

# Adapt or Struggle: Embracing AI for Learning Teams

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# Introduction

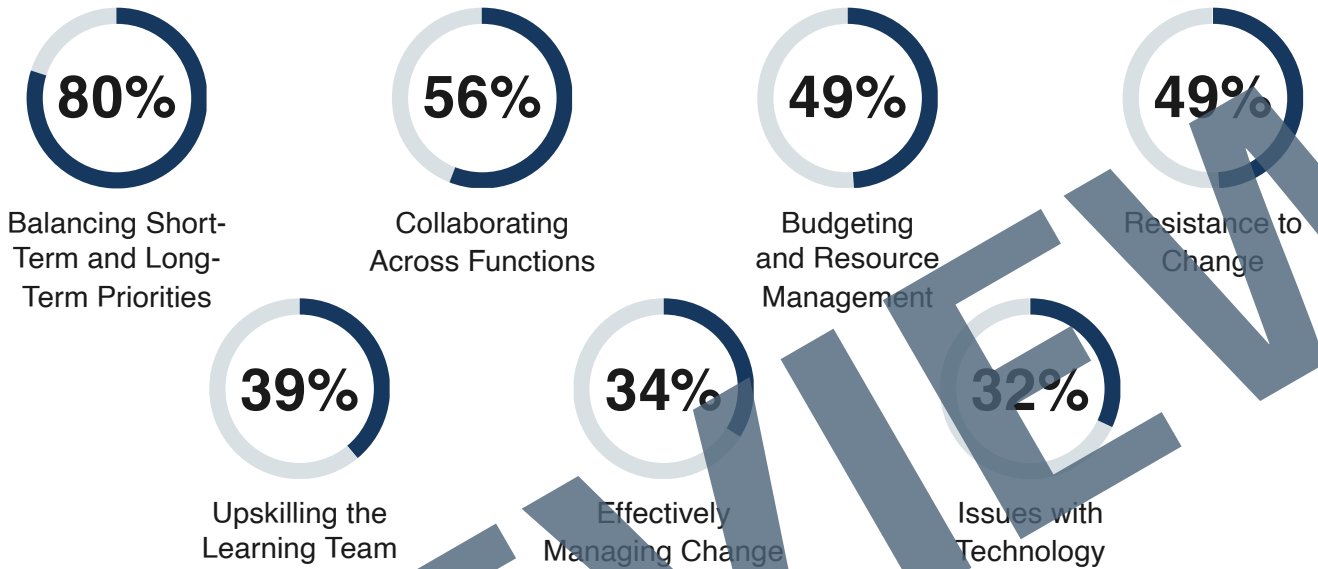
Challenges that have plagued Learning and Development (L&D) teams for decades are on the cusp of being eliminated, or at least minimized. The promise of Artificial Intelligence (AI) technology to fundamentally change how we work applies to the L&D team as much as any other part of the business. The problem is, organizations are reluctant to embrace those possibilities. Caution is one thing but when that caution leads to indecision or inaction, it can be disastrous.

How then should L&D professionals navigate this AI revolution? What are the skills and capabilities that lead to addressing challenges head on with new approaches? How does one get started on that journey? These were the topics addressed in a Brandon Hall Group™ webinar sponsored by [ELB Learning](#). It featured Ellen Burns-Johnson, Vice-President of Learning Strategy, and Carrie Wiser, Senior Learning Strategist and Experience Designer from ELB Learning, alongside Matt Pittman, Principal Analyst with Brandon Hall Group™.

The webinar discussion produced several insights:

- ◆ AI is currently in the evaluation and testing phase in many companies.
- ◆ AI can be used to streamline processes, improve efficiency, and enhance data analysis.
- ◆ AI can be leveraged for learning in the flow of work, such as through chatbots, and can be used to improve the accessibility and relevancy of information.
- ◆ The biggest challenges facing L&D teams include balancing short-term and long-term priorities, collaborating across functions, budgeting, and resistance to change.
- ◆ Staffing levels in L&D are expected to remain the same or increase, suggesting that AI is not causing significant job losses in this field.
- ◆ Learning professionals need to focus on critical thinking, adaptability, knowledge of AI technology, and communication skills.

