



AI-Powered, Human-Led:

Conquering the Future of Learning

EBOOK
2024



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Introduction

Artificial Intelligence (AI) is rapidly transforming learning and development. As organizations strive to upskill and reskill their workforce to stay competitive, AI is emerging as a powerful tool to enhance learning experiences, improve outcomes and drive business impact. This eBook explores how AI can be leveraged effectively by:



Providing examples of excellence



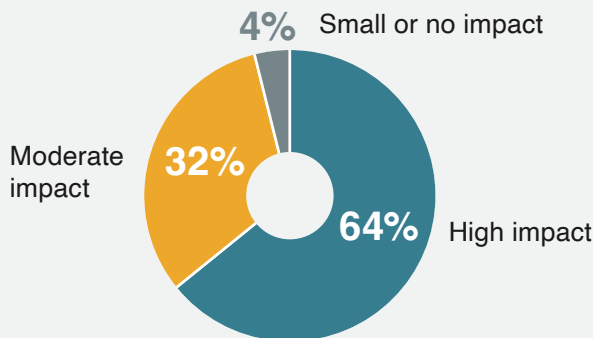
Sharing practical tips for integrating AI into your learning ecosystem



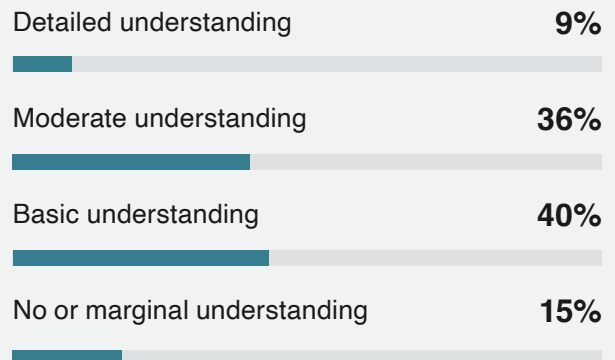
Providing guidance on using generative AI tools

Brandon Hall Group™ research shows that Learning and Development (L&D) organizations recognize the impact of AI on learning but have been slow to embrace it and become proficient in how to use it.

Impact of Generative AI on How Learning is Designed and Delivered, Next 1-2 Years



Level of Understanding of AI



Source: Brandon Hall Group™ Study, Strategies to Mobilize Learning Teams to Adapt AI

The Power of AI in Learning & Development



To understand how AI can revolutionize L&D, it's essential to grasp some core concepts and terms.



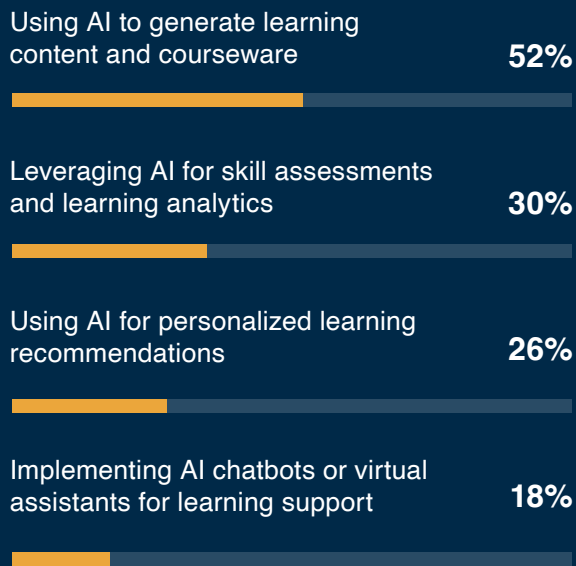
The potential benefits are transformative:

- Machine learning involves training algorithms on data to make predictions or decisions.
- Deep learning, a subset of machine learning, uses neural networks to learn from vast amounts of data.
- Generative AI (GenAI), exemplified by tools like ChatGPT, Claude3 by Anthropic and Gemini by Google, can create novel content based on learned patterns.
- By analyzing learner data, AI can tailor learning paths to individual needs and preferences.
- Chatbots and virtual assistants can provide instant support and guidance.
- AI-powered simulations and immersive experiences can enhance skill development.
- Looking ahead, AI has the potential to democratize learning, enable real-time performance support and continuously update learning content.

