

Building efficient HR processes with AI and automation

Design workflows like an expert with insights from Matilda Kinghed



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Employee reflection form



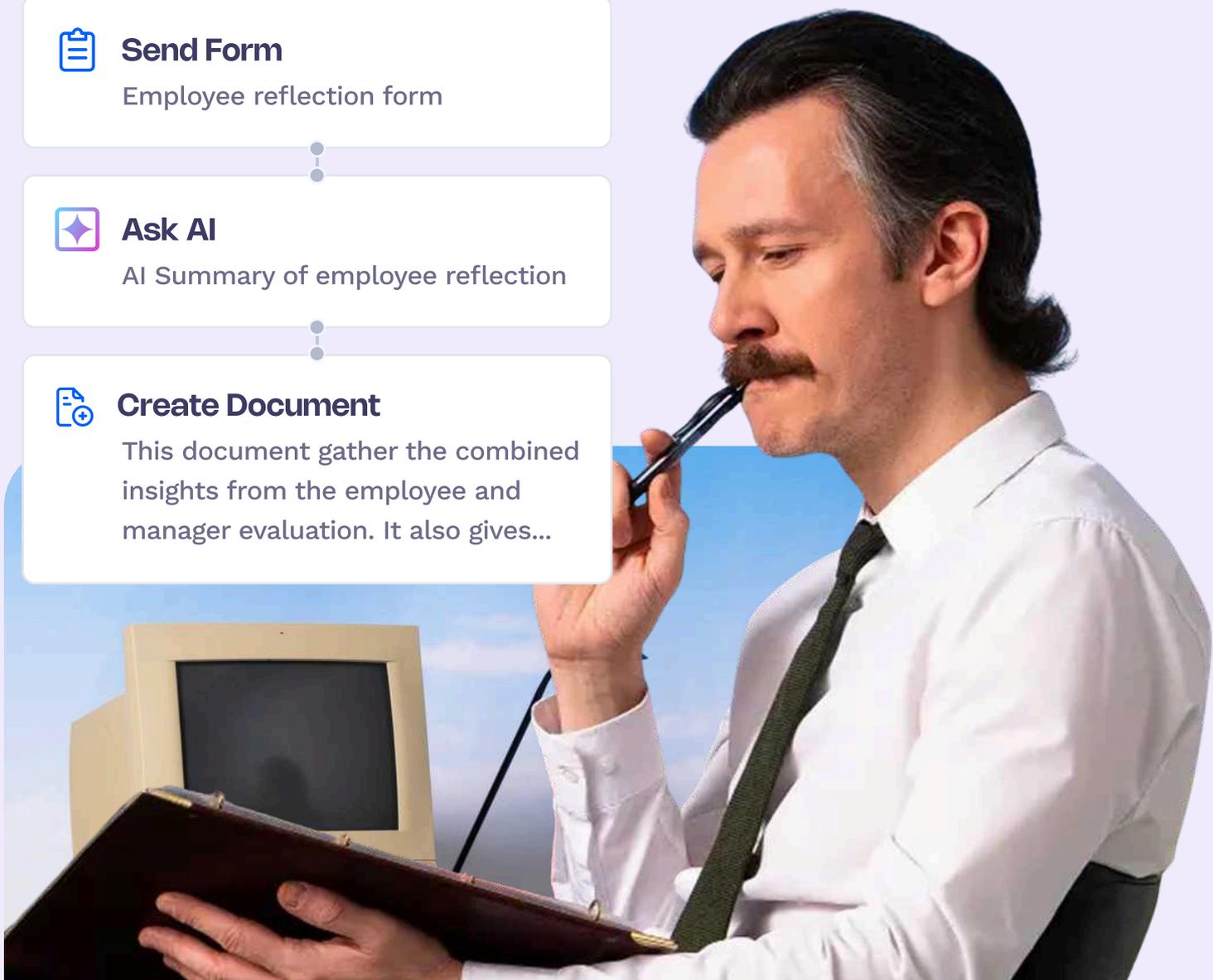
Ask AI

AI Summary of employee reflection



Create Document

This document gather the combined insights from the employee and manager evaluation. It also gives...



Introduction:

AI is transforming HR, but it's not magic - it's a tool. When used correctly, AI can streamline workflows, reduce administrative burden, and improve overall efficiency. However, as Matilda Kinghed from Recommended by shared during a recent webinar, the success of AI automation depends on one crucial factor: strong, purposeful processes.



