

29 GENERATIVE AI USE CASES FOR LEARNING & DEVELOPMENT

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IN TALENT DEVELOPMENT
AND HUMAN RESOURCES**

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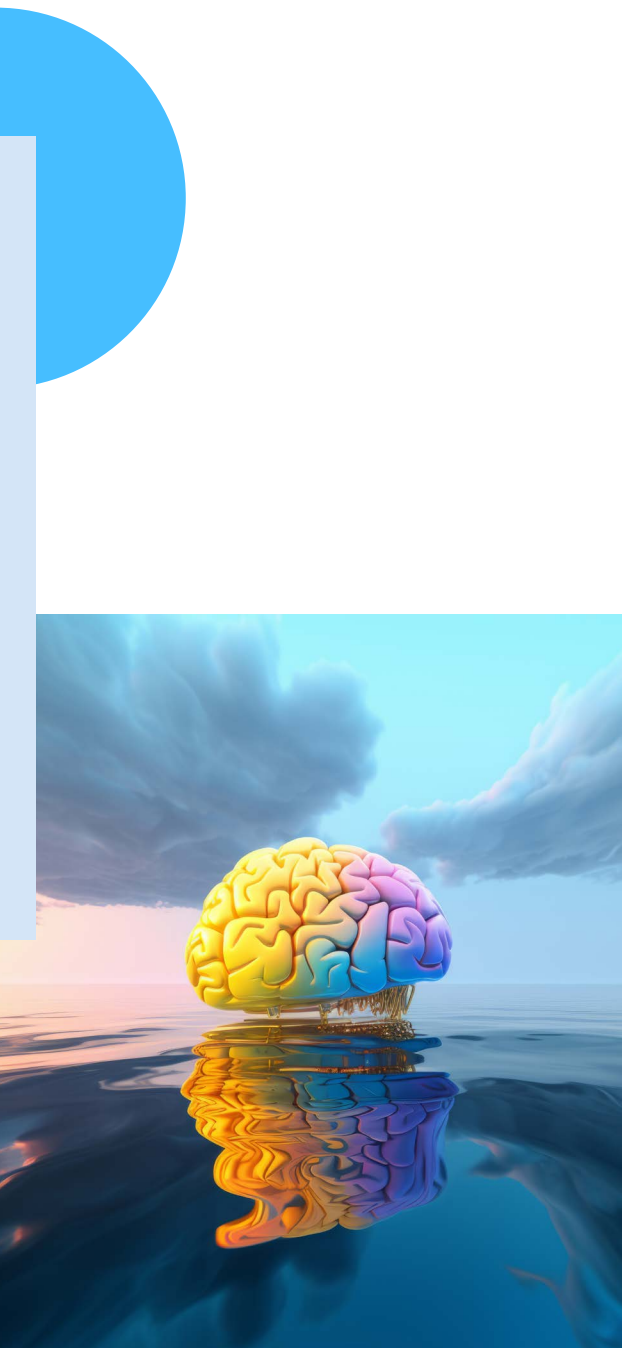


INTRODUCTION

Welcome to the booklet “29 Use Cases for Generative AI for Learning & Development Professionals,” authored by my students from the IE Master in HR and Talent Management program. This publication aims to provide insightful and practical examples of how generative AI can be leveraged to enhance learning and development (L&D) initiatives within organizations.

STRUCTURE OF THE USE CASES

Each use case in this booklet follows a common structure to ensure clarity and consistency. The Title clearly states the specific use case. The Author section includes the name and LinkedIn profile of the author. The Objective highlights the primary goal or benefit of the Gen AI solution within the L&D context. The Background/Context provides a description of the current L&D landscape or challenges that necessitate the use of Gen AI. Stakeholders are identified, listing the main individuals or groups involved in the use case. The Gen-AI Tool/Application section offers an overview of the proposed Gen AI tool, its features, and capabilities. How It Works provides a step-by-step walkthrough of how the Gen AI solution functions in the given L&D scenario. Data Inputs and Outputs detail the data fed into the Gen AI system and the expected results. The Benefits section outlines the anticipated advantages or improvements. Constraints and Limitations address any potential issues or limitations of the Gen AI solution. The Cost Implications provide an estimate of costs associated with implementing and maintaining the Gen AI solution. Finally, Conclusions/Recommendations summarize key points and offer final recommendations regarding the feasibility and value of the proposed Gen AI use case.



The integration of generative AI into L&D practices is paramount for several reasons:



Efficiency and Scalability:

Generative AI can automate content creation, streamline administrative tasks, and personalize learning experiences, significantly increasing efficiency and scalability.



Personalization:

AI-driven tools can tailor learning experiences to individual needs, enhancing engagement and effectiveness.



Data-Driven Insights:

AI provides robust analytics and insights, enabling L&D professionals to make informed decisions and continuously improve training programs.



Cost-Effectiveness:

Automating various aspects of learning and development can reduce costs and free up resources for more strategic initiatives.



Adaptability:

In a rapidly changing work environment, AI allows for quick updates and modifications to learning content, ensuring that training remains relevant and up-to-date.

IMPORTANCE FOR L&D PROFESSIONALS

As the landscape of learning and development evolves, the adoption of generative AI is not just a trend but a necessity for staying ahead. This booklet serves as a comprehensive guide to understanding and implementing these advanced technologies in your L&D strategies, paving the way for a more innovative and effective approach to professional development.

ACKNOWLEDGMENTS

A big thank you to my terrific students, who will be graduating in the summer of 2024. Your hard work and dedication have made this publication possible. Feel free to reach out to them if you have any questions or interesting job opportunities.



Prof. dr. Nick van Dam

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CHAPTER

1

SKILL GAP ANALYSES

#1

Celia Elhazaz

TITLE: Use of Gen-AI for Skill Gap

ANALYSES: iMocha

NAME: Celia Elhazaz

LINKEDIN: www.linkedin.com/in/celiaelhazaz

OBJECTIVE

iMocha is a skills evaluation solution platform that assists firms in shortlisting prospects for employment and upskilling the existing workforce. It enables firms to measure the skill competency of current and prospective candidates using Talent Acquisition and Talent Development tools.

BACKGROUND/ CONTEXT

Skill gaps today are more complex than ever, mainly driven by the rate at which they transform. New skills enter the market, old ones become irrelevant, and people remain in the job market with an outdated skill set. Also, the ways of storing skill data make it difficult for HR to efficiently carry out their respective business functions.

AI can optimize these processes and reduce administrative overhead. Employees generate hundreds of data every day, creating a wealth of information that can be used for skill inference. AI can surface hidden skills or skills you might have forgotten, and reduce survey fatigue and bias while considering a large amount of data.

By analyzing vast datasets and learner interactions, generative AI can create hyper-personalized learning content to suit individual needs enhancing engagement and optimizing knowledge retention. This will help expand the organization's focus from the current needs to the future talent and projected skill gaps.

STAKEHOLDERS

Talent leaders around the world are adopting a skills-first approach for Recruitment, Learning & Development, Workforce Planning, Internal Mobility, Performance Appraisal, and Engagement and Retention. This means the whole HR department will benefit from this tool, as for the employees and managers that could fit this way of thinking where skills are at the center, to carry out the company's strategy.

