

Harnessing

THE POWER
OF AI

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in

eLearning
Development

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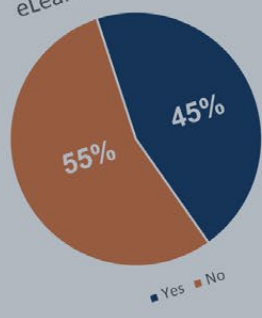
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nters.

Currently Using GenAI in eLearning Dev

Current State

Have you used ChatGPT?



Effective Pro

- Understand Your Audience
- Keep It Simple
- Be Specific
- Iterate and Experiment
- Ask AI for the best prom

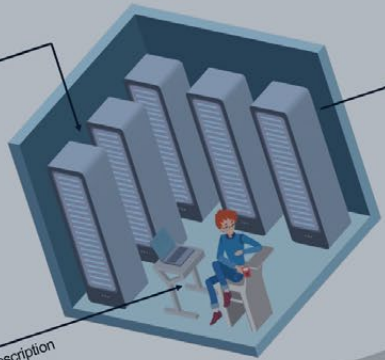
Brandon Hall Group™ and ELB Learning recently held a webinar to look at the role of AI in Learning — specifically how AI can revolutionize the eLearning experience, improve content creation and enhance learner engagement. The session also delved into how AI can be used to generate course content, create images and even grade responses in a learning environment. Matt Pittman, Principal Analyst with Brandon Hall Group™, and John Blackmon, Chief Technology Officer and Chief Artificial Intelligence Officer from ELB Learning, shared the platform for the hour-long overview.

What is the ability to acquire the skills needed for business in the future?

Generative AI

1) Forming a Database

A neural network, fed by a large portion of the information on the internet, forms the baseline of context of various topics in various languages



2) Inputting a prompt

The user provides the AI with a description or a sample of the desired content

3) Generating Content

The AI uses its Neural Network to generate new examples that are similar to the ones it has trained from

Q&A

Please submit your questions and comments on your control panel for our presentation

