

State of Generative AI in Talent Management for Commercial Teams in the US

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AI Research "Early Look"

- Research Overview
- Insights
- Next Steps



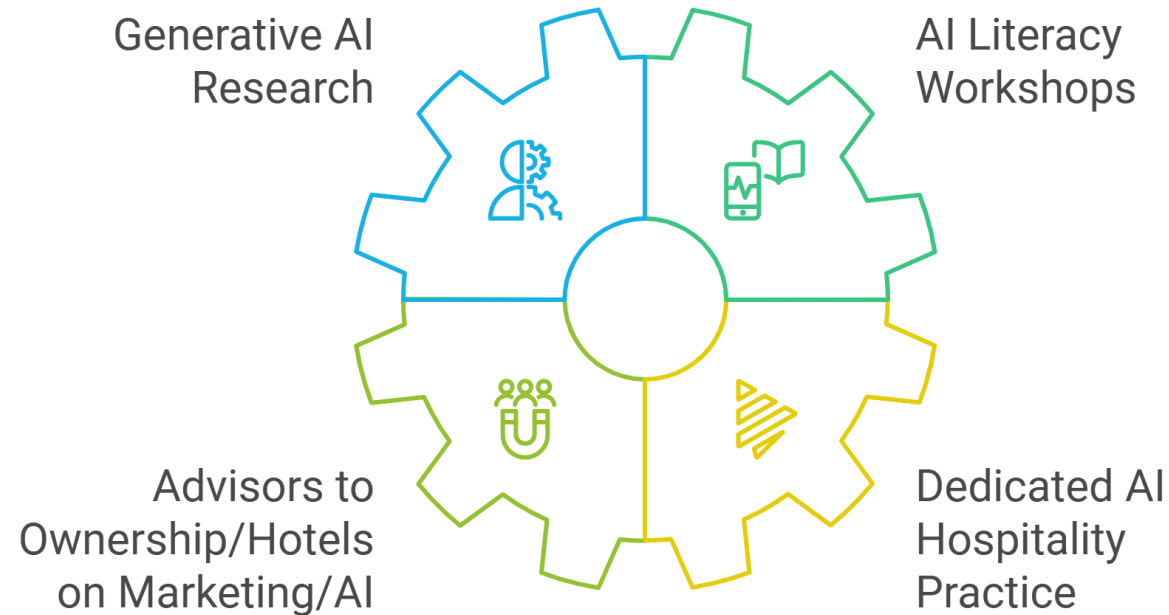
How You Can Help?

Take our AI Survey!



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Smart Growth with Efficiency