GEN-AI TOOL/ APPLICATION

iMocha divides primarily all the features that it provides into three big categories:

- **Skills Intelligence**, to approach data-driven talent decisions with an Up-to-date Skills Inventory, Skill-gap Analysis, Skills Matching, and Skills Benchmarking.
- **Talent Acquisition**, to accelerate hiring with a skills-first approach including Remote Hiring, Diversity Hiring, Campus Hiring, and Contingent Workforce Hiring.

#1

Celia Elhazaz

- **Talent Management**, to develop, manage and grow talent with Career Planning, Career Development, AI-Skills Match Internal Mobility and Workforce Agility.


It provides an AI-powered skill assessment platform for Talent Acquisition and Development. Assessment reports are produced based on pre-test and post-test evaluations to examine the depth of employees' learning and identify areas requiring more attention.

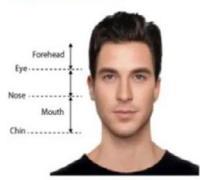
Acts as a strategic partner, for intelligent talent decisions. With a dedicated upskilling portal to map individual employees' growth and check the organization's overall skill level. iMocha's Skills Intelligence Cloud helps enterprises build a skills-first, data-driven ecosystem encompassing hiring, upskilling, and managing talent – at scale, for any job role and industry. It creates Customs Assessments for job-role-based hiring and ensures workplace diversity.

HOW IT WORKS


iMocha can provide many **skill assessments**. Here it shows a test in Java with an AI-LogicBox. This will permit filling in the blanks in a coding test (easier and faster than traditional tests):

Instructions



Image proctoring



The system will capture the candidate's images at regular intervals during the test. Ensure that your face is clearly & fully detected during the test to avoid image violations. Use of any headgear is permitted provided the facial features are clearly visible.


Coding

This test contains coding questions which must be attempted by writing coding manuals.


Mark for Review question type

You can mark a question for review and attempt it later.

Process Logic

```

C (gcc 7.2.1)  c
1 #include <stdio.h>
2
3 int main(void) {
4     //INPUT [uncomment & modify only if required]
5     int sampleInput = 0;
6     int result = -404;
7     scanf("%d", &sampleInput);
8
9     //write your Logic here:
10
11
12     //OUTPUT [uncomment & modify only if required]
13     printf("%d", result);
14     return 0;
15 }

```

| Candidate ID | Candidate Name | Score | Test |
|--------------|----------------|-------|-------------------|
| 5454720 | Ryan Walker | 6/10 | Skills Assessment |

SUMMARY

QUESTIONS

PROCTORING DETAILS

AUDIT LOG

TEST DETAILS


Candidate: Ryan Walker
Candidate ID: 5454720
Email Address: ryan@gmail.com
Appeared on: 28-feb-2021 11:30 am

Test Status: Completed
Time Taken: 45/60 Min

ID Document Verification
ID Verification: Successfully Verified on 14-Apr-2022 05:40 PM
Document Country: India
Document Type: Driver's license

SCORE ANALYSIS

Score: 320/400
Duration: 45 Min 25 Sec / 60 Mins



Ryan Walker scored 88% and completed the assessment in 57% of the a

SECTION SCORE ANALYSIS

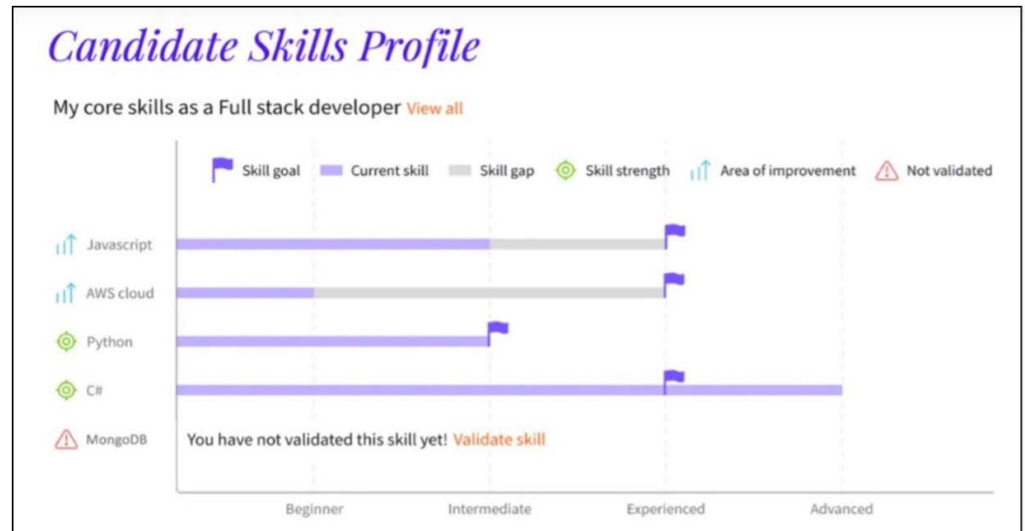
| Section | Percentage |
|--------------|------------|
| Beginner | <25% |
| Intermediate | 25% - 49% |
| Experienced | 50% - 74% |

Section Percentage
Skill Assessment Test | 320/ 400

#1

Celia Elhazaz

A comprehensive **analysis** of the results is derived upon its completion:
It's possible to view the complete **profile** of an employee:



And measure the **ROI of the Learning Program** conducted with *iMocha's* Talent Analytics



DATA INPUTS AND OUTPUTS

The input when enrolling in a test on *iMocha* in the upskilling portal is as simple as being invited by your L&D team or department heads. Once enrolled, an email is sent with login credentials to kick-start the upskilling journey.

Login with credentials > All the available skills assessments displayed > Click Take Test.

Skills | Upskilled - 1 | My Progress

All topics | Search | 1-1 of 1

English Proficiency

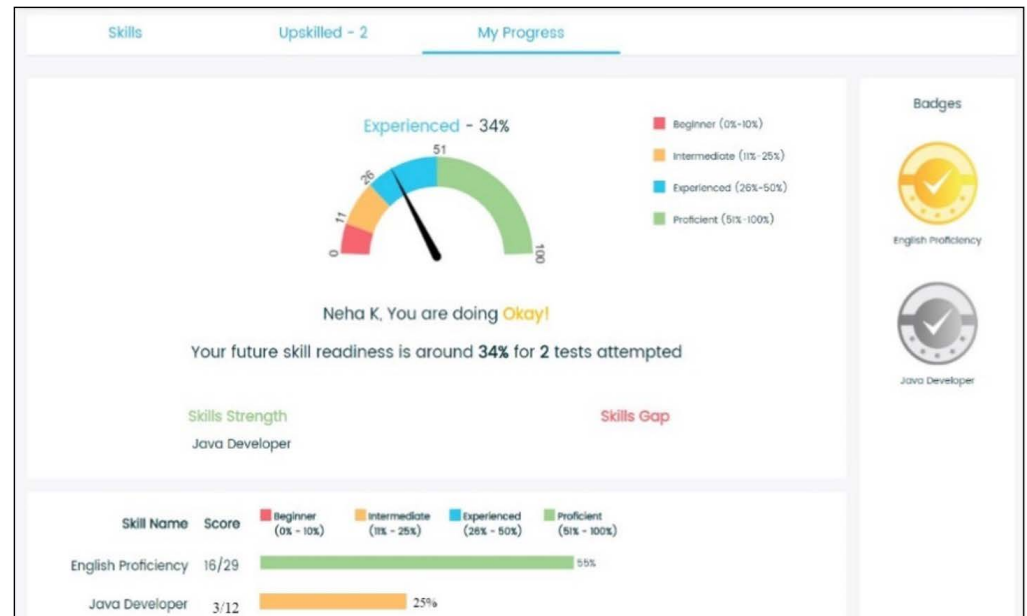
Questions: 26 • Duration: 20 min

[Take Test](#)

#1

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Once completed the test, the output is an available report under the Upskilled tab. Badges can be earned (Gold, Silver, and Bronze) depending on the skills score.