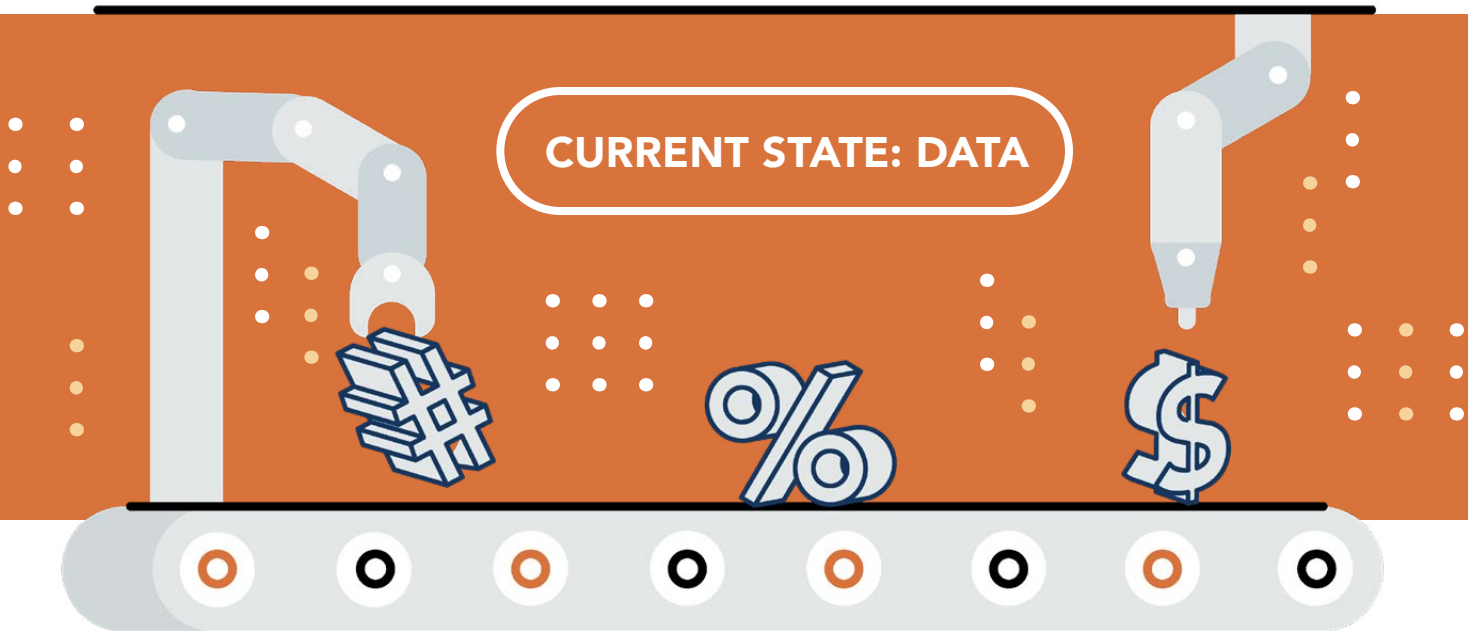
Skill Needs

Expertise will be important to address skill requirements?

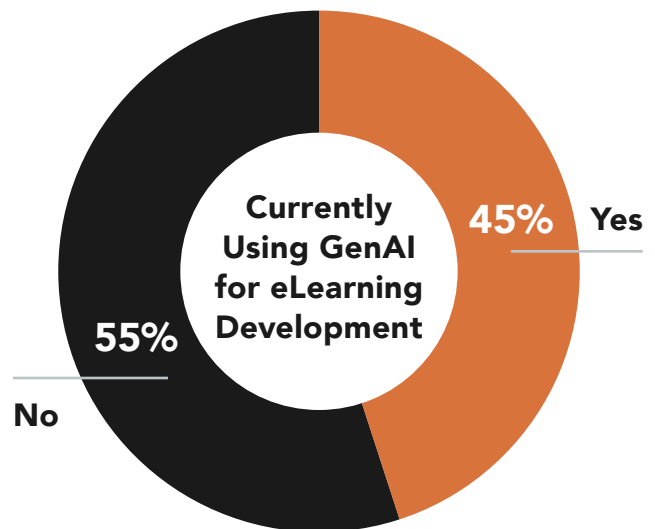
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The Power of AI



AI is top of mind in businesses the world over. For learning professionals — instructional designers, eLearning developers, learning architects and the like — not only is AI top of mind, but there can be a lot of fear and uncertainty associated with the subject. This is particularly true about generative AI (GenAI) and its ability to apparently create something out of nothing. Learning professionals are concerned that their careers may be negatively impacted by the proliferation of GenAI capability in the eLearning space. However, it is interesting to note that just over half of the participants in the webinar indicated that they are currently using GenAI tools in their daily work.