This eBook is built on insights from Matilda's approach to optimising HR workflows and how to leverage AI to automate performance reviews. As an expert in HR process design, Matilda emphasised that AI and automation must be applied strategically. Without this foundation, you risk automating inefficiencies.

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Why strong HR processes are essential before automating with AI

When it comes to automating HR tasks, many teams fall into the trap of automating poor processes. Here's the reality: if your current workflows are fragmented, inefficient, or unclear, automating them won't solve the problem - it will just make it more complicated.

AI and automation are only as effective as the processes they support. Before introducing AI, take a hard look at your workflows. Are they purposeful? Are they clear and aligned with company goals? If the answer is no, you'll likely amplify existing inefficiencies.



Key takeaway:

Automation should only be introduced when the underlying process is strong and clear. Without this, automation risks amplifying problems rather than solving them.

Designing purpose-driven HR workflows for successful automation

Once you've established that your processes need a clear purpose, the next step is to design workflows that support that purpose.

Matilda explained that the process goal should be defined before automation is introduced. This means asking:

What value does this process bring to the employee, manager, and organisation?

When you approach workflow design with clarity, you ensure that AI automation is enhancing the process, not making it more transactional.

By designing HR processes with purpose, you're setting the stage for seamless automation that will ultimately save time and improve the employee experience.

Purpose first:

Create clarity and support growth - not add paperwork.

Shared focus areas:

Impact, execution, collaboration, growth and ownership.

Psychology safety:

No right or wrong answers

Practical tip:

Start by defining the desired outcome of your workflow. What should this process achieve for your team, your employees, and the organisation? This clarity will guide your automation strategy.

The role of AI in streamlining HR tasks

AI isn't here to replace humans - it's here to enhance the human experience. One of the greatest benefits AI brings to HR is the ability to automate repetitive, time-consuming tasks, allowing HR professionals to focus on strategic, people-oriented work.

In the performance review workflow Matilda shared, AI played a pivotal role in summarising employee feedback, identifying key patterns, and automatically scheduling meetings. By automating administrative tasks, HR teams can shift their focus to conversations that matter - growth, development, and alignment with organisational goals.

What happens during this automation step

- Employee reflection is summarised
- Patterns and key themes are highlighted
- The manager receives a structured overview

AI's role here is synthesis - not evaluation.

What this automation enables

- Easier manager preparation
- Shared context instead of raw opinions
- A more focused conversation later

Note! AI can only summarise what the questions make visible

Practical tip:

AI should be viewed as a supportive co-pilot that amplifies the human elements of HR. When applied correctly, AI streamlines workflows, improves accuracy, and frees up HR professionals to focus on high-value work.

How to overcome common HR process challenges with AI

A common challenge when automating HR is fragmented systems. Many organisations use multiple tools that don't integrate well with one another, creating inefficiencies and errors. This makes it difficult to get a clear view of HR operations, let alone streamline them with AI.



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This is a summary of the employee evaluation in this years performance review process



Send Form

Manager evaluation form



Manager evaluation form

Matilda's took extra care to align employee and manager reflections, ensuring everyone was working from the same data in the workflow. This alignment is crucial for ensuring that AI automation functions correctly.

Common HR challenges include:

- ✗ Inconsistent tools that don't communicate with each other
- ✗ Lack of process clarity
- ✗ Manual workarounds that cause delays

Solution:

- ✓ Automation works best when HR tools are integrated, and workflows are designed with clarity and alignment. By reducing fragmentation, you make it easier to leverage AI and drive real efficiency.

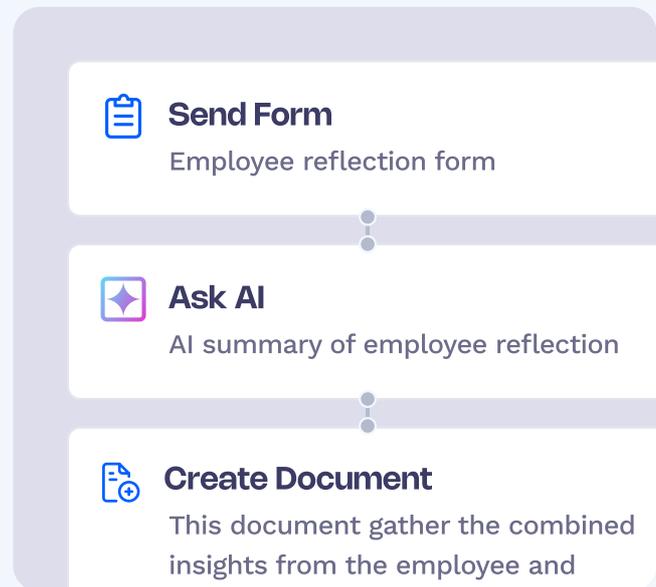


AI-driven performance reviews: A real-world example

Want to try this workflow yourself?

