Trish 0:00

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Steve 1:13

Welcome back to the HR happy hour show. My name is Steve Boese. Great to be with you. I'm with Trish Steed, hey Trish. How are you?

Trish 1:18

I'm fantastic. I'm so excited to be recording today.

Steve 1:22

I am as well. I love this topic. We have a great guest. We're going to be talking with Laura Maffucci, who's here, Laura, how are you?

Laura Maffucci 1:30

I'm good. How are you? It's great to be here. Thank you.

Steve 1:32

It's great to see you. You are the head of HR of GP. Some folks might know this company is globalization partners. They've rebranded. That's the last time I'm going to mention that. But Laura is here to talk about some of the new developments in AI, how HR is adapting. And we're going to talk a little bit about one of GPS new products called Gia. That's GIA, which I've had a chance to see as part of the top HR products of the year process, Trish. I'm gonna tell you what. You say this all the time when we do these shows. Oh, if I would have had this back when I was an HR leader and you had a global organization you were supporting, I'm gonna tell you what you're gonna die of. Like, oh, my God, I wish I could go back to do that, because with a true idea, and I'm not just saying that. Like, I saw this a few weeks ago, and I was like, this is one of the best things we saw all year. So we'll talk some about that. But Laura, welcome again. Maybe before we get into some of that stuff, let's maybe learn a bit more about you and then a little bit more about GP.

Laura Maffucci 2:32

Okay, well, as you said, I'm the head of HR for GP. I've been in the role about a year and a half, but I've been with GP for about four and a half years, and I have been going to age myself. I've been in HR for probably 30 years, so, yeah, Gen X are here just through and I've been, you know, lucky enough to have had experience working at pretty much companies in every industry or a lot of industries, everything from tech to CPG to services. So really lucky to have that experience, because you think you can pull from that and everything you do, no matter where you are and GP is, has certainly been a very exciting, exciting place to be. We're tech forward, Global Employment experts founded as an EOR company so employer of record, and have transformed into that, you know, tech product platform. Our EOR services are fully enabled by a fantastic tech platform that is now also enabled with AI. And now we're launching GPG, which is super exciting. And like you said, I often think back to the days of, oh, we need someone in China. Oh, we don't have an entity yet. Let's get a contractor. Let's call outside counsel, and just all the hoops you had to jump through and not knowing what to do. And the company where I was doing that the most, I've come to find out GP existed already, and even without the AI, just knowing that what a global employer record was and that it existed would have saved such headaches. So it's, it's, it's super, super helpful to have a partner or tool like GP and GP Gia.

Trish 4:13

You know, I'm glad you shared that example too, because I was in that same boat throughout my career. Many different types of human resources I did and and that was often the thing we did. Not only did you not know if you needed to hire like a contractor or someone brand new, I've worked where we've actually had someone there on the ground, and we just didn't know it, right, because of all the different systems that were disparate, and it'd be like, Oh, wait, we already have someone in China. What are we doing? Right? So, yeah, it is so important, and it's, I think the message is, it's been important, right? This is something that HR teams have needed for decades, and many still need it, and they may not be aware of it. So thank you for coming on and and sharing a little bit about this. Steve, do you want to maybe kick off in terms of Gia? You've seen it? You've obviously pretty passionate about it, which, which makes me excited. I will say, Laura, it's rare that Steve, like gives such praise.

Laura Maffucci 5:09

Okay, well, thats's even better.

Steve 5:10

We did see a lot of products this year in our process, over 120 submissions, 125 or something like that. I did 30 or 40 demos across the summer. And, yeah, this was, this was in my top two or three things I saw all year. And so we're seeing a lot of AI, obviously, right in HR tech. But I, what I thought was really cool, and that's maybe we could even step back a little bit before we start talking about the AI, is talk a little bit about just the compliance environment right now, nationally, here in the US, certainly, globally, incredibly complex. And what's what I thought was really notable about Gia in particular, is it's taking this advanced AI capabilities to a problem that is a real, real, pressing, everyday problem HR folks have. So Laura, maybe we'll start there and talk a little bit about, you've been in HR for a while, right? Trish has a ton of HR experience as well. Maybe just talk about the the landscape of compliance right now and the challenges that it's coming, you know, that presents to HR leaders.