BENEFITS

Using *iMocha* has many advantages such as: Providing tailor-made assessments to analyze candidates' varied abilities before and after their training initiatives. The entire procedure is transparent, comprehensive, and devoid of biases. Moreover, it helps to reduce the hiring time by up to 40%. It helps to quickly determine an employee's competency based on their performance using *iMocha*'s color palette monitoring (beginning, proficient, or expert categories) and it can measure the ROI of the learning programs.

The disadvantages that *iMocha* can present are:

- **Limited scope:** While *iMocha* offers a wide range of customizable assessment tests, it may not cover all the skills and competencies required for a specific job role or industry.
- **Cost:** *iMocha*'s services may be more expensive than traditional assessment methods, which could be a barrier for smaller companies or those on a tight budget. Leading to buying features included in the pack, regardless of whether the customer wants it or not.
- **Technology dependency:** As an AI-powered platform, *iMocha* relies heavily on technology, which could pose challenges if there are technical issues or malfunctions. *iMocha* does not offer an end-to-end LMS system. However, it provides integration with various LMS.
- **Lack of human touch:** While *iMocha*'s assessments are objective and data-driven, they may not provide the same level of insight and understanding that human evaluators can provide.

CONSTRAINTS AND LIMITATIONS

#1

Celia Elhazaz

COST
IMPLICATIONSCONCLUSIONS/
RECOMMENDATIONS

BIBLIOGRAPHY

- **Potential bias:** AI-powered assessments may still be subject to potential bias, especially if the algorithms are not regularly audited and updated to ensure fairness and accuracy and do not offer psychometric tests since they are difficult to standardize across languages and may include implicit biases.

iMocha offers two main subscriptions, Professional and Enterprise for each of the next four departments: Talent Acquisition, Talent Development, Campus Hiring, and AI-EnglishPro (to measure business English proficiency). Regarding Learning & Development area, the most convenient will be Talent Development Plan. Here is possible to add L&D administrators, for them to identify skills, improve participation, and measure impact on the business decisions.

The starting price apparently is a Basic subscription of \$1800/year, Professional \$6000/year and Enterprise is a custom pricing, therefore contact with iMocha is needed. It is also available for a free trial and booking a demo.

iMocha is an advanced AI-powered platform that facilitates the transformation of organizations into skill-centric entities, leveraging skills as a competitive advantage through Strategic Workforce Intelligence. The platform aids companies in optimizing their recruitment processes, identifying top candidates, and fostering talent growth within the organization. *iMocha* offers a versatile platform covering Upskilling ROI, Reskilling ROI, Internal Mobility, Employee Onboarding, Fresher Training Program ROI, Certification Programs, Compliance Tracking, 360 Degree Skills Feedback, and Internal Employee Hackathons.

By providing a comprehensive understanding of the current skills in the organization it can anticipate future requirements of the strategy business. Its integration into the HR ecosystem fosters a culture of learning, empowering employees and facilitating the establishment of learning paths to meet evolving business needs. Due to the measurement of the return on investment (ROI) of learning programs, the Learning and Development (L&D) initiatives can transition from being order takers into **strategic partners**. Moreover, *iMocha* adheres to the Kirkpatrick Model, ensuring success at all stages of learning by evaluating reactions, learning effectiveness, and behavioral changes resulting from the learning experience.

Embracing *iMocha* promises to excel in today's dynamic business landscape.

1. Parmar, J. (2023, March 31). IMoCHA: the One-Stop solution for streamlined, Objective, and Data-Driven hiring processes. <https://www.linkedin.com/pulse/imocha-one-stop-solution-streamlined-objective-hiring-jahanvi-parmar>
2. Niraj, R. (2023, September 7). Implementing Generative AI In L&D: Importance, Use Cases, Strategies. eLearning Industry. <https://elearningindustry.com/implementing-generative-ai-in-lt-importance-use-cases-strategies>
1. Has AI fundamentally changed skill gap analysis? | TechWolf. (n.d.). Techwolf. <https://techwolf.com/blog/skill-gap-analysis>

#2 Sirage Beiruti

TITLE: Use of GEN-AI for Identifying Skill Gaps

NAME: Sirage Beiruti

LINKEDIN: www.linkedin.com/in/sirage-beiruti-15b5a620b

OBJECTIVE

The primary goal I will be talking about working toward is how to leverage Gen AI to help a company identify missing and underdeveloped skills among their employees, so supervisors can build a more tailored development program that addresses those skill gaps.

BACKGROUND/ CONTEXT

As job roles evolve, we will need to keep up with the latest tools and technologies that can identify the skills employees possess and those that need development quicker and more accurately than ever. A lot of companies suffer with analyzing the skill gaps among their employees, thus leading them to give their employees the wrong training and wasting their time and resources.

STAKEHOLDERS

The stakeholders in this process are spread throughout the entire company. The main stakeholders are the learning and development team, as they have to learn how to use and implement IBM Watson Talent Frameworks. After they do this, all other employees get involved by having their skills tracked, and then having to take the appropriate training to develop the skill that's needed.

GEN-AI TOOL/ APPLICATION

To solve this problem, we need to use the help of Gen-AI, and in this case, IBM Watson Talent Frameworks. IBM Watson Talent Frameworks uses AI and data analytics to help organizations with managing and developing their workforce. It specializes in skills analysis, workforce planning, and then giving feedback for talent development. Implementing their skills analysis, they employ artificial intelligence to assess skills data throughout the organization, aiding in the recognition of existing skills, gaps, and potential areas for improvement. After doing their skills analysis, they are able to provide tailored recommendations for learning and development activities which are based on individual and organizational needs.

