

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



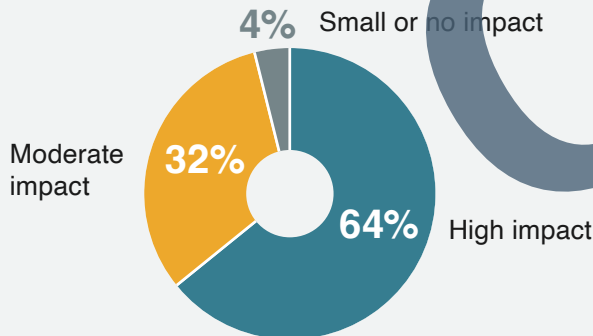
Sharing practical tips for integrating AI into your learning ecosystem



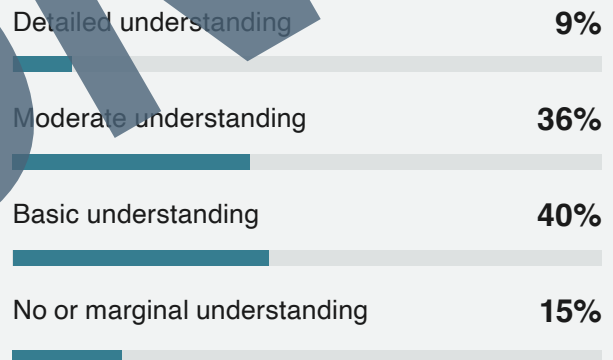
Providing guidance on using generative AI tools

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.

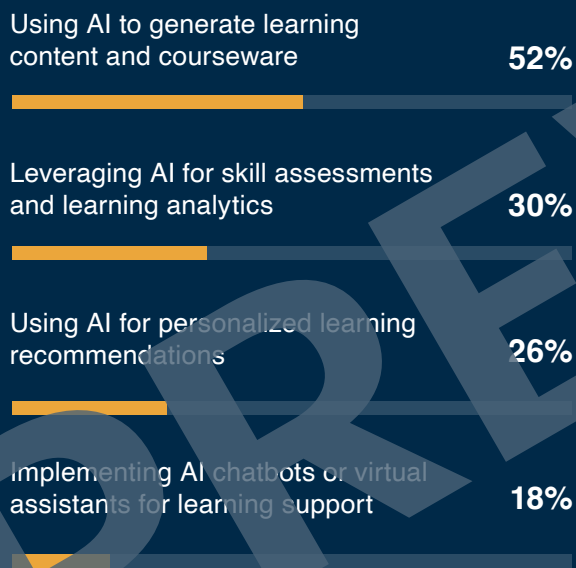
→ AI-powered simulations and immersive experiences can enhance skill development.

→ 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.

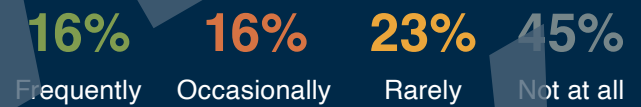
Planned Use of AI to Support Learning in 2024



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.

Integrating AI into Your L&D Ecosystem

Employers do not have to tackle AI on their own. Partnering with an expert like ELB Learning, which has already integrated AI into all its solutions, can lead to great results.

[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™

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.



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.

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