Laura Maffucci 6:15

Oh, I mean, it's, it's just incredible the amount of constant change that you see in in legislation and compliance and needing to keep up. You know, if you are growing at any good pace, you could hit an employee threshold that then makes you responsible for meeting some sort of compliance regulation that all along that you haven't needed to meet pay equity alone, and pay equity legislation is just, is such a is such a challenge to keep up with so and even just, not even just the compliance, but also just the cultural norms and what's expected and standard in certain countries when it may not even be required by law, is just super important to have a resource that you can trust to tell you what you need to do, What you might want to consider doing, how to perhaps, you know, think about it in broader terms, philosophically about how you're going to incorporate it in with the rest of your policies across the globe. Because when you're in many locations, there's a degree of consistency that you do want to keep, because you have your philosophy of how you want to care for your employees. So then, how do you take all these disparate regulations and turn them into one cohesive policy that can have each subset addressed.

Trish 7:28

Yeah, I'd love you to maybe elaborate a little bit on what Gia does, because Steve and I, I mean, obviously we're at a lot of events. We not too long ago, we're at the SHRM annual and there are still a lot of HR leaders, and even just young HR professionals who don't feel like either, they think they're not using AI, right? And I know that some of the statistics that we got from GP that you know, 89% of HR professionals are using llms in some way, right? So it might just be a little bit of the unknown that we're not sure we're doing it. Could you maybe address that? Because I'm sure across many HR leaders as well.

Laura Maffucci 8:06

So, you know, I think the biggest thing that excites me about you there, there's several things that really excite me about Gia. One of the biggest things is you mentioned llms, and that's great. That's question and answer. But most of the llms out there are scraping the internet, and that's their only source of their information, like your chat, GPT, your Gemini. And what some recent research has found is that a lot of those answers are coming from things like Wikipedia and Reddit and Quora, and you're certainly not going to be like, how am I going to stay compliant in Japan and go on Reddit and ask that question that's not, that's not going to give you confidence that you're that you're doing the right thing. And so GP Gia is really it's the first agentic AI that's been purpose built for compliance and global HR. So we've got all of our over a decade of experience and expertise in there, over 100,000 plus verifiable data sources in there, and we cite all of the answers that you get from Gia, it will tell you if it did come from something, you know, a public website, a government website, or If it's an internal source, and we also have GP verified which it which, if you see that badge pop up on Gia that tells you that it's based on our expertise, it's compliant, and it's been reviewed by our in house, HR and legal experts, so you know that it's accurate information, and you're not Just hoping that the AI isn't hallucinating. We have a lot of reasoning built in to the way geo works. I just learned about this a few weeks ago. I got to go to India for our Tech Summit and got to see some demos and have it explained, you know, a little bit more. Of course, I don't really understand it that deeply, but I'm. Um, I picked up enough to understand that there's a lot of things built into the workflow of how the AI operates, that it's reasoning, and there's checks for hallucinations along the way. So it's, it's really best in class, and it's, it's, it's really reliable information that people can count on and and feel comfortable going to their leadership and saying, this is, this is what we have to do.

Trish 10:25

Yeah, and that's so important, because even if you're using you mentioned chat, GPT, or maybe you're using copilot pilot, or Claude or something like that, it will actually give you incorrect answers. And if you I've learned that just by doing normal day to day things with it, and you'll say like, well, is this a verifiable statistic? Did this come from a real report? And it'll say, No, I just made it up. So I love having to not even think about, is this verifiable, right? Knowing when you said that badge pops up. So to me, that would be very important. It would give me comfort. You know, again, when the internet came out, I was probably like everybody else, just Googling for answers. But you're right. If you're getting it from an unverified source, it's often incorrect, or at least a portion is incorrect.

