

Human Intelligence + Artificial Intelligence = Unstoppable Workplaces

By Deborah Stallings, MA, SHRM-SCP

Top 20 AI Tools That Make HR Smarter | Faster | More Human

This list highlights 20 leading AI tools revolutionizing Human Resources. These platforms support recruiting, resume review, onboarding, performance management, and engagement. They combine automation with insight to help HR professionals and leaders save time and make smarter, data-driven decisions.

1. ChatGPT (OpenAI)

Assists HR professionals by drafting job descriptions, interview questions, and policy documents instantly.

2. CoachHub AI

Matches employees with certified coaches based on development needs and learning goals.

3. CultureAmp

Analyzes employee engagement data to uncover culture insights and predict retention risks.

4. Deel AI

Supports global HR compliance and contracts, using AI for localization and payroll automation.

5. Eightfold.ai

Talent intelligence platform for workforce planning, skill matching, and career pathing using AI.

6. Grammarly Business

Enhances written communication by improving clarity, tone, and grammar across HR documents, job postings, and employee communications.

7. HireEZ

Simplifies candidate sourcing and resume review by ranking top-fit candidates through AI algorithms.

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8. HireVue

Conducts AI-analyzed video interviews to assess soft skills, communication, and job fit.

9. Lattice

Combines goals, performance management, and feedback analytics to help managers grow talent effectively.

10. Manatal

An AI-powered applicant tracking system (ATS) that ranks and predicts best-fit candidates based on resume data.

11. Metaview

Records, transcribes, and summarizes interviews using AI to highlight candidate strengths and fit.

12. Notion AI

Streamlines HR operations by automating meeting notes, SOPs, and internal communication drafts.

13. Otter.ai

Transcribes meetings and interviews in real time, allowing HR teams to focus on human interaction.

14. Paradox (Olivia)

Conversational AI assistant that screens candidates, automates scheduling, and answers candidate questions 24/7.

15. Predictive Index

Uses behavioral assessments and AI to align hiring with role and culture fit.

16. Pymetrics

Employs neuroscience-based games and AI to evaluate cognitive and emotional traits in candidates.



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17. Recuitee AI

Simplifies job posting, candidate management, and collaboration between hiring teams.

18. Spark Hire

A video interview platform that is more affordable than some enterprise solutions, making it accessible for small to medium businesses.

19. Textio

Writes inclusive, bias-free job descriptions and recruiting materials using natural language AI.

20. Visier People Analytics

Delivers workforce insights using AI-driven dashboards and predictive analytics for HR strategy.

Each of these AI tools help reduce manual work and improve decision-making in HR. They are intuitive, accessible, and scalable, enabling business and HR leaders to focus on strategy, not paperwork.

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Ideal Candidate for A Marketing Firm

(🧠 Human | ⚙️ AI | 🤝 Together)

Overview:

- A passionate professional who thrives in a fast-paced, creative, and collaborative environment.
- Dedicated to elevating brands by merging analytical insight with authentic human engagement.

Core Behaviors Attributes:

- **Customer-focused: Consistently strives to exceed client** expectations in every interaction.
- **Reliable and Accountable:** Dependable, self-directed, and consistent in meeting deadlines and client goals.
- **Curious and Insightful:** Tackles challenges with curiosity and welcomes innovation and growth.
- **Collaborative and Team-Oriented:** Champions partnership and believes the best ideas emerge from teamwork.
- **Excellence-Driven: Pursues exceptional results and ongoing** personal and professional development.

Soft Skills:

- Excellent communicator and active listener who adapts tone and message for diverse audiences.
- An analytical decision-maker who harnesses data for effective marketing strategies.
- Blends creativity with accuracy; enjoys solving problems through logic and intuition.
- High emotional intelligence with the ability to build rapport quickly.
- Adaptable, inventive, and quick to shift as marketing trends change.

Cultural Alignment:

- Acts with integrity, respect, and optimism in every interaction.
- Embodies the “work hard and have fun” mindset, is reliable, productive, positive, and team-energizing.
- Values lifelong learning, mentorship, and mastery.

