

Prompts, People, and Power HR's Role in Shaping Gen With Intention

Sergio Gonzales
CEO, Co-Founder, Engenai



**Partners
in Diversity[®]**
Thriving Through Belonging

What We'll Cover Today

1. Understanding what GenAI is and isn't
2. Myths associated with GenAI
3. Case studies, risks, mitigation
4. Things you can do in the next 30 days

GenAI Is a Force Multiplier

It Either Scales Clarity. Or It Amplifies Confusion.



GAI ≠ GenAI ≠ AGI

GAI (General AI) is *adaptive*.

GenAI (Generative AI) is *generative*.

AGI (Artificial General Intelligence) is *cognitive*.

GenAI is Statistics, Not Semantics

**GenAI is not as
smart as you
think it is.**

**It recognizes
patterns.**

Not meaning.

GenAI IS

pattern recognition
language generation
scale multiplier

GenAI IS NOT

conscious
intentional
decision-maker

Delegate tasks. Not decisions.

Infinite Monkey Theorem



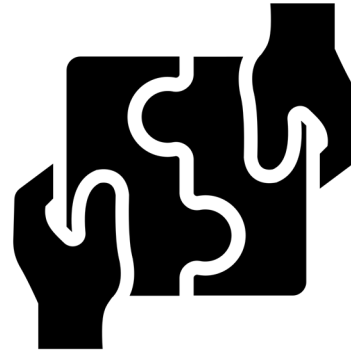
Where GenAI Creates Business Value



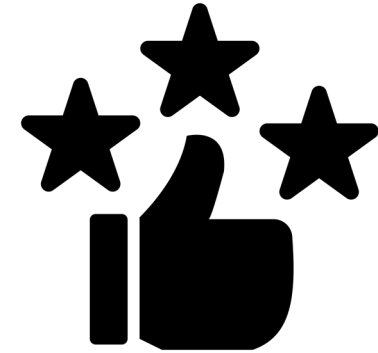
talent
comms



policy
drafting



inclusion &
belonging



documentation
& reviews

The Risk of Doing Nothing

**GenAI isn't
coming.
It's already here.**

- **61%** of employees already use GenAI tools without approval
- **93%** of Fortune 500s have GenAI pilots underway
- **<12%** have formal GenAI policies or governance frameworks

Source: McKinsey, Gartner

• Myth #1: GenAI Is Safe If It's Quiet •

GenAI Is Already In the Loop. You Just May Not See It.



Case Study: Amazon

By the time the damage is visible, the harm is done—quietly, at scale.

- Bias Amplification
- Legal / Compliance Risk
- Talent Drain
- Audit Paralysis
- Redress Impossibility

Mitigation Approach

**Review the
System.**

**Not just the
Candidate.**

- Require human-in-the-loop review
- Design prompts to reveal bias
- Add bias checks to the workflow
- Train HR to challenge AI output
- Audit AI vendors for data sources and logic

Bottom Line

You Can't Manage What You Don't See.

Invisible AI is still real AI.

And real bias—at scale—is harder to undo.

• Myth #2: GenAI Is Just Drafting for Us •

GenAI Shapes Trust, Tone, and Risk—Even in Drafts.



Case Study: Legal Hallucinations

When no one asks, “Is this right?”—the wrong answer becomes policy.

- Overtrust of GenAI Output
- Loss of Professional Judgment
- Failure to Verify
- Erosion of Credibility
- Policy Gaps in High-Stakes Content

Mitigation Approach

**Write with
GenAI.**

**Review like it's
yours.**

- Always review AI drafts with Legal and HR
- Use structured prompt templates to enforce brand and values
- Let AI flag tone—but don't let it finalize
- Require human sign-off on policy content
- Treat GenAI drafts as raw input—not final copy

Bottom Line

Every Draft Speaks for You. Even the AI Ones.