HOW IT WORKS

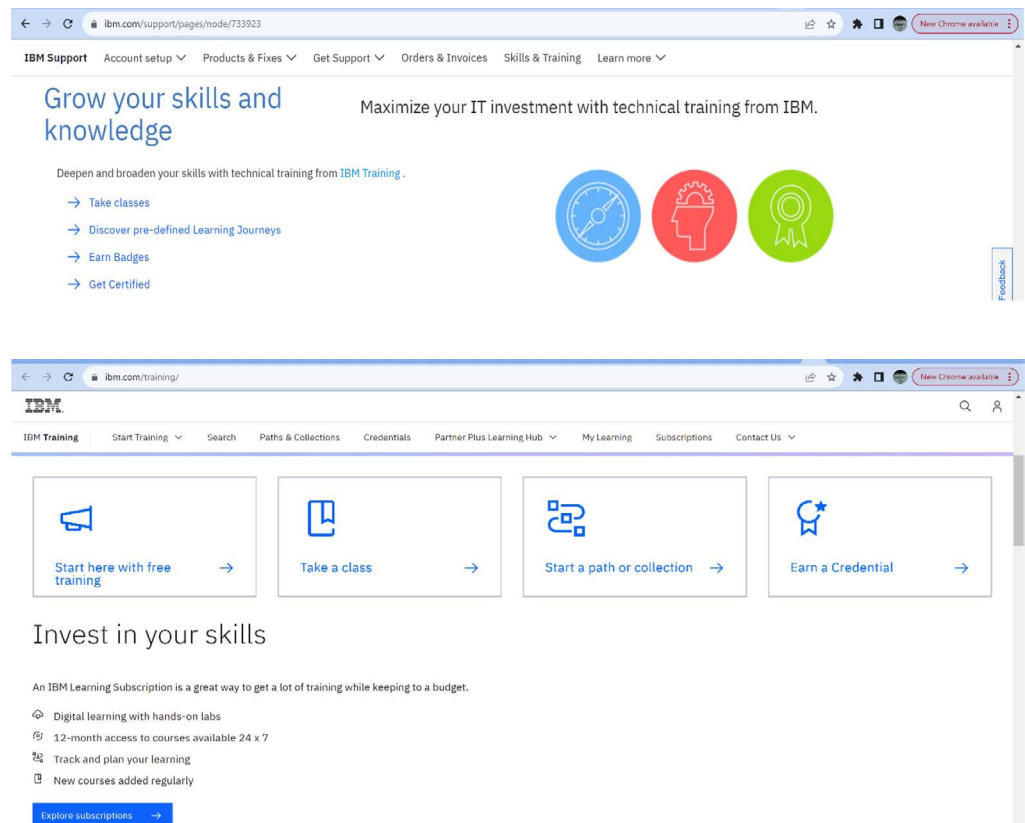
The layout of the page is shown below. All the progress and results will be shared with the Learning and Development team for them to be able to keep up with each employee's progress.

#2

Sirage Beirut

DATA INPUTS
AND OUTPUTS

BENEFITS



For IBM Watson Talent Frameworks, the data you input is your employee's basic information such as their job role, experience and past performance data if available, then you add employee's skills that you can find from performance reviews, self-assessments and training records. Then you add the competency model, whether prebuilt or customized. Afterwards, you add all their information regarding any completed training modules, workshops, and courses they have accomplished. Lastly, you add each employee's performance data which consists of their performance, achievements and goals. The outputs that are then generated by IBM Watson Talent Frameworks include detailed skills profiles for employees, which highlight current competencies and areas for improvement. The platform then conducts gap analyses to identify disproportions between desired and actual skills. It provides personalized recommendations for learning paths and skill development activities. Summarized reports and analytics offer insights into the overall skills landscape, tracking progress, trends, and areas of strength or concern. In addition, the platform continuously monitors employees' skills development progress and provides predictive insights to anticipate future skill needs based on industry trends and emerging technologies.

There are a lot of benefits for a company to use IBM Watson Talent Frameworks. One main one is that it provides a holistic view of employees' skills, so you are able to see which skills your company is lacking in as a whole. This information helps you know which training to give your employees to help your company stay

#2

Sirage Beiruti

**CONSTRAINTS
AND LIMITATIONS**

competitive. Another benefit is that IBM Watson Talent Frameworks not only recognizes existing skill deficiencies but also helps organizations in identifying future skill requirements. This forward-planning strategy is essential for staying ahead of industry trends and upcoming technologies.

One constraint and limitation for implementing IBM Watson Talent Frameworks is that it can be a significant investment. This cost includes their licensing fees, more payments to tailor it to your company's needs. This can be a limitation and concern for smaller companies with limited budgets, the big cost of it might be a restriction.

**COST
IMPLICATIONS**

The cost of implementing and using such platforms generally depends on multiple factors such as the size of the company, how customized it will be, the features and modules you will use, how long of a subscription you will get, implementation and training, and the support and maintenance. For these reasons IBM Watson Talent Frameworks hasn't put a specific price on their website. For specific pricing for your company, contact IBM Watson Talent Frameworks, particularly by reaching out directly to IBM's sales or customer support. They will be able to provide detailed information tailored to your organization's specific needs.

**CONCLUSIONS/
RECOMMENDATIONS**

In conclusion, IBM Watson Talent Frameworks is a great way for companies to identify missing or underdeveloped skills on their team, so they can build targeted development programs that address their gaps. Doing this has huge benefits such as being able to tailor different training courses for different employees to target their weaknesses and help them grow and develop. As we all know, job roles will continue to evolve, meaning that we will need to keep up with the latest tools and technologies to identify the skills employees possess and those that need development quicker and more accurately, and the solution to this is, IBM Watson Talent Frameworks.

#3

Saman Ghajar Davalu

TITLE: Merging the skill-gap with Degreed

NAME: Saman Ghajar Davalu

LINKEDIN: www.linkedin.com/in/saman-gd

OBJECTIVE

Use personalized pathways to build and deliver better daily learning experiences. Focus on targeted skill development, data insights, and reporting. In the current L&D landscape, we see many different generations of learners in the workplace. To bridge the skills gap, organizations must consider personalized pathways for their employees to achieve targeted skill development.

BACKGROUND/CONTEXT

An ongoing challenge organizations are facing is the need to reskill and/or upskill their employees due to digitalization. Bridging the skills gap is a win-win solution: employee continue to develop skills needed to succeed in their roles through personalized pathways and employers continue to lead the charge in their industries by exceeding business objectives through their people.

STAKEHOLDERS

Learners, trainers, L&D professionals, managers, team leaders and partnership organizations (i. e. LinkedIn).

GEN-AI TOOL/APPLICATION

Information in this section was retrieved from: degreed.com

Degreed:

Online learning platform leading the skills-first revolution. Degreed leads individuals and companies to a skills-first future with end-to-end learning, targeted skill-building and real-time skills data.

Three main features:

- 1. LXP** – Build and unify your learning ecosystem to accelerate upskilling and innovate for the future.
- 1. Academies** – Deliver modern, collaborative learning experiences to drive deeper skills development.
- 1. Content Marketplace** – Introduce a flexible and inclusive way to fund learning experiences from any program or provider.

The degreed platform integrates skill insights, LMSs, courses, videos, podcasts, article, projects and more to match users to growth opportunities that fit their unique skills, roles and goals.

HOW IT WORKS

Once a user creates a profile, they have access to a dashboard which includes the following main channels: “Chat, Assigned, Shared, Saved, Pathways, Plans, Insights”.

#3

**Saman
Ghajar Davalu**

Here is a high-level breakdown of each component:

- **Chat** – connect to other users who are developing the same skill as you – whether part of your organization or not.
- **Assigned** – assigned learning experiences. For example, from your team or HR.
- **Saved** – resources that you wish to refer to later or flag for your learning. Also a browser extension which allows you to save external sources like articles to read or reference later.
- **Pathways** – hub to store your best learning experiences. Here you can follow or share what you're learning with communities.
- **Plans** – feature that allows you to group together content, pathways and skills connecting you to AI to curated learning. Creates a webpage of learning within the degreed platform.
- **Insights** – summary of your learnings, top skills, including methods used (articles, videos etc) and time spent learning (Exhibit A – Skills Chart).

