

# SHAPING WORKFORCE TRANSFORMATION THROUGH AI & DATA

A Practical Guide For The Future Workforce

Presented by **Dr Jaclyn Lee**, CHRO, Certis

# CERTIS

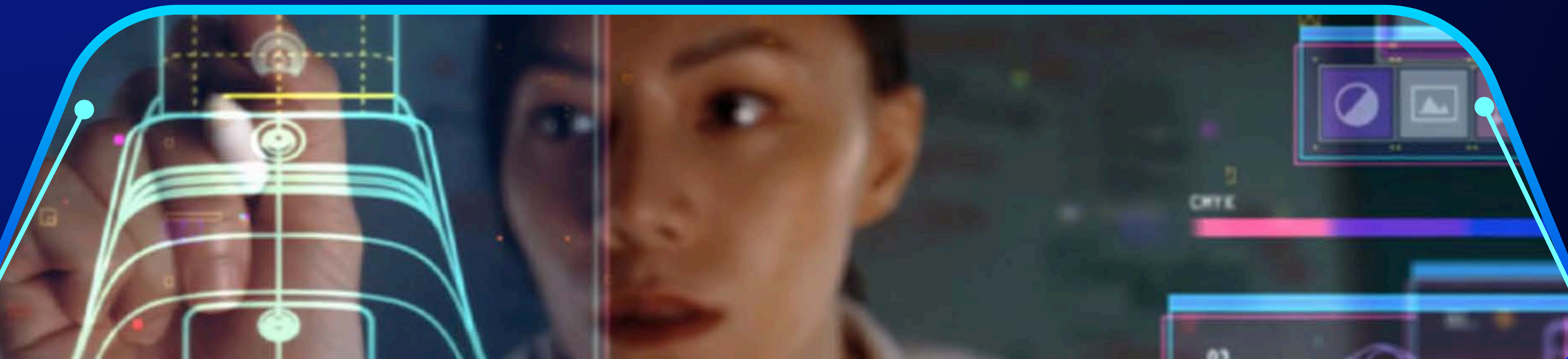






# THE FUTURE IS HERE

AI ISN'T COMING – IT'S ALREADY HERE





# GLOBAL TRENDS IMPACTING WORK

The rise of Generative AI is revolutionising business operations, empowering organisations to automate routine tasks, analyse complex data, and unlock deeper insights into customer behaviour.



Singapore navigating great power rivalry in a shifting global order  
- PM Lawrence Wong

**Geopolitical Tensions**



**Climate Change & Sustainability**



**Acute Shortage of Skills & Talents**



**TRUMP 2.0**



**Changing Aspirations of Workers**

# LEADERS HAVE 2 CHOICES:

**ADAPT AND LEAD**  
*or*  
**REACT AND FOLLOW**

## 4 Pillars of AI Readiness

### AI Strategy & Governance

Align AI with  
business goals.

### Talent & Capability Building

Upskill teams for  
AI adoption.

### Ethical & Compliance Readiness

Address bias, privacy,  
and fairness.

### Technology & Process Integration

Embed AI seamlessly  
into business systems.



# PROBLEM STATEMENT

What challenges does Certis face amid these evolving trends?

How can we leverage AI to transform our workforce effectively?





# WHO IS CERTIS?

**~25,000**

**GLOBAL EMPLOYEES**

**28**

**WORLDWIDE TECHNOLOGY PATENTS**

HEADQUARTERS

**Singapore**

**Qatar**

**Bangkok**

**Australia**





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# AI IN TALENT ACQUISITION

## Positioning Certis for Success: A People-First Strategy

We are shaping Certis into a standout organisation by focusing on 5 key areas

### Super Recruiter

Revolutionising hiring to access new talent pools globally, ensuring a seamless employee journey.



# AI IN TALENT ACQUISITION

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### Tech & People Analytics

Leveraging AI and data to attract, retain, and understand talent better.



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### Employee Experience (EX)

Creating a meaningful, tech-driven journey from hire to retire to strengthen our talent brand.



# AI IN TALENT ACQUISITION

## Positioning Certis for Success: A People-First Strategy

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### Inspirational Leadership

Embedding "Care & Concern" to humanise the workforce and build stronger leaders.



# AI IN TALENT ACQUISITION

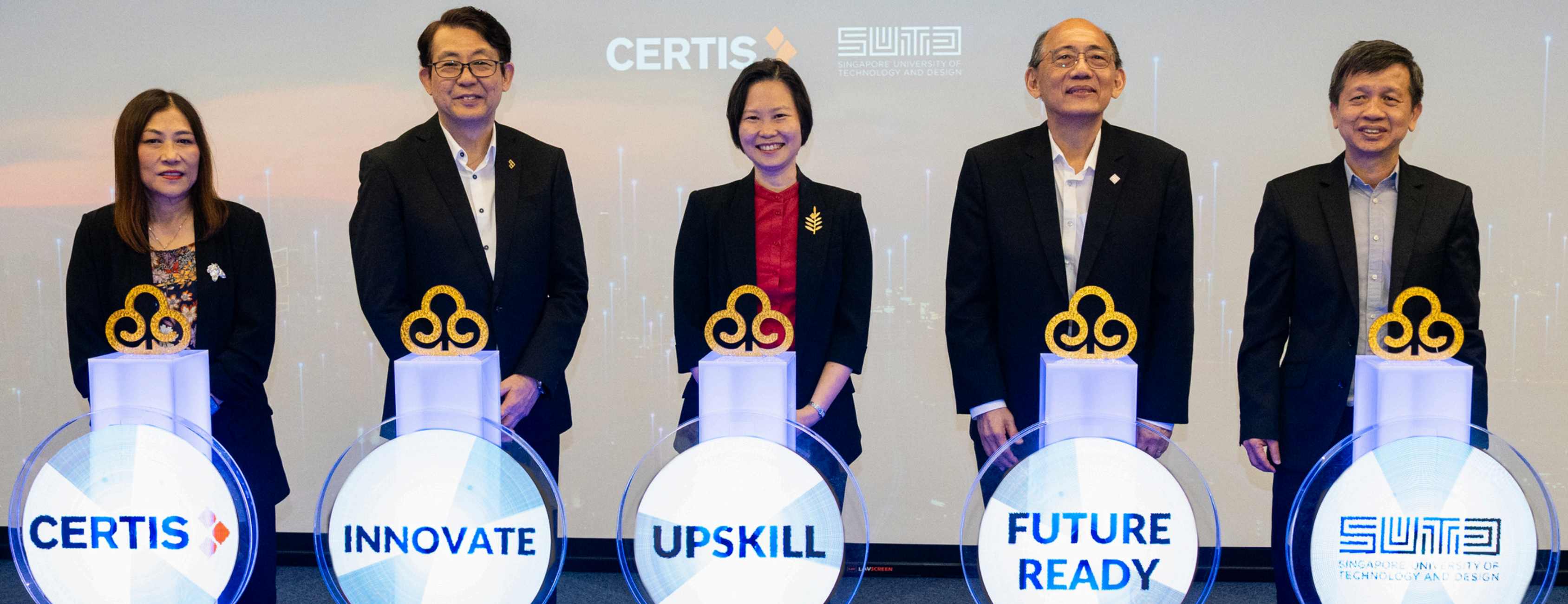
## Positioning Certis for Success: A People-First Strategy

We are shaping Certis into a standout organisation by focusing on 5 key areas

### Future-Ready Workforce

Developing skills through a structured roadmap, ensuring employees stay competitive in the market.





# LAUNCH OF CERTIS-SUTD AI LITERACY PROGRAMME

- Partnership between Certis & SUTD
- AI fundamentals made simple — no coding needed
- Over 90% of management staff trained since Sep 2024



# AGE OF THE SUPER RECRUITER

**SUPER APP** that allows front line workers to choose the hours and schedule they want to work. Allow front line employees to balance work and life. This is the age of the **SUPER RECRUITER**.

The screenshot shows the 'My Profile' app interface. On the left, a navigation menu includes 'My Profile' and 'Point Summary'. The main content area features 'Recent News', a 'Cadence Home Page' button, and a 'WIPED' banner. An arrow points to a detailed 'My Profile' screen with sections for 'Profile Information' (Employee Name, ID, Gender, Rank, Org Unit, Email, Phone), 'Qualifications', 'Activity', and 'Completed Jobs'. A list of qualifications is shown below, including 'T BATON RESULT', 'WSQ USE T BATON', 'T BATON RECERTIFICATION', 'WTMD FUNCTION TEST', 'X RAY INTERPRETATION CT SCAN', and 'X RAY INTERPRETATION'. A note states 'Qualifications are retrieved from SAP'.

The screenshot shows the 'Point Summary' app interface. On the left, a navigation menu includes 'My Profile' and 'Point Summary'. The main content area features 'Recent News', a 'Cadence Home Page' button, and a 'Point Summary' section. An arrow points to a detailed 'Point Summary' screen with a table of activities and a 'Tier Status & Point Summary' section.

Date	Activity	Points
07 May	Attendance for Apr [Click to view more details]	+200
07 May	Performance for Apr [Click to view more details]	+50
07 May	Referral [Employee ID]	+25
30 Apr	Redeem rewards	-400

**Tier Status & Point Summary**

Tier status for May: **Silver**

You have earned **1280** points since 01-Jan-23.

370 / 500 points [Progress bar]

Get 130 more points by 31 May to unlock Gold status for month of June!

- 1 View Tier Benefits
- 2 Redeem Rewards
- 3 Find out how to earn more points

*Disclaimer: Records displayed below may subject to changes and reconciliation up to 1 month from the date of record. For any dispute of record, please contact your supervisor.*

Cadence should have a report of officer's ID, month, and tier status for processing of additional earnings.



# CERTIS TOOLKITS: WE ARE AI READY



ALTO



FORTE



PROJECT AINI







## **ALTO - POLICY ASSISTANT**

- > Chatbot for employee policy queries**
  - > Accessible via the mobile app**
- > Powered by a trained Large Language Model**





## **FORTE - POWER PLATFORM ASSISTANT**

- > Chatbot for Power Apps & Power BI support**
  - > Designed for app developers**
- > Built using Microsoft Copilot Studio and public web data**





## **Project AINI - INCIDENT REPORT ASSISTANT**

- > Used by frontliners for incident reporting**
- > Automates grammar checks & formatting**
  - > Accuracy up from 75% to 91%**
  - > Boosts frontline reporting efficiency**





# AI TOOLKITS FOR WORK

*Canva*

articulāte





# AI IS HERE. WORKFORCE MUST EVOLVE

Certis isn't just supporting AI adoption — we're leading it.  
Are you ready to be an AI-enabled leader?





**TO LEARN MORE,  
PICK UP MY  
BOOKS FROM  
AMAZON TODAY.**





# Let's Connect



<https://www.linkedin.com/in/jaclynleephd/>



**DR JACLYN LEE, CHRO, CERTIS**