However, realizing these benefits requires careful planning and execution. Ethical considerations, such as data privacy and bias mitigation, must be addressed. Clear goals and metrics are essential. L&D teams need to build AI literacy and work closely with stakeholders to ensure AI initiatives align with business priorities. Organizations must create specific AI use cases that meet their current and future learning and business needs.

In L&D, more than half of organizations are beginning to use AI to generate learning content, but far fewer employers are planning to leverage other important approaches.

Planned Use of AI to Support Learning in 2024



Source: Brandon Hall Group™ Study, Strategies to Mobilize Learning Teams to Adapt AI

To understand and embrace the use of AI, learning professionals must use it and experiment with it. Much of the success in leveraging generative AI derives from knowing how to write specific prompts, which we will explore later in this report. You can't gain that skill set without using it personally. While our research shows that leveraging AI is a major priority for 86% of businesses, only 16% of HR and learning professionals use it frequently.

How Often Do You Personally Use Generative AI?



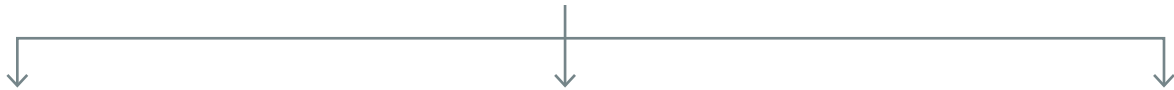
Source: Brandon Hall Group™ Study, Strategies to Mobilize Learning Teams to Adapt AI

In interviews, we hear L&D professionals talk about a lack of time and concern about ethics and that AI could eliminate learning jobs. But Chantelle Nash, Director of Digital HR Experience at energy technology company Baker Hughes, implores L&D professionals to think differently.

“AI is only going to take the job of people who don't know how to use AI,” she said.

AI Success Stories

Many forward-thinking organizations are already leveraging AI to great effect in L&D:



One global financial services firm implemented an AI-powered learning platform that provides personalized course recommendations based on learners' roles, skills and career aspirations. The platform has led to a 40% increase in learning engagement and a 20% reduction in time-to-proficiency for new hires.

A leading retailer used AI to create an adaptive onboarding program for its store associates. The program adjusts the learning path based on each associate's performance on assessments, focusing on areas where they need the most support. This targeted approach has resulted in a 25% increase in retention and a 15% boost in customer satisfaction scores.

An automotive manufacturer leveraged generative AI to rapidly create technical training content. By providing a GenAI tool with information about new vehicle models, the L&D team could generate initial drafts of user manuals, troubleshooting guides and interactive assessments in a fraction of the time it would have taken manually. This allowed them to keep pace with product updates and ensure technicians were trained on the latest information.

But employers do not have to tackle AI on their own. Partnering with experts can lead to great success. This case study, featuring [ELB Learning](#), which has already integrated AI into all its solutions, demonstrates how strategic collaboration can lead to great results with AI:



[Rakuten](#), a Japanese technology conglomerate, leveraged ELB Learning's [AI IQ Workshop](#) to enable 500 employees to learn how to use AI to transform learning in the organization.

Integrating AI into Your L&D Ecosystem

[ELB Learning's AI consulting services](#) help organizations understand where the greatest AI impact will be, how to evaluate the tools and then train employees on AI foundations. The best use case could be personalized learning recommendations, automating content creation, or providing adaptive assessments. All organizations should collaborate with stakeholders to define clear use cases and success metrics.

Next, evaluate AI tools and platforms that align with your use cases. Look for solutions that integrate with your existing learning tech stack, provide robust data security and offer user-friendly interfaces. Consider piloting solutions with a small group of learners before scaling.