Beyond the main features on the dashboard, each user has two main ways to learn on the degreed platform. One as an employee of an organization (enterprise feature) and the other as an individual learner (private subscription). As part of the enterprise feature, the learner has access to create a portable skills profile to convey the transferable skills they need to succeed in their role. Furthermore, they can see where their strengths lie and how it compares to the rest of the team (Exhibit B – Team Chart).

On the other hand, as an individual learner, they can use their profile to develop more individual and personal skills that pique their interest. They can flag skills on their profile so that the AI creates learning experiences that are tailored to their focus skills (Exhibit C – Curated Home Page).

Finally, HR teams within an organization can build custom learning experiences, through the enterprise feature. This allows for HR to collaborate with AI to create pathways tailored for to specific groups within the organization. Ultimately, guiding learners to the resources and insights they need to engage, collaborate, and contribute to their roles.

Degreed does not require “feeding an input”.

Users are encouraged to use the key channels on the dashboard to meet their learning goals through creating personalized pathways and plans. Each time they login, the AI platform proactively curates learning experiences that focus on the skills and learning plan they are targeting. The learner then chooses the methods in which they wish to learn the skills (i.e articles, podcasts, videos, books, modules).

DATA INPUTS AND OUTPUTS

#3

**Saman
Ghajar Davalu**

Each content has a point system allocated by degreeed, and the learner accumulates points as they learn as an incentive.

BENEFITS

- Platform enables the workforce to create a portable skills profile to convey the transferable they need for their roles.
- Data insights on employees: team managers, business leaders and HR teams can measure employees' critical skills and visualize strengths or gaps in real time. With these insights, they can also make smarter decisions about upskilling their people.
- Proactivity and speed: opportunities find employees using real-time data on users' strengths and interest.
- Skills coaching: managers and employees are matched for skills coaching. Employees are guided on how to grow on critical business needs and leaders receive insights on how to support employee's potential.
- Capturing learning in the flow of work: degreeed can be accessed any time through browsers and mobile. Compatible with Android and iOS (Exhibit D-Accessible 24/7).
- Social group sharing: collaborating and learning from others who are developing the same skill through social group chats.
- Can use as a browser extension to continue meeting your learning goals outside the platform.
- Faster business adaptation: users own their learning and career growth.
- Cost saving: centralizing learning platform to enhance individual learning needs – employee will be better equipped to build skills for what is next.

**CONSTRAINS
AND LIMITATIONS**

- Users have reported technology issues with mobile app. Additionally, they have reported that it can be difficult to receive fast support to resolve the tech issues.
- Expensive if you do not have a corporate account –targeted for larger businesses than independent users.
- Difficult to learn about price points and to connect with sales team for demo.

**COST
IMPLICATIONS**

Available via quote from sales team. Must be requested from their website.

**CONCLUSIONS/
RECOMMENDATIONS**

To advance L&D in the workplace, employers must consider Gen AI tools to not only streamline the learning process but also to provide personalized pathways for each learner. Beyond the many benefits of the platform, I believe the best value of degreeed is realized through the enterprise feature.

#3

Saman
Ghajar Davalu

In the current scheme, most organization are comprised of diverse workforces. To bridge the skills gap and be a future ready organization, employers should invest in centralized learning platforms, such as degreeed. This will promote upskilling, reskilling, learning in the course of work and empower employees to continue driving innovation in exceeding business goals.

Exhibit A – Individual Skills Chart

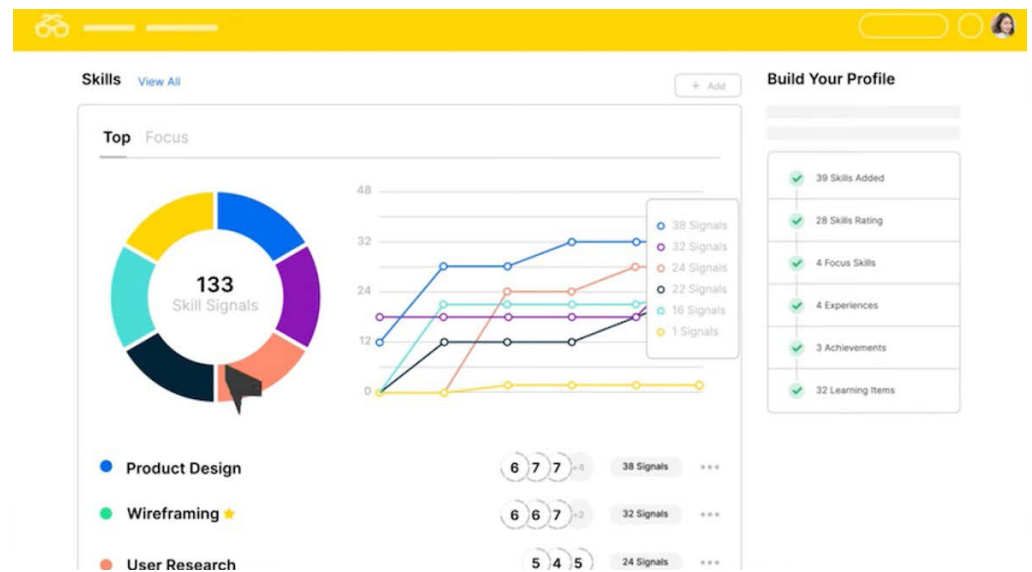
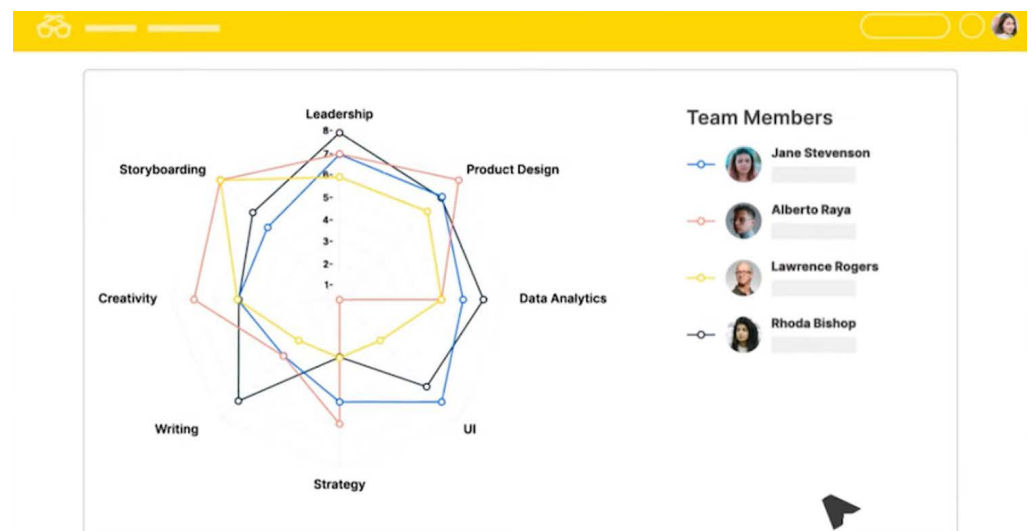