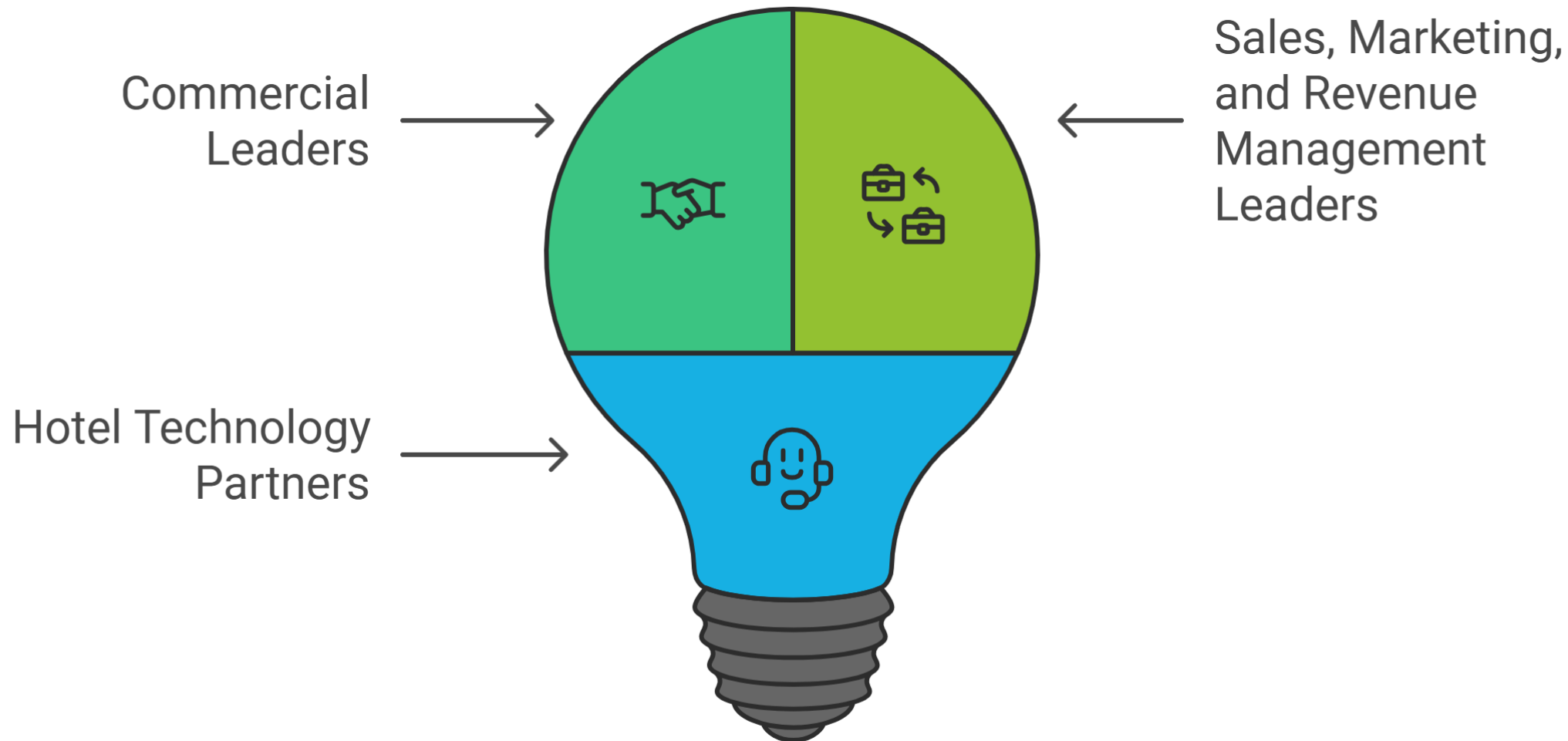
Research Framing

Exploring how generative AI is being used (or not used) by:

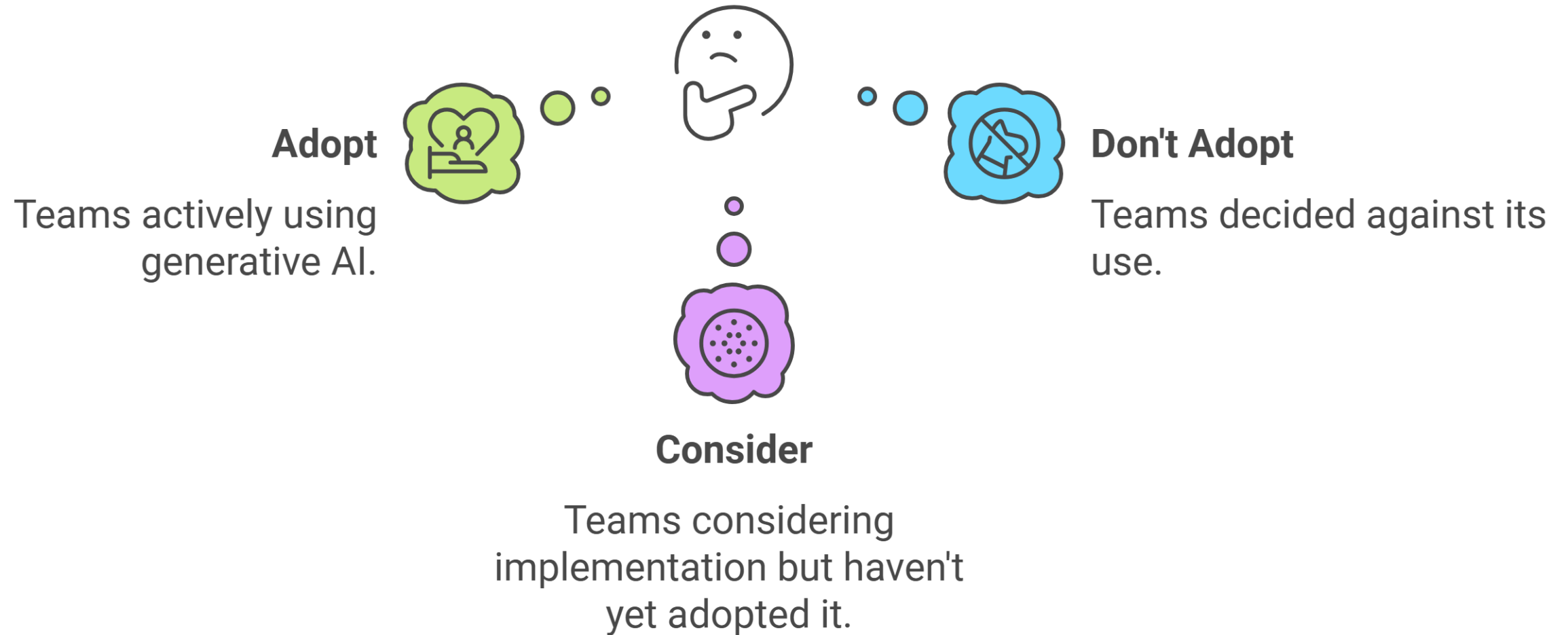
- *Sales,*
- *Marketing, and*
- *Revenue Management departments*

In terms of talent management for recruitment, professional development, and retention.

Insights from Hotel Industry Interviews



Organizational Mindset on Generative AI?



