IBM Watson® Career Coach

*Empowering employee engagement
with cognitive career guidance*

Highlights

- Explore job opportunities, within the company, tailored to employee's qualifications and professional goals.

- Career navigation based on personal fit, historical demand and job movement.

- Conversation service via a mobile chat-bot, that returns employer specific answers to career related questions.

Career progression is not just about the next horizontal or vertical move. Facilitating your employee's personal career goals, is a crucial facet of a well-rounded HR strategy. Employees feel valued when organizations create and communicate opportunities for their professional advancements.
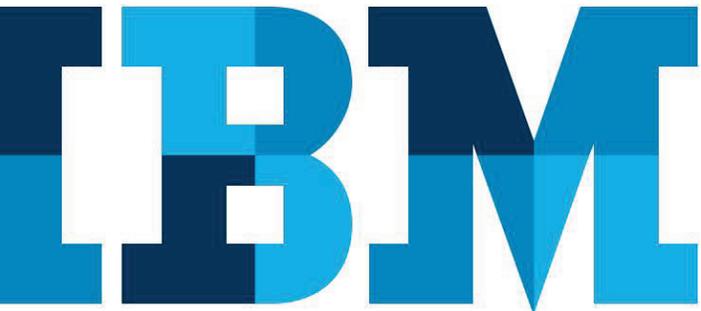
Internal talent mobility, career-focused dynamic learning and support on the job are important growth opportunities that contribute to a positive employee experience. This nurturing fosters an invested workforce that, in turn transforms into an internal talent pool for your organization's hiring needs. An optimum career path that motivates employees is one that considers individual interests, requisite job skills and ongoing business needs.

76% of millennials think professional development opportunities are one of the most important elements of company culture.[1]

IBM Watson Career Coach is a unique talent management solution that harnesses cognitive computing to provide personal career guidance. It delivers contextualized communications and personalized career content tailored for the individual. Through interactions and updates Watson Career Coach learns about an employee's preferences and interests, makes recommendations for existing job opportunities, and how to navigate future career moves.

Career management transformed with Watson

Trained by Industry and Organizational (I/O) psychologists and HR experts, Watson understands HR data and its appropriate usage in a best practice way; drawing on ethical principles as well as deep understanding of human behaviour in the workplace. IBM's vast library of human behavioural data and consulting expertise trains the 'cognitive coach' and combines it with the information an employee brings to the job. This continuous learning enables Watson Career Coach to optimally gauge user needs and objectives, ensuring quality of recommendations in terms of accuracy and meaningfulness.

Three main HR data sets are used to train Career Coach:

- **IBM data**: uses IBM Talent Frameworks comprehensive skills registry, and leverages IBM's domain expertise and deep research into behavioural sciences.
- **Client data**: historical transactions, job role attributes, employee information etc. surfaced from existing HRIS and ATS.
- **Employee data**: goals, preferences and information gleaned through ongoing interactions with individual employees.

The core components of IBM Watson Career Coach are—

Job Opportunity Match

Employees can surface open job positions deemed a good fit for them, by answering a set of skills-based questions or uploading their resume. Using IBM Watson APIs, Career Coach matches users to internal job opportunities that are relevant to their current career experiences.

Users can refine their search using location filter and apply directly from Watson Career Coach to initiate their next professional move.
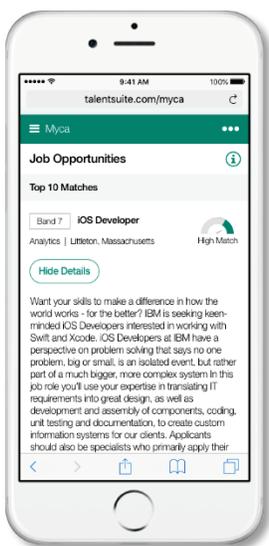
Career Navigator

Employees can define a personalized career progression and receive guidance based on job transitions of others in similar positions and roles. Career Coach makes recommendations for each next step with multiple job-role choices, with ratings for each based on organizational demand and skill-fit.

It prepares employees for selected career growth, with relevant upskilling suggestions. Users can modify, at their own pace, their selected career plans, as needs or desires change.
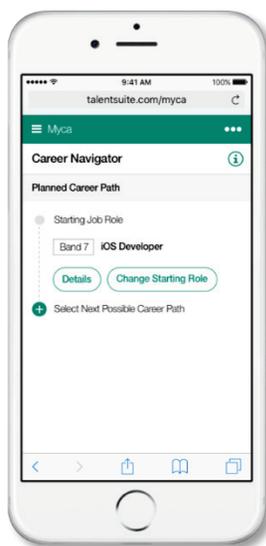
Personal Career Advisor

Myca (My Career Advisor) is the mobile chat-bot that employees can engage with anywhere, anytime. It interviews users, understands their needs, and provides instant, personalized career advice to most commonly asked career-related questions.
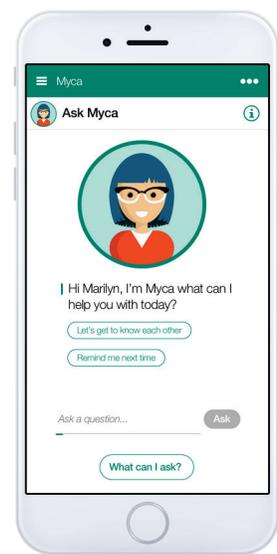
Powered by IBM Watson, Myca supports 40+ career-specific questions as well as general out-of-the-box 'chit-chat' queries. This cognitive-bot learns from user feedback on its answers and additional comments, to personalize and refine its future responses.

Choose best-fit roles & apply directly

Explore career options & plan next steps

Seek answers to career-related questions

Employee Engagement Benefits

IBM Watson Career Coach drives efficient internal mobility that aligns business goals to employees' career goals. With a clear path to professional advancement within the company, it increases employee engagement and reduces talent acquisition costs. The result is a confident and more motivated workforce. The benefits to the organization are summarized as follows:

- Lower cost to hire as internal hiring channels are cheaper than sourcing externally.
- Lower overall voluntary attrition, saves costs associated with replacement.
- Reduces current or future skill gaps, by providing top performers a clear vision for future growth within the organization.
- Enhances employer brand by empowering employees to initiate and progress their career path.

Why IBM?

IBM pioneers cognitive HR transformation with Watson. Our science is based on three decades of recruiting experience, directly supporting recruiting activity in over 120 countries, and in more than 30 languages. IBM provides the global scale and proven know-how to help you sustain profitable business performance through strategic talent management practices.

IBM Watson Career Coach is part of the IBM Watson Talent suite that expands human expertise and judgement with cognitive systems, enabling HR to improve and accelerate people's impact on business in a timely and optimal fashion. Watson Talent solutions help HR professionals enhance their operational efficiency with more impactful talent acquisition, development and engagement.
Bringing you Talent Management to the power of IBM.

To learn more about IBM Watson Career Coach, visit—
www.ibm.com/watson/talent, or contact your IBM representative.