Laura Maffucci 11:10

I told AI, well, you're wrong, and it'll go, oh yeah, I'm sorry about that, right?

Trish 11:17

At least it says sorry.

Laura Maffucci 11:24

And you think, why am I asking you that?

Steve 11:25

I was doing some research about some legislation stuff and for a show we were doing, and I said, Wait a minute, I don't think that actually made the final legislation. I think that got omitted from the law that got passed. It was this big, beautiful Bill stuff, and that's what it said. Back to me, oh, yeah, you're right. That didn't get included in the bill after all.

Trish 11:44

You're teaching the model at that point. So no, it's just really important, right? Teaching the model you mentioned, trust. And it's interesting. I had just come from another conference about recognition, and it said that they were showing statistics from a huge amount of you know, respondents in this report, and it said that that is still remaining, the one biggest indicator of what someone feels about the organization they work with or they work for. So whether you're someone who works in GP, or whether you're someone who is a, you know, a partner, working with GP and the technology, I think that's a huge factor, right? You don't have that trust and the verifiable information, I think really just speaks to that level of trust that you all hold yourselves to. How do you think, like culture wise in turn, is that something that you consciously all think about, or is that just sort of the way that that everyone at GP is wired to think.

Laura Maffucci 12:44

It's just the way we're wired. You know, the compliant, that's why people work with us, is because they don't know how to be compliant in these other countries or in these other locations. And that's if we didn't have that, if we couldn't have that trust in that competence and know that we had the right information, we wouldn't be where we are today. So I think it's just, it's just in the fabric, the fabric of who we are. And you know, on GP Gia, of the things that it does, it's even more than the compliance. And I think that's what's so exciting about it, and getting more exciting every day because they continue to work on it. And one of the, one of the coolest things about being an HR GP is we get to help. We get to help build the products. You don't get to do that in most HR jobs. And so seeing the things that it can do, and knowing what we're talking to them about, like, Oh, if it could do this, this would be great. You know, it does things. It can generate FAQs for you. It can generate interview scripts for you, holiday calendars. There's all sorts of things that it can do to really improve the efficiencies, workflows, because it's agentic, it can carry through on a process for you. So it's, it's just, it's really, it's, there's so many tools out there, and oftentimes you find you have a tool for this, you have a tool for that, you have a tool for another thing. You another thing. And I wouldn't go so far as to say that it's all in one because there's certainly things that it doesn't do, but it really does a lot, and can really make it so much easier for you to just have everything in one place. You can upload your your company's existing policies, and it can generate FAQs for you. It can review them and tell you if you're compliant. It can conduct a regular review for you. You could say, every three months, review these policies and let me know what I need to do. Things like that. And it's just, it's so the compliance and the trust is the foundation of everything we do. But there's so much more on top of that.

Trish 14:37

Well, I think that would save a lot of money as well. You know, when you were talking about some of those things, I'm thinking, I used to have a law firm on speed dial every day. We talked every day, and it's about some of those same issues, right? Trying to verify, making sure what we were doing was compliant on a day to day basis. So I don't know, Steve, you want to talk maybe a little bit about that angle of it?

