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# Talent Avatar Ecosystem

AI Avatars for Talent Management

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“Nothing sparks action like a good story. And video is the most powerful storytelling medium we have.”
Mitch Joel

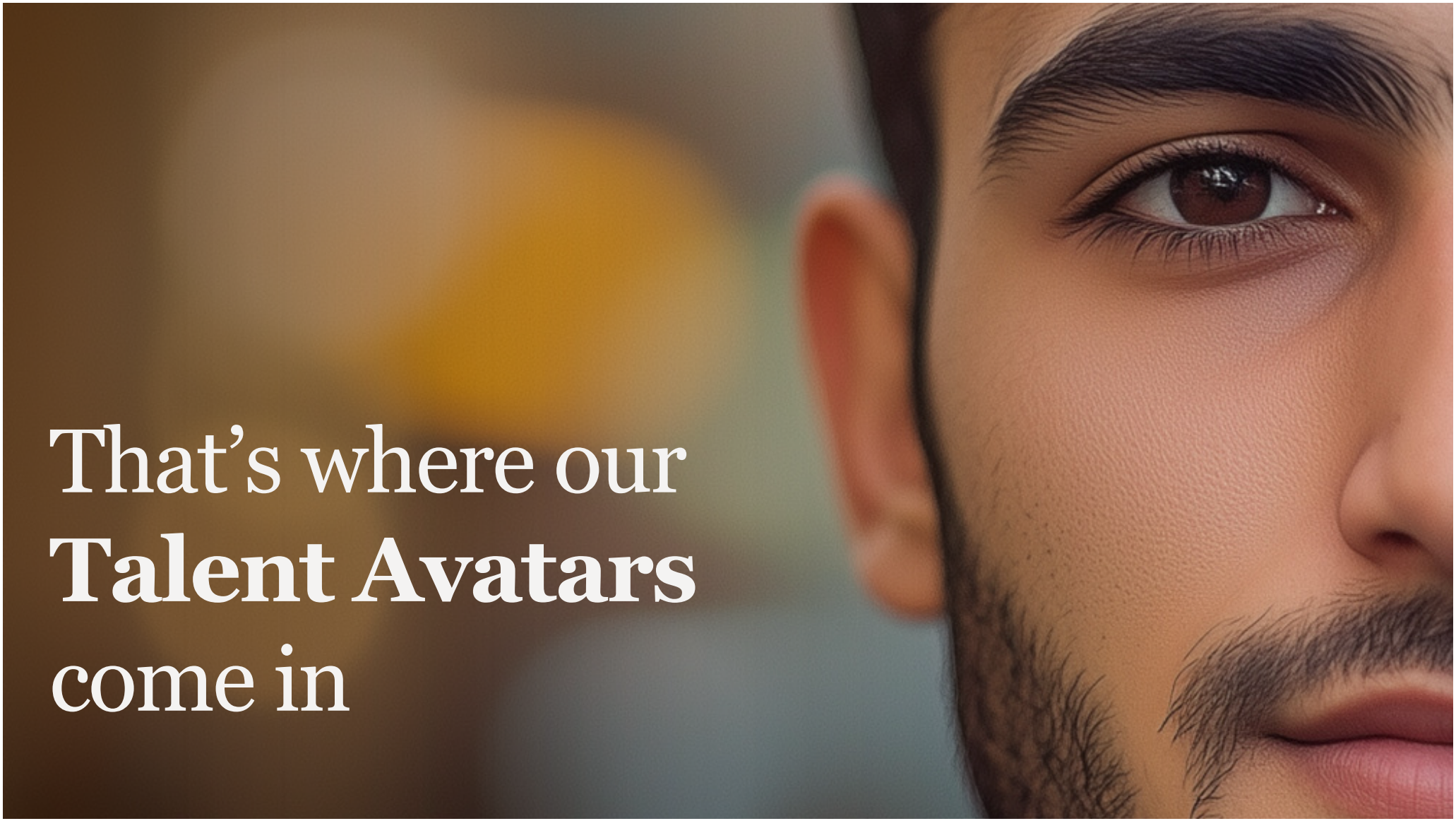
So if video is so great,
why aren't videos
used more
for talent
management?

