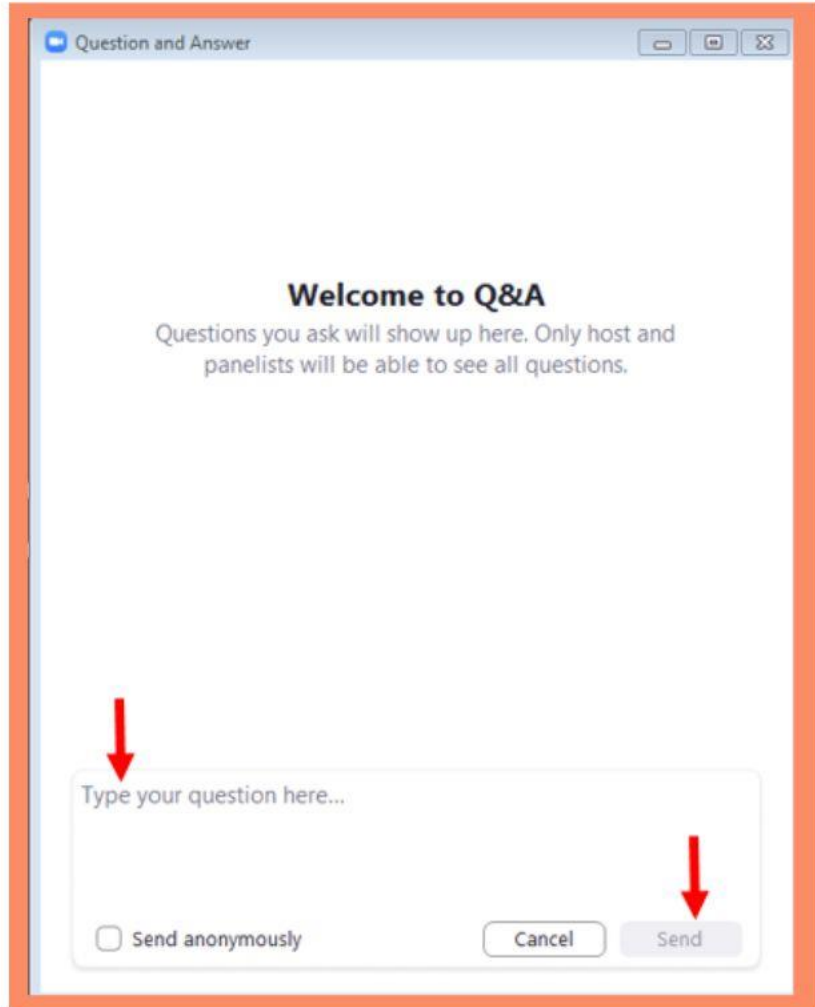
## Level-Up your HR with Flexible Employee Management Software



Our mission at GoCo is to help small businesses spend less time on manual, painful, and complex HR tasks, so they can focus on growing happier, more productive teams. We hope by doing so, we can empower companies to focus on their own employees and mission.

Backed by notable investors such as Salesforce Ventures and featured as the #1 HR platform in Forbes, Huffington Post, and Entrepreneur Magazine, GoCo is delivering a more delightful workplace to thousands of businesses and their employees.

Learn more about what separates us from the pack at [goco.com](https://goco.com)



# Having issues with today's presentation? Try Dialing in!

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# Have questions about today's presentation?

Use the Q&A panel to engage with our speaker!

**Webinar Exclusive**

# DRIVING CHANGE AND INCREASED PRODUCTIVITY: HR DIGITAL TRANSFORMATION

**JASON T. COLLETT, MBA, SHRM-SCP -**  
*KEYNOTE SPEAKER, HR STRATEGIST, CULTURE ARCHITECT, AND  
EXECUTIVE COACH*



A female conductor with blonde hair, wearing a black suit, stands on a red-carpeted podium, holding a baton in her right hand and gesturing with her left. She is surrounded by an orchestra of musicians in black suits, many of whom are playing violins. The scene is set in a concert hall with a dark background.

# Building A Technology-Enabled Business

# Digital Transformation to Empower A Small/1 Person HR Department

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- ❖ The Maturity of HR In Your Organization
- ❖ The Psychology of Being Busy
- ❖ Personal & Organizational Productivity
- ❖ Integration verses Automation in HR Technology
- ❖ Artificial Intelligence in HR

# Defining the Challenge

Labor Relations

Google: What does HR do?