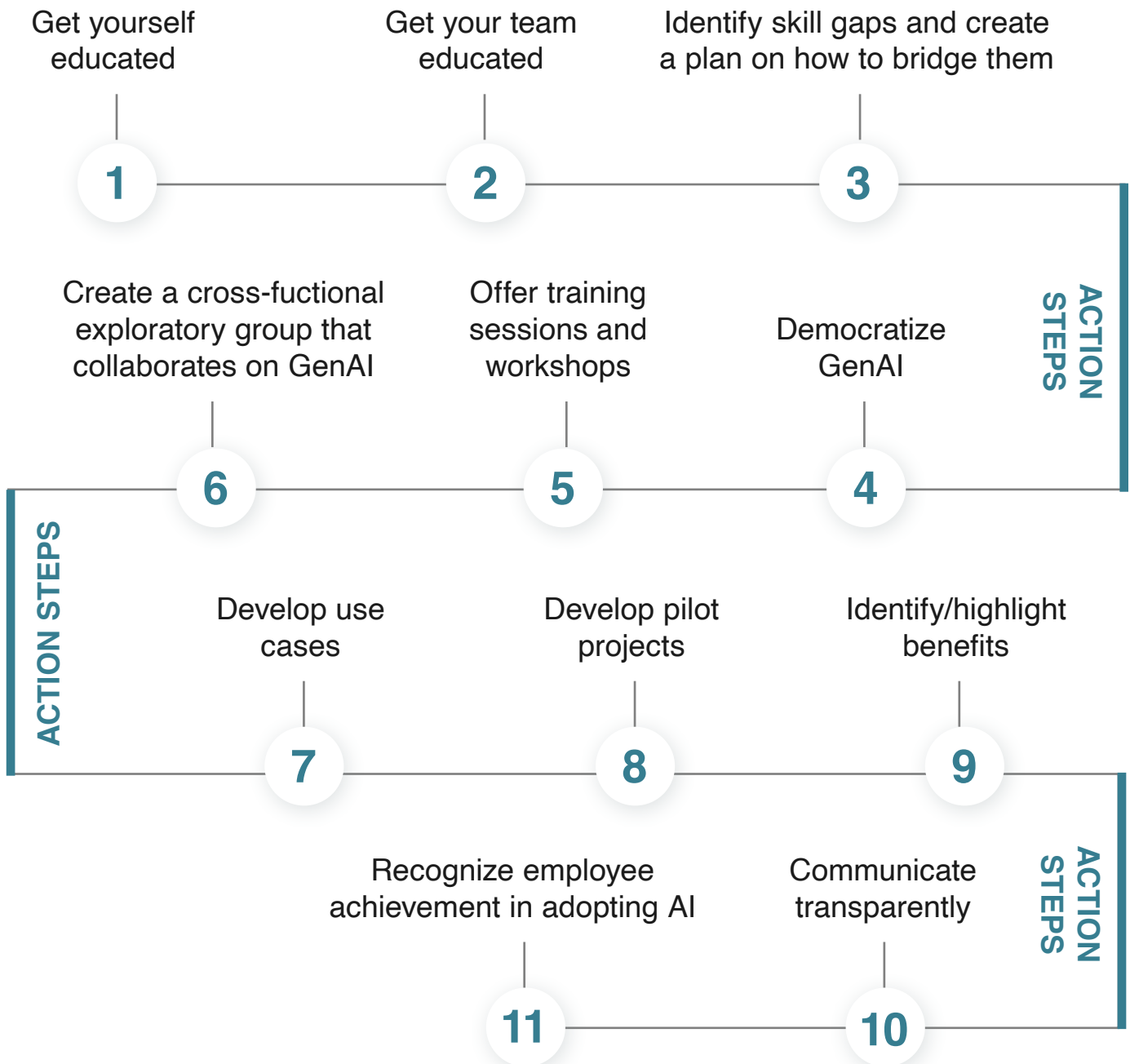
As you become more familiar with AI, pay close attention to the learner experience. Use human-centered design principles to ensure AI enhances, rather than detracts from, learning. Solicit regular feedback and use it to refine your approach.

It's also crucial to build data literacy within your L&D team. Ensure team members understand how to collect, analyze and act on learning data. Foster a culture of experimentation and continuous improvement.

Finally, measure your AI initiatives' impact using quantitative and qualitative metrics. Track learner engagement, skill development, job performance and business outcomes. Share successes with stakeholders to build buy-in and secure ongoing investment.



This graphic, developed through Brandon Hall Group™ research, illustrates the strategic steps organizations can take to establish strong staff knowledge around AI for learning.