Because it's **difficult**
It's **time consuming**
It's **expensive**
And not everyone feels comfortable being in a video anyway

Most of us are
comfortable with
video calls
But we don't have enough time
for meaningful one-on-one
calls with everyone we'd like to

We are missing out on opportunities for video
As a vehicle for strategic communication
As a means of conversational engagement
As a way of human connection

Imagine the power of being able to automatically create videos **on demand and at scale**


That’s where our
Talent Avatars
come in

# What are **Talent Avatars?**

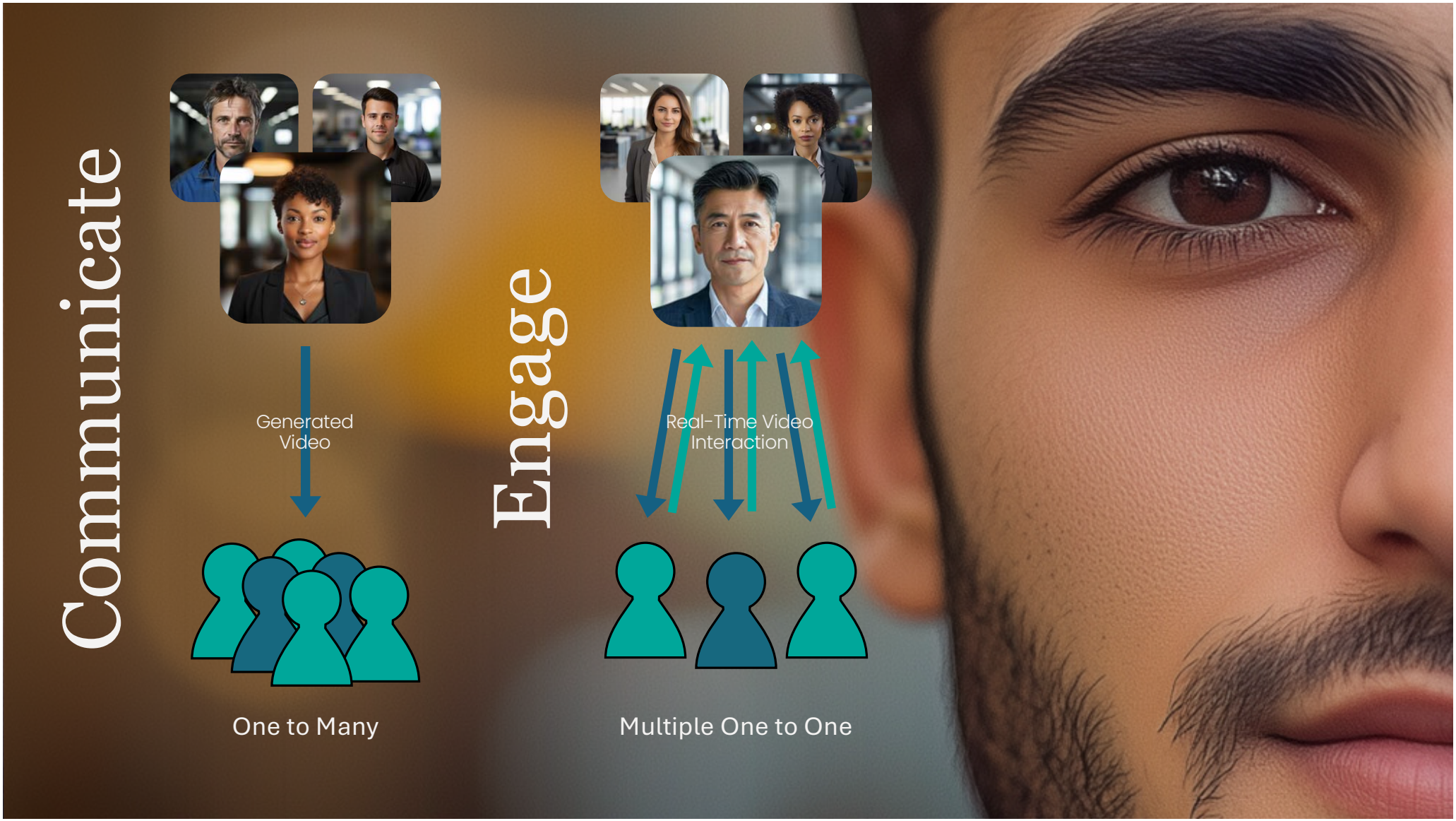
They are your **virtual spokespeople**, animated by AI and ready for any communication role in any language.

They can have **any face and voice** you like, to represent any role or demographic.