Steve 14:58

Yeah. So there's a couple of things. Here, one of the things we've talked about a ton in HR tech for a long time now, right, is as the tools become more capable and powerful and efficient, right? That's going to help our organizations focus on more value added things, higher value tasks, right? More the things that humans can do better than the AI can do right now, or maybe just the things we want the humans to do right now, whether that's performance, coaching, leadership development, career planning with the team, all of it just being innovative, right? And so one of the things we mentioned, some what some of the data says, there is, I do want to mention the GP 2025, World at Work report that's coming out that's got some really excellent data in there, Laura, and one of the data points the report pulled out, and this report talked to about 6000 people globally, right about what's happening with HR, what's happening in talent? And one of the key stats pulled from the report is 84% of execs struggle to find skilled talent locally, but many aren't hiring internationally due to maybe misconceptions around cost of complexity, or just, they just don't know how to do it right. And so obviously that how that plays into some of the strengths of GP, but, but that's one of those higher value added things too. It's like, hey, let's think more expansively about our talent strategy. Well, you can't really do that if you're just chasing compliance all the time and trying to, you know, stay out of trouble. So I'd love for you to talk a little bit about talent challenges and sort of how some of these tools can both help you be efficient and remain compliant. We talked some about that, but also like, hey, let's, let's unleash HR to do some some really important work.

Laura Maffucci 16:42

Yeah, I think there's so much opportunity in that. And, you know, before getting into the AI component, if I just think about EOR, I think it's something great that a company could partner with us and not necessarily have a formal plan to expand globally, but you could offer relocation, as you know, voluntary relocation, not company, not necessarily company paid. But if an employee wants to move to Italy or to Canada or wants to go to another country, it would enable you to keep retain that employee who's a very, very good employee. It's and or open up horizons for employees who might view that as a valuable thing, to be able to maybe go off and get that worldly experience of working somewhere else, but you get to keep you get to keep them. So I think that's a that's a different way of looking at EOR, but I think it's a really, really important use case for it that more companies should think about. Yeah, as for AI, you know, I know everyone's afraid of it. They're afraid of their job getting replaced. You know, I always say AI is not going to replace people. It'll replace people who don't know how to use AI. And right now, we really need to use it to make us better. You know, my team, you know, when you talked about having legal on speed dial, we're best friends with our legal department, and we are constantly, we're constantly working with them, and us, even adopting Gia has enabled us to not go to that with as much. And then that frees them up for more value added work. It's freeing us up for more value added work so that that's been really great, and we've been using it a lot around. You know, if you do an employee investigation, or you have an ER issue, or you have a manager that needs coaching, you can put that information into all of the information you've got and ask AI to give provide you with themes around the feedback, talking points to have that help you have that conversation. And we would all be creating those talking points for managers or talking points for ourselves, and we're certainly not going to pull something out of AI and then just hand it to someone or just read it. It. Read it straight, but it almost becomes a thought partner for you, which I actually kind of hate, if I'm being honest, as an old lady, like I don't love I'm having a thought partner that's a machine. Don't know how I feel about that, but it is really you can and a lot of the stuff we work on is confidential. We don't have it can get lonely. We don't have a lot of people that we can go and, you know, say, Hey, look at all of this information that I just gathered from this investigation. Tell me what you think you should do. There's not many people you can do that with. So it's nice to have that, you know, oftentimes it'll leave things out, but it'll sometimes throw things in there, or an angle that you hadn't thought of or you hadn't caught, just like it would if you were bouncing ideas off of someone else. So it can, it can really help in that. And then it just makes it faster. You're not sitting there typing anything up or copy and pasting and pulling all these documents into one thing and trying to turn it into something it can do that for you. So then that's freeing you up to spend more time in that conversation, or thinking more deeply about how to approach it or the work the more nuanced way you want to communicate the information. So. Um, to really work on the more value added work that is required in the thinking space that you need to do it if you are using an AI tool.

Trish 20:10

Laura, I think Steve was right. I mean, just that one example that's enough for me to say, Okay, if I had that when I was working in HR, I hadn't really dug in too deep on how to use that with employee relations. But, I mean, yeah, just that example. I'm thinking about all of the hours you're saving, all of the back and forth, maybe. And when you talk about HR, is like being on an island, really. There are very few people you can reach out to and run these things by. And, yeah, I don't know fellow Gen X or but I kind of like the idea of a thought partner. I haven't heard of that yet.

Laura Maffucci 20:45

It's like, begrudgingly, I like it.

