# AI is more than a trending hashtag:
It's rocket fuel for L&D

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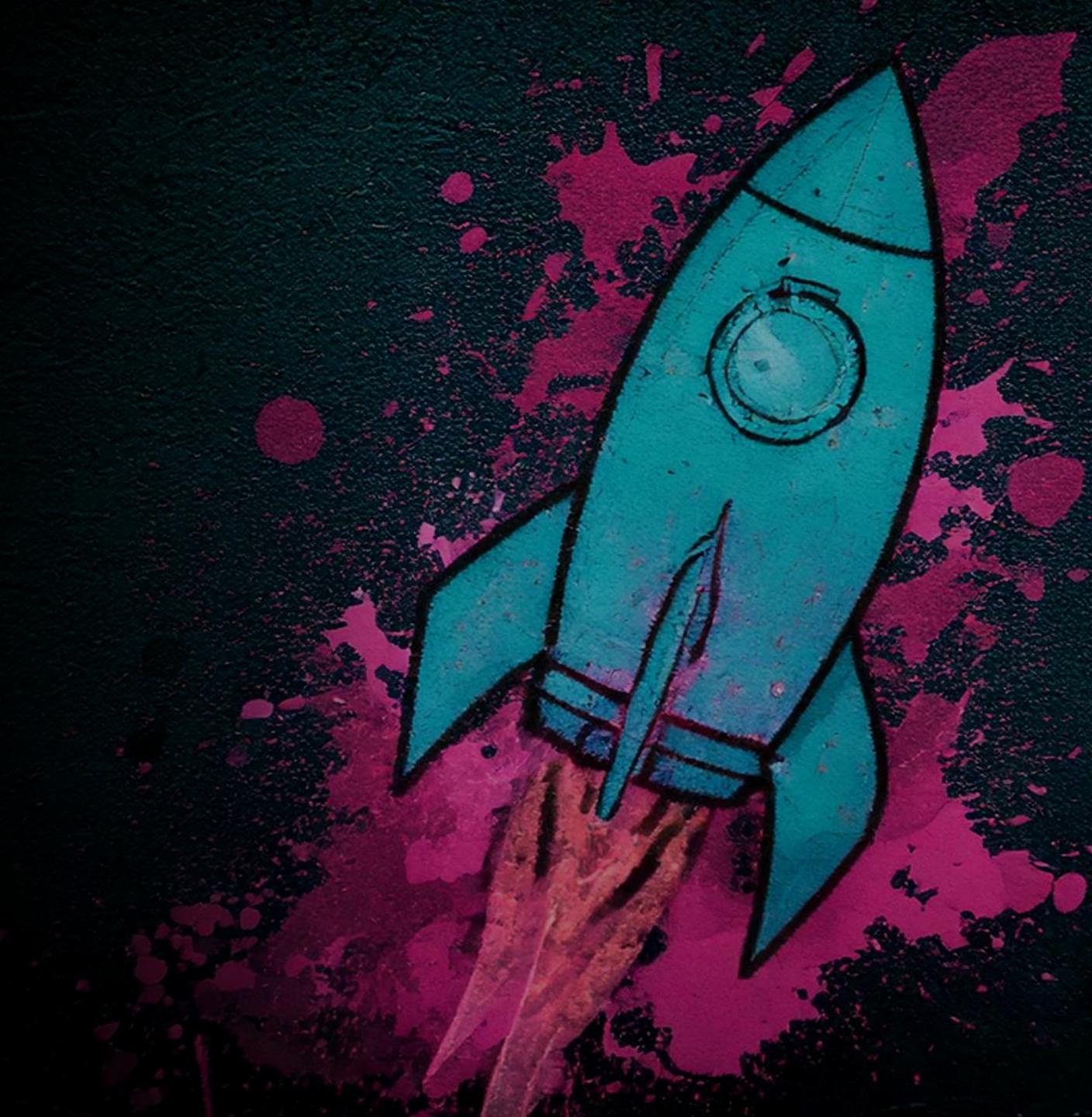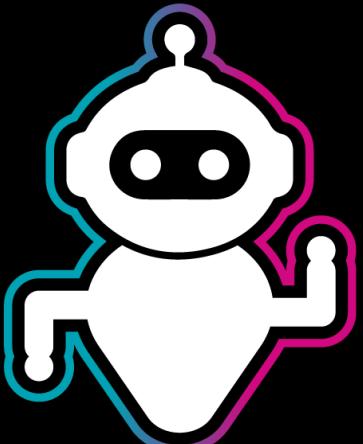
Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. These systems can perform tasks such as recognising speech, making decisions, and translating languages, among others. AI encompasses various technologies, including machine learning (ML), natural language processing (NLP), robotics, and more. In the context of learning and development (L&D), AI can analyse data, predict outcomes, personalise learning experiences, and automate administrative tasks.