On-boarding

Recruiting

Change Management

Dealing With Conflict

Workforce Budget

Hiring

Culture & Engagement

Training

Human Capital Value

Retention

Performance Incentives

Benefits

Interviewing

Payroll

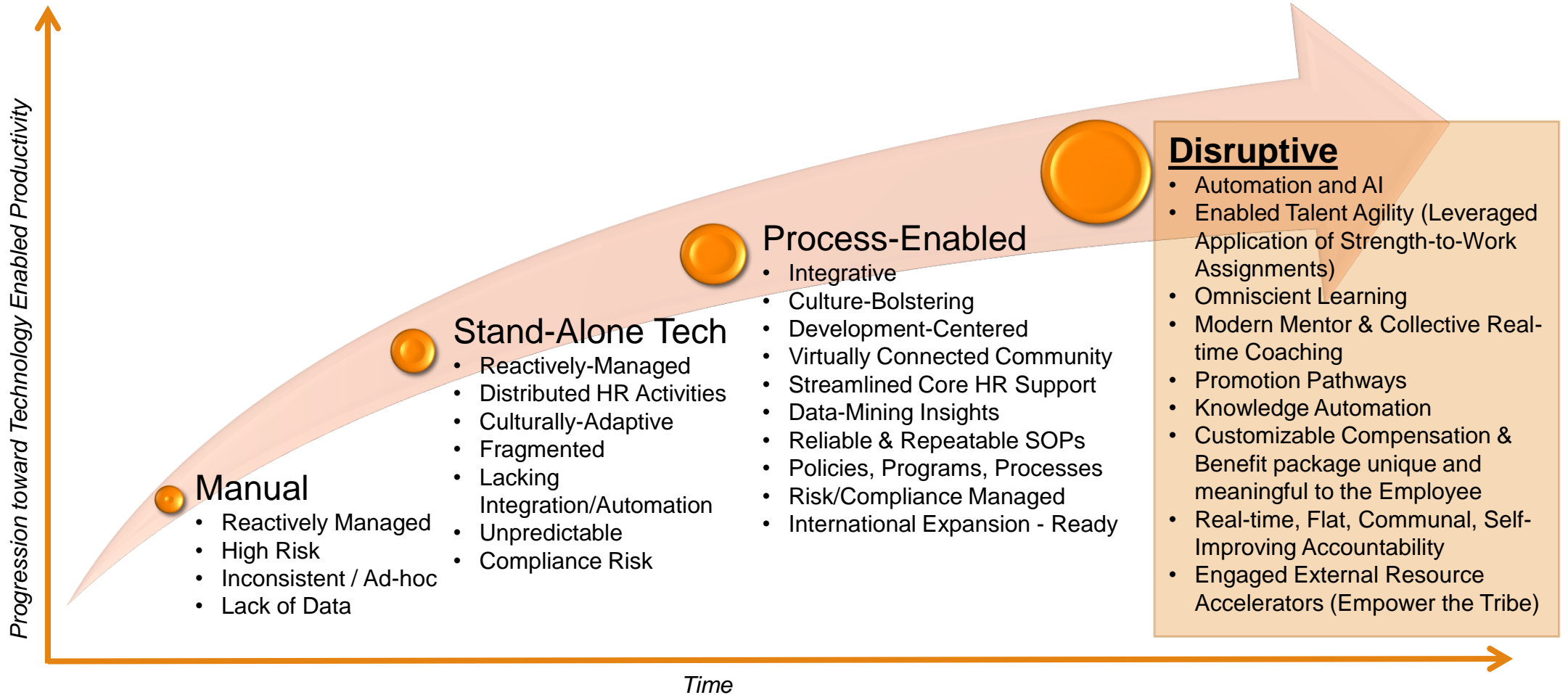
Compensation Plan

Succession Planning



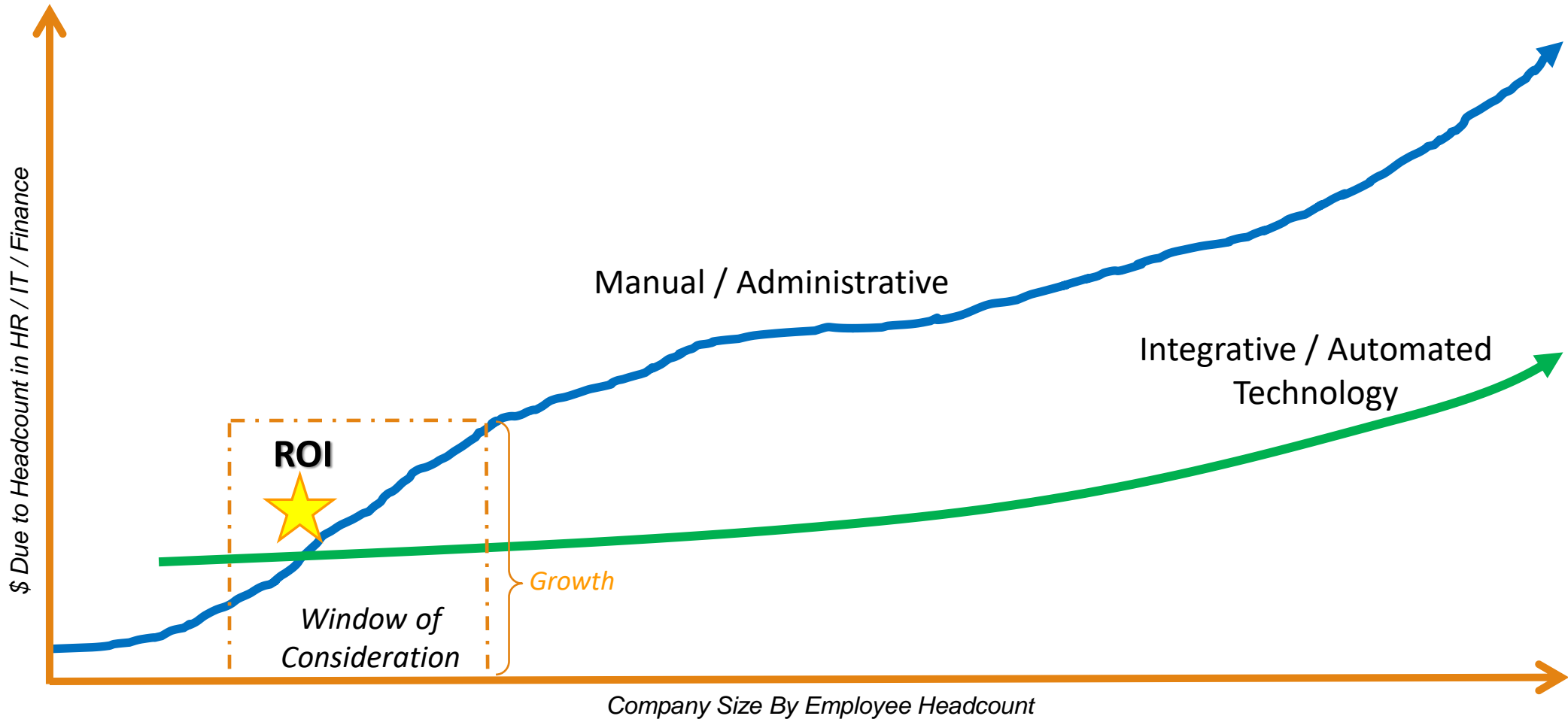


# Building Strategic HR & Performance Through Technology



**Adding Technology is a Process, Project by Project**

# Justification: When to add technology



**Add Technology When Too Expensive to be Manual**



But how will I get this all done

# Psychology of Busyness

## Busy People

Multitask

Respond Quickly

Lots of Priorities, but Less Impact

Say “Yes” Quickly

Focus on Action

Keep all Doors & Communication Open

Talk About How Busy They Are

Talk About How Little Time They Have

Make Excuses – “I’m So Busy”