Steve 20:51

It's a great term. It's one of the things we're working on too, for next year. Is this idea of the, these AI digital assistants, or, you know, llms, whatever the terminology is, but really just being fine tuned to individuals, to knowing you, knowing what your style is, knowing what your strengths are, knowing what your weaknesses are, and really being that partner. I think we're slowly but surely going to work towards that. I think that's where it's going.

Laura Maffucci 21:17

I think I said somewhere. I don't know what company but a CHRO, it's one of the much, one of the bigger organizations out there has created, and I need to do this. I just haven't had the time. It created a persona for each of the executive team. And then they go in and they'll say, need to communicate this to the CFO, and they use the persona of that particular CFO. It's not just like any CFO, it's your CFO, because they're all their own person, and it helps her to frame the best way to put things in front of her executive team. So I need to do I just haven't had a chance. That's a great argument. I did it wrong and I screwed it up, and I got to get back in there and try again.

Steve 21:59

I'm going to steal that for sure.

Trish 22:00

Like, it's those little nuggets that you only get from talking to someone, yeah, where you think of like, you know, oh my gosh, that would have made my job much easier, and all the jobs much easier, right?

Steve 22:13

Yeah, one other thing, Laura, that's come up a lot in the HR discussion around AI, and you, you hinted at it a little bit, but I'd like to maybe go into it a little bit more, which is how HR like early career, mid career professionals really need to start thinking about skill sets. Folks who want to be in HR, folks who aspire to the head of HR role someday, right? I'd love for you to talk a little bit about that, whether it's how you're working with your teams there, or just your advice from being at this real interesting intersection between HR and the most latest technology to support HR, I'd love for you to think about and tell us a little bit about what you think about how HR folks need to prepare and develop.

Laura Maffucci 22:56

I think that learning agility is is key. I think that's key in anything, but especially now. And that's not just the ability to learn something quickly. It's the ability to apply it to your work immediately, like you can learn something but not know what to do with it. It's learning it and knowing what to do with it and how to use it in your work and staying curious. And when you're curious and you're agile and you're getting in there and you're learning about the things that are going on within and without, within and outside of your own center of excellence, you are versatile enough that when changes happen, you can pivot with them, quickly, keep up with it, get moved into new roles, be marked as someone who can, you know, be is the perfect person to take on that opportunity. You know, I most, most heads of HR and CHROs, they didn't come from the comp and hrs world, but I did, um, and that's because I was always able to try and connective intelligence to like, connecting all of the pieces together and understanding how they all intersect with each other. It, it puts you in a position to just be able to do more if you want to, or if you don't want to. Like, I wasn't necessarily aspiring to do this. It all just sort of, I wasn't even aspiring to get into HR. I wound up in compensation by accident. So, you know, you just kind of have to be open to whatever is going to land in your lap.

Trish 24:23

None of us ever imaging going into HR when we're little.

Laura Maffucci 24:31

I dreamed about plans my whole life as a little girl. It's, yeah, it's, I think everyone gets into HR, kind of by accident and but you just it's being ready to grab those opportunities and being able to learn and not be afraid. I think it's so easy, and I especially see it in the more process driven um areas like around your HR s is or operational things like that, people can become the systems and the processes that they support and that they put in place. It. Comes who they are. I remembered having to say to someone in an HRIS role when we were looking to shift to a new system, and people really were unhappy with the system that we had. And I paused one day and I said, they hate the system. They don't hate you, right? Because you get so attached and it becomes so much. And I think people think that clinging on to those old ways because they know it best, or they know how to do it best, and it keeps them safe, and it gives them that job security, but it actually does the opposite, and being more open to new things. And, you know, thinking about things from a like let go or be dragged. Type of mentality is really, really important.