### Challenges Facing L&D Teams

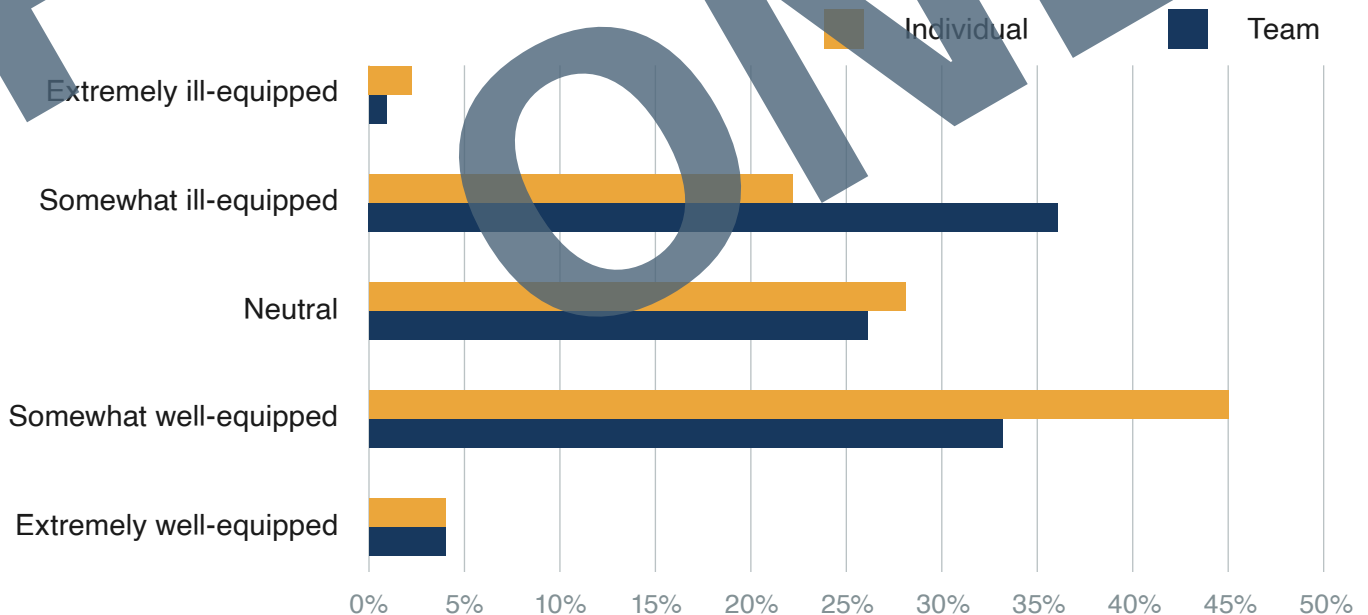


Source: Brandon Hall Group™ Study, The Learning Revolution 2024.

To view a recording of the session, click [here](#).