AI is often portrayed as a disruptor in the L&D space, with many influencers touting their products rather than offering battle-tested solutions. The reality is that most large businesses are likely to invest in AI for customer experience (CX), administration, and sales before considering its application in employee learning. However, AI offers practical, cost-effective tools that L&D teams can leverage now to get ahead of the curve.

As Deepak Chopra once said:

> **_All great changes are preceded by chaos._**

We can't bury our heads in the sand. AI is here today. Understanding AI's role and embracing its capabilities can revolutionise learning teams, empower them to overcome hurdles, and drive business success through a more human-centred approach to learning.

The question you should be asking yourself is "How can I use AI to augment the humans in my team?" By addressing the challenge head-on and embracing the chaos, you can uncover new opportunities and drive significant improvements in your learning strategies.

Balancing AI with human creativity

Despite its many strengths, right now AI has its limitations. When it comes to creating truly original learning content, AI often falls short. This is where human creativity and expertise remain indispensable. While AI can curate and organise information, the depth and engagement of meaningful learning experiences still require a human touch.

Imagine a future where the heavy lifting of content curation, translation, and administrative tasks is handled by AI. This frees up precious resources for human learning professionals to focus on what they do best – designing impactful learning journeys, crafting creative and engaging content, facilitating interactive workshops, and providing personalised coaching and support.

The art of the possible – thinking long-term

If you're one of the lucky ones, and L&D have budget set aside for some AI development / procurement, you can start thinking big. At the time of writing this, you'll likely be in the minority, but get to be a trailblazer, who can set about solving some long-standing challenges L&D teams typically face.

Being a valued partner, not a cost centre

The struggle to demonstrate the value of learning initiatives is well-documented. A 2023 study by the CIPD found that 62% of L&D professionals struggle to measure the impact of their learning programmes on business outcomes. This lack of concrete data makes it difficult to secure continued investment and can lead to a perception that learning is a "cost centre" rather than a strategic investment.

How AI Helps: Quantifying ROI quickly and more easily

AI excels at data analysis. Imagine a system that tracks learner behaviour post-training, identifies relevant metrics tied to training objectives, and even analyses sentiment from post-course surveys. This wealth of data provides concrete evidence of the programme's impact on performance, skills acquisition, and ultimately business results. Armed with such data, L&D teams can confidently present a compelling case for continued investment in learning initiatives.

Making learning stick

Ensuring learning sticks beyond the training room has been another major hurdle. Traditional e-learning modules, while convenient, often fail to capture learner attention and struggle to compete with the daily deluge of information bombarding employees. A 2020 report by The Learning Guild found that learner engagement in e-learning drops by 50% within just 25 minutes. Disengaged learners equate to disengaged employees, ultimately hindering the effectiveness of the entire learning programme.

How AI Helps: Enhancing Engagement with Personalisation

AI can support the integration of learning into daily work practices through tools and techniques that provide personalised learning experiences. For example, AI-driven chatbots can offer learners on-demand support and personalised content recommendations based on their learning history and preferences. Research from the Association for Talent Development (ATD) shows that personalised learning experiences can lead to a 50% increase in learner engagement.

How AI Helps: Reducing Costs through Automation and Translation

AI can significantly reduce the costs associated with content development and translation. Tools like ChatGPT 4.0 can translate training materials into multiple languages and simplify complex concepts, making learning accessible to a global workforce. This ensures that employees at all levels can engage with and understand the content, facilitating better learning integration without the high costs.

Finally, keeping learners engaged throughout the learning journey is a constant battle. Generic one-size-fits-all training approaches often fail to resonate with diverse learning styles and preferences.

Team bandwidth and productivity:

Cost remains a constant concern for L&D teams. Developing high-quality learning content can be a time-consuming and expensive process. Additionally, catering to a global workforce often necessitates translating content into multiple languages, further adding to the financial impact.