# What do **Talent Avatars** do?

## Communicate and Engage

## At Scale


Communicate
Generated Video
One to Many
Engage
Real-Time Video Interaction
Multiple One to One

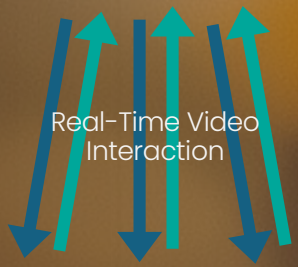
# Communicate

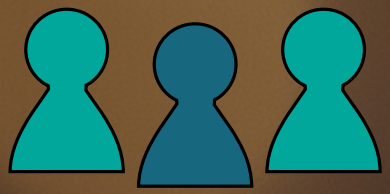
Generated Video

One to Many

- Recruitment Advertising
- Employer Branding
- Health & Safety
- Department Overviews
- Welcome & Onboarding
- Learning & Development
- Policies & Compliance
- Career Development

# Engage

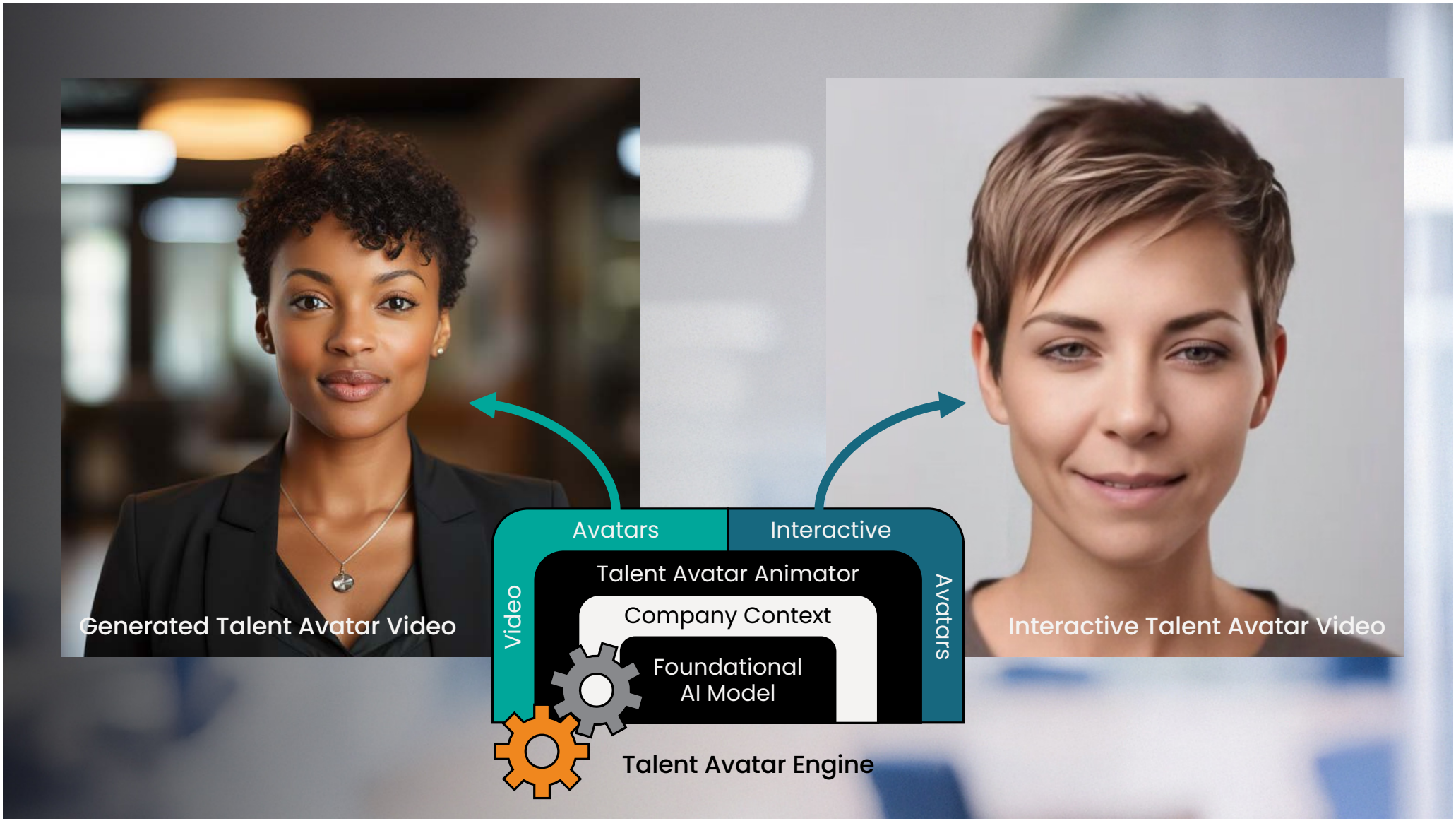


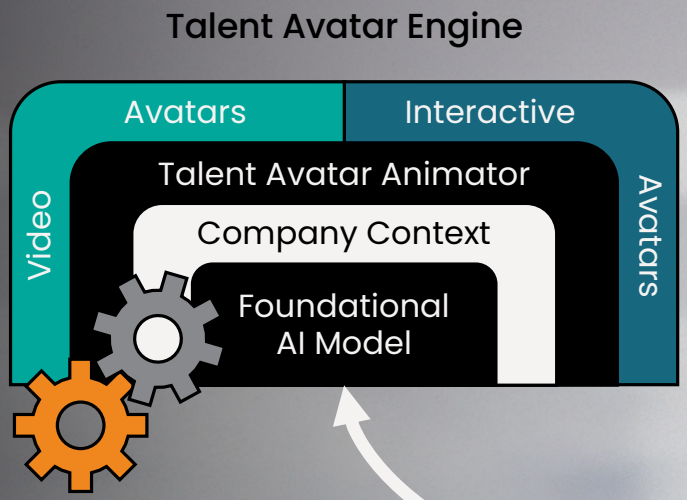



Multiple One to One

- Candidate Interviews
- Interview Practice
- Assessment & Skill Testing
- Interactive FAQs
- Job-Specific Onboarding