### What's Happening in L&D

#### How Well-Equipped is L&D to Navigate Work Technology Transformation?



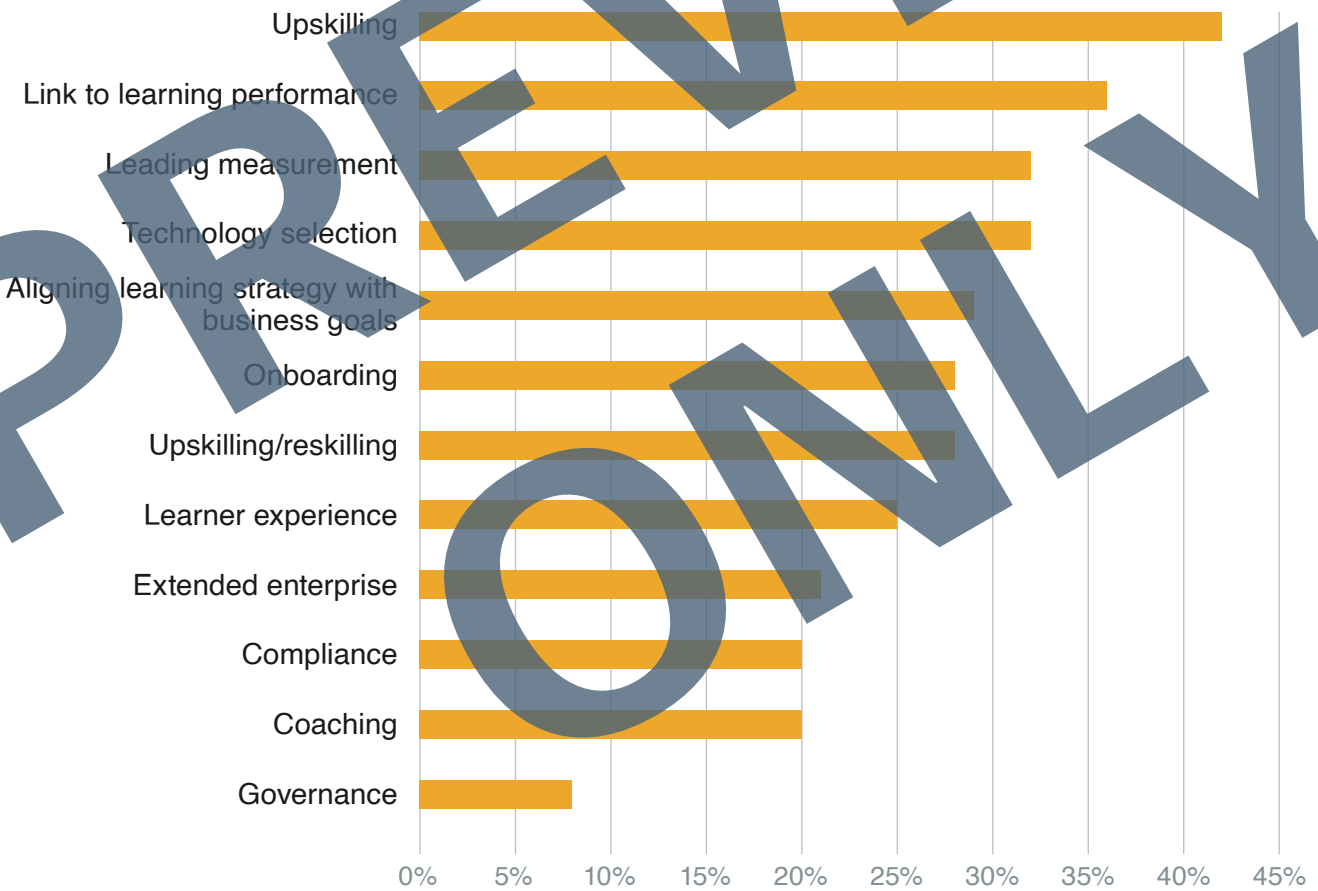
Source: Brandon Hall Group™ Adapt or Struggle Webinar Poll

Embracing AI in L&D starts with the individual. Those learning professionals who are feeling somewhat or extremely well-equipped can — and should — take the lead in bringing their teams along. The more that happens, the more effective L&D can be in leading their organizations to embrace the power of AI technology across the enterprise.

Until companies move past their fear and hesitation about AI, they will continue to miss the mark. Learning effectiveness will fall off. Performance gaps will take too long to correct. L&D teams will become less valued instead of realizing the full potential of their ability to drive success.

The most recent data from Brandon Hall Group’s The Learning Revolution Study, suggests that the strategic importance of learning and development is alive and well in organizations.