How AI Helps: Tailoring Learning Experiences

AI aids in crafting personalised marketing content and creating detailed personas, driving engagement and signups without extensive manual effort. For instance, AI can analyse data to uncover patterns and training needs, enabling L&D teams to create targeted interventions that resonate with individual learners. This personalised approach ensures that the training content is relevant and engaging, thereby improving overall learner engagement and retention.

So, what if you AREN'T one of the lucky few, with budget behind you?

Well, as a small business, it won't surprise you to read that we don't have £millions to spend on AI. So, we've focused on what we can do to leverage AI now, maximising value with minimal spent. And we'd love to share some ideas with you.

8 ways AI can augment L&D teams today

AI can support L&D teams through tools and techniques that are readily available and don't require extensive bespoke solutions.

Here are some practical applications...

1. Supercharging productivity (making you superhuman)

AI can help L&D teams by automating routine tasks and providing quick insights, leaving more time for strategic thinking and creative work. This mirrors how Boston Consulting Group (BCG) is using AI to supercharge their consultants' productivity while valuing the human skill and experience that cannot be replaced. L&D leaders perform a consultative role within businesses, making this a direct parallel.

Try this: Use ChatGPT to summarise large data sets. Input your data and prompt: "Summarise this data set focusing on key trends and insights. Output the data as a sentiment analysis and show weightings again positive, neutral or negative. Extrapolate these by analysing the comments, grouping similar themes and landing on the distinct threads of feedback or feeling"
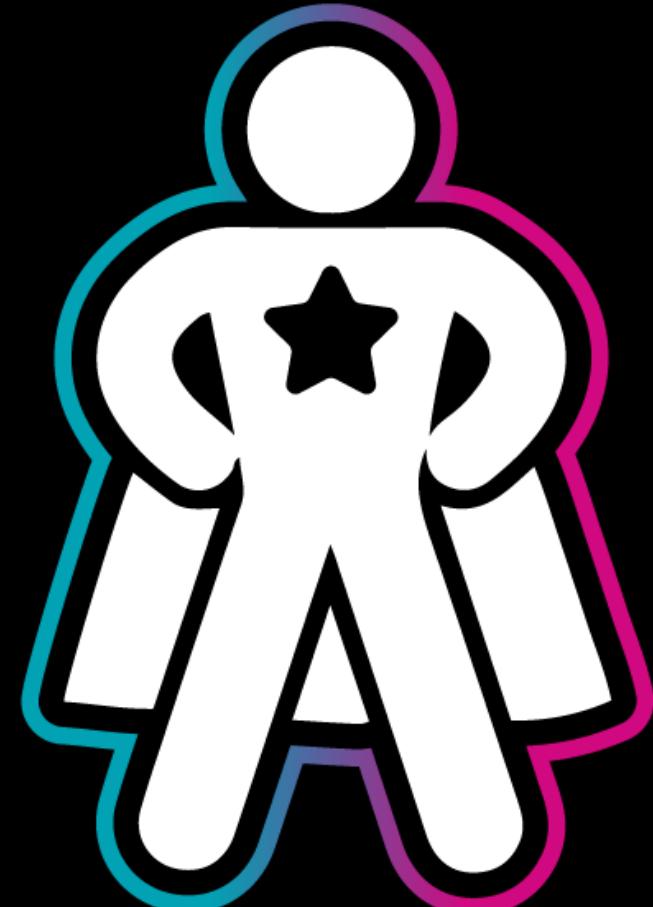
2. Creating a learning chatbot

AI can assist L&D leaders by providing quick, reliable support to learners, ensuring they have the information they need when they need it. For example, a custom GPT instance can act as an on-demand FAQ tool, offering immediate answers based on previously shared content. Moreover, it is super easy to set up too, with a little experimentation.

Try this: Use a custom ChatGPT model, like Elev-8's embedding buddy (link), to quickly answer questions about previously shared content. This chatbot can serve as a query point for leaders or employees trying new techniques.

Instruction: Train a custom ChatGPT model with, for example. your coaching techniques. Use it to provide real-time, intuitive answers. Then, users could ask things like "What are the key steps in our coaching model?" or "How do I handle a difficult conversation with a team member?" You could even ask it to simulate a coaching conversation with you as practice!

3. Building a prompt engineering bank

As you learn and build more complex prompts, create a shared document that you can host on a team wiki to ensure you iterate and share best practices.

