

WE
CHANGE
LIVES

WAVES OF DISRUPTION

IMPACT ON OUR BUSINESS

Impact on 4 actors who determine our business:



- **own employees**
- **clients**
- **candidates**
- **suppliers**

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Impact on clients

You
kan je mij een python script schrijven om de SEO capabilities van een website te testen? neem alle belangrijkste KPI's rond SEO in rekening en scoor ze van 1 tot 10.

ChatGPT
Natuurlijk, hier is een basisvoorbeeld van een Python-script dat de SEO-capaciteiten van een website beoordeelt op basis van verschillende belangrijke KPI's. Dit script maakt gebruik van de bibliotheken 'requests' en 'beautifulsoup4' om de HTML van een webpagina op te halen en te analyseren. Houd er rekening mee dat dit een eenvoudige benadering is en dat de KPI's kunnen worden uitgebreid of aangepast aan uw specifieke vereisten.

```
python Copy code
import requests
from bs4 import BeautifulSoup

def fetch_html(url):
    try:
        response = requests.get(url)
        if response.status_code == 200:
            return response.text
        else:
            print("Fout: Kan de webpagina niet ophalen. Statuscode:", response.status_code)
            return None
    except Exception as e:
        print("Fout bij het ophalen van de webpagina:", e)
        return None

def calculate_seo_score(html_content):
    seo_score = {}

    # BS4 parser
    soup = BeautifulSoup(html_content, 'html.parser')

    # Titel van de pagina
    title_tag = soup.find('title')
    seo_score['Titel van de pagina'] = 10 if title_tag else 0

    # Meta description
    meta_description_tag = soup.find('meta', attrs={'name': 'description'})
    seo_score['Meta beschrijving'] = 10 if meta_description_tag else 0

    # Meta keywords
    meta_keywords_tag = soup.find('meta', attrs={'name': 'keywords'})
    seo_score['Meta trefwoorden'] = 10 if meta_keywords_tag else 0

    # H1-tags
    h1_tags = soup.find_all('h1')
    seo_score['H1-tags'] = min(len(h1_tags), 10) # Maximaal 10 punten voor H1-tags

    # Interne links
    internal_links = soup.find_all('a', href=True)
```

Message ChatGPT...

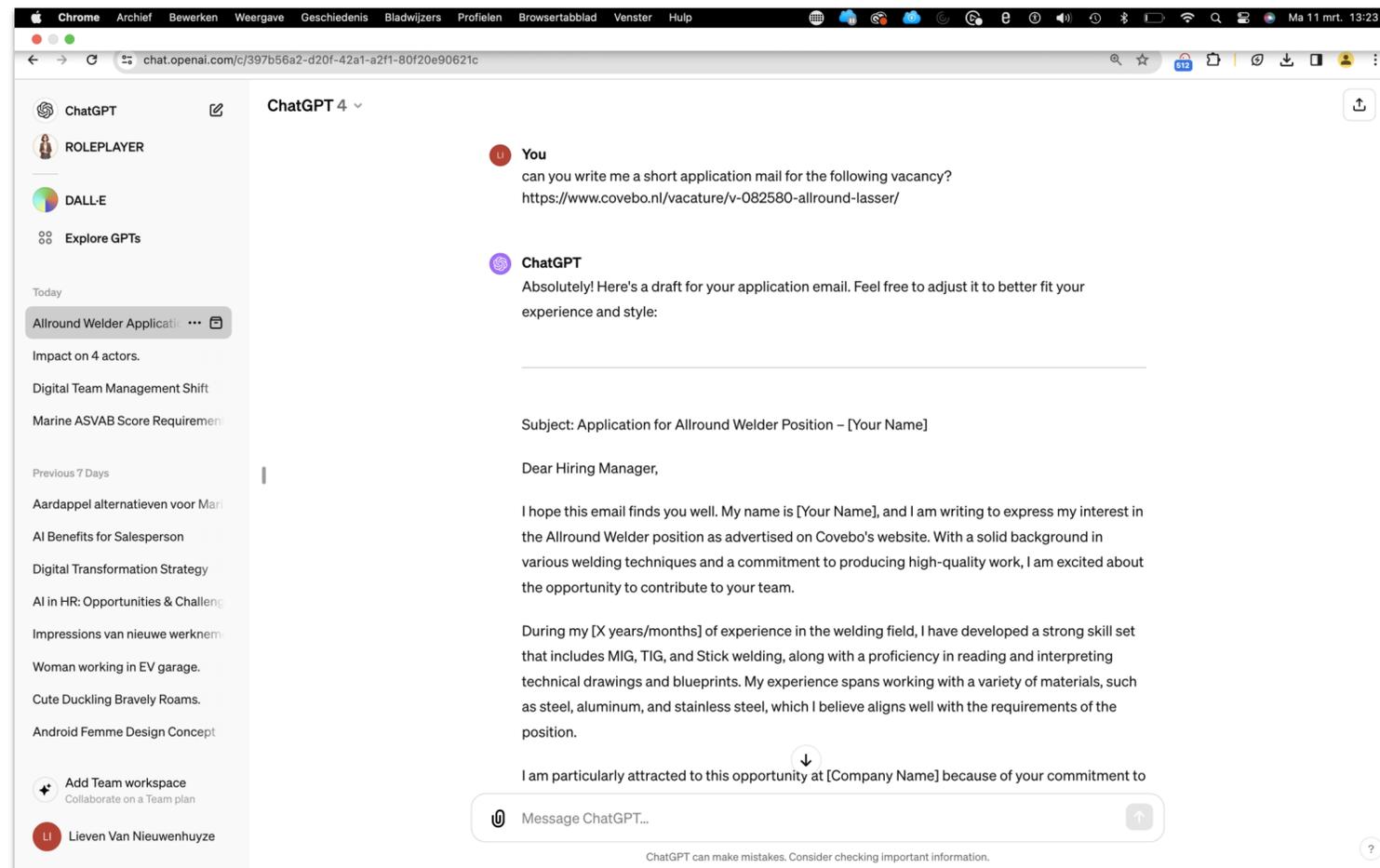
- companies might need fewer staff
- different profiles needed
- low effort recruitment is a threat

