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BMSW7001 Developing People in Organisationsation

BUILDING THE AI-POWERED ORGANISATION AT AMAZON

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Presentation Objectives

- Practical implementation strategy
- Strategic workforce plan for Amazon's transformation into an AI-powered organisation.

(Armstrong and Taylor, 2023)



Overview of Amazon and AI Context

- Amazon, founded in 1994 by Jeff Bezos



- Company has significantly invested in Artificial Intelligence technologies

(Amazon Sustainability Report, 2024)

(Davenport and Ronanki, 2022))

Summary of Key Workforce Challenges

Despite its strengths, Amazon faces several workforce-related challenges due to its rapid adoption of AI:

- Employee uncertainty and resistance related to automation.
- Skill shortages, particularly in AI-related competencies.
- Challenges around employee engagement, motivation, and retention.
- Ethical concerns, such as data privacy and fairness in automated decision-making.

These challenges require strategic workforce planning and effective leadership

(Gallardo-Gallardo et al. ,2020)

(CIPD ,2021)

KEY RECOMMENDATIONS



To address these challenges, the strategic workforce plan suggests:

- a. Launching a comprehensive reskilling and upskilling programme.
- b. Implementing robust ethical AI governance frameworks.
- c. Ensuring inclusive and bias-free recruitment and diversity practices.
- d. Enhancing employee engagement through better communication and voice mechanisms.
- e. Developing strategic leadership capabilities and conflict management strategies.

(Armstrong and Taylor, 2023)

(CIPD ,2025)

CHOSEN RECOMMENDATION FOR IMPLEMENTATION



Comprehensive workforce reskilling and upskilling

(Gallardo-Gallardo et al. ,2020)

Detailed Implementation Steps

01



- Conduct Skills Gap Analysis
- Identify existing skills versus skills needed for future AI-driven roles.
 - Use internal audits, employee surveys, and performance assessments.

- Develop Custom Learning Pathways
- Design personalised digital training modules focusing on critical AI skills
 - Offer certifications that employees can earn progressively.



02

03



- Launch the Amazon AI Learning Hub
- Establish an online centralised learning platform offering accessible, on-demand training resources.
 - Enable continuous learning opportunities, flexible access, and self-directed skill enhancement."

Pilot the Programme

- Begin with key departments, such as logistics, customer service, and HR.
- Gather feedback, evaluate effectiveness, and refine based on initial results.



04

(Armstrong and Taylor, 2023)
(Davenport and Ronanki, 2022)
(Bass and Riggio, 2022)

Detailed Implementation Steps

05



- Full-Scale Implementation
Roll out the refined reskilling initiative company-wide.
Continuously monitor and evaluate success through clear KPIs

(CIPD ,2021)

RESOURCE AND COST CONSIDERATIONS

- This initiative will require investments in:
 - Technology infrastructure to support online learning.
 - Development and licensing of training content and platforms.
 - Partnerships with external providers and academic institutions for specialist training.
- The estimated budget includes technology, content creation, training delivery, and evaluation resources.
- Return on investment expected through improved productivity, reduced turnover, lower recruitment costs, and enhanced employee satisfaction.



(Gallardo-Gallardo et al. ,2020)

(Armstrong and Taylor, 2023)

LEADERSHIP AND WORKFORCE IMPLICATIONS

Leadership Implications:

- Leaders must demonstrate transformational leadership behaviours: clear communication, transparency, empathy, and support during change.
- Leadership accountability in overseeing successful programme implementation.



Workforce Implications:

- Positive impact on employee morale and job security perceptions.
- Enhanced psychological safety, reduced anxiety about AI, and improved organisational commitment.

(Bass and Riggio, 2022)

(CIPD ,2021)

MEASURING SUCCESS

- Implementation effectiveness will be measured through clear KPIs including:
 - Employee participation and completion rates in training programmes.
 - Post-training skill assessments and certifications achieved.
 - Employee engagement and satisfaction survey results.
 - Retention rates and reductions in employee turnover.
- Regular reporting and feedback loops will ensure ongoing improvements.



(Armstrong and Taylor, 2023)

Conclusion and Next Steps

- In conclusion, the reskilling and upskilling initiative is pivotal for Amazon's sustainable transformation into an AI-powered organisation.
- Next steps involve continuous feedback, regular reviews of the programme's effectiveness, and ongoing adjustments based on employee input and organisational outcomes.



(Armstrong and Taylor, 2023)



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THANK YOU

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