Try this: Start a prompt engineering bank with examples and best practices for using AI tools in your L&D initiatives. Create a shared document or wiki where team members can contribute and access refined prompts

Instruction: Try this 'super prompt' to get ChatGPT to help you create the ultimate prompt for your specific challenge / task. LINK
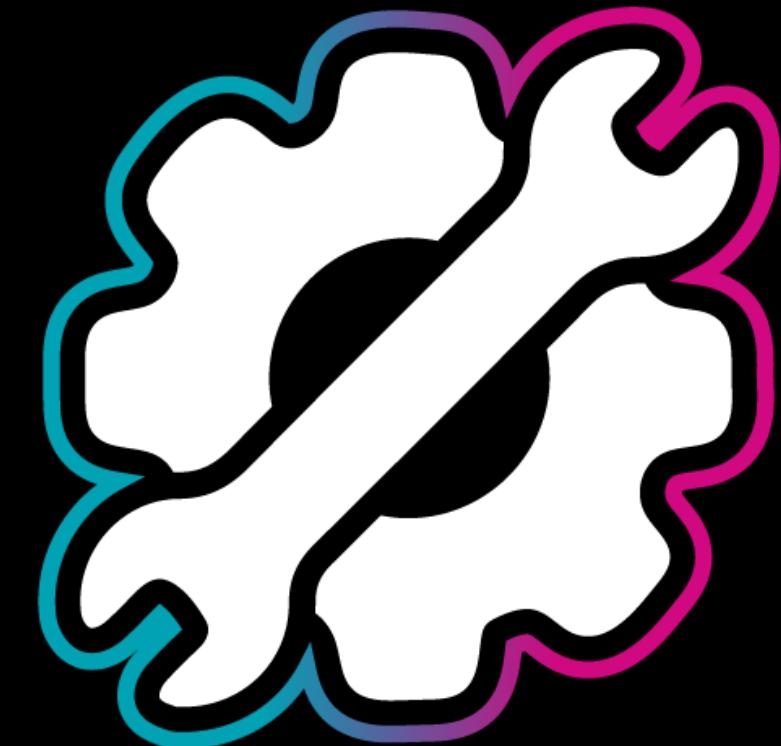
4. Training needs analysis

AI-driven sentiment analysis and theme extraction from surveys offer precise insights into training needs, enabling targeted interventions that yield measurable results. For instance, using natural language processing (NLP) tools to analyse employee feedback can uncover patterns and training needs that might otherwise go unnoticed.

Try this: Use ChatGPT for sentiment analysis and theme extraction.

Instruction: Copy and paste your survey responses into ChatGPT and prompt: "Analyse this survey data to identify key themes and sentiments, highlighting any recurring training needs."
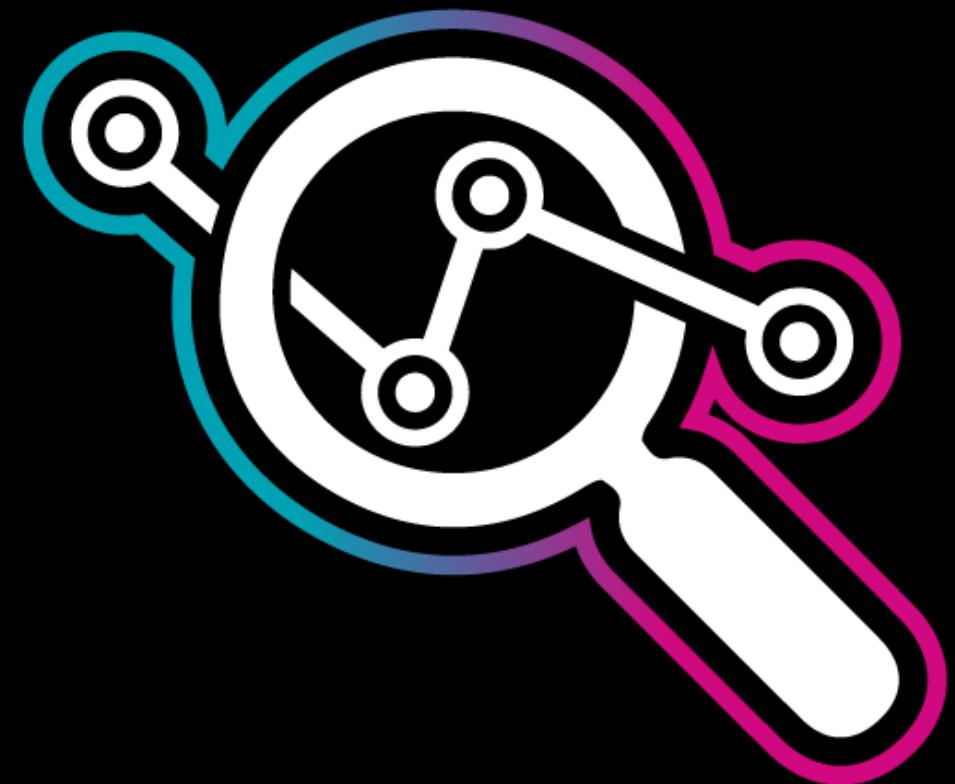
5. Meeting transcriptions and analysis