Source: Brandon Hall Group™

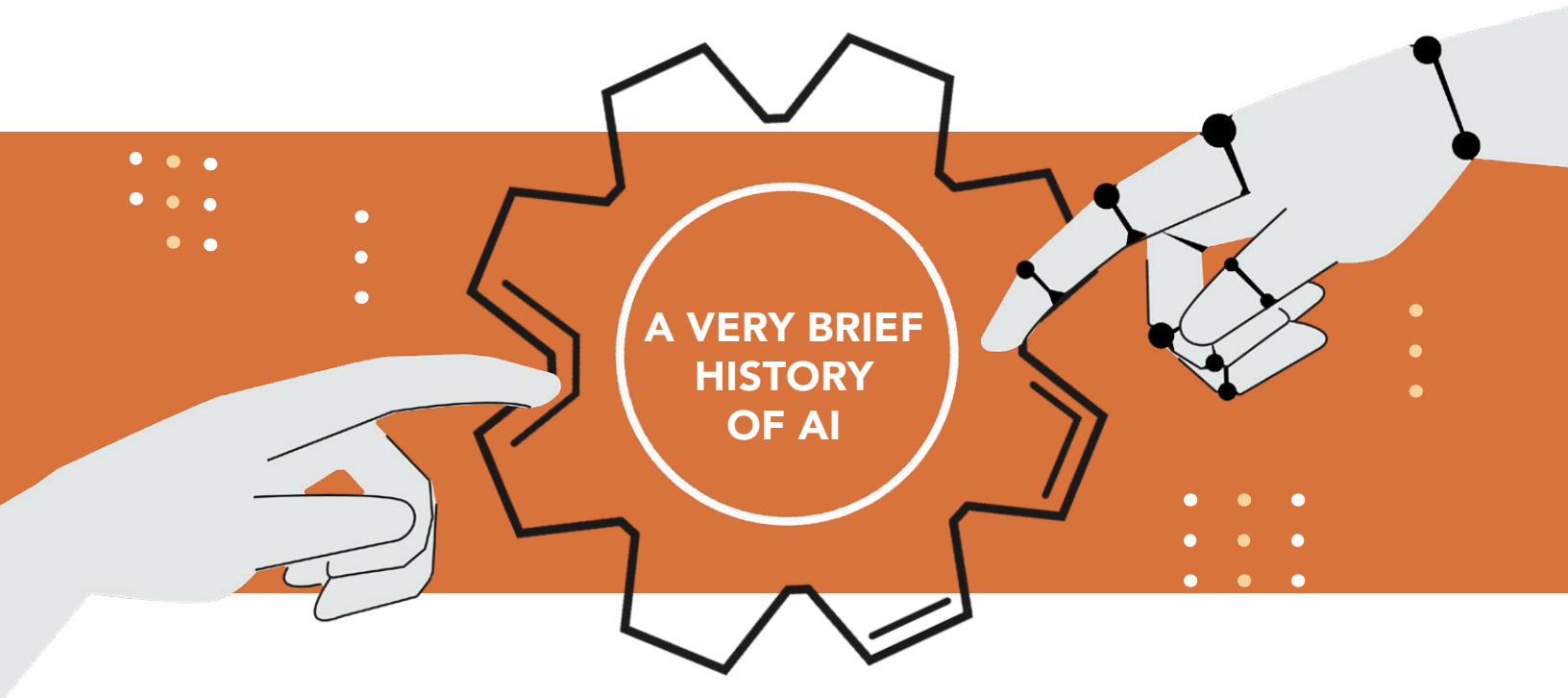
The general awareness of GenAI tools among webinar attendees was pretty concentrated on the most easily recognizable tools such as ChatGPT's GPT3 (now GPT4), Bard, and LaMDA and LLama from Google and Meta, respectively. What seems clear is that the tendency of learning professionals to be innately curious and welcoming of technology is absolutely playing itself out in the GenAI space. In fact, Brandon Hall Group's pulse survey, *How GenAI Will Revolutionize HR*, conducted in early 2023, reveals that most HR practitioners as a whole believe training is among the strongest use cases for GenAI in the workplace. However, there also seems to be a healthy skepticism about its use and effectiveness among learning professionals.

Where do you stand on the following use cases for your organization in applying chatbot technology?*



*Percentages indicate organizations currently applying chatbot technology.
Source: Brandon Hall Group™ Study, *How GenAI Will Revolutionize HR*

AI's reach is spreading fast, bringing with it a wave of fundamental evolution in the way work gets done in a knowledge economy. At the end of 2022, GenAI was barely on anyone's mind, unless you happened to work in the field. Consider that Brandon Hall Group's 2023 *Learning and Development Benchmarking Survey* didn't even ask about AI skill sets and technologies. Yet less than a year later, it is a top trending topic everywhere you look. In some ways, it feels as if GenAI showed up out of nowhere. That couldn't be further from the truth.