Stressed, because Always Behind

## Productive People

Focus

Respond When Planned

Few Priorities with Massive Impact

Say “Yes” Slowly

Focus on Clarity of Outcome

Keep Doors Closed & Control Communication

Let Results Do The Talking

Carve Time Out For Important Things

Commit to Deliverable – “I’ll Do It By X”

Happy, because in Control

## Personal Productivity



## Organizational Productivity





HR





# Integration vs. Automation



Integration and automation are two different concepts, focused on leveraging technology to create organization efficiency.

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**Integration** is the handing-off of data from one piece of software to another. By being “connected”, it reduces the need for manual effort to administer.

**Automation** creates a process where data is entered in once and nobody needs to touch it again. Automation refers to the use of artificial intelligence (AI), repeatable formats and low-cost tooling to connect disparate systems and applications from multiple solution providers.

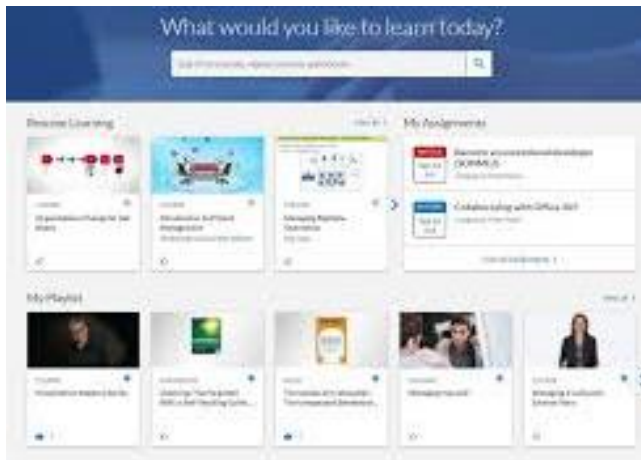




# Using Tech to Educate and Upskill

There are a plethora of learning platforms out there, containing hundreds of thousands modules, that can be implemented to track certifications, videos, digital books, custom content sharing, reporting, learning assignments and more...

## Learning Libraries



## Mobile Access



## Curriculum & Integration



# Training & Knowledge Share

Salesforce Training

Technology Training

Compliance (like CPI)

Onboarding

Custom Content

The screenshot displays a search interface for Salesforce training content. On the left, a 'Filter by' sidebar includes sections for 'Type', 'Expertise', 'Duration', and 'Digital Badges'. The 'Type' section lists various content formats with their respective counts: Audio Summary (3), Audiobook (8), Book (475), Book Summary (2), Channel (4), Course (22), and Video (167). The main area shows '681 results for Salesforce' with a 'Sort by: Best Match' dropdown. Five search results are visible, each featuring a thumbnail, a title, a description, and engagement metrics (likes and shares).

Filter Category	Filter Item	Count
Type	<input type="checkbox"/> Audio Summary	3
	<input type="checkbox"/> Audiobook	8
	<input type="checkbox"/> Book	475
	<input type="checkbox"/> Book Summary	2
	<input type="checkbox"/> Channel	4
	<input type="checkbox"/> Course	22
	<input type="checkbox"/> Video	167
Expertise	(+)	
Duration	(+)	
Digital Badges	(+)	

Result Type	Title	Description	Duration	Level	Date	From Channel/Course	Engagement
CHANNEL	Salesforce Management	Effective sales managers lead high-achieving sales teams. Motivate your sales teams to reach their full potential.					14 likes
COURSE	Salesforce Lightning 2016: Sign-in & Setup	Get acquainted with Salesforce Lightning. Discover how to sign in to your account, navigate and customize the interface, edit your personal information, link with your Twitter account, and cr...	35m 25s	Beginner	Apr 2017	Salesforce End User	39 likes
COURSE	Salesforce Lightning 2018: Sign-in & Setup	Get acquainted with the latest version of Salesforce Lightning. Discover how to sign in to your account, navigate and customize the interface, edit your personal information, link with your ...	41m 35s	Beginner	Oct 2018	Salesforce End User	28 likes
VIDEO	Getting around in Salesforce Lightning	Once you are connected to Salesforce, you will need to learn how to navigate around the site to become familiar with the platform. You will see in this module how to get the most out of Sale...	4m 31s	Beginner	Oct 2018	Salesforce Lightning 2018: Sign-in & Setup	5 likes
VIDEO	Linking your Twitter account to Salesforce	You can connect to your accounts and contacts to your Twitter account. See how to connect...					3 likes

# Author Content

Videos, Books, Courses,  
Author Vignettes, and  
more

Filter by

378 results for the progress principle Sort by: Best Match ▾

Type	
<input type="checkbox"/> Audio Summary	4
<input type="checkbox"/> Audiobook	63
<input type="checkbox"/> Book	241
<input type="checkbox"/> Book Summary	4
<input type="checkbox"/> Course	13
<input type="checkbox"/> Video	53

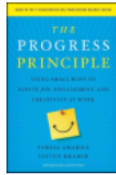
Expertise ⓘ +

Duration +

Digital Badges +

Training Credits +

**BOOK**

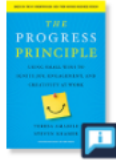
 **The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work** ↗ 👍 29 ⋮

What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivatio...