Trish 25:44

Yeah, yeah. I think that's why human resources in general is becoming even more and more attractive to college students. We're seeing students actually intend to go into it. And whether you could start your career, if you're listening right now, and maybe you're an office manager, or you're in marketing, or you're an accountant, right? There's a spot for you in HR, because, as you mentioned, like, we have those aspects of human resources that are very compliance driven, very process driven, but yet we also can be really highly creative and innovative dreamers as well. And I think, yeah, when you're talking about Gia, my mind is, I mean, obviously I'm excited to, like, get my hands and wait for you to say it, but, um, but I'm already thinking like, wow, I could really use it for some of those very compliance process driven things. But I also feel like you could use it to dream up things a little bit. Could, Have you, have you thought of some of those ways? What are? What are maybe one or two that you're just either hoping to try?

Laura Maffucci 26:43

It might not be the exact thing, but one thing the times that I've kind of just been like, wow, look what it can do if you use it. There was a concept around something that for the four years I've been here, we have never been able to get people to understand. And I haven't fairly new. She's been here almost a year, head of talent acquisition, and she put a presentation in front of me about the topic, and there's this visual in there about this one thing. And I looked at it, and instantly it made sense. And I was like, wait a minute, did you I'm like, How did you do this? We've been trying for four years. She's like, I just put it into AI, and it generated this visual, and it did exactly what a visual is supposed to do. The minute you look at it, you understand what you're supposed to take away from it. And we've got it in our onboarding stuff now, and it just, it was just a game changer. So I still haven't figured out how to do that myself, either.

Trish 27:41

But the thing, what I love, though, Laura, is that you are the head of HR, and you're basically saying like you're a lifelong learner, and that's okay. It's we're not expected as leaders to know it all and to take someone who might be there, you know, less amount of time, or maybe they're a more junior person, you know just out of college in general, we can, I don't know, I don't wanna say, level the playing field, but in many ways, it can, because their contributions, their ideas, become game changers, as in your example.

Laura Maffucci 28:14

Absolutely, I think someone said to me very early on my career that the way to be a good leader is to hire people that are smarter than you and let them do their jobs. And I have lived i By the time I got into a position where I had people reporting to me, I absolutely, wholeheartedly believe that. I tell people all the time my team is the brains of the operation, and I don't hesitate to bring them in there with me, because they're doing it. They're in the day to day. They're in they're in the weeds. And that's you can't as a leader, you can't be afraid of that.

Steve 28:46

This raises a couple really important points, I think, as well, Laura, I'd like to make at least one anyway. And one of the another data point from the World of Work report is that as many as 90% of employees are worried right now that their skills are not going to keep up, right maybe, whether it's AI or other technologies or just whatever types of skills that they need in general, they're worried, and folks are worried, at least in the US, the labor market is a little challenging right now for many roles, but some of the things you're describing and talking about working with your team members, et cetera, about embracing these tools and exploring them and experimenting with them and leveraging them. That's kind of maybe some a calling for leaders who are listening to this, right? I'd encourage leaders who are listening to this to approach it in that way, right? Because that's a very real thing. You can't lead a team very successfully if half of the team, or 90% of the team, is concerned about their kind of future, right?