A VERY BRIEF HISTORY OF AI

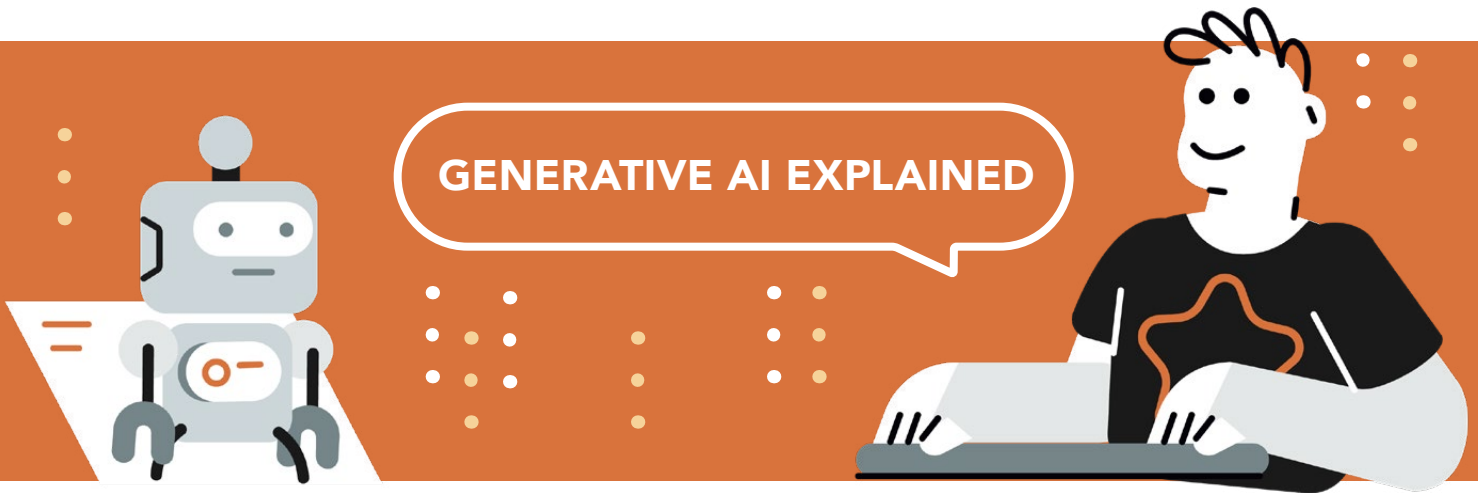
The foundations of artificial intelligence reach well back in history, as early as the 14th century. One of the more famous early references to the discipline we now call AI appears in the Jonathan Swift classic, *Gulliver's Travels*, which includes a description of something called the Engine — “a project for improving speculative knowledge by practical and mechanical operations”. Various other mathematicians, scientists and philosophers added to the body of knowledge throughout the early to mid-20th century, culminating in the term artificial intelligence being applied for the first time in a proposal for a study submitted by researchers at Dartmouth College, Harvard University, IBM and Bell Telephone Laboratories in 1955.

That study took place in July and August of 1956 and is generally considered as the official birthdate of the new field. Other advances followed in short order, including artificial neural networks, computer languages and machine learning, all leading to some of the most common technologies utilized around

the world today. Recommendation engines, internet search engines, facial recognition and social media feed optimization are all examples of artificial intelligence in application — all of which has led to the GenAI revolution.

There is an informative timeline on the evolution of modern AI published on forbes.com. You can read more at: [*A Very Short History Of Artificial Intelligence \(AI\)*](#).