5h 12m 0s Everyone Jul 2011 by Steven Kramer, Teresa Amabile

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**BOOK SUMMARY**


 **The Progress Principle: Using Small Wins to Ignite Joy, Engagement and Creativity at Work** ↗ 👍 3 ⋮

The Progress Principle is the ultimate leadership handbook for creating an environment that encourages passion, creativity, and a desire to excel. In this Review, we discuss the salient poi...

5m 0s Everyone May 2017 by Steven Kramer, Teresa Amabile

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**AUDIO SUMMARY**

 **The Progress Principle: Using Small Wins to Ignite Joy, Engagement and Creativity at Work** ↗ 👍 7 ⋮


The Progress Principle is the ultimate leadership handbook for creating an environment that encourages passion, creativity, and a desire to excel. In this Review, we discuss the salient poi...

10m 52s Everyone May 2017 by Steven Kramer, Teresa Amabile

From Channel: [Creative Thinking & Brainstorming](#)

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**VIDEO**

 **Understanding the Progress Theme** ↗ 👍 ⋮


PRINCE2®2017

4m 4s Intermediate Nov 2017 by Sue Hopgood

From Course: [PRINCE2® Project Quality and Control \(2017 Update\)](#)

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**VIDEO**

 **The Scale of Progress** ↗ 👍 ⋮

The scale of progress has turned business from long-standing, face-to-face relationships to cost-conscious transactions that are void of the human touch and bad for the bottom line.

2m 54s Everyone Jun 2018 by Chris Malone

From Course: [Expert Insights on Networking & Building Relationships](#)

# Assignments, Dashboards & Tracking



# Network to Empower Yourself

**Empowering People | Building Cultures | Making Mountain Movers!**

**JasonTCollett.com**  
**#CollettSpeaks**

**Jason T. Collett, SHRM-SCP**  
ADAPTIVITY Development, L.L.C.  
Amplifying Human Potential in Business | HR Strategist | International Speaker

Talks about #strategichr, #keynotespeaker, #conferencespeaker, #professionalspeaker, and #executivedevelopment

Charlotte Metro · [Contact info](#)  
[JasonTCollett.com](#)  
13,048 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

**Resources**  
Private to you  
Creator mode **On**  
Get discovered, showcase content on your profile, and get access to creator tools

**Public profile & URL**  
[www.linkedin.com/in/jasontcollett](http://www.linkedin.com/in/jasontcollett)

Ad ...  
Reach the right people with powerful recruiting tools.

Jason T., find qualified candidates.  
[Get started](#)

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### About

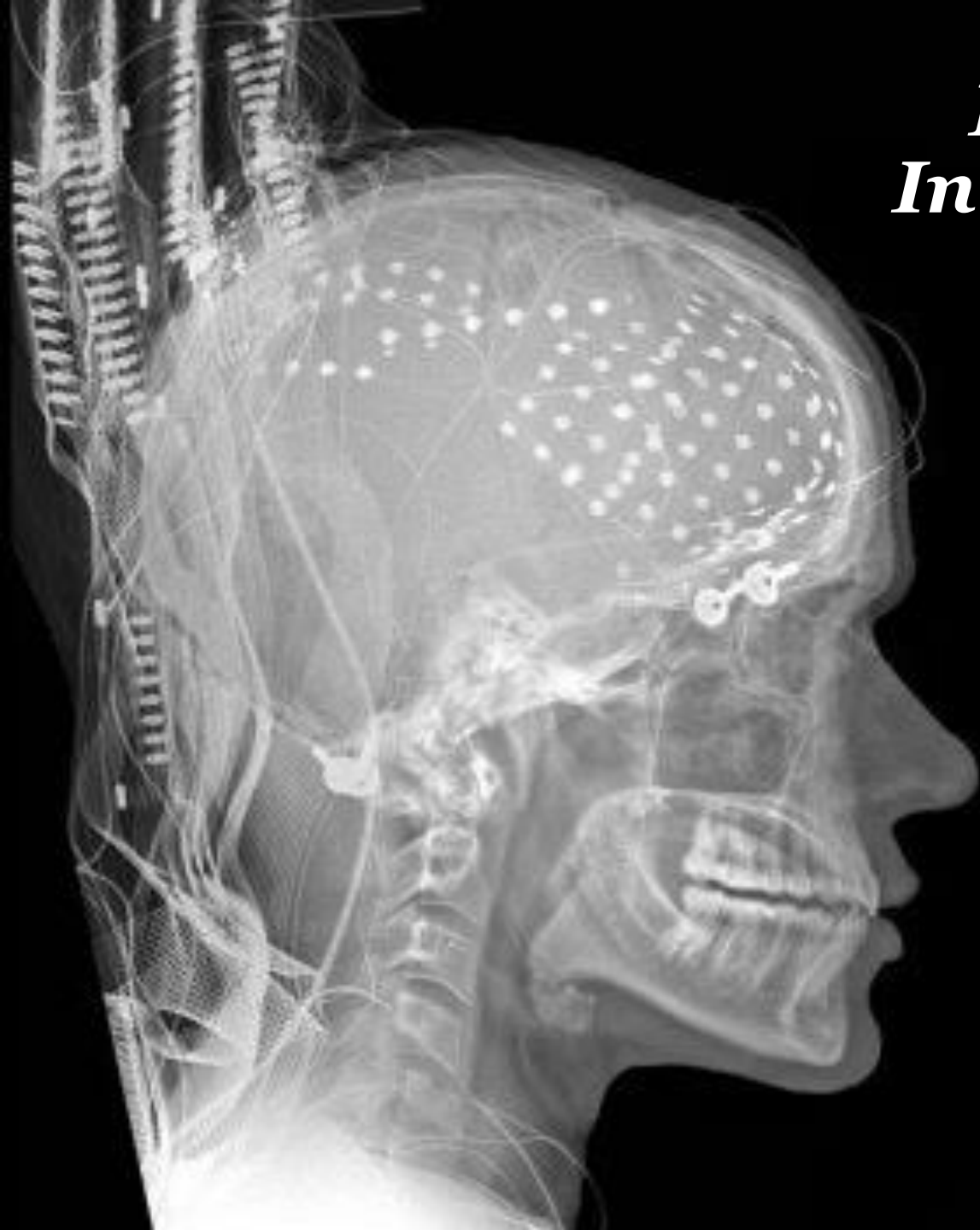
You're a busy Human Resources professional who wants to stay ahead of the curve, but who has time to keep up with the top HR insights scattered across the web? That's where we come in. We have brought together the widest set of HR thought leaders and then use the audience's social media activity ... see more