Laura Maffucci 29:46

Yeah, the fear is paralyzing, you know, I think we've done, we, we've done a good job at GP. I think, you know, like any company we put out there, you know, you're expected to use AI in your job. We're at AI company, and you a lot of companies are doing things like that. Um, but what we made sure to do was to follow through on that and not just say it and then go away. Yeah, we have an AI council that the Chief Technology Officer started, that I am on, and we meet, I think at least once a month. It might be every other week. They're meeting today, and we, that is, we are constantly reviewing the policy, because so much changes in AI, you can't do your AI policy and then walk away from it. You It's like weekly you're making updates to that AI policy. And we have, we put a lot of focus on enablement, so that people know that we they are encouraged to go out there and find AI tools. We have a Slack channel dedicated to AI so that people can go in there and chat about fun ways they're using it, ways they're using it for work, and they know how to approach it if they would like to bring on a new AI tool so that we are we make sure that it goes to the proper vetting from a security standpoint. And I think the enablement for people around this is so important in so many in so many different ways, you know, one for the organization, because the security aspect of it is so important, and so many leaders are worried about security, and they should be, then people don't think about it. You paste that email into chat GPT, and it's got confidential company information that's out there forever. Just because you delete it doesn't mean it's gone, and they don't realize that. And so we have a tool that we use that is we have an enterprise license with and so we're we know that our information stays there. It doesn't go out either. We don't allow people to use chatGPT in house, but we do. We do have something that we encourage them to use, and they are but also it's becoming a part of all aspects of our lives. And one thing in HR and having been in the total reward space and benefits, you know, I think it's really important that what you're offering out there to employees is helping them be the best that they can be, both at work and at home. And most people look now at work as one way to broaden themselves as human, as human beings overall, and not just work. And we're bombarded with AI things every day, there's, there's a level of critical thinking that is so lacking that we need to improve in people, like it's almost an emergency situation, I think, to get those critical thinking skills out there. But you know, what you learn at work about safely using AI, you can apply to your personal life around safely using AI. What you learn at work about, how do you discern if something is real or if it's AI? You can apply that in your personal life and vice versa. So I think that it's, it's really important for organizations, and you don't have to put a lot of money into it. We, you know, it's not like we're out there buying tons of tools and paying for all this training and education. We're enabling people, people are sharing their own knowledge. You know, we have a great AI team who built Gia, and they're passionate about AI. They love talking about AI. So we'll do office hour sessions on Zoom, and people can come and ask them questions. We've run little workshops on where they've come, and they've taught people how to prompt. Because sometimes you'll think the AI tool you're using isn't great and it's not the tool. You just don't know how to prompt it. And so teaching people how to prompt you can, again, you can use that in your personal life, and it's fun, and it connects people, you know, when you're in a global, remote environment, having that connection. So it's just one more way for people to be connecting and talking to each other about about things. You know, we've got people posting things out there like they were going to a wedding and they didn't know what color nail polish to wear with their dress. And they asked chatGPT, and it told them, and they posted that out there for it's just, it's just fun stuff like that. And I just think that's really important. And I think that goes to the whole curiosity piece right along there with the agility people need to be curious in order to take advantage of any of this. And if you don't have that curiosity, it's not going to happen.

Trish 33:39

Yeah, I'm glad you really gave an example, though, of how you enable that within GP because when we talk to leaders, it's sort of one extreme or the other, right? You're embracing it, especially by saying we have dedicated people who are thinking about this all the time, so that you are doing it safely, so that people do have an alternative to chatGPT, I think the organizations that are stuck in, like, we're not going to do it, we're not going to use it. Those are the very ones that are going to be at risk of their employees. Your employees are going to use it somehow. And if you don't give them that outlet, a safe outlet, and let them be part of that discussion, you know, you'd be surprised what information is going to wind up public.

Laura Maffucci 34:20

It's like social media, you know, like when your kid makes a mistake on social media, you don't take social media away. You teach them how to use social media, and it changes how we do everything. You know. You think back. I tell this story all the time, but we had hired someone to work, to be social media specialists, and people started complaining to HR that we had an employee who was sitting on Facebook all day and that that's what they were supposed to be doing. So it takes people a bit to get used to it.

Steve 34:51

I saw a meme once on this it was like kind of an open office plan, kind of company, kind of deal, and big monitors and all that. And the person who had that job just put a big thing on her. It was a, I think it was a woman on the back of her chair, taped the chair and said, I'm the Social Media Manager. I'm supposed to be on Facebook.

Laura Maffucci 35:10

Yeah, exactly. So if people don't, it takes people a little while to catch up and be like, Oh, we can't pretend this isn't happening. Like this is here, and if I don't go with it, then I'm just going to be left behind.