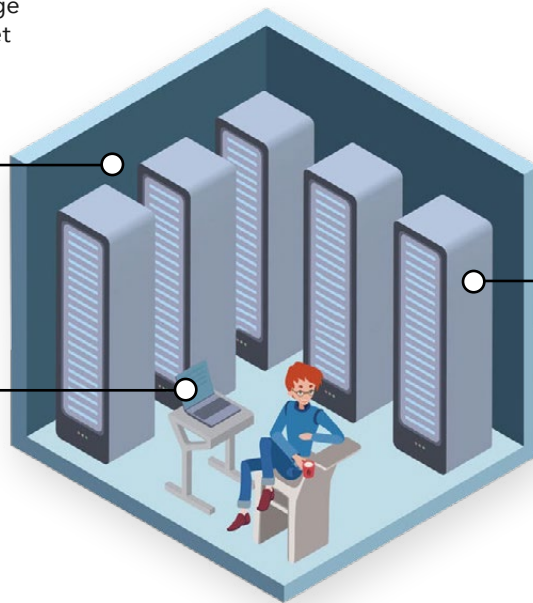
Though there are a myriad of other processes involved, three core actions make up the basic GenAI Process.

The database

This is commonly referred to as the Large Language Model, or LLM. It's an artificial neural network, fed by a large portion of information on the internet — or other sources — and forms the baseline of context for various topics in various languages.

Inputting a prompt

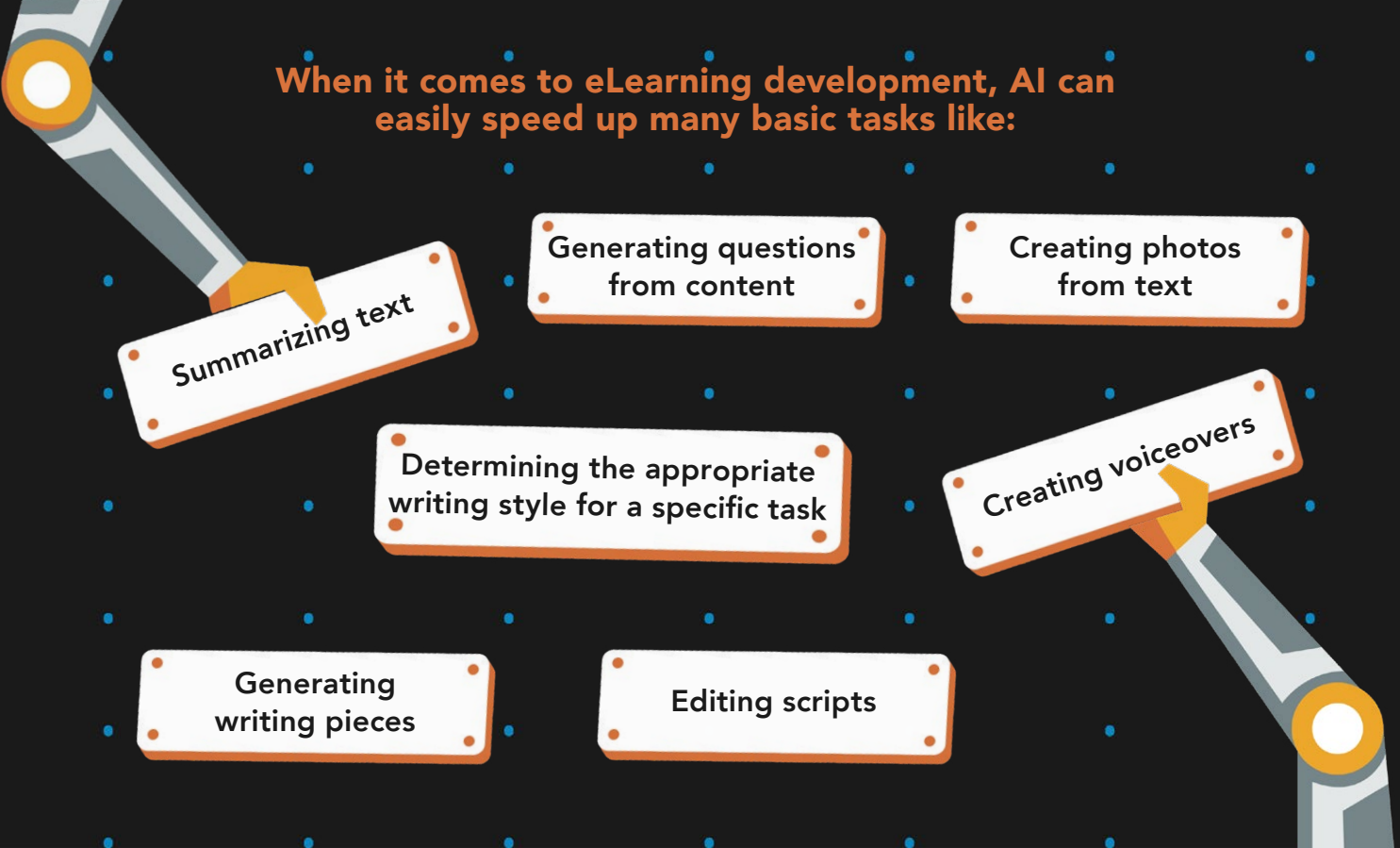
The user provides the AI with a description, sample or question directed toward the desired content output.