Insights



Talent Alchemy

When AI Powers
Recruitment

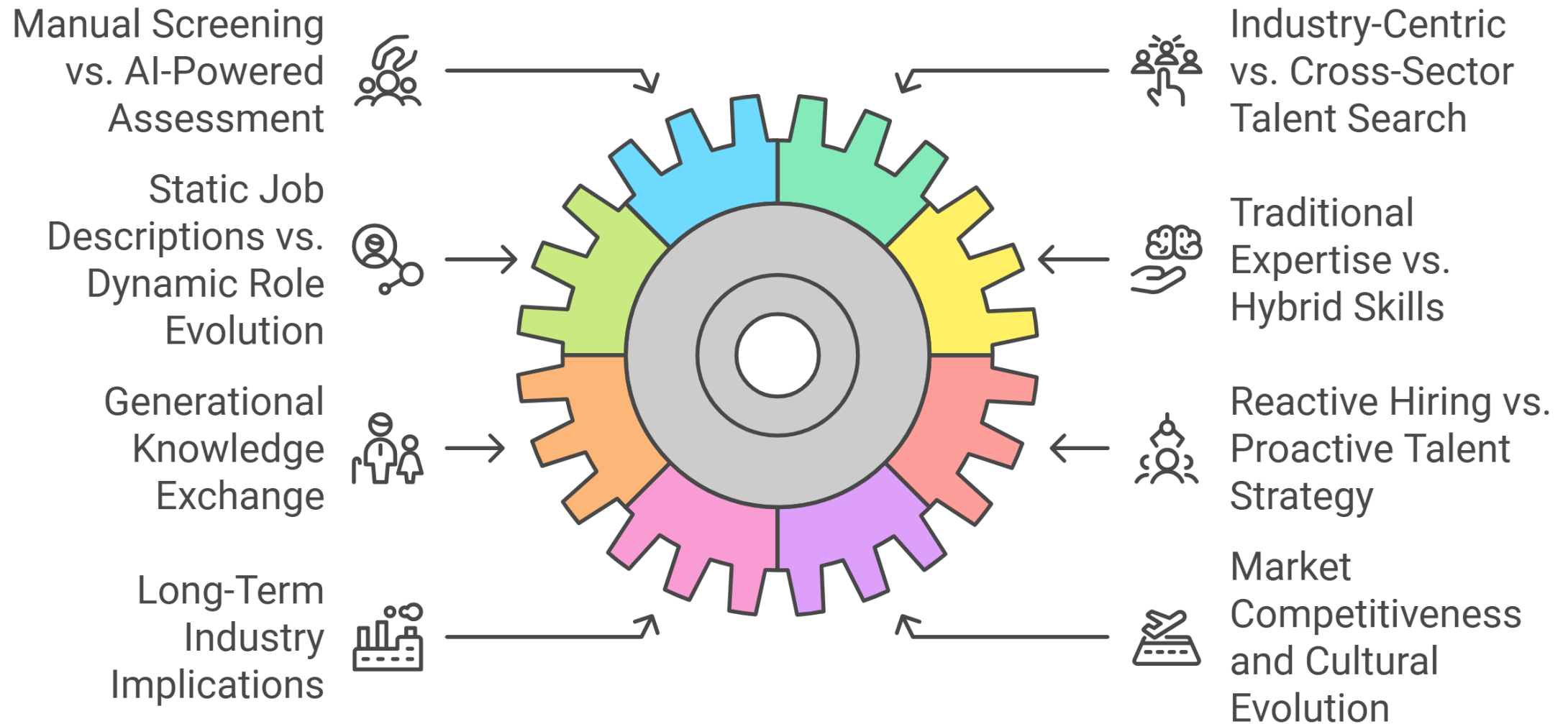
(RECRUIT)

Talent Al-chemy

When AI Powers Recruitment

- This insight focuses specifically on how AI is transforming recruitment processes, from candidate screening to role definition and talent strategy.
- It explores how organizations are shifting from traditional industry-centric hiring to more diverse, cross-sector talent acquisition.

Recruitment Insights



Nuggets

“Using AI to analyze position requirements and candidate qualifications, enabling more comprehensive evaluation processes.”

"I can teach you hospitality ... if you bring a marketing mind and a content mind and you're a kind person and you're a servant leader ... I can combine that with my tech platform and really develop an employee.”





Hospitality's Power Pair

When Human
Skills Meet AI
Tools

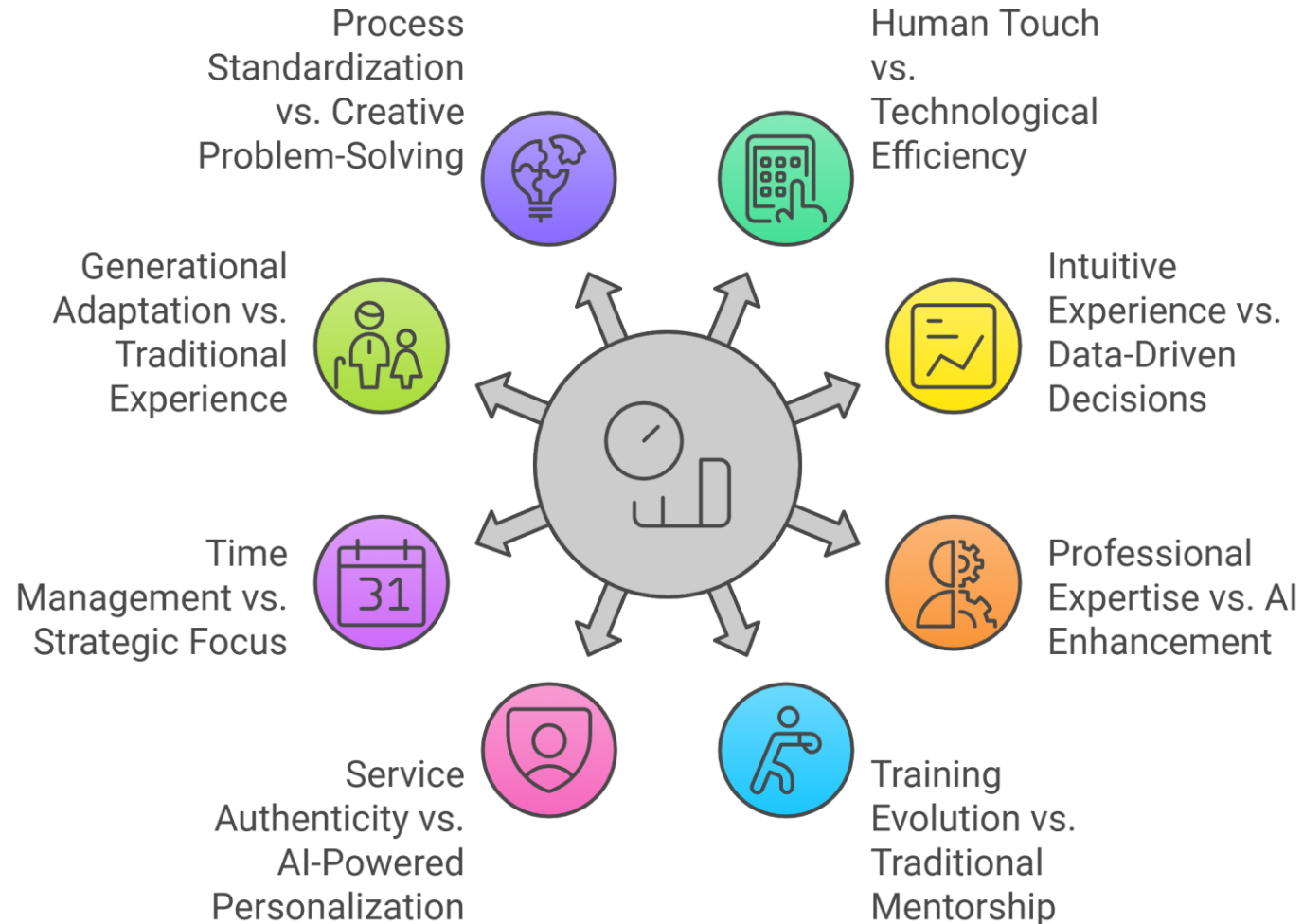
(Develop)

Hospitality's Power Pair

When Human Skills Meet AI Tools

- This insight examines how organizations balance traditional hospitality skills with AI-enhanced capabilities, focusing on role evolution.
- It explores how AI acts as a force multiplier for human capabilities while maintaining essential hospitality competencies.

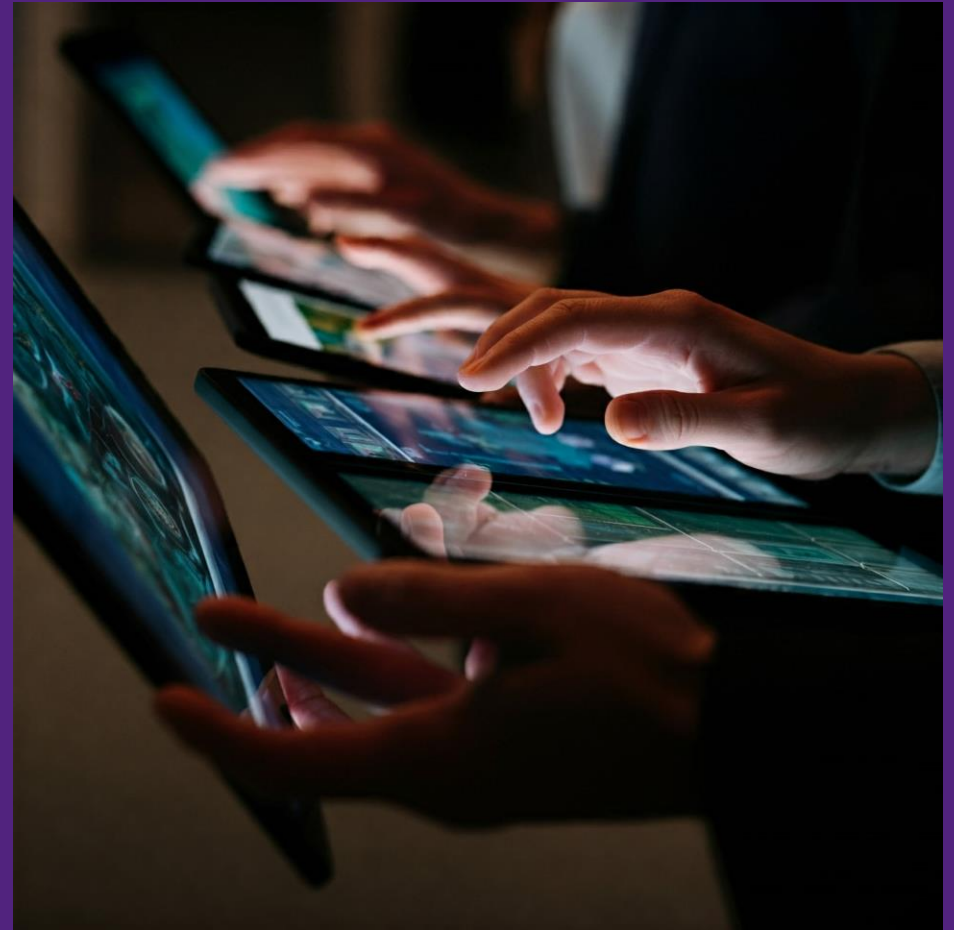
Balancing Human and Technological Approaches



Nuggets

“We no longer need people who know multiple systems, but rather those who can engage with customers and work with unified AI platforms.”

“AI reducing 40-hour workloads to 30 hours highlights the dramatic impact on productivity, while raising questions about how to maintain professional judgment in an AI-enhanced environment where efficiency gains might overshadow the importance of human insight.”





The Learning Loop

Creating AI-Ready Organizations

(Develop)