Exhibit B – Team Skills Chart



#3

Saman
Ghajar Davalu

Exhibit C – Curated homepage based on Focus Skills

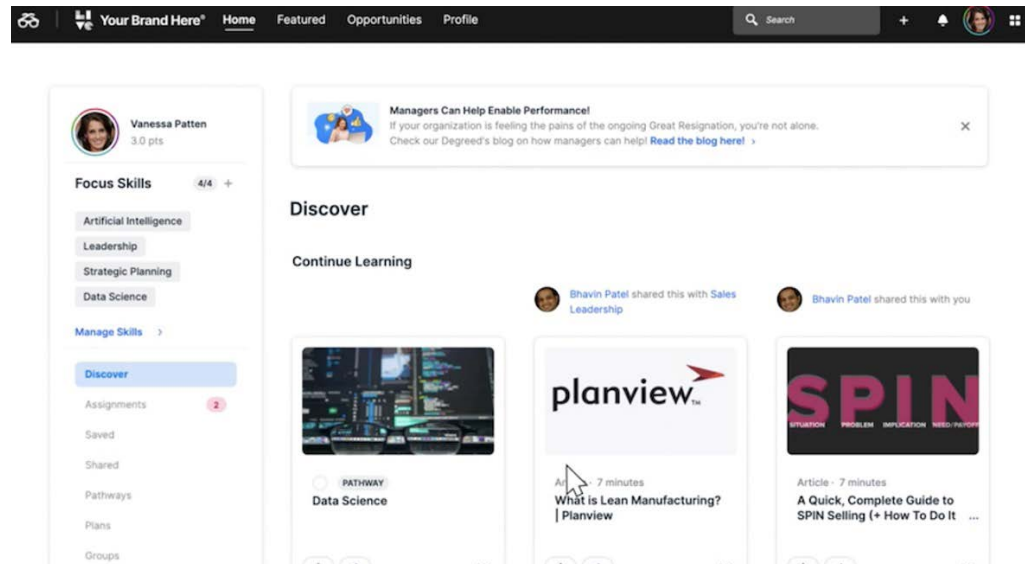
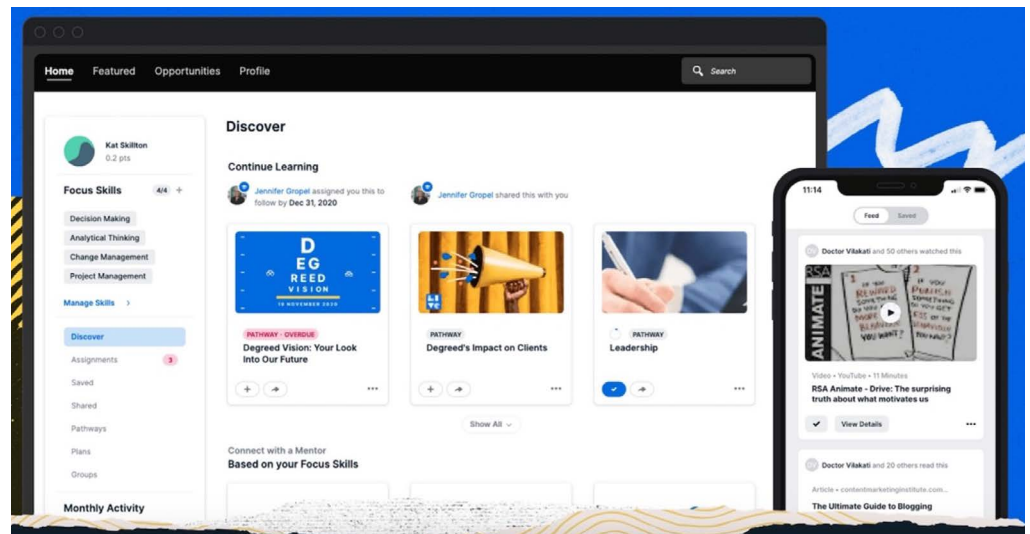


Exhibit D – Accessible 24/7



CHAPTER

2

KNOWLEDGE DISCOVERY AND SUMMARIES

#4 Sourabha Hediya

TITLE: Use of GEN-AI for Summarizations, and simplified learnings

NAME: Sourabha Hediya

LINKEDIN: www.linkedin.com/in/sourabhahediya/

OBJECTIVE

The objective of proposing the utilization of the GenAI application is to make researching and learning optimized processes. This will help learners and diverse groups of professionals' extract knowledge summaries and recommendations that are not only valuable or easily accessible but are also available in simplified formats to understand.

BACKGROUND/ CONTEXT

The evolution and revolution of the formats, timelines and methods of learning have changed drastically over time. With content and its crucial ability to add value, quality is preferred over quantity. However, if there is no time, quality content will be lost whilst trying to learn and develop oneself. Hence, in a world where "Learn, Unlearn and Re-learn" is important and people tend to rely on 'micro-learning,' the proposed GenAI application can come in handy to understand information in simple, quick, and effective ways.

STAKEHOLDERS

In the foreground, the stakeholders who will mainly benefit by utilizing the GenAI application are learners (inclusive of students), trainers, L&D professionals, managers, professionals in/with educational and research backgrounds, designers, content creators and artists. However, in the background, anybody who is visually not handicapped and requires understanding content, can utilize the application.

GEN-AI TOOL/ APPLICATION

The Gen AI application being proposed here is Napkin.ai. It is:

1. An application that was ideally developed to generate and take note of ideas.
2. It allows its users to edit the results, add comments or notes, and record videos to explain the simplified visual, which can later be utilized as content during facilitation.
3. Can be utilized by both individuals and groups of people.
4. The result being visual in nature, will help people to simplify, understand and explain information in shorter durations, and with effectiveness.

Hence, they are knowledge summaries and recommendations of the overall content being studied or considered in a simplified manner.