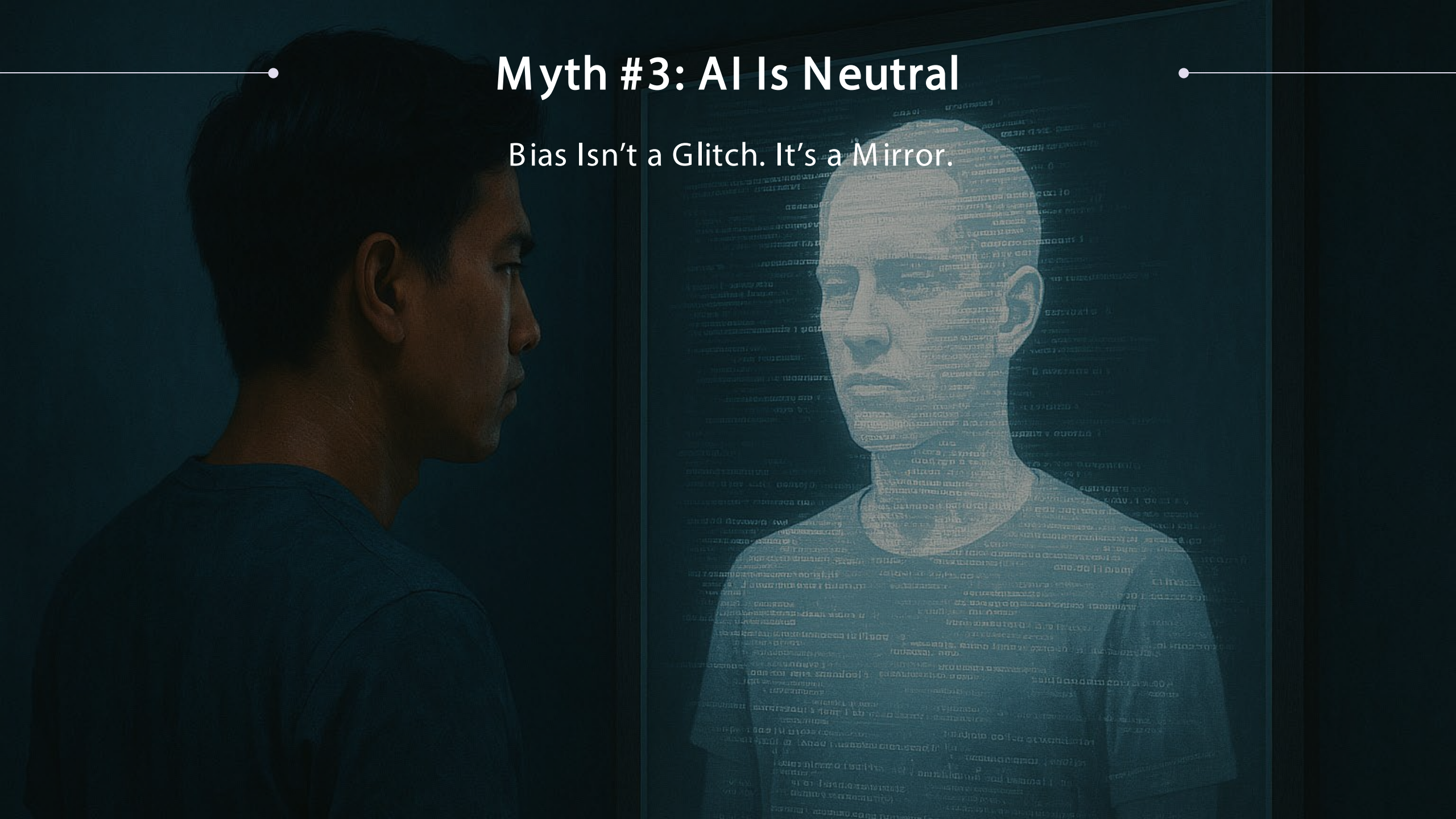


GenAI writes fast.

But only you know what should be said.

Myth #3: AI Is Neutral

Bias Isn't a Glitch. It's a Mirror.



Case Study: Image Generation

**A policy meant
to protect can
still erase—
quietly, by
design.**

- Protective Suppression Bias
- Default-centric Output
- Representational Erasure
- Coded Cultural Bias
- Equity-innovation Paradox

Mitigation Approach

You can't avoid bias.