Tools like Otter.Ai transcribe meetings, offering detailed summaries and actionable insights. This helps track the impact of learning programmes on business outcomes, ensuring that investments translate into tangible improvements.

Try this: Record your next team meeting with Otter.Ai. Using the Otter AI assistant, ask it to generate a summary of key points and action items from this meeting transcript.
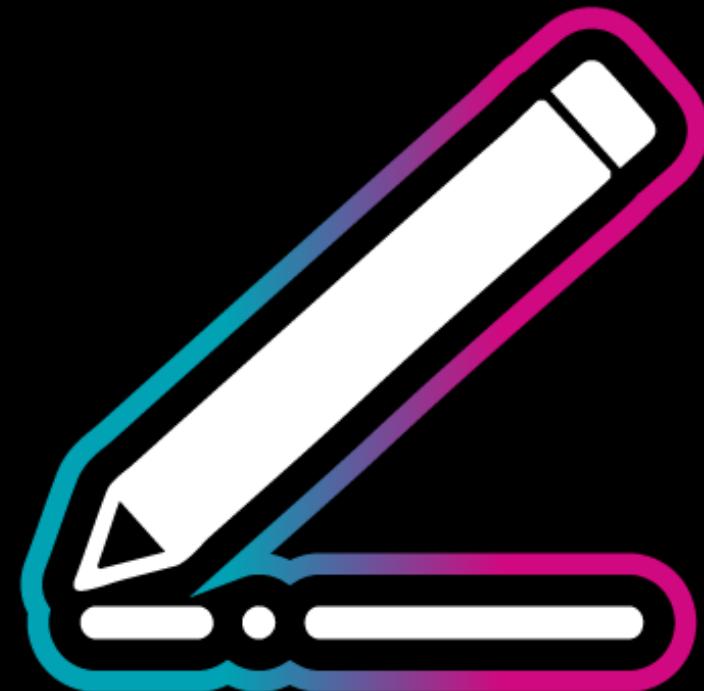
6. Content translation and simplification

With ChatGPT 4.0, content can be translated into multiple languages and complex concepts simplified, making learning materials accessible and comprehensible for a diverse workforce.

Try this: Translate training materials using ChatGPT. Input your content and prompt: "Translate this training module into Spanish, ensuring technical terms are simplified. Where English doesn't translate neatly due to unique sayings etc., replace with language which translates directly without losing the accuracy of the input"
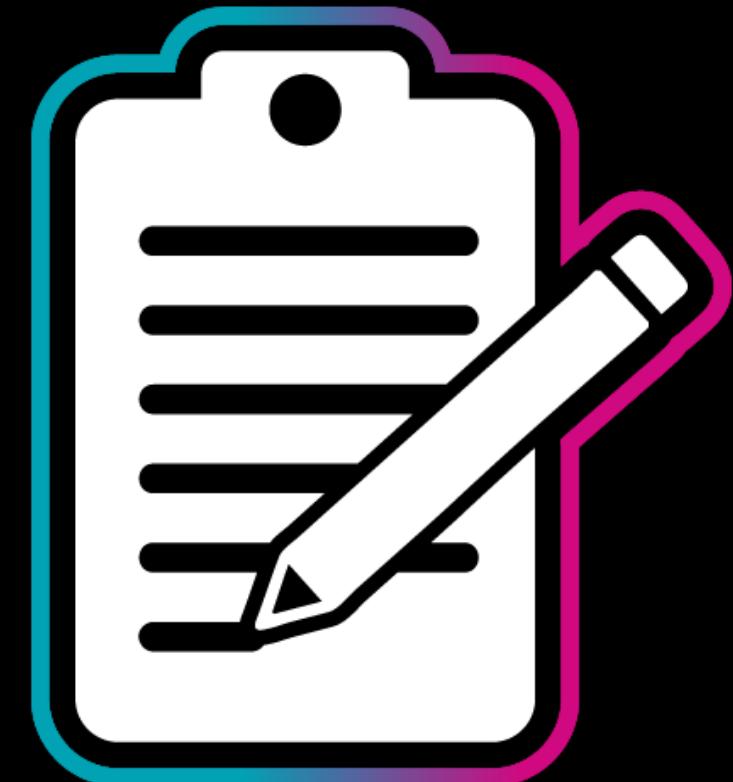
7. Marketing for learning campaigns