One of the advantages of designing workflows this way is that you don't have to start from scratch.

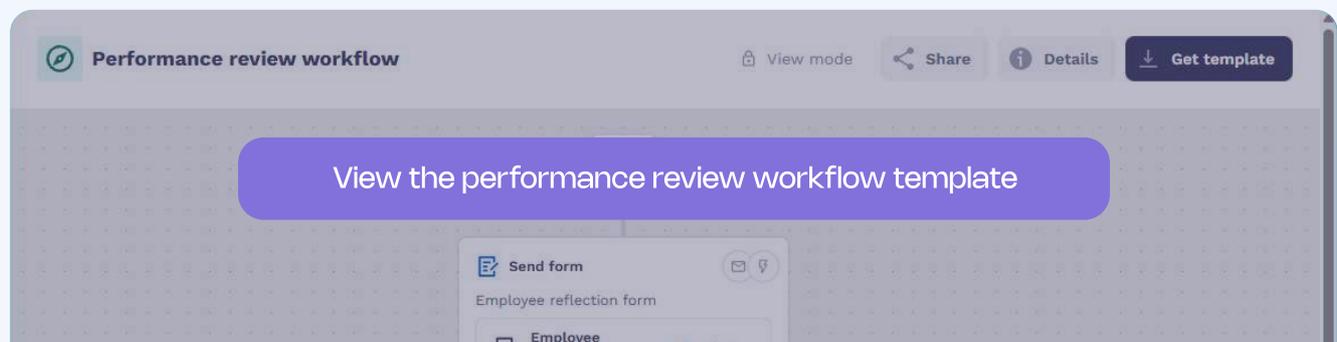
The performance review process Matilda shared during the webinar has been turned into a reusable template. You can explore it, test it, and adapt it to your own organisation - whether you're running lightweight check-ins or more structured annual reviews.



The template shows how to:

- ✓ Design review questions that actually surface useful input
- ✓ Use AI to summarise reflections without losing context
- ✓ Remove admin friction like manual scheduling
- ✓ End every review with a clear, shared development roadmap

If you're curious what this could look like in your own HR setup, you can view and test the performance review workflow here:



You don't need to implement everything at once. Many teams start by testing the template as-is, then tweak questions, steps, or automation based on how their people actually work.

The future of AI in HR

As AI adoption in HR grows, the future will see increasingly sophisticated workflows. But it's essential to remember that AI is only as effective as the process it's supporting. The next phase of AI adoption will be about refining and scaling workflows across the organisation.

Matilda's perspective on the future of AI in HR is clear: AI should complement human decision-making, not replace it. The key to success is integrating AI into workflows that are clear, purposeful, and people-oriented.



Thought to consider:

As your HR team begins to scale AI automation, it's essential to focus on how AI can amplify the work you're already doing. Avoid automating just for the sake of automation – make sure it brings real value to the process.

How to get started with integrating AI and automation into your HR workflows

If you're ready to integrate AI into your HR workflows, the first step is defining a clear, purposeful process. Here's how to get started:

1



Define the process goal:

What is the ultimate goal of this workflow?
How will it improve the employee or manager experience?

2



Identify automation opportunities:

Where can AI save time? Where can it add value?

3



Test and iterate:

Start small with AI. Implement it in one area and measure its effectiveness. Refine as necessary.

4



Ensure human involvement:

AI should support human decision-making, not replace it. Ensure that there's always oversight in key areas of the process.

Building a purposeful HR workflow

AI can transform HR, but only when applied to well-designed workflows that align with organisational goals. As Matilda Kinghed shared during the webinar, the real value of automation lies in integrating it into strong, purposeful processes. It's not about the technology itself; it's about how AI can enhance processes that already add value to the organisation.



By ensuring that your workflows are clear, purposeful, and designed with the end goal in mind, you can unlock the full potential of AI and create a more efficient, impactful HR experience.

If you're ready to start building meaningful HR workflows and integrating AI into your processes, get in touch with us today. We can help you design workflows that align with your goals, drive employee engagement, and improve long-term business success.

Too busy to get started? 50skills can help

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