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Behavioral Traits Reflecting the CEO's DISC Profile:

- **Dominance:** Initiates action, embraces responsibility, and delivers results.
- **Steadiness:** Consistent, dependable, and supportive under pressure.
- **Compliance:** Values accuracy, structure, and quality control.
- **Analyzer/Implementor:** Strategic thinker who can turn plans into measurable action.
- **Promoter/Persuader:** Influences others through enthusiasm and authentic connection.
- **Collaborative/Resourceful:** Works well cross-functionally, finds creative solutions, and builds harmony within teams.

Ideal Summary Statement:

"A curious, service-oriented professional who combines strategic thinking with creativity, thrives in a collaborative culture, and reflects the firm's values of reliability, curiosity, excellence, strong work ethics, a team player, and drives growth while having fun doing it."

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Job Posting Example: Executive Assistant to the CEO

( Human |  AI |  Together)

(Marketing Firm | North Carolina)

Join a Fast-Growing Marketing Team That Makes Brands Household Names

Are you a strategic, proactive, and detail-oriented professional who thrives in a dynamic, collaborative environment?

We are seeking an **Executive Assistant to the CEO** who will play a pivotal role in supporting day-to-day operations, optimizing workflows, and helping our leadership team continue to serve clients with excellence.

About Us

We are a marketing firm that helps residential home-service brands become household names. Our team lives by our core values of Service, Reliability, Curiosity, Collaboration, and Excellence — and our culture blends integrity, curiosity, continuous learning, and a “work hard and have fun” spirit.

What You will Do

- Manage the CEO’s calendar, communications, and project priorities with discretion and precision.
- Coordinate meetings, travel, and client interactions in alignment with our service and excellence standards.
- Support marketing initiatives, presentations, and data analysis as needed.
- Anticipate needs, streamline processes, and ensure the CEO and leadership team operate at peak efficiency.
- Champion collaboration across departments and uphold our values in every interaction.

Who You Are

- A resourceful problem-solver with strong organizational and analytical skills.
- Confident, composed, and adaptable — able to manage multiple priorities in a fast-paced environment.
- A natural communicator who builds relationships with authenticity and empathy.



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- Driven by curiosity, integrity, and accountability; comfortable working with executives and clients alike.
- Exhibits behavioral strengths aligned with our CEO's DISC profile: decisive, dependable, detail-oriented, collaborative, and persuasive.

Qualifications

- 5+ years of executive-level administrative experience (marketing or agency background preferred).
- Bachelor's degree or equivalent experience.
- Advanced proficiency in Microsoft 365 / Google Workspace.
- Strong writing, editing, and presentation-preparation skills.
- Demonstrated ability to maintain confidentiality and handle sensitive information with professionalism.

Compensation and Benefits

- **Salary Range:** \$60,000 – \$75,000 (commensurate with experience and Colorado market rates).
- Comprehensive health, dental, and vision insurance.
- Generous PTO and paid holidays.
- Professional-development and learning opportunities.
- Hybrid work flexibility and a supportive, collaborative culture.

Join Us

If you are ready to bring curiosity, excellence, and fun to your work every day, we would love to hear from you.

Apply today and help us continue making brands household names.

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Interview Questions

( Human |  AI |  Together)

Purpose of Interview Questions

To evaluate cultural fit, behavioral alignment with the CEO, responsiveness, emotional intelligence, and growth potential.

Recruiter Questions – Culture Fit, Soft Skills, and Alignment

Goal: Clearly determine if the candidate's values, communication style, and commitment align with the firm's culture and mission.

Recruiter Questions

1. What about our mission to make brands household names excites you?
2. Let us review your résumé together. Please walk me through your recent roles, core responsibilities, tenure, and reasons for leaving each position.
 - Please share context for any shorter employment tenures or gaps.
 - Confirm that your education, licenses, certifications, and credentials are listed on your resume accurately.
 - Provide copies of licenses or certifications if applicable.
3. How would you describe your top characteristics or attributes?
4. Who influenced you most growing up, and why?
5. Which of our core values: service, reliability, curiosity, collaboration, or excellence resonates most with you, and why?
6. Describe a time you exceeded expectations while supporting a busy executive or team.
7. How do you maintain reliability and adaptability in fast-paced environments?
8. How do you prefer to receive feedback?
9. How do you typically respond to constructive assessment?
10. Share an example of when you learned something new quickly to support your team or leader.
11. What keeps you motivated when handling repetitive or administrative tasks?
12. How do you interpret 'work hard and have fun' in a professional setting?
13. What are your salary and benefits expectations for this role?
14. Why do you believe those expectations are fair and aligned with the market?