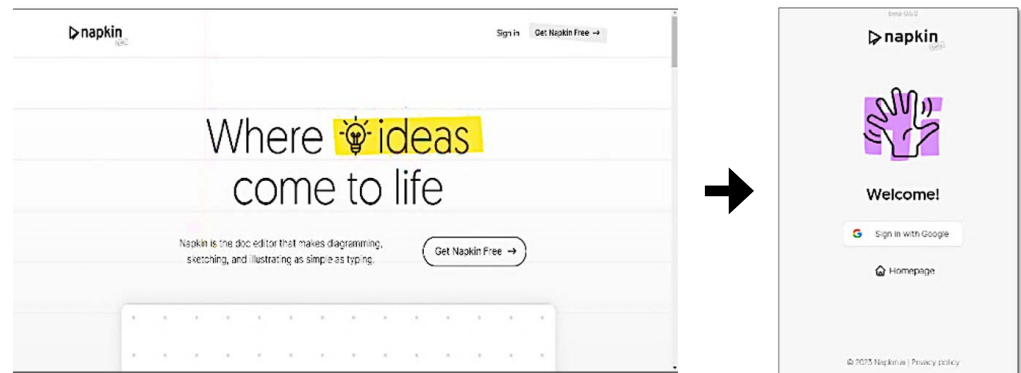
#4

Sourabha
Hediyal

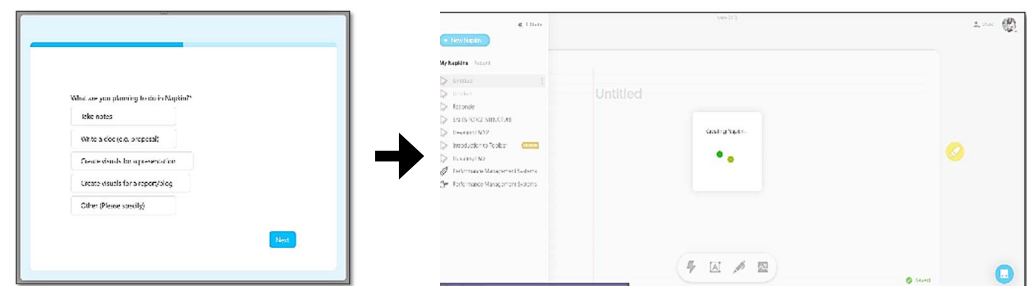
HOW IT WORKS

A **step-by-step walkthrough** of how **napkin.ai** can be utilized is as follows:

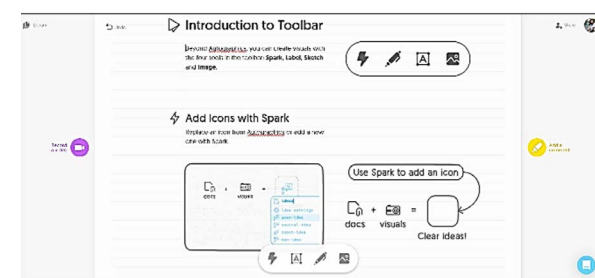
1. Login to the website www.napkin.ai by using your **email ID**.



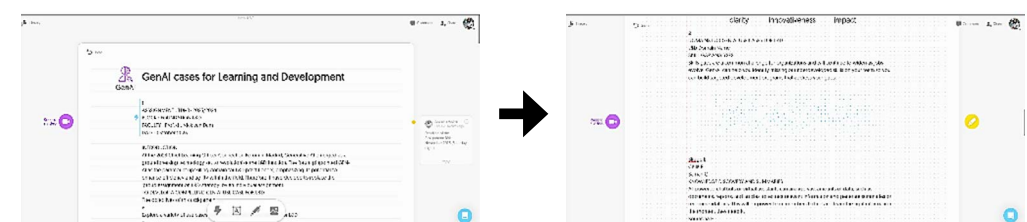
2. Upon logging in, the user will have to state the **purpose** of usage alongside the **role**. They will then enter the **napkin** – or the space of creation.



3. On the left-hand side of the napkin, under the “Library” section, the user can access the **introductory** page that comprises of the **instructions** to utilize the application, its different **tools**, and **characteristics**.



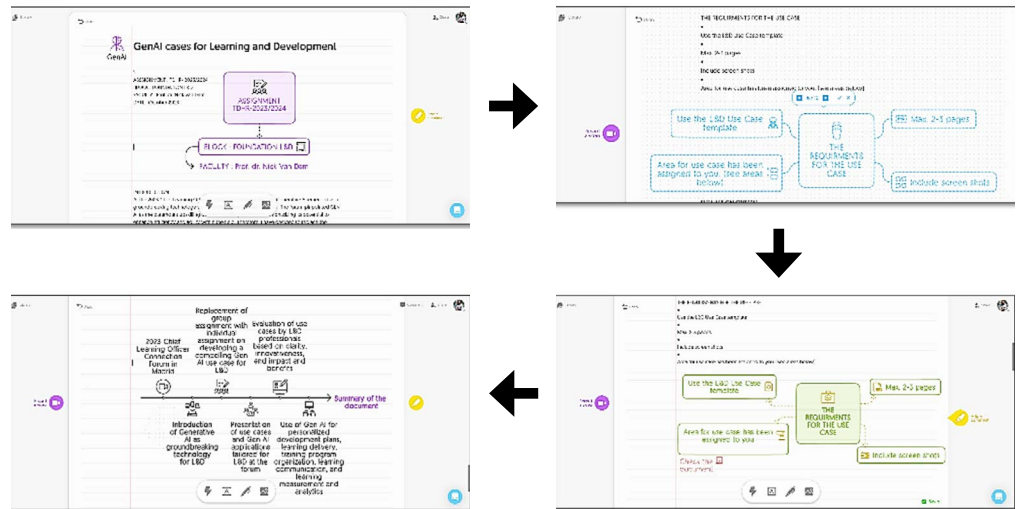
4. Input the **title** and the **content** of the information that you want to simplify and learn on the napkin. Click on the **blue lightning icon** on the left-hand side of the content to **generate** the graphic.



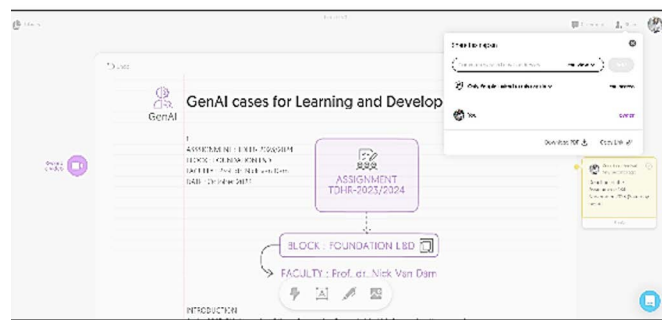
#4

Sourabha
Hediyal

5. Multiple options appear and the user can now **choose** the graphic they find **most suitable** as per their **requirement**. Post selection, the user can also **edit** every element using the different tools. E.g.: Icon, font color, etc.



6. Upon completion, the user has **two options**. First, they can save the document in **image** or **document (PDF)** formats for utilization. Secondly, they can **share** the above-mentioned document or the napkin's link to **edit/discuss** the information with others via **email** or **message**.



DATA INPUTS AND OUTPUTS

Inputs: The information must be mandatorily in the form of text.

Outputs: The resultant data is a summarized version of the input in the form of infographics, mind-maps, or images.

BENEFITS

The benefits of utilizing the application are:

1. Simplified understanding of complex information.
2. Saving time to understand concepts or retrieve recommendations of important information.
3. Data can be edited as per one's understanding, and requirement.
4. High-speed creation and thus utilization of the visual results as content for explanations/presentations.
5. Cost savings as the current beta version of the application is free.

#4

**Sourabha
Hediyal****CONSTRAINTS
AND LIMITATIONS**

The constraints and limitations of this application are:

- Input is limited in the form of text and shorter lengths, thus having to split larger articles to extract or create summaries.
- Data privacy issues as the application is still in its developing (beta) phase.
- Loss of data as the napkin is always in an editable mode and is still being developed.
- Upon the application being completely developed, a price might be applicable for its utilization (e.g.: subscriptions), which could result in reduction of the number of users.

**COST
IMPLICATIONS**

As the application is in its beta phase, it's an advantage for the users as it involves no cost of utilization, except that of internet. This can help anyone to utilize it without having to think of budgets for its implementation, or maintenance.

