Transformation Pillar:
Applied AI & Agentic Transformation

AI-Driven Employee Experience & Performance

Listen, Engage, and Perform: Building a Continuously Improving Workplace with AI

COURSE OVERVIEW

Employee experience and performance are two sides of the same coin: people perform best when they feel heard, supported, and fairly assessed. This three-day, practice-oriented program shows HR and people leaders how to use AI to listen continuously, understand what drives engagement, and make performance management more frequent, fair, and useful.

Participants explore AI across the employee lifecycle: onboarding, always-on listening and sentiment analysis, AI-powered HR service and self-service, continuous feedback and coaching, goal setting, and performance reviews. Throughout, the program addresses the human side of AI, including trust, transparency, privacy, and the risk of bias in performance data.

The program culminates in a hands-on capstone where participants build a working, agentic employee listening workflow using no-code tools: pulse feedback is collected and analyzed, themes and risks are flagged, and manager action plans are drafted and tracked, with human review at every step.

This program is delivered by world-renowned AI and Digital Transformation expert and author, **Mostafa Azzam**, who has extensive experience guiding organizations through the complexities of AI adoption and its impact on employee experience and performance.

COURSE OBJECTIVES

By the end of the program, participants will be able to:

- **Map** the employee journey and identify the moments that matter most for engagement.
- **Apply** AI to analyze surveys, open comments, and employee sentiment.
- **Design** AI-assisted onboarding, HR service, and employee self-service experiences.
- **Use** AI to support continuous feedback, coaching, and goal setting.
- **Improve** the fairness and quality of performance reviews with AI-assisted evidence.
- **Protect** trust by addressing privacy, transparency, and bias in employee data.
- **Build** a no-code, agentic workflow that turns employee feedback into tracked manager action.

COURSE METHODOLOGY

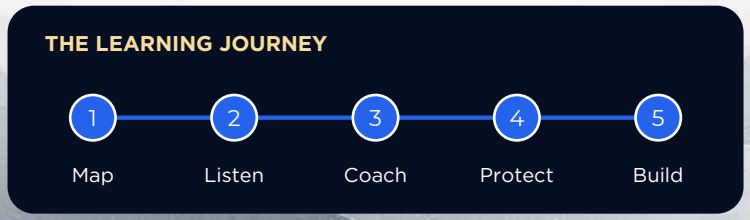
This program follows our decision-centered learning design, combining:

- **Opening Challenges:** Practical challenges that surface participants' assumptions before frameworks are introduced.
- **Expert-Led Briefings:** Concise, evidence-based input on concepts, frameworks, and emerging practice.
- **Case Studies and Simulations:** Realistic situations with genuine choices, where participants decide, defend, and reconsider.
- **Hands-on Activities:** Applying tools and frameworks, including AI tools, to participants' own work.
- **Ready-to-Use Tools and Templates:** Practical resources delegates can apply immediately in the workplace.
- **Capstone Project:** Build an automated employee listening and action-planning workflow.

WHO SHOULD ATTEND

This program is designed for:

- HR Directors and Employee Experience Leaders
- Engagement, Culture, and Internal Communications Professionals
- Performance Management and Rewards Specialists
- HR Business Partners
- HR Service Delivery and HR Operations Professionals
- People managers responsible for team engagement and performance



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