Generating content

The AI uses its neural network to generate new examples that are similar to the ones it has trained from.

When using GenAI, users aren't necessarily creating something new, but versioning something that already exists in some other form. That's why becoming a skilled user takes practice and requires research and careful consideration. It does not need to take a long time to figure out.



The infographic features a dark blue background with a pattern of small blue dots. Two stylized robotic arms, one on the left and one on the right, are shown holding several white, rounded rectangular callout boxes. Each box contains a task that AI can speed up. The central text is in a bold, orange font.

When it comes to eLearning development, AI can easily speed up many basic tasks like:

Summarizing text

Generating questions from content

Creating photos from text

Determining the appropriate writing style for a specific task

Creating voiceovers

Generating writing pieces

Editing scripts

By kickstarting the process from the blank screen, GenAI tools can move you along in the workflow by essentially compressing drafting processes from hours to minutes. That allows you to focus more time on the revision and refinement process, ultimately producing an even better product and doing it more efficiently. The possibilities, viewed through this lens, are limitless.

Key Takeaways

A multitude of points were made during the course of the webinar — a lot of insightful questions and responses were shared. Here are three main takeaways from the conversation.

01

AI is increasingly finding application in the field of eLearning and content development.

The webinar emphasized the rising significance of AI in eLearning and how it can optimize content development. Discussion revealed that while awareness of AI technologies is on the rise, the implementation of these technologies still has room for growth. “It has grown by that much. Less than half, maybe doesn’t seem like a lot, but that’s almost half the people whose jobs have changed because of AI,” said John Blackmon, Chief Technology Officer and Chief Artificial Intelligence Officer from ELB Learning. He also predicted a future where the majority of eLearning professionals would be utilizing AI in their work. “I would love to do this exact same poll with the exact same question a year from now, and it’ll probably be 95%,” he said.

The webinar also highlighted that AI technologies are increasingly being incorporated into everyday tools such as Office 365 and Google Docs, paving the way for more efficient content development. This indicates that even professionals who do not directly work with AI may still be using AI-enabled tools and services, signifying the pervasive influence of AI in the workspace.

02

AI can facilitate creative content generation and improve efficiency.

The use of AI in content generation can not only improve efficiency but also foster creativity. The webinar demonstrated several ways in which AI could be used to generate content, from writing professional emails to generating images and voiceovers. The use of AI can help overcome obstacles such as writer's block and can aid in personalizing content for specific audiences. “You can generally do things like speeding up summarizing text. ... Appropriate writing style is very, very important. ... Generating questions is another very important one,”

Furthermore, AI can assist in generating course content, streamlining the eLearning development process. Blackmon demonstrated this by creating a course on “OSHA Safety for office employees” using using Lectora’s [AI Course Wizard](#). The Lectora system was able to generate a comprehensive course template within a minute, showcasing the efficiency and utility of AI in eLearning development.

03

Effective use of AI requires understanding and prompt generation skills.

The effective use of AI, particularly in GenAI technologies, requires understanding its capabilities and mastering prompt generation skills. The webinar emphasized the importance of being concise, specific, and iterative when generating prompts for AI. Moreover, understanding the audience and the context is crucial for generating effective responses from AI.