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15. How soon could you begin a new career opportunity?
16. What questions do you have for me about our company or this opportunity?

Recruiter's Focus

- Identify résumé accuracy and potential misalignment.
- Assess communication clarity, enthusiasm, and authenticity.
- Gauge self-awareness, curiosity, and adaptability.
- Look for evidence of accountability and a service-driven mindset.
- Confirm alignment with culture, energy, and values.

Hiring Manager (CEO) Questions – Behavioral and Leadership Alignment

Goal: Specifically assess how the candidate anticipates needs, communicates, and aligns with the CEO's DISC profile and leadership approach.

CEO | Hiring Manager Questions

1. Describe how you supported a visionary leader. What helped you manage their priorities?
2. How do you maintain accuracy and structure with multiple urgent requests?
3. How do you communicate disagreement with your leader?
4. Describe when you used data or analytics to improve a process or decision.
5. How do you keep yourself steady and positive under pressure?
6. The CEO's style blends decisiveness with collaboration. How would you adapt to that duality?
7. What do you believe makes an Executive Assistant indispensable to a CEO?
8. Describe your approach to learning and mastering new tools or systems.

Hiring Manager's Focus:

- Alignment with the CEO's DISC (Dominance, Steadiness, Compliance)
- Decision-making under pressure
- Ability to anticipate and communicate.
- Proactive thinking and strategic awareness

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Operations Team Interview Questions – Collaboration, Workflow, and Culture Integration

Goal: Specifically evaluate how the candidate collaborates, communicates, navigates systems, maintains accountability, and adapts to the team's working style.

Operations Team Interview Questions

1. How do you prioritize tasks for multiple departments that need support simultaneously?
2. Describe a time you fostered collaboration across different teams or personalities.
3. What systems or tools do you find most effective for managing projects and communications?
4. How do you approach learning new technology or improving workflows?
5. How do you communicate updates or information between teams?
6. How do you manage confidentiality and trust in an operational role?
7. Share an example where your detail orientation prevented a costly mistake.
8. What support do you need from your team to do your best work?

Operations Team Focus:

- Team collaboration and transparency
- Adaptability across functions
- Process improvement and tech fluency.
- Integrity and discretion

Prompt: Candidate Profile Framework

“AI, create a draft profile of the ideal candidate for our marketing firm based on our **core focus, values, culture, and the CEO’s DISC profile**. Be sure to consider the soft skills, behaviors, and characteristics that align with our mission. Our firm is a marketing company that serves residential home service businesses in the B2C space, with a core focus on making brands household names through strategic media analysis and buying. **Our values include service, reliability, curiosity, collaboration, and excellence**. Our culture is built on integrity, continuous learning, and the belief that we should work hard and have fun. The **CEO’s DISC profile includes Dominance, Steadiness, Compliance, Analyzer, Implementor, Conductor, Persuader, Promoter, Intellectual, Instinctive, People-Oriented, Objective, Collaborative, Resourceful, and Harmonious traits**.”

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Prompt: Job Posting

“AI, using the **final candidate profile** and **market research** for an Executive Assistant for the **CEO of a marketing firm**, prepare a **draft job posting** that reflects our **brand voice and culture**. Include the **proposed salary range** for the position in **North Carolina**, along with competitive employee benefits. Ensure employment **federal and state law compliance**, **inclusive and engaging tone**, and clear performance expectations.

Prompt: Interview Questions for Recruiter | Hiring Manager (CEO) | Operations Team

“AI, using the final candidate profile for the Executive Assistant position at a marketing firm, **create structured and values based interview questions for three stages of the hiring process: the recruiter, the hiring manager (CEO), and the operations team panel**. Ensure the questions align with the company’s **core focus, values, culture, and the CEO’s DISC profile**. Include questions that assess alignment with culture, communication skills, leadership compatibility, collaboration, accountability, adaptability, and overall behavioral fit. Ensure the interview questions are compliant with **federal and North Carolina state laws, and have an inclusive tone**. The recruiter’s questions should focus on culture fit and general alignment, the hiring manager’s questions should focus on **strategic alignment and decision-making**, and the operations panel’s questions should focus on teamwork, systems thinking, and execution.”



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