But you can catch and correct it.

- Strip identifying data before review
- Train reviewers to spot vague or biased language
- Use GenAI to flag tone—not finalize decisions
- Audit language and scores across demographics
- Add review checkpoints for equity risks

Bottom Line

Bias in Bias out. Neutrality Requires Oversight.



You can't fix bias with math.

You fix it with better oversight.

Why Implementation Can't Wait

Set the Guardrails—Before the Tools Spread.



Don't Wait for Policy to Catch Up

**Speed is not the goal.
Trust is.**

- Review GenAI output for legal/cultural fit
- Keep humans in all decision workflows
- Use value-aligned prompt templates
- Add checks for bias, tone, and compliance

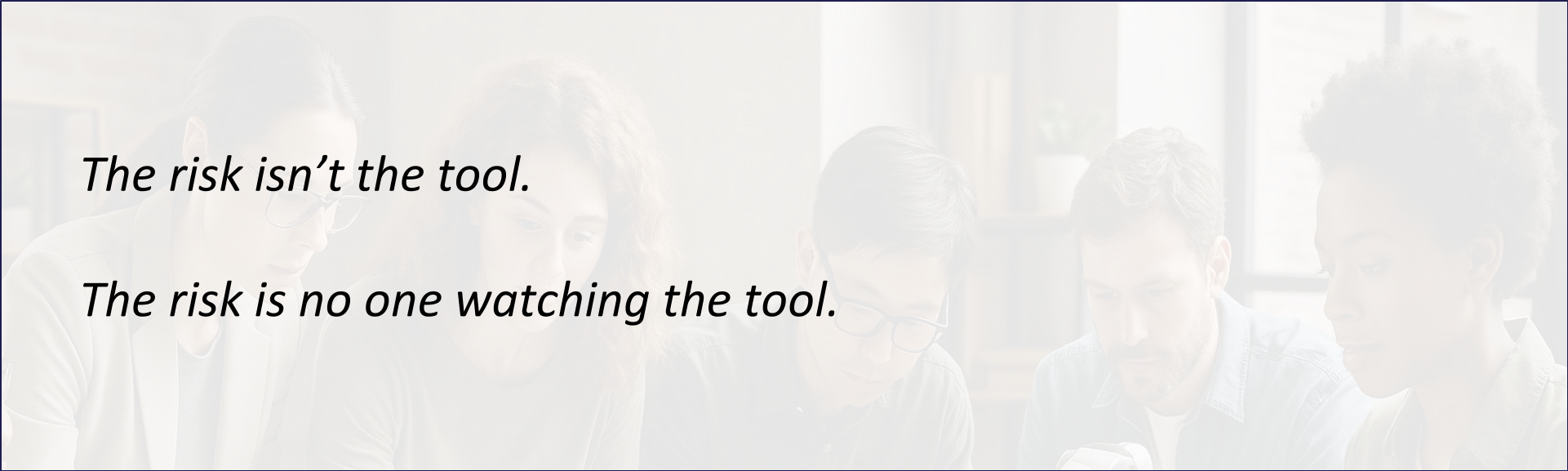
What You Can Do Right Now

**You don't need a
five-year plan.
You need a five-
week posture.**

- Start a GenAI pilot (e.g., inclusive job description tool)
- Launch a cross-functional GenAI Council
- Review how HR systems use internal data
- Ask: “Would we stand by this if it went public?”

Bottom Line

If HR Doesn't Lead, Someone–Or Something–Else Will.



The risk isn't the tool.

The risk is no one watching the tool.

• GenAI Recognizes Pattern, Not Meaning •

**GenAI predicts
language.
It does not
understand it.**

Your role is to ask: Whose experience is this pattern protecting? Who is it leaving behind?

That's an HR leadership question.

And that's why you belong in every GenAI conversation from day one.



Questions?



Sergio Gonzales

CEO, Co-Founder, Engenai

engenai.com

LinkedIn: [sergegonzales](#)



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Thank you!