- Surveys & Feedback
- Career Coaching & Mentorship
- Company Q&A

Use Talent Avatars to **Communicate** and **Engage** at **Scale**

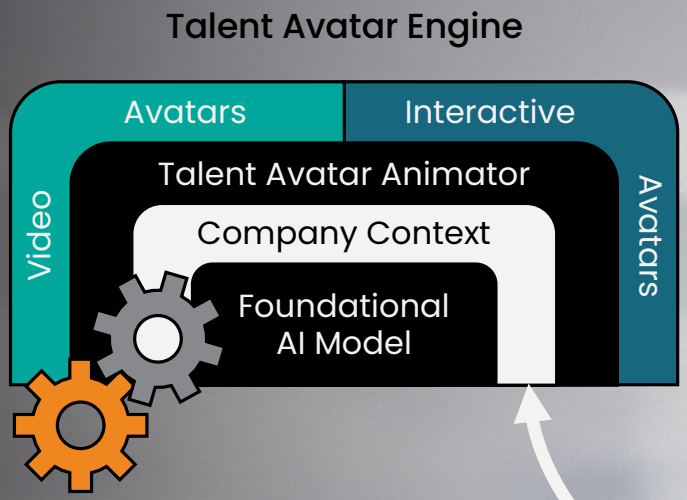

Generated Talent Avatar Video
Avatars
Interactive
Talent Avatar Animator
Company Context
Foundational AI Model
Video
Avatars
Talent Avatar Engine
Interactive Talent Avatar Video




## Foundational AI Model

The Large Language Model that underpins Talent Avatars.

This is the underlying AI layer that provides Talent Avatars with their reasoning and conversation capabilities.



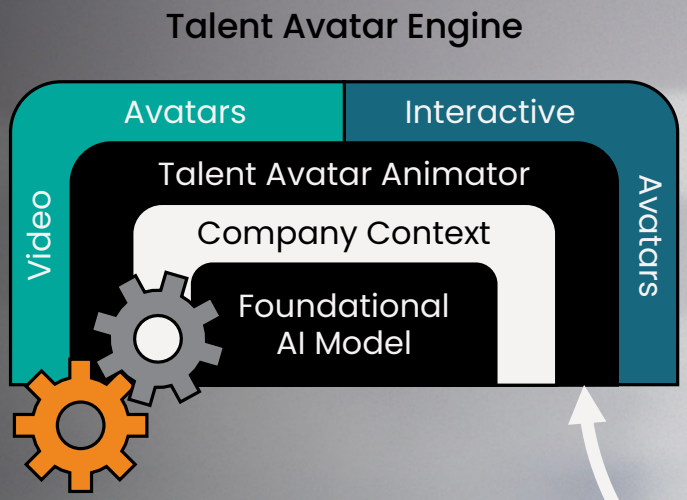

## Company Context

### Company Data

Continually updated company information used to train Talent Avatars about your company.