### What Companies are Investing In for L&D



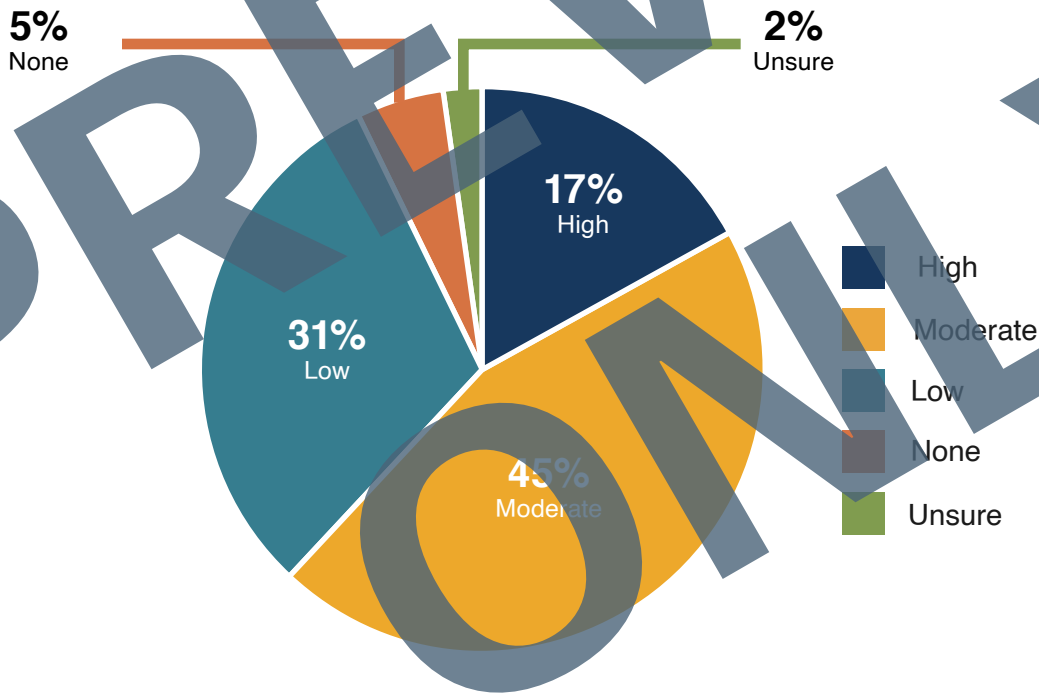
Source: Brandon Hall Group™ Study, The Learning Revolution 2024.

# The Skills to Focus On

## Mindset Shift

L&D needs to make a mindset shift in the age of AI. L&D professionals need to stay flexible, open-minded and curious to be able to adapt to changes brought about by AI. The time for investing in skill development for the L&D team is definitely now. “We’ve got to make time for people to learn because there’s just so much out there and there’s more all the time. It’s hard to keep up if you don’t prioritize your own learning,” Burns-Johnson explained.

Organizational Priority for L&D Skill Development



Source: Brandon Hall Group™ Adapt or Struggle Webinar Poll

Performance consulting has been the gold standard for decades in L&D, but in terms of actual practice and experience, many companies remain committed to a training-only approach. To begin making the mindset shift required of the AI evolution, L&D teams need to get back to basics and focus on solutions first, not delivery.

This approach allows teams to optimize problem-solving capabilities. As stakeholders come to expect consultants and not order-takers, L&D teams can continue to deepen problem-solving abilities. By continuously refining problem-solving approaches to performance issues, the team will become faster and more effective — adding even more value.

“Instead of focusing solely on learning specific technology to deliver faster, we should shift our focus toward developing a more agile mindset. This means prioritizing problem-solving skills over optimizing our workflow for delivery. By adopting this mindset, we can provide more value to the organization as a whole.”

- Carrie Wiser

## Learning in the Flow of Work

Leveraging AI for learning in the flow of work, means focusing on how AI can be used as a tool to augment and streamline learning experiences. This would apply not only to the workforce at large, but also to L&D. This is a powerful place to begin the AI learning journey.

AI learning technologies can allow quicker access to information, facilitate better data analysis, and improve the delivery of learning materials. Ellen Burns-Johnson said, “If you have your own organization’s instance or subscription to one of these (GenAI) models, you can make those available to other people in the organization and you can also take documentation and you can train the AI on that documentation all while restricting it so that it’s not trying to pull in information from anywhere else; it’s only ever referencing what you give it.” This can go a long way toward helping organizations address concerns about data privacy and security.

A part of that also points to enhancing learning experiences overall with new capabilities. Carrie Wiser said, “We need to expand our view of what training is. I’ve been diving into different ways to create experiences for social learning that go beyond discussion boards.

# About ELB

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 strategize, 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.

***Employees are your greatest asset, but most training fails to unlock their potential.***

ELB Learning brings together innovative software and tailored professional services to create learning experiences that activate your people, resulting in a more successful organization.