**CONCLUSIONS/
RECOMMENDATIONS**

Napkin.ai is and can be further utilized by multiple users as a game-changing tool that aligns with the current trend of micro-learning experience that people are relying on. Although time is a crucial factor in the further development and accessibility of the application, it is strongly recommended to be utilized in the research, content curation and facilitation aspects of Learning and Development.

#5 Andrea Mancheno Nicolalde

TITLE: Use of Gen AI for Summarizing

NAME: Andrea Mancheno Nicolalde

LINKEDIN: www.linkedin.com/in/andreamancheno

OBJECTIVE

The main objective of the Recast application is to streamline and expedite the upskilling and reskilling processes for employees. This is to be achieved by facilitating access to converted written information in the form of podcasts from diverse sources, thereby eliminating the necessity for individuals to interrupt other activities.

BACKGROUND/ CONTEXT

The imperative for upskilling and reskilling employees has become universally recognized and obligatory across companies worldwide. The associated costs and temporal commitments constitute substantial investments for both the company and its workforce. Notably, a significant impediment to employee engagement in innovation initiatives is the scarcity of time and resources allocated to sustain continuous learning endeavors. The Recast app seeks to address this challenge by providing employees a rapid, user-friendly, and enjoyable mean of engaging with the informational angles of innovation through auditory channels

STAKEHOLDERS

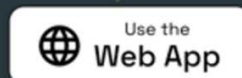
The Recast app is contemplated to confer benefits across the entire organizational spectrum. It is anticipated to serve as a valuable tool for employees, trainers, and managers alike. By providing a convenient and audible medium for accessing written information, the application enables stakeholders to seamlessly integrate learning into their daily routines, thereby augmenting their overall performance.

GEN-AI TOOL/ APPLICATION

The principal functionality of the Recast application resides in its capacity to transform user-selected written content into a podcast format characterized by dialogues between two individuals, delivered in an engaging manner and featuring non-synthetic vocalizations. Beyond providing auditory content, the application gives users the capability to access and store a comprehensive script of the podcast conversation. This facilitates the revisitation and scrutiny of potential ambiguous information.

Moreover, the Recast app exhibits cross-platform compatibility being available for Apple operating systems and offering an option for computer users in the form of a Chrome extension as well as the Web app, ensuring accessibility across various technological interfaces.

Download now. It's free.



#5

Andrea
Mancheno
Nicolalde

App Store

- Download the App.
- Create an account.
- Click on the “add recast tab” and insert the article’s URL.

Chrome Extension

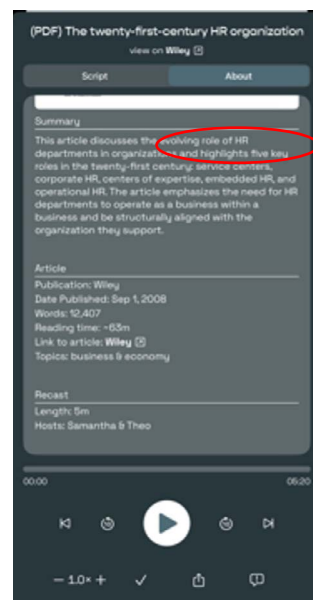
- Install the extension.
- Create an account.
- Go to the article’s web page click on the Recast extension button, click recast and access through the web or the app.

Web App

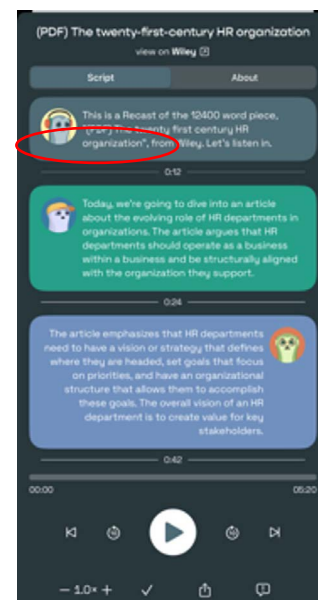
- Go to <https://app.letsrecast.ai>
- Create an account.
- Click on the hand magnifying icon and enter the article’s URL.

For all users:

Access the article
information and summary.



Access the script, the playback
speed, and the podcast.



DATA INPUTS AND OUTPUTS

Inputs entail the user’s selection of a specific article for summarization, wherein the URL of said article is inputted into the Recast application.

Outputs include a concise textual summary, an accompanying podcast, and a transcribed script of the conversational content derived from the article. Notably, the application endows the user with control over the auditory experience by enabling adjustments to the playback speed of the voices utilized in the podcast.

#5

**Andrea
Mancheno
Nicolalde**

BENEFITS

Additionally, the Recast app offers a comparative analysis between the time required for traditional article consumption through reading and the time expended in engaging with the provided podcast, thereby furnishing the user with a quantitative perspective on the efficiency of each modality.

The Leadership and Development department of the company stands to realize significant advantages, both temporally and financially, particularly in self-instructional domains, through the incorporation of the Recast app. Concurrently, extant research posits that the integration of AI assistance enhances worker productivity, thereby facilitating accelerated knowledge acquisition by employees (Lazear, Shaw, Hayes & Jedras, 2022). As articulated by Burgess (2017), AI serves as a tool with the capacity to augment and refine the output of workers by furnishing instantaneous and precise access to pertinent knowledge. This sentiment is corroborated by Dabbous, Barakat, and Sayegh (2022).

The Recast app, by allowing employees the capability to convert written information into accessible podcasts, aligns with the ethos of augmenting worker efficiency through AI. This functionality enables the continuous upskilling and reskilling of the workforce in a swift and personalized manner, thereby contributing to the overall innovation trajectory of the organization.

BENEFITS

The Recast app exclusively accommodates the transformation of articles that have not been previously subjected to access restrictions, denoted by their unavailability for transformation if encapsulated within publisher memberships beyond the purview of the company's access privileges.

It is imperative to note that the Recast app is presently undergoing debugging efforts, specifically addressing challenges related to the synchronization of shared data between the Share Extension and the core functionality of the main application. On the same note, the absence of the app for Android users could potentially lead to inconsistencies in the workplace.

COSTS
IMPLICATIONS**Recast app offers two versions:**

| FREE | Pro: \$9.99/month |
|---|---|
| <ul style="list-style-type: none"> • Submission of only top publishers. • Unavailable to recast private documents. • No access to personalized content. • Experience will be interrupted by ads. • Requires internet connection. | <ul style="list-style-type: none"> • Recast any article. • Recast personal documents. • Enhanced and personalized recommendations. • No ads. • Offline Mode. |

#5

**Andrea
Mancheno
Nicolalde**

CONCLUSIONS AND RECOMMENDATIONS

The Recast application is poised to empower employees as the central protagonists of their individualized learning trajectories, concurrently facilitating the Learning and Development department in fostering a culture of continuous innovation throughout the organization. This dual impact is anticipated to manifest in a reduction of temporal and financial expenditures coupled with an amplification of overall productivity.

However, it is imperative to acknowledge the need for managerial oversight to ensure the proper integration of this innovative technology with extant work practices, the organizational environment, and the aspirations of employees (Dabbous, Barakat & Sayegh, 2022). The successful assimilation of any new tool, including the Recast application, necessitates comprehensive explanation, articulating its functionalities and underscoring the tangible benefits it offers within the employees' daily routines. Recognizing and communicating the advantages of such tools is crucