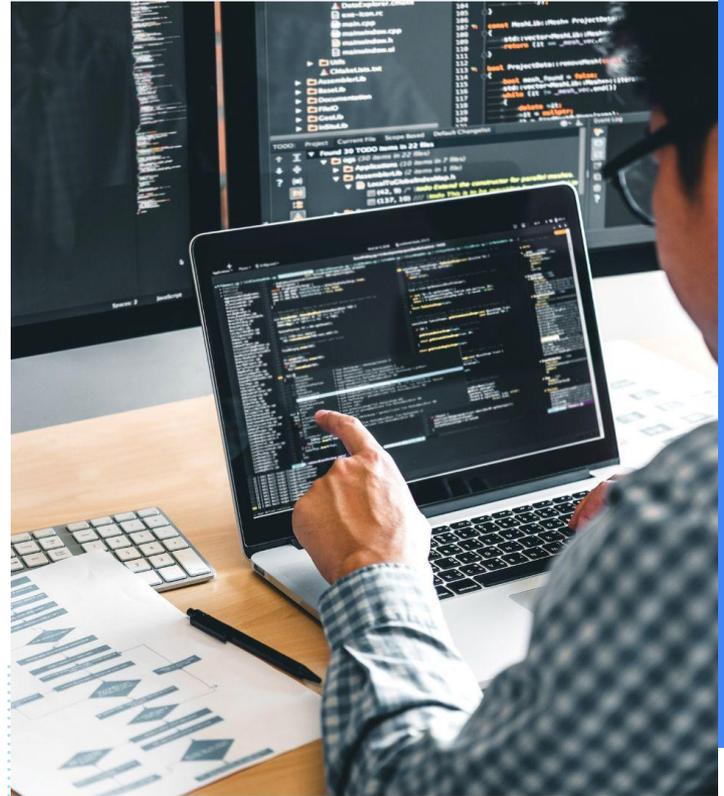# AI's Impact on Attracting & Retaining Talent

March 3, 2026

Thank You!

TAP Network

Non Profit, Member driven, HR Association supporting People professionals working in Canada's tech ecosystem.

- Canadian *Tech* Industry Salary + Total Rewards Data via Mercer
- Benefits Buying Plan
- Diversity & Inclusion Resources
- Professional education sessions | Peer led roundtable discussions
- Mentorship, networking & Slack community
- Annual conferences in Vancouver & Toronto

Interested in membership? charlyne@tapnetwork.ca

tap tech+people NETWORK
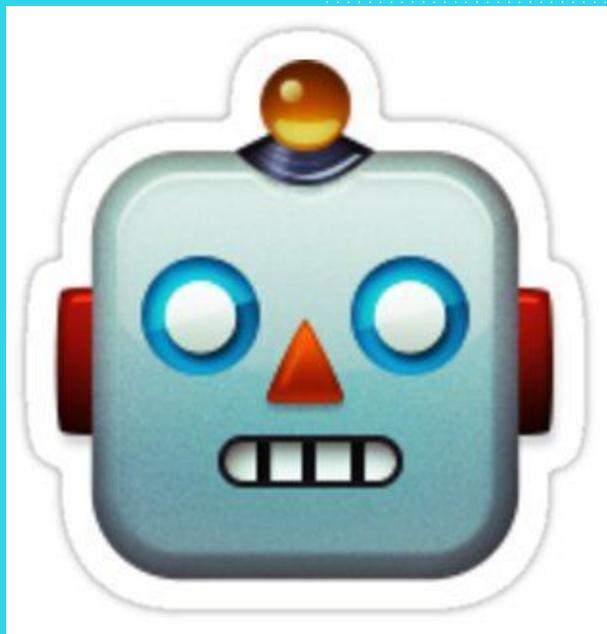
Context, Data & Discussion

AI is Embedded in Talent Acquisition.