The LPI 2024 L&D Dashboard lists marketing and communications as one of the biggest weaknesses of L&D teams. AI aids in crafting personalised marketing content and creating detailed personas, driving engagement and signups without the need for extensive manual effort.

Try this: Use an AI tool like HubSpot's Marketing Hub to create personalised email campaigns.

Instruction: Develop an email campaign to promote our new leadership training programme using the persona creation feature.
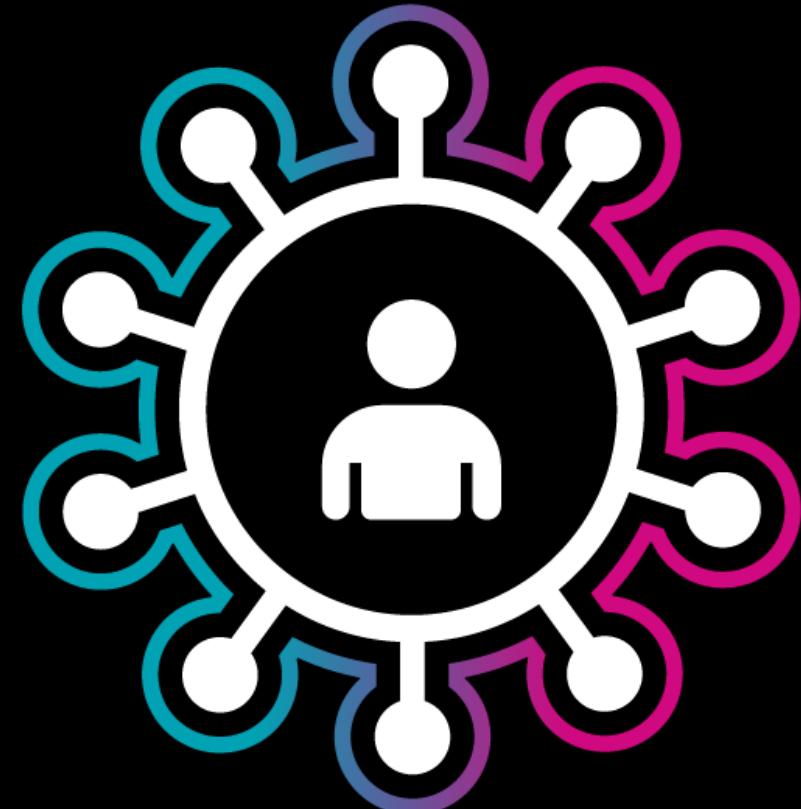
8. Unique content creation

Tools like DALL-E generate brand-aligned imagery, moving beyond generic stock photos to create visually appealing and engaging learning materials. This visual engagement is crucial as studies have shown that people remember 80% of what they see and do, compared to just 20% of what they read.

Try this: Create custom visuals for your learning modules using DALL-E. Prompt: "Generate a series of images to illustrate our change management training scenarios. Use existing brand conventions (assuming you've customised your ChatGPT instance – if not, DM me and I'll explain)"

Ready to start using AI to boost your L&D team today?

At Elev-8 Performance, we specialise in delivering both virtual and face-to-face behavioural change training and consulting across a breadth of areas. We believe in a human-centred approach to learning, enhanced by AI. Why? Because AI won't replace you – but someone using AI probably will!

If you're ready to unlock the transformative potential of AI in your Learning & Development strategy, contact us today for a chat. We'd love to share what we've tried and, in the true spirit of human learning, learn from each other's experiences.

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