Learn more about us!



Demystifying GenAI: What Every Executive Needs to Know—and Ask Now

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• GenAI = Math + Language + Scale •

GenAI

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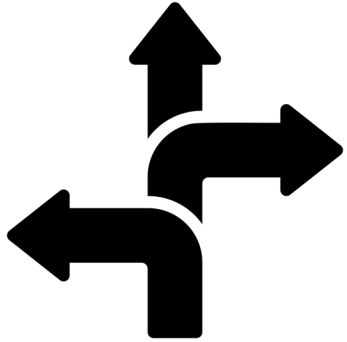
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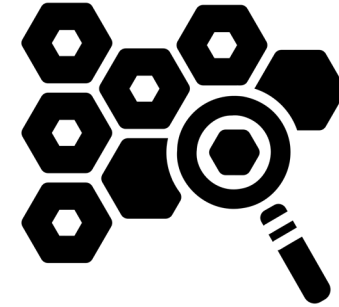
decision
support



execution
velocity



cost
reduction



personalization
at scale

The Risk of Doing Nothing

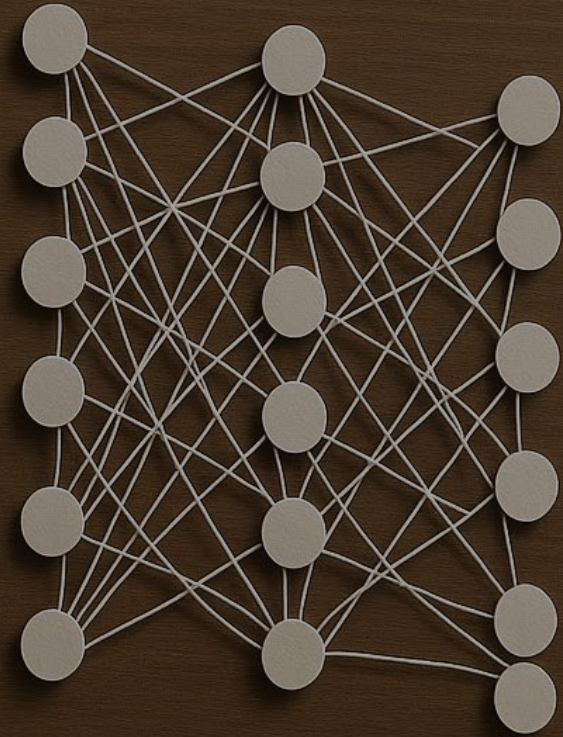
**GenAI adoption
is already
happening—
bottom-up,
without
structure.**

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- **93%** of Fortune 500s have GenAI pilots underway
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Source: McKinsey, Gartner

• Myth #1: GenAI Will Replace People •

AI Doesn't Replace People. It Rewrites the Workflow.



Case Study: CrowdStrike

When judgment walks out the door, what's left behind can't raise a flag or catch a fall.

- Organizational Knowledge Loss
- Operational Blind Spots
- Innovation Collapse
- Talent Flight
- Regulatory Exposure

Mitigation Approach

**Restructure.
Reskill.
Reassign.**

- Identify automatable tasks—not full roles
- Pair GenAI tools with new human responsibilities
- Invest in targeted reskilling initiatives
- Involve employees in rethinking how work gets done
- Align incentives toward augmentation, not elimination

Bottom Line

The Future Isn't Jobless. It's Judgment-Focused.



The most successful organizations won't be the ones that replaced the most people.

They'll be the ones who redesigned fast, preserved trust, and built systems around empowered judgment.

Myth #2: It's Too Technical to Govern

You're Not Governing Code. You're Governing Behavior.



Case Study: Amazon

By the time the damage is visible, the harm is done—quietly, at scale.

- Bias Amplification
- Legal / Compliance Risk
- Talent Drain
- Audit Paralysis
- Redress Impossibility

Mitigation Approach

Rules.
Outcomes.
Oversight.