# The Value of Networking

## 336,000 HR Professionals

## 155,000 Companies

# *Rise of technology beyond Integration and Automation...*





Matt Epstein

Mahs, Friesen and Bra...



## App Directory

### App categories

- Popular
- All Apps
- Rippling Managed
- Analytics & BI
- Catering
- Collaboration
- Construction Software
- Customer Support
- Design
- Developer ▾
- Email ▾
- eReceptionist
- Finance & Accounting ▾
- Human Resources ▴
- 401k
- Applicant Tracking
- Background Checks
- Employee Recognition

### Human Resources

Search all apps

Managed By: [Alexandrie Ritchie](#)



TSheets  
★★★★★ (987)



Guideline  
★★★★☆ (12)



Human Interest



GoodHire  
★★★★☆ (41)



Upwork  
★★★★☆ (117)



Greenhouse  
★★★★★ (243)



When I Work  
★★★★☆ (179)



AngelList



Lattice  
★★★★★ (413)



Harvest  
★★★★★ (383)



Glassdoor  
★★★★★ (32)



Breezy



Workable  
★★★★★ (48)



Toggl  
★★★★☆ (414)

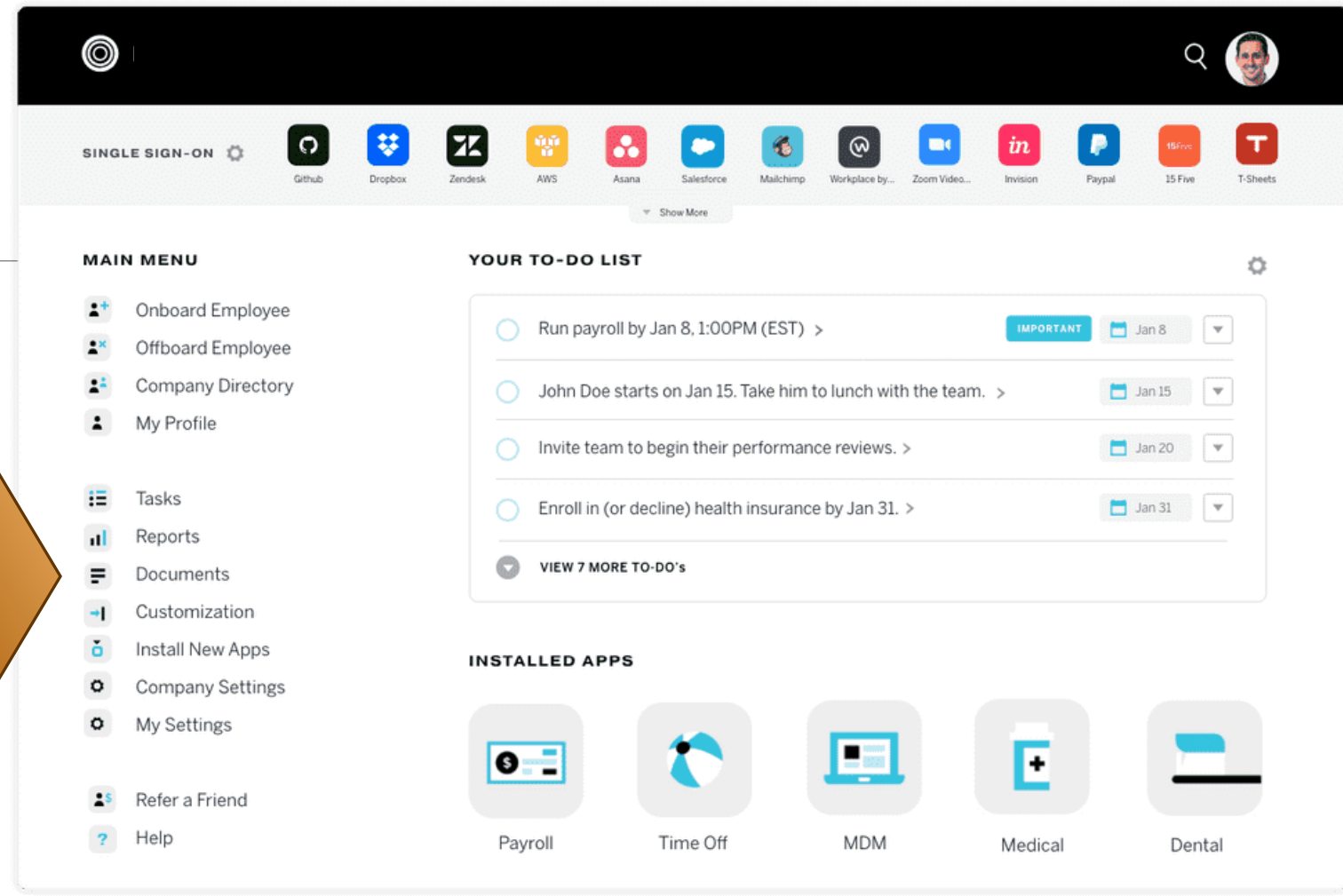
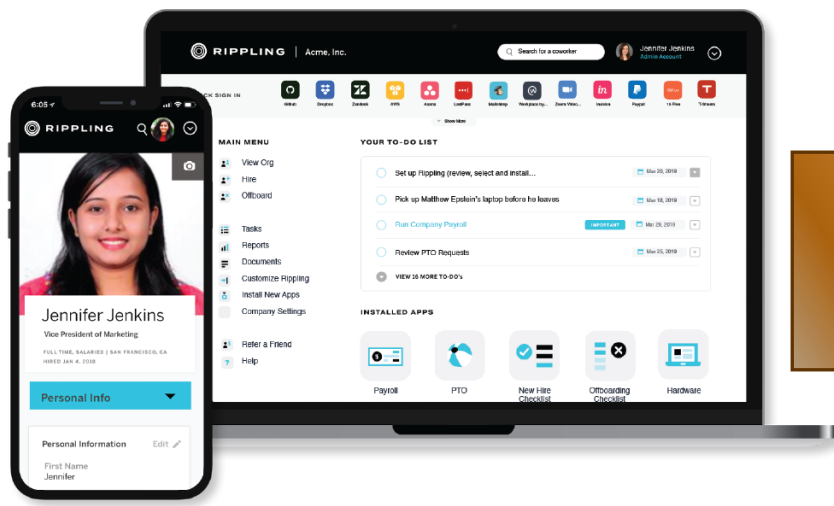