Source: Brandon Hall Group™

Prompt Engineering — Getting the Most Out of GenAI

GenAI tools like ChatGPT, Claude3 and Gemini can be powerful allies in L&D, but only if users know how to ask for what they need. Learning professionals who prided themselves on their instructional design can still do that by designing requests, called “prompts,” that enable the chatbot to bring their ideas to life — in a fraction of the time. “Prompt engineering” is an important and powerful new skill that learning professionals and leaders would be smart to master. Great outcomes from GenAI require thoughtful prompt engineering.

Effective prompts are specific, clear and aligned with learning objectives. For example, if using GenAI to generate assessment questions, you might provide a prompt like this:

“Create five multiple-choice questions assessing learners’ ability to apply the STAR method for behavioral interviewing. Each question should include a brief scenario and four answer choices, with one clearly correct answer. Focus on scenarios relevant to mid-level sales managers.”

When generating learning content, be sure to provide context on the:

Target audience

Desired tone and style

Any specific examples to include. Also indicate anything specific that you don’t want to include.

The more specific and well-crafted your prompts, the more relevant and accurate the outputs will be. It’s also important to review and refine generated content. While AI can create impressive first drafts, a human touch is still needed to ensure accuracy, clarity and alignment with learning goals. Be prepared to iterate and provide additional prompts to fine-tune the results.

Finally, consider the ethical implications of using generative AI. Be transparent with learners about when and how AI is being used. Have clear policies around data privacy and intellectual property. And ensure that AI-generated content aligns with your organization’s values and standards.

Enhancing L&D Presentations with AI

AI can breathe new life into L&D presentations, making them more engaging and interactive. Tools like Beautiful.ai and Synthesia can help create professional-grade slides and videos with minimal design experience.

Personalization is another key area where AI can enhance presentations. By analyzing learner data, AI tools can help tailor content and examples to the specific needs and interests of the audience. This can lead to higher engagement and retention.

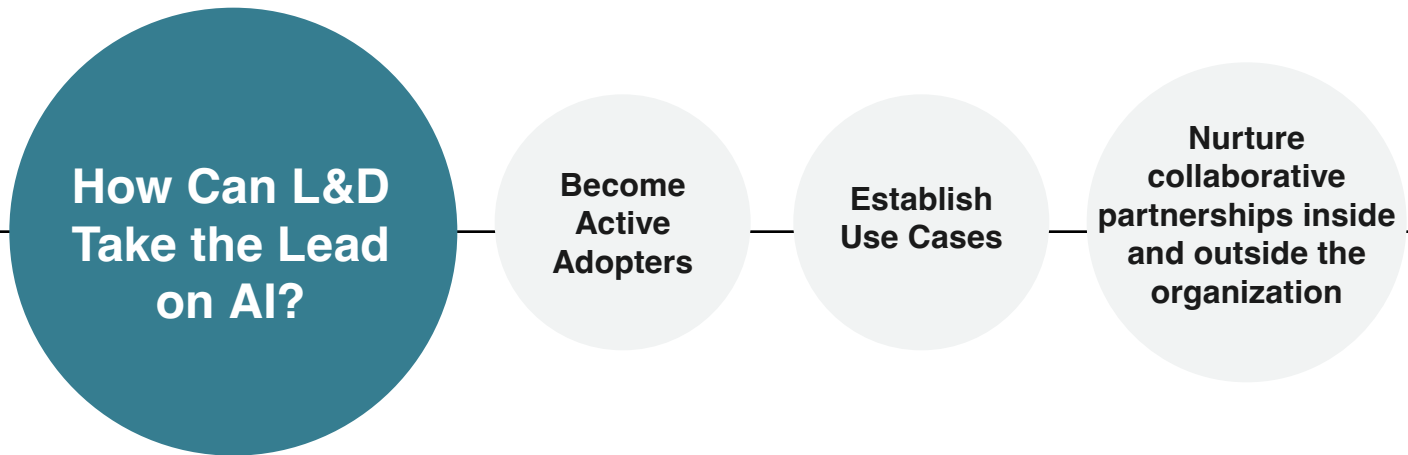
AI-powered chatbots and virtual assistants can also be integrated into presentations to provide real-time support and answer learner questions. This can be especially valuable for large, virtual training sessions.