- Define what the model is *allowed* to do
- Assign ownership for outcomes
- Set KPIs for accuracy, fairness, and explainability
- Monitor and audit behavior over time

Bottom Line

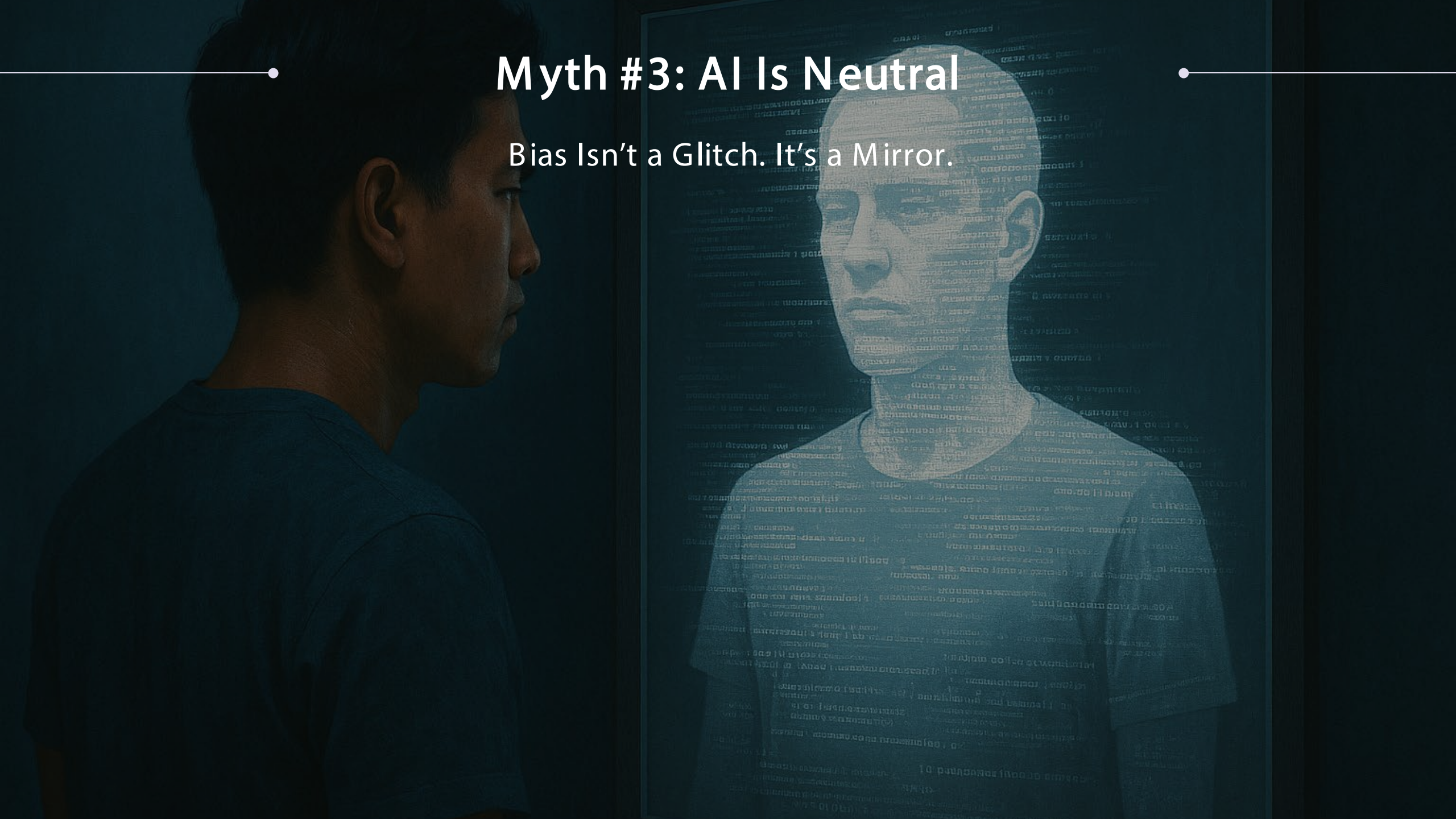
If It Impacts People or Policy—It's Already Yours to Govern.

GenAI is not an app.

It's a decision layer.

Myth #3: AI Is Neutral

Bias Isn't a Glitch. It's a Mirror.



Case Study: Image Generation

**A policy meant
to protect can
still erase—
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Mitigation Approach

Design.
Detect.
Correct.

- Use diverse, representative training data
- Document edge cases and exclusions
- Run simulations before deploying
- Audit models for disparate impact regularly
- Build a review loop with legal, DEI, and business leads

Bottom Line

Bias in Bias out. Neutrality is a Leadership Choice.



You can't fix bias with math.

You fix it with leadership.

Why Implementation Can't Wait

Set the Guardrails—Before the Tools Spread.



Responsible AI in Practice

You don't need a full architecture on day one—but you do need a shared philosophy.

- Transparency over mystery
- Auditability over black boxes
- Alignment over speed
- Pilots before mandates

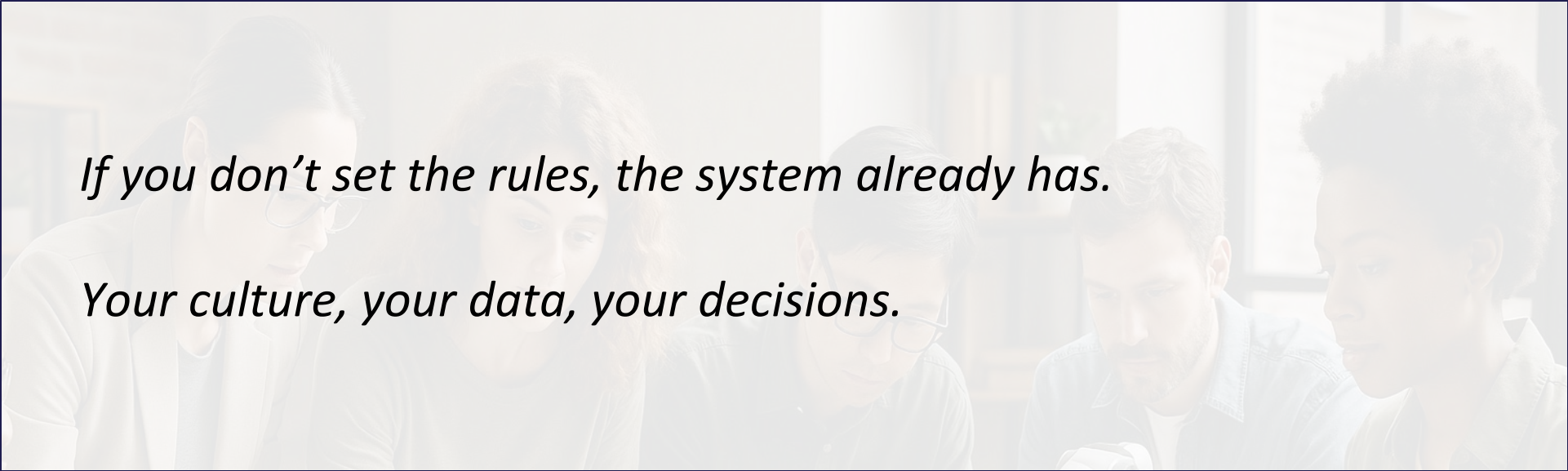
What You Can Do Right Now

**Don't build a 12-month roadmap.
Build 12 days of traction.**

- Schedule a GenAI Inventory meeting across business units
- Mandate a cross-functional AI use policy
- Assign an AI-fluent advisor in every major department
- Ask your teams: “What risks are we creating by doing nothing?”

Bottom Line

The Technology Isn't the Risk. The Absence of Leadership Is.



If you don't set the rules, the system already has.

Your culture, your data, your decisions.

• GenAI Recognizes Pattern, Not Meaning •

**GenAI predicts
language.**

**It does not
understand it.**

If you mistake GenAI for something smarter than it is, you'll delegate decisions instead of tasks.

And that's where risk lives.

This is where leadership matters.



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