Deputy  
★★★★★ (181)





# The Rise of Artificial Intelligence



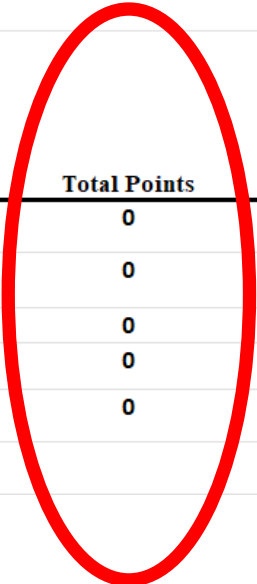
# Choosing the Right Software

Weighted Decision-making Matrix Template																		
GOAL:																		
Define Critical Criterion																		
Selection Criterion:		Criterion #1			Criterion #2			Criterion #3			Criterion #4			Criterion #5				
		Importance			Importance			Importance			Importance			Importance				
		Rate	Weight	Total	Rate	Weight	Total	Rate	Weight	Total	Rate	Weight	Total	Rate	Weight	Total		
Options:																	Total Points	Notes:
				0			0			0			0			0	0	
				0			0			0			0			0	0	
				0			0			0			0			0	0	
				0			0			0			0			0	0	
				0			0			0			0			0	0	

Define Critical Criterion

Develop the Relative Weighting

Determine Options and Rating



# Choosing the Right Software

## Weighted Decision Matrix

Decision Goal: Determin best HRIS for Company ABC Needs

Selection Criterion:	Multistate Payroll Processing			Over 50 EE Compliance			Integrated ATS			Performance Management			Automated Benefits Enrolment at 90 Days			Peer to Peer Recognition			Job Posting Internal & Social (Indeed, LinkedIn)			Quarterly Bonus Automation			Ease of Administration			Noted Concern	Total Points	Notes:	
	Importance		Total	Importance		Total	Importance		Total	Importance		Total	Importance		Total	Importance		Total	Importance		Total	Importance		Total							
	Rate	Weight		Rate	Weight		Rate	Weight		Rate	Weight		Rate	Weight		Rate	Weight		Rate	Weight		Rate	Weight		Rate	Weight	Rate				Weight
Vendor:																															
App	7		70	4		40	1		4	10		10	10		10	70	4		4	7		28	1		7	7		70		303	
HRIS	4		40	10		100	7		28	7		7	4		4	28	1		1	10		40	1		7	10		100		351	←
People Software	7	10	70	10	10	100	1	4	4	1	1	1	4	7	28	4	1	4	4	4	4	1	7	7	4	10	40		258		
			0			0			0			0			0			0			0			0			0		0		
			0			0			0			0			0			0			0			0			0		0		

**Weight Scale:**  
 1 = Not Significant  
 4 = Significant  
 7 = Critical for success  
 10 = Vital (Can not live without)

**Rate Scale:**  
 1 = Lack of Confidence / Experience  
 4 = Minimum Confidence / Experience  
 7 = Adequate Confidence / Experience  
 10 = Maximum Confidence / Experience



# 1,000+ Chat GPT Commands for Human Resource (HR) Specialists & Managers

Recruitment and Staffing,  
Employee Relations,  
Compensation and Benefits  
Documents, Training and  
Development Operations,  
Compliance and Legal, HR  
Information Systems,  
Strategic Planning, HR  
Resume Boosters



# CHATGPT Cheat Sheet

by Max Rascher



- ### EXTENSIONS
- ChatGPT + Internet
  - WebChatGPT
  - ChatGPT + Email
  - ChatGPT Writer
  - ChatGPT + Twitter
  - TwitterGPT
  - Find Prompts
  - WebChatGPT
  - ChatGPT as Search
  - ChatDesk
  - ChatGPT with Siri
  - Promptheus

- ### LEARNING HOW TO PROMPT
- Open-Ended
  - Multiple Choice
  - Fill-in-the-blank
  - Binary
  - Ordering
  - Prediction
  - Explanation
  - Opinion

- ### PROMPTING TECHNIQUES
- ROLE PLAYING
  - CHAINED
  - TEMPERATURE
  - LINKED
  - ADD EXAMPLES
  - TREE OF THOUGHT
  - STYLE
  - INSTRUCTIONAL