- The Global AI Recruitment Industry (tools, service providers etc) is currently estimated at $750M with growth to $1.2B by 2030

- The entire candidate lifecycle (sourcing, job posts, resume screening, interviews, assessments) can be effectively automated by AI tooling

- Estimates of improving time to hire by upto 70%

- Adoption is HIGH across industries although quality varies.
  - Legacy or poorly integrated tools
  - Teams self-teaching AI without guidance
  - DIY workflows built on public LLMs
  - Vendor features turned on by default
  - Lack of governance, training, or ownership

Adoption of AI in TA

Discussion:

- Where in your hiring funnel is AI truly driving value?

- What are you looking to try in the future?

- How are your teams currently using and adopting AI? Are you self-teaching, buying tools or building your own? How are you assessing quality?

- If AI can improve time-to-hire what are teams doing with that reclaimed time?

AI Concerns

Growing adoption = growing concerns about the use of AI

<u>Candidate Side</u>

- Gender & race bias in LLMs
  - Legal claims of discrimination
- LLM bias in resumes created by the same LLM reviewing them
- Privacy/data risks with public AI tools
  - Legal claims around use of personal data not being disclosed

- Risk on employer branding with split on candidate sentiment
  - 50-66% of candidates prefer human assessment even with human bias
  - Recruiters are split on level of confidence and trust in their tools
  - Eg. Study: Good vs Bad AI System

AI Concerns

Growing adoption = growing concerns about the use of AI

<u>Employer Side</u>

- Increase in reports of candidate fraud
- Concerns of both credentials and identity, amplified by remote environments
- Additional time and cost for human intervention, assessments and verification steps
- Issues of trust on both sides!

Security Magazine's 2025 Deep Fake Report*:
 41% of companies surveyed had hired AND onboarded a fraudulent candidate.

*668 enterprise companies with 1000 or more employees

AI Concerns

Discussion:

- What are your concerns with the increasing use of TA in AI?

- Are you concerned with or have you experienced candidate fraud?

- How are you addressing concern around bias or mistakes?

- How would you respond to a candidate who asked: "Was AI involved in rejecting me?

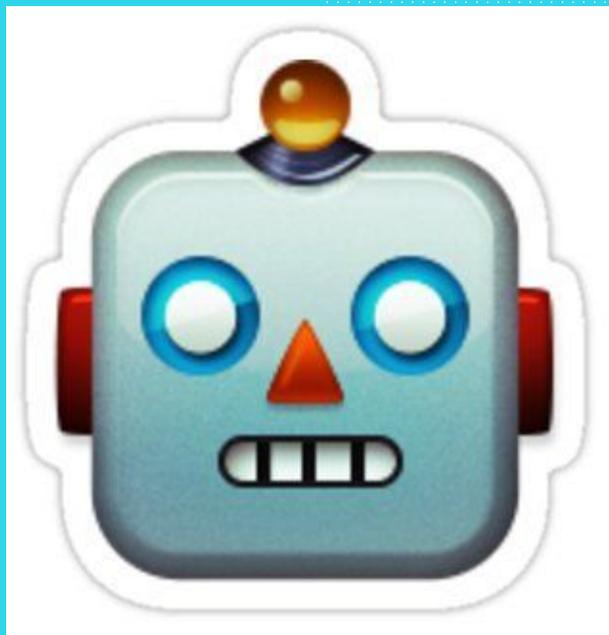- How might this change in a market where there fewer candidates applying?

Regulation & Ethics

- EU AI Act (Aug 2024): Recruitment/HR classified as "high-risk" → requires documentation, human oversight, risk assessment

- US + Canada (Federally) Some discussion requiring employers to disclose and/or justify AI use in hiring - has slowed down

- Québec: Employers must disclose when an automated decision is used in hiring, and provide candidates with the option to request a human review of that decision

- Ontario: Jan 2026, Job postings must disclose AI use for employers with 25+ employees

- Alberta: Notes that employers are responsible for a human rights complaints resulting from AI.

Regulation & Ethics

Discussion:

- Should shortlisting decisions require human review? Where is the line between assistive AI vs. AI making the call?

- If a bias decision is made who should be accountable?

- Should the use of AI be more or less regulated to ensure safety and fairness?

THANK YOU!