HSMAI's

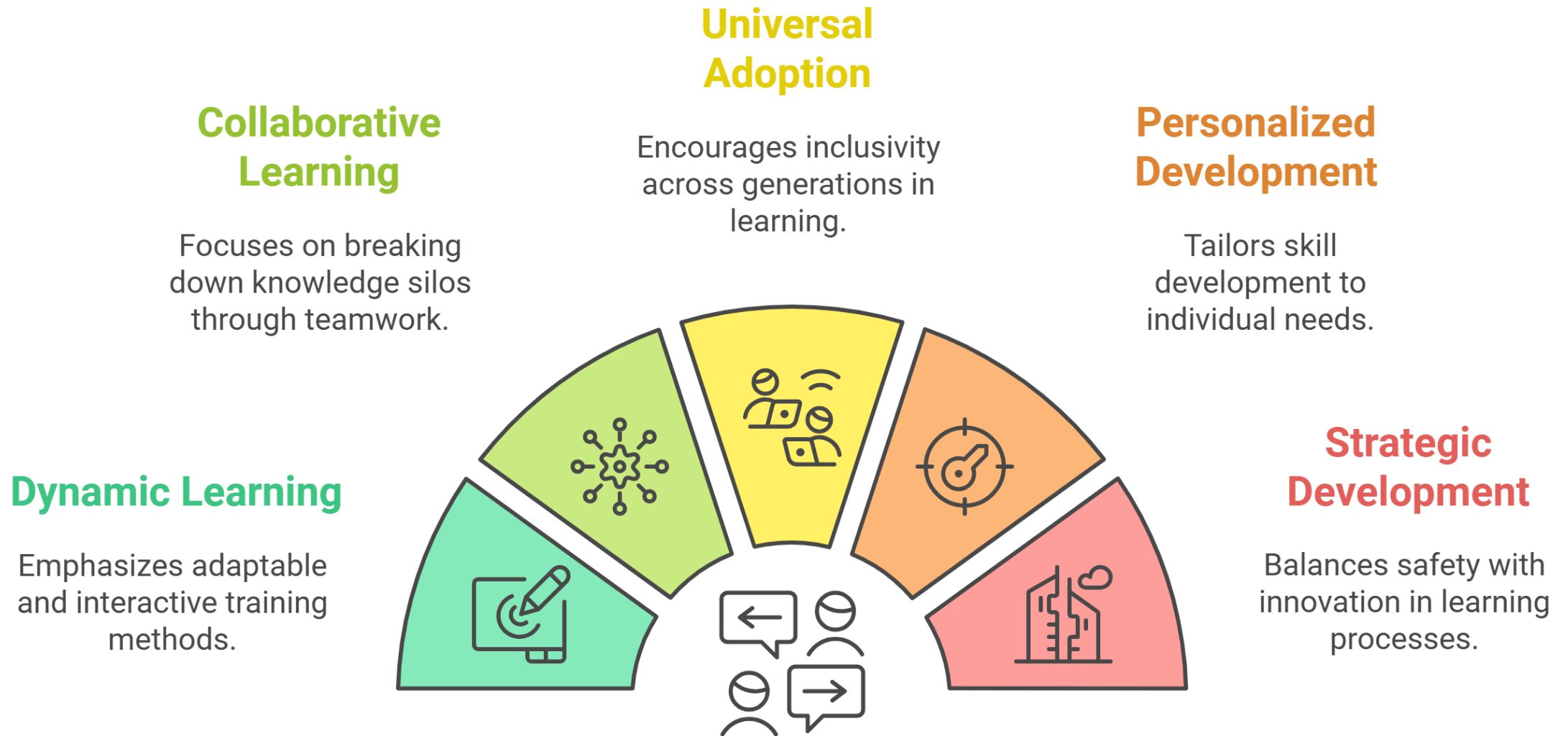
Curate

The Learning Loop

Creating AI-Ready Organizations

- This insight explores how organizations plan to shift from traditional training models to continuous learning environments that support ongoing AI adoption.
- It examines how organizations foster collaborative learning and knowledge sharing in the context of AI implementation.

Learning and Development Strategies



Nuggets

“The tension between different generations' approaches to AI learning presents both challenges and opportunities for organizations.”

“Organizations must develop frameworks that balance immediate skill requirements with long-term professional development objectives.”