- ### Acting as (Role) perform (Task) in (Format)
- | ROLES  | TASKS   | FORMAT  |
|--|---|---|
| <ul style="list-style-type: none"> <li>Business Marketing Specialist</li> <li>SEO Specialist</li> <li>Marketing Consultant</li> <li>Act as Day One</li> <li>Act as Steve Jobs</li> <li>Expert marketer from X</li> <li>Marketing Analyst</li> <li>Product Engineer</li> <li>Expert Copywriter</li> </ul> | <ul style="list-style-type: none"> <li>Write a caption</li> <li>Create a blog post</li> <li>Lead Sequence</li> <li>Sales Copy</li> <li>Product Description</li> <li>Analysis</li> <li>Video Script</li> <li>News Article</li> <li>SEO Keywords</li> </ul> | <ul style="list-style-type: none"> <li>Journal</li> <li>List</li> <li>CSV file</li> <li>Table/Chart</li> <li>Spreadsheet</li> <li>PDF</li> <li>Graph/Visuals</li> <li>HTML</li> <li>Text/Chart</li> </ul> |

- ### VOCABULARY
- Inputs
  - Text or commands
  - Outputs
  - ChatGPT response
  - Training
  - Teaching ChatGPT
  - Generative AI
  - Capable of creating
  - OpenAI
  - ChatGPT's father
  - Prompts
  - What you provide ChatGPT

- ### WRITING STYLES
- "Write in X style"
  - Native
  - Informal/Formal
  - Persuasive
  - Descriptive
  - Humorous
  - Narrative
  - Inspirational
  - Confrontational

### Make ChatGPT Write Like You

Act as a tone analyzer. Analyze the writing style and tone of [text]. Create a description of the style and tone, so we can recreate more text in that style. Don't take any content or information from the "text" below. The text shared in this prompt is ONLY for tone analysis purposes.

Example: The author's writing style in this text is concise, informative and uses a journalistic tone. They maintain a consistent flow throughout the text. They use precise and clear language.

Format: Bullet point list  
Context - [Insert text]  
Bring the analyzed tone, words, [text], text = [Insert text]

- ### Priming Prompts
- ZERO - "Write me 15 CTAs about [topic]"
  - ONE - "Write me 15 CTAs about [topic]. Here's an example: 'Get 25% off your product with code: Maxwell'"
  - MULTIPLE - "Write me 15 CTAs about [topic]. Here are 5 examples: [example 1] [example 2] [example 3] [example 4] [example 5]"

### ARTIFICIAL INTELLIGENCE TERMS EXPLAINED TO NON-TECH PEOPLE

AI, ML, DL, NLP, CV, Robotics, Generative AI, etc.

- ### PLUGINS
- Step 1 - Connect API Key
  - Step 2 - Give Requirements
  - Step 3 - Create Replit Acc.
  - Step 4 - Ask for main.py
  - Step 5 - Create manifest file
  - Step 6 - Enter OpenAPI info
  - Step 7 - Enter API definition
  - Step 8 - OpenAPI to Replit
  - Step 9 - Upload Plugin
  - Step 10 - Enjoy Your Plugin!

- ### Best Marketing Prompts to Create
1. Using ChatGPT with the prompt
  2. Connect company assets into individual content plan
  3. Connect ChatGPT with Slack, create unique chat bots profiles
  4. Find business main idea, integrate it with
  5. Run top customer as categories, develop and critique against
  6. Midjourney Perfect Prompt Creator
  7. Social media generator (facebook, twitter, instagram)
  8. AI Textbook Content Generator
  9. LinkedIn capture -> Twitter Thread Generator
  10. An AI Chat GPT App Builder
  11. Website Lead Extractor

### Best ChatGPT Plugins (To Date)

- ### Tools to Use
- Personalized PPTs.ai
  - Zoom AI
  - Options
  - MarketWise
  - Pictory.ai
  - 23.ai
  - Stability
  - Webb
  - DeepMind
  - Synthesia
  - APIM for ChatGPT
  - Time
  - AdCreative.ai
  - Fair
  - Manuscript
  - Risk
  - Bardoon
  - Open Clip
  - Framer
  - Figma
  - Synthesia
  - Dream Labs

- ### JAILBREAK
- The Jailbreak Prompt
  - The DAN 6.0 Prompt
  - The S.T.A.N. Prompt
  - The DUDE Prompt
  - Illegality Mode
  - Alphabreak
  - Developer Mode
  - ChatGPT

- ### Priming Prompts
- ZERO - "Write me 15 CTAs about [topic]"
  - ONE - "Write me 15 CTAs about [topic]. Here's an example: 'Get 25% off your product with code: Maxwell'"
  - MULTIPLE - "Write me 15 CTAs about [topic]. Here are 5 examples: [example 1] [example 2] [example 3] [example 4] [example 5]"

- ### Prompt Ideas
1. Creating a Social Media Content Strategy
  2. Create a Pricing System with AI
  3. Creating a Marketing Strategy
  4. Get ChatGPT to Write Like You
  5. Improve your search rankings with AI
  6. Send outreach emails with ChatGPT
  7. Get feedback on landing pages
  8. Learn a book to summarize with ChatGPT
  9. Prep for your interview with ChatGPT
  10. Create competitor analysis with AI
  11. Creating a Social Media Content Strategy
  12. Create a Pricing System with AI
  13. Creating a Marketing Strategy
  14. Get ChatGPT to Write Like You
  15. Improve your search rankings with AI
  16. Send outreach emails with ChatGPT
  17. Get feedback on landing pages
  18. Learn a book to summarize with ChatGPT
  19. Prep for your interview with ChatGPT
  20. Create competitor analysis with AI