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Impact on candidate



- Low effort, high quality applications
- Language problems are resolved
- Removes white collar hassle from blue collar jobs

Impact on 4 actors that determine our business:



- own employees
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Impact on suppliers - inflow channels

The screenshot shows a Google search for 'accentjobs.be'. The 'About Accent Jobs' section features three snippets: a Wikipedia entry describing it as a Belgian recruitment agency, a snippet from Jobroad Integratie stating it's a selection company, and a Trustpilot review snippet with a 4.8-star rating. Below this are search results for 'Unsuck Work | We want to improve your job and the entire job ...' and 'Job Search | Accent Jobs' with a list of job categories and counts.

- Google is changing its algorithm
- Generative AI optimization will become a thing
- How about Indeed?

CERTIFIED COURSE GENERATIVE AI FOR PROFESSIONALS

**WHICH JOBS WILL BE
IMPACTED
MOST?**

ETHICAL CONCERNS

5. Ethical concerns

- Biassed data sources
- Machine learning reinforces biases
- Misinformation
- Economic impact
- Moral decisions
- Digital divide
- Environmental concerns
- ...



LEGAL ISSUES

e-recruitment congress 2024

07 **13** **57**
DAYS HOURS MINUTES

THE DIGITAL SHIFT

Recruitment in an AI driven world

19th of March 2024
Muziekgebouw Amsterdam

REGISTRATIONS ARE OPEN!





1. INTRO



2. Best practices using GPT 3.5



We use GPT3.5 for

- Content creation (vacancies, contracts, ...)
- Preparing interviews
- Translations
- Creating excel formulas
- Writing scientific articles with references and sources
- writing python scripts
- to analyse plain text and make tables you can use in excel.

