Virtual Reality, Artificial Intelligence, and Augmented Reality: What Does the Future Hold for Assessment and Development Centers

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Virtual reality (VR) is nothing new, having been popularized in the mid-80s. It is only in very recent years, however, that consumer-grade VR has reached a level of usability, realism and cost-effectiveness to be more than a fad or disappointing concept. Similarly, the age of artificial intelligence (AI) is upon us, with automobiles and domestic appliances starting to develop ‘minds of their own’ to become autonomous and intelligent tools. More recently, Augmented Reality (AR) has reared its head, most infamously by the Pokémon Go phenomenon.

The question remains, however, is to what extent will such innovations impact on the business world? With over half of enterprise IT organizations experimenting with AI, it has already begun to have a significant impact on the way business is conducted. Goldman Sachs predicted in January 2016 that VR, along with Augmented Reality, will overtake TV and other traditional media to become the modality of choice for content delivery.

The technological capability of VR, AI and AR is moving ahead in leaps and bounds. VR offers an engaging, realistic and immersive experience, something we aspire to do in Assessment & Development Centers (ACs/DCs) through the creation of realistic business simulations. The quality of the content however is just as important as the method of delivery. ‘Gamification’ has become somewhat of a fad in the psychometrics space, with many publishers jumping on the band wagon with varying levels of scientific rigor and questionable validity of the outcomes. It is only a matter of time before gamification of AC/DCs and business simulations begins to gain greater traction, and an increasing responsibility of practitioners to ensure the evolution occurs in practical, meaningful and best-practice fashion, rather than a technological showcase.

This presentation explores both the current status of the technological innovations in AC/DC contexts, as well as the likely timelines for these technologies to be implemented and embraced in a way that truly adds value as a tool for objective, observed assessment. This presentation will also explore what we can do as practitioners in the field of objective assessment to ensure best-practice is maintained and quality of assessment preserved, as technology advances and new ways of conducting observed assessment come to the forefront.

Martin Adams – As Managing Director and Co-Founder of Propel International, Martin is passionate about talent selection and development, helping organisations around the world to identify, attract and select top talent, as well as to nurture and grow internal capability. A Chartered Occupational Psychologist, Martin’s career has spanned across various consulting roles in his home country of New Zealand, the United Kingdom and UAE, for the likes of SHL and Hudson Talent Management, prior to establishing Propel International in 2010. Since
establishing Propel, he has been privileged to work with some of the world's leading organisations, including MetLife, Coca-Cola, Novartis, SAS and the United Nations. Martin’s core expertise lies in the design of assessment methodologies, primarily Assessment & Development Centres for the selection, promotion and succession planning for organisations across the world.

**Work Experience:**

- Propel International – Managing Director – August 2010 – Present
- SHL UK – Senior Consultant – July 2008 – July 2010
- Hudson UK – Senior Consultant – January 2010

**Qualifications:**

- Chartered Occupational Psychologist – BPS (UK)
- MSc Psychology (Hons) – University of Auckland
- BSc Psychology – University of Auckland
- BPS Level A & B Psychometrics Qualified
- Accredited in SHL, Cubiks, Hogan, Psytech, Genos, Kenexa and PreVisor assessment tools

**Presentations:**


**Publications:**