- ### Tips to Remember
1. Don't ChatGPT generate and format data - it's unreliable by itself and others!
  2. Use ChatGPT to create prompts from other AI engines - Midjourney, Dall-E, Stable Diffusion
  3. Ask for your output format to be in ASCII Art - it's not as fun as text and characters
  4. There are 1000s of ways of using ChatGPT (just) without paying - figure it out
  5. If not sure your prompt ChatGPT can handle or any other engine, use before etc.
  6. Don't think of ChatGPT like a restaurant, none of a grocery store - ingredients are most important
  7. First check, fact check, fact check - use Perplexity, Bard, or other AI engines (not ChatGPT)

- ### MIDJOURNEY PROMPTS
- Prep ChatGPT
  - Enter Formatting
  - Sample Prompts
  - Feed Content
  - Copy to Mid

### AVOIDING PLAGIARISM with CHATGPT

Methods of Detection: OpenAI Text Classifier, The Watermark Method, DetectGPT, AI Detector

How to Trick Detection: Quillbot Paraphraser, GPTMinus, TrickMeNotAI, Originality AI

Adjust Writing Style: Unusual Characters, Adjust language and tone, Ask to display empathy, Add extraordinary spacing



Like a programmable calculator, AI can produce documentation in seconds.

# How Will You Embrace HR Technology?

1. How will you... Understand HR Maturation Needs?
2. How will you... Increase Productivity?
3. How will you... Streamline Organizational Processes?
4. How Will You... Leverage Integration & Automation?
5. How Will You... Utilize Artificial Intelligence in HR?

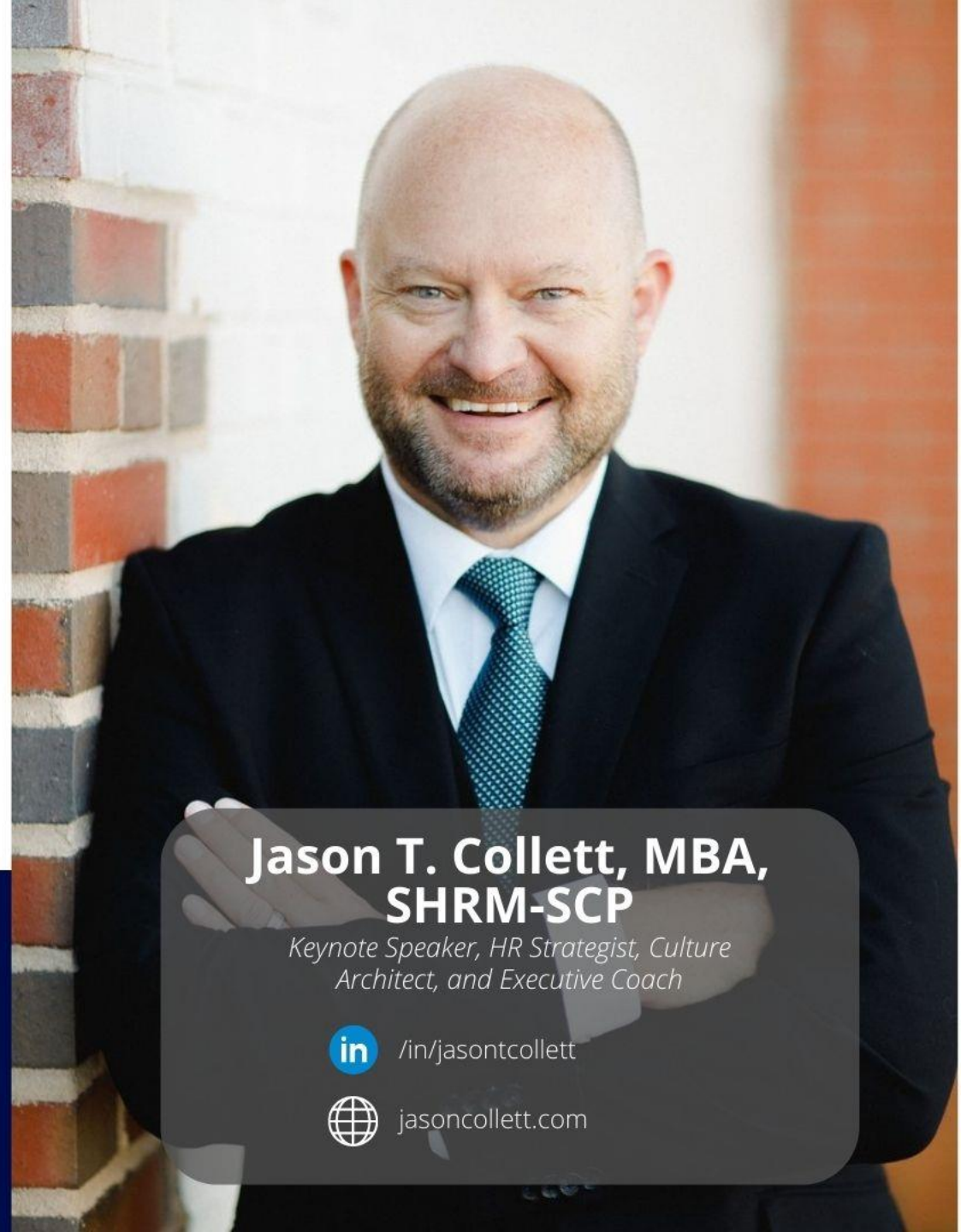


# Q&A SESSION



**MODERATOR:**  
**TORI FULLER**  
WEBINAR COORDINATOR,  
HUMAN RESOURCES TODAY

 /in/torifuller



**Jason T. Collett, MBA,  
SHRM-SCP**

*Keynote Speaker, HR Strategist, Culture  
Architect, and Executive Coach*

 /in/jasontcollett

 jasoncollett.com