However, it's important to use AI judiciously in presentations. Overreliance on AI can lead to generic or irrelevant content. Presentations should still reflect the unique perspective and expertise of the human presenter.

It's also crucial to test AI-enhanced presentations thoroughly before deployment. Ensure that the technology works smoothly and the content is accurate and appropriate.



Key Takeaways



AI has the power to transform corporate L&D, driving personalization, efficiency and business impact. By leveraging AI tools strategically, L&D teams can create more engaging learning experiences, develop skills faster and keep pace with the rapidly evolving needs of the business.

This can sound daunting, but L&D is not on the journey alone. The key to success is a wide range of collaboration — with internal stakeholders at all levels — and often with the **right external partner** that can provide expertise and resources that your L&D team and broader team may lack.

However, realizing the full potential of AI in L&D requires more than just technology. It requires a thoughtful, human-centered approach that puts learners' needs first. It requires upskilling L&D teams to leverage AI effectively. And it requires ongoing measurement and refinement to ensure AI initiatives deliver real results.

At Brandon Hall Group™, we believe the future of L&D is AI-powered but human-led. By combining the best of human expertise with the power of AI, organizations can build the agile, future-ready workforce needed to thrive in the digital age.

We encourage you to start exploring how AI can enhance your L&D initiatives. Start small, define clear goals and measure impact. Learn from the successes of others, but don't be afraid to experiment and innovate.

As you move forward, keep in mind the importance of change management. AI can be disruptive and threatening. By communicating the benefits of AI, providing training and support and involving employees in the process, you are more likely to have a smooth and successful adoption of AI in L&D.

Authors and Contributors



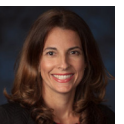
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About ELB Learning

ELB Learning offers an industry-leading suite of innovative software and professional services that empower businesses to unlock their people's greatest potential through customized learning experiences. As a full-service learning and development partner, ELB Learning helps clients develop, deliver, administer, and optimize learning programs tailored to each organization's unique business goals. Customers benefit from cutting-edge learning technology solutions and services, including gamification, virtual reality, video practice and coaching, staff augmentation, and courseware. ELB Learning also offers expert consulting, development, and training for organizations' AI initiatives to help discover how employees can work smarter and more efficiently. Today, 80% of Fortune 100 companies trust ELB Learning to elevate their corporate learning experiences. For more information, please visit elblearning.com.

Rehearsal

AI supports coaching by providing direct analytics, feedback, automated transcription and smart, branching behavior within each learning module—making coaching faster, affordable and scalable.

CenarioVR®

AI creates 360-degree scenes in VR for any query without the user needing a camera (great for conceptualizing a pilot before production).

Lectora®

AI Course Wizard gives a head start on content creation and removes writer's block.

Rockstar Learning PLATFORM

Break language barriers with the AI-generated translation feature to translate content into multiple languages.

MicroBuilder™

AI PRODUCTS

Globalize content with AI translations and video voice-over tracks for learners across the globe.

AI Services: In addition to our AI-powered product features, ELB Learning offers expert AI consulting, development, and training services to help your organization take the lead in this new era.

IQ

Raise Your Team's IQ

Raise your team's IQ and skills around all things AI. This workshop helps teams understand prompt creation, language models, AI use cases, and how to leverage AI tools in their day-to-day work.

[Learn More »](#)

Discovery

Develop An AI Roadmap

Ready to harness the power of AI? This discovery process digs into your team's "AI readiness" and creates a robust strategic plan to bring your AI initiatives to life and supercharge your business.

[Learn More »](#)

Create

Design, Create, & Deploy

It's time to create your AI solutions! Software and training development, AI model creation, immersive content design...we're ready to help you create and deploy AI-enabled solutions into your business.

[Learn More »](#)



AI PRODUCTS

AI SERVICES

About Brandon Hall Group™

With more than 10,000 clients globally and more than 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Professional Certifications

Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Membership

Individual and Enterprise Membership options: Includes research assets, advisory support, a client success plan and more.

Advisory Offerings

Custom research projects, including surveys, focus group interviews and organizational needs assessments for transformation, technology selection and strategy.

Excellence Awards

Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

SOME WAYS
WE CAN HELP

ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

Uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's thirty-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.