The webinar also highlighted the potential ethical and copyright considerations in using AI-generated content. Blackmon suggested that users should cite AI whenever possible and pointed out that users could ask AI to cite its references. This suggests that while AI can be a powerful tool for content generation and its use should be accompanied by an understanding of ethical considerations and responsible practices.



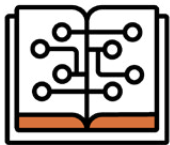
Generating effective prompts involves five practices:

- > Understand your audience — Make sure you know who you are generating content for and who needs to understand it. A GenAI prompt for school-age children should read very differently from a prompt targeted at professional adults.
- > Keep it simple — GenAI can be a very useful tool, but simplicity is key.
- > Be specific — Be as specific as possible in asking the GenAI to deliver something for you. The more specifically you can describe what you want, the more likely it is that the AI can meet your expectations.
- > Iterate and experiment — If you don't like the response, ask it a different question. Continue to try different wording and approaches to your prompts until you get the type of response you are looking for.
- > Ask AI for the best prompt — This is the linchpin in the whole process. Once you get an effective response, you can ask the AI what you should have asked to get to that response sooner. Then you can file that away for future needs.

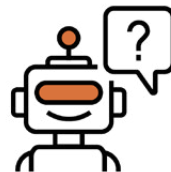
Final Thoughts

When it comes to harnessing the power of generative AI in eLearning development, the time is now. Begin to experiment with the variety of available free tools and learn to work with the technology. By becoming more skilled and comfortable with its capabilities, Learning professionals will better understand where GenAI fits in their work and can make informed recommendations and decisions when called upon to do so.

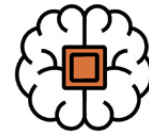
INSIGHTS SURFACED



AI can be used to simplify and speed up eLearning content development.



AI technologies like generative AI can create new and unique content, enhancing the learning experience.



AI can be used to generate personalized learning experiences based on learner data and preferences.

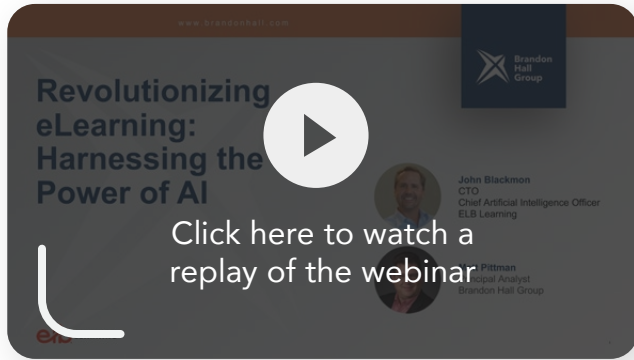


AI can assist in grading responses, particularly for open-ended questions, providing more accurate and unbiased results.

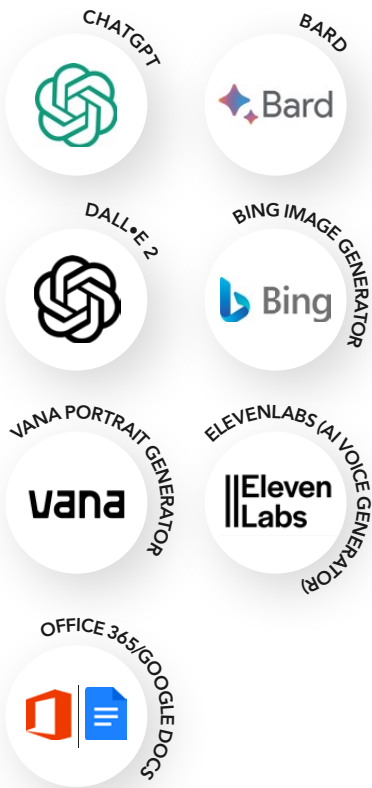


AI can also be used to generate images and voiceovers, adding a more interactive element to eLearning.