3.1 Best practices using GPT 4.0

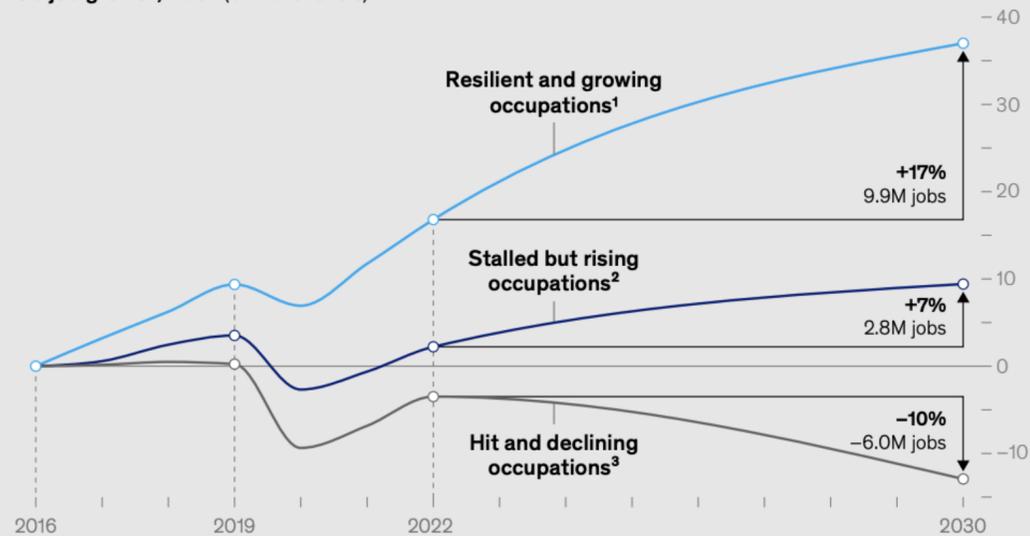


Using GPT4 plugins to scan large pdf files and make a summary.

3. 2 Best practices using GPT 4.0

We expect an additional 12 million occupational transitions through 2030.

US job growth, index (0=2016 levels)



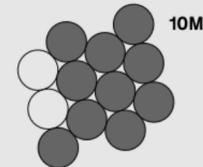
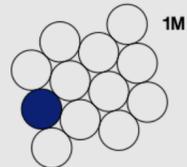
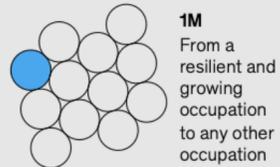
Growth trajectory driven by

- Healthcare demand increase as the population ages
- The push toward digitization and technology
- Demand for last-mile delivery

- Investments in infrastructure and the net-zero transition
- Demand for reskilling and lifelong learning

- Automation adoption
- Sustained e-commerce trend
- Reduced need for customer-facing roles

Projected transitions⁴ to new occupations,⁵ 2022-30



Occupational categories within each profile

36% of US workers in 2022:

- Health professionals
- Health aides, technicians, and wellness
- STEM professionals
- Managers
- Transportation services
- Business and legal professionals

25% of workers:

- Builders
- Creatives and arts management
- Property maintenance
- Mechanical installation and repair
- Community services
- Education and workforce training
- Agriculture

39% of workers:

- Production work
- Food services
- Customer service and sales
- Office support

Occupations where generative AI could accelerate automation significantly

¹Resilient during the pandemic, 2019-22, and expected to grow between 2022 and 2030.

²Stalled during the pandemic, 2019-22, and expected to rise between 2022 and 2030.

³Hit during the pandemic, 2019-22, and continuing to decline between 2022 and 2030.

⁴Job transitions are defined as jobs in net declining occupations across sectors compared with the 2030 baseline.

⁵Even in categories that are growing overall, employment may decrease in specific occupations, requiring some workers to find new roles.

Source: O*NET; US Bureau of Labor Statistics; Current Population Survey, US Census Bureau; McKinsey Global Institute analysis

Using GPT4 default to make an interpretation of Complex images and graphs.

3.3 Best practices using GPT 4.0



Using GPT4 Dall-E3 to create all kind of images, free from IP, in 3 steps.

1. Find a picture you like
2. Ask GPT4 - default to describe it
3. ASK GPT4 | DALL-E3 to create a new illustration, based on that description.

3.4 Best practices using GPT 4.0



Using GPT4 advanced data analytics to analyse Excel and other documents and compare them.

3.5 Best practices using GPT 4.0



Create your own GPT's

- upload manuals and make this a first line helpdesk.
- upload courses and create a tutor.
- a document builder

- a career coach
- building templates according to style guides
- ...

3.6 Best practices using GPT 4.0



GPT mobile with voice assistant

4.0 Best practices using Whisper



transcribe:

- job interviews
- Meetings
- Classes, lectures, ...