### Guard Rails

Guidance to Talent Avatars to limit what they are allowed to say within certain parameters.

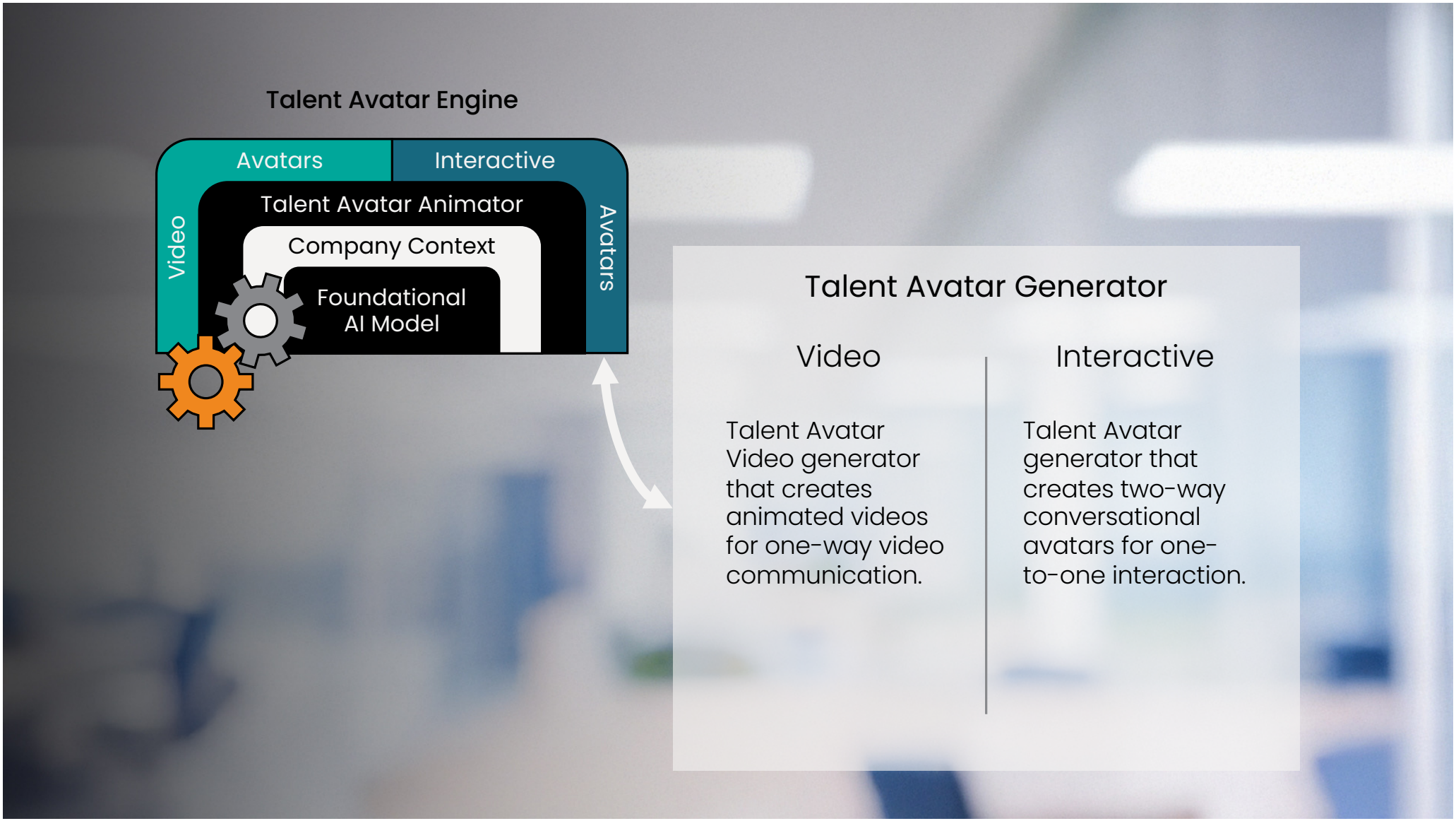


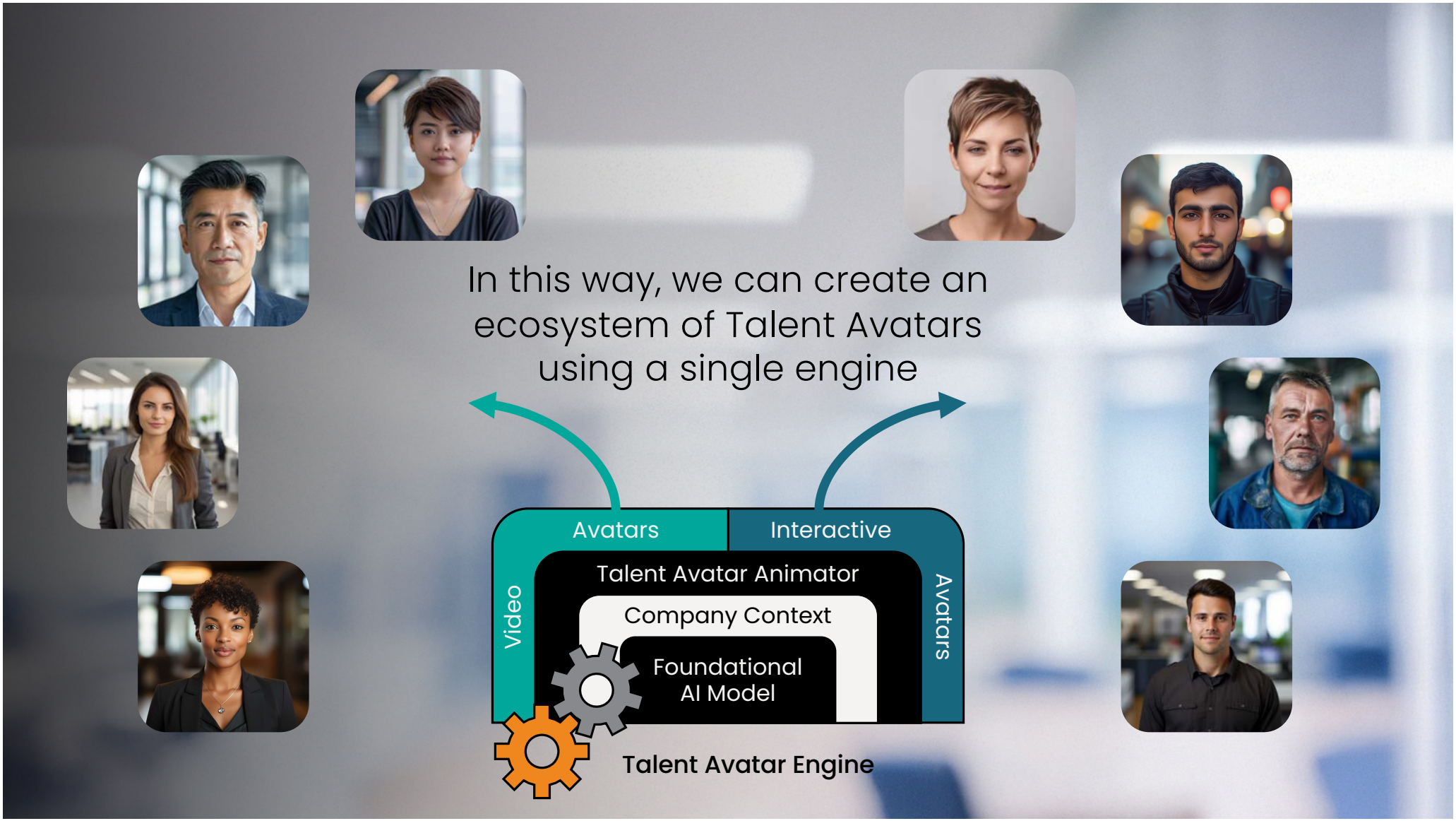

## Talent Avatar Animator

This creates the models which defines each individual Talent Avatar.

For example, their faces, voices, and how they present themselves.

It provides them with different personalities which guide their tone of voice and vocabulary.


Talent Avatar Engine
Avatars
Interactive
Talent Avatar Animator
Video
Company Context
Foundational AI Model
Avatars
Talent Avatar Generator
Video
Talent Avatar Video generator that creates animated videos for one-way video communication.
Interactive
Talent Avatar generator that creates two-way conversational avatars for one-to-one interaction.


In this way, we can create an ecosystem of Talent Avatars using a single engine
Avatars
Interactive
Talent Avatar Animator
Company Context
Foundational AI Model
Video
Avatars
Talent Avatar Engine

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# Talent Avatar Ecosystem

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