Resources to Learn More



AI that you can use today



Examples of effective prompt generation

Bad prompt:
Write a story.

Good prompt:
Write a short story set in a small town where a stranger comes to town and causes fear among the locals until they get to know him.

Better prompt:
Write a short story, intended to be read by tenth-grade-level readers, set in a small town where a stranger named Ian comes to town and causes fear amongst the locals. After some funny incidents, the locals get to know and befriend the stranger.

Bad prompt:
How do I write an email to set up a meeting with a coworker?

Good prompt:
I need to set up a meeting with my coworker, Jane, to discuss the upcoming project. She's usually available on Tuesdays and Thursdays from 10am to 2pm. What's the best way to write an email to her to request a meeting?

Better prompt:
I'm writing to request a meeting with my coworker, Jane, to discuss the upcoming project. The project is due on March 15th, and I'd like to meet with her to brainstorm ideas and make sure we're on the same page. She's usually available on Tuesdays and Thursdays from 10 a.m. to 2 p.m. What's the best way to write an email to her to request a meeting, taking into account the project deadline and her availability?

Authors and Contributors



Matt Pittman (matt.pittman@brandonhall.com) wrote this report. Matt brings nearly 30 years of experience developing people and teams in a variety of settings and organizations. As an HR Practitioner, he has sat in nearly every HR seat. A significant part of those roles involved building out functions in organizations and driving large-scale change efforts. As a Principal Analyst at Brandon Hall Group™, Matt leverages this in-depth experience and expertise to provide clients and providers with breakthrough insights and ideas to drive their business forward.



John Blackmon co-wrote this report. As Chief Technology Officer for ELB Learning, John is responsible for all aspects of eLearning development. Prior to joining ELB Learning, John was Co-Founder and CEO of Trivantis, where he created the flagship products, Lectora and CenarioVR. John was also Co-Founder and Lead Engineer at BocaSoft, a company that created various software utilities for the OS/2 operating system. His career started at Electronic Data Systems, where he designed a number of automatic identification systems with various technologies for plant floor applications at General Motors, followed by time spent at IBM working on plant floor data collection, and then design work on the OS/2 operating system. At IBM, John was awarded a patent for his work on seamlessly running Windows applications under the OS/2 operating system. John regularly speaks at eLearning industry events and has a patent pending on his work for Responsive Course Design.



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Rachel Cooke (rachel.cooke@brandonhall.com) is Brandon Hall Group's Chief Operating Officer and Principal HCM Analyst. She is responsible for business operations, including client and member advisory services, marketing design, annual awards programs, conferences and the company's project management functions. She also leads Advancing Women in the Workplace and Diversity, Equity and Inclusion initiatives, research and events. Rachel worked in the HCM research industry for 15 years and held several key management and executive positions within the Talent and Learning Research, and Performance Improvement industries.



Michael Rochelle (michael.rochelle@brandonhall.com) contributed to this report. He is Chief Strategy Officer and Principal HCM Analyst at Brandon Hall Group. Michael leads a wide range of advisory support and strategic engagements for Fortune 1000 and small- to medium-sized organizations as well as leading and emerging solution providers across the HCM industry. Michael has more than 30 years' experience in HR, IT, sales, marketing, business development, and strategic and financial planning in Fortune 500 and venture-backed start-up organizations.

About Brandon Hall Group™

With more than 10,000 clients globally and 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.

Excellence Awards

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

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 Organization Needs Assessment for Transformation, Technology Selection and Strategy.

SOME WAYS
WE CAN HELP

ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

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 twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

About ELB Learning

ELB Learning is a one-stop-shop for creating and delivering better learning experiences. We offer the most comprehensive suite of products and services to help you conquer your training challenges. Our products include tools for building learning games, virtual reality training, eLearning courses and video-based practice, as well as an LXP and LMS. We also offer learning strategy services, custom learning development and staff augmentation.

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.

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