Mind Over Mundane

AI's Path to
Meaningful
Work

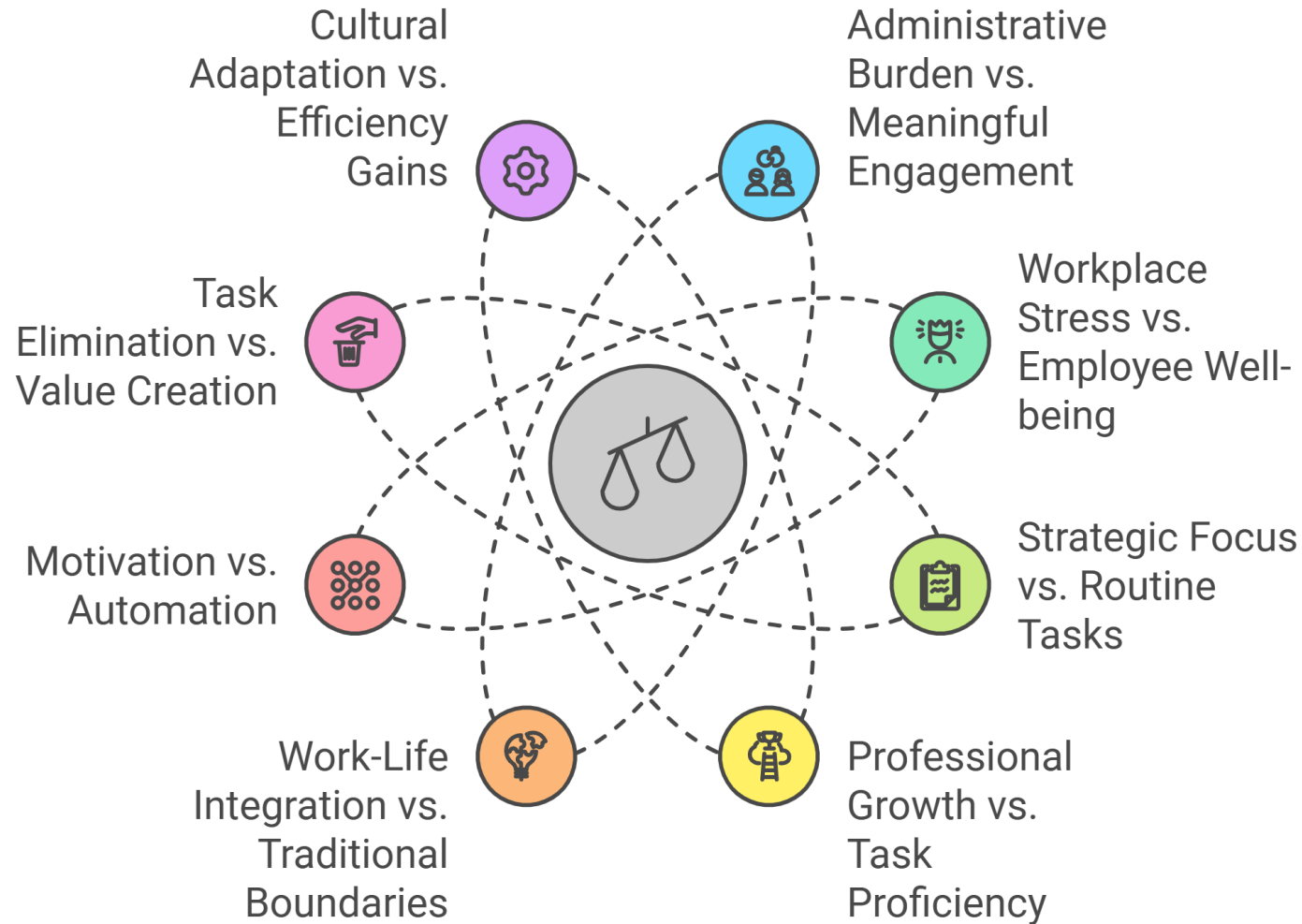
(Retain)

Mind Over Mundane

AI's Path to Meaningful Work

- This insight focuses on how AI impacts employee satisfaction and retention by reducing administrative burden and workplace stress.
- It examines how organizations can use AI to create more engaging and meaningful work experiences.

Balancing Workplace Dynamics



Nuggets

“That AI can “free up time for your leaders” while providing “better data on our clients” shows how automation can simultaneously improve both efficiency and work quality.”

“With productivity increases through AI content generation, organizations must carefully consider which tasks to automate while preserving the human interactions that give hospitality work its meaning.”



Next Steps

- Update research with survey changes.
- Collect additional feedback.
- Finalize drafting of research.
- Target report finalization in December
- Distribution in January.

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Thank you!

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