Steve 35:23

Yeah, it is with AI, right? AI is here. It's infiltrating every organization. It's increasingly important in the HR service delivery, talent management, compliance, and, I mean, we talked a lot about Gia, but it was, it's worth talking about because, I mean, it's, it's a breakthrough product for sure, in this space, this space that's kind of crowded, quite frankly, but it has so much in there that really stood out in the process of looking at, like I said, dozens and dozens of technologies this summer, Gia really stood out for many of the reasons Laura talked about, Some of the reasons that you'll see if you, you know, get a demo of Gia or start to use it yourself and Trish, like I said, once you see it, you'd be like, Oh my gosh, you know, where was this in 2000.

Laura Maffucci 36:13

I wanto to make sure that I'm there when you see it for the first time, I'm so excited for you to see Gia.

Trish 36:17

I know, like, I'm not even gonna lie, Like, things that are far less impressive over the last 15 Well, I've not been an HR professional for about 12 years. I've been an analyst, but I've literally cried before at seeing something where it really touches me, like, wow, that would have saved me or my team members so much time. And I always Steve probably gets tired of me saying it, but it's like I envision all those nights where I worked late and I was away from my little kids, and came to practice as late or whatever, because I do love my job. I took it very seriously. I love human resources, and I love helping people, but that's where the tears come from. So I'm, I would imagine I need, y'all need to send me some GP Kleenex or something when I just use because I think that's it. And if I were, I haven't seen it yet fully. I've seen, like, the, you know, screenshots and so forth. But I think that's the message. Like, if you're in human resources and you're looking at these technologies, think about it in that perspective. What does this save me? Yes, it does make all of these other things like compliance and things that you want to happen, and maybe gives you better answers and opportunity for your creativity. But I also there is a a cost to our lives when we don't have the right tools at work. And so, you know, I could see someone explaining it to me. Oh, and by the way, you're going to save 16 hours of work a week, for example, and then in my mind, I'm playing back. Wow. Okay, that would be with my family, or that might be with a sport I like, or my church or my whatever, right, whatever it is that you work. So thank you for working at GP, a place that's creating technology like this. But I and also it says a lot, I think that they come to you and your team for your input along the way. They're not just many vendors, they don't ask, right? They're building what they think HR needs. I love the fact that GP, they're really taking what you think into account.

Steve 38:20

This has been so much fun, Laura, so I want to thank you once again for taking some time to join us. This has been super, you know. And I love the Gen X representation, because I'm there with you all the way.

Laura Maffucci 38:36

We're really running over the world.

Steve 38:39

It's about time, right?

Laura Maffucci 38:41

We need to run it more. I guess that we do. We should probably step up.

Steve 38:46

Yeah, we will put some links in the show notes to the GP 2025, World at Work report some links to where you can learn more about Gia. That's G I A, Gia that we've been talking about so much. And we encourage you to check those out. Laura, if anybody wants to sort of connect with you. We can look you up on LinkedIn.

Laura Maffucci 39:02

Sure can. Yep, absolutely.

Steve 39:04

We'll put that link in as well. And awesome stuff, I'm so again, congratulations. You're representing the entire team right now, Laura, so congratulations to the team for Gia for the award this year. And great to see you, and thanks so much for joining us.

Laura Maffucci 39:22

Thank you for having me, and thank you so much for your enthusiasm about Gia. And I hope I get to see you soon.

Steve 39:28

Absolutely, good stuff. I love talking to HR, I love talking HR tech, and we hit it off today. So great, great stuff. Want to remind our listeners, go to hrhappyhour.net. for all the show archives, cool new things in the works coming soon. So stay tuned for that. And thank you for listening. And if this episode sort of stood out to you, tell a friend and come see us @hrhappyhoury.net. For Trish Steed, for our guest, Laura Maffucci from GP, my name is Steve Boese. Thanks so much for listening. We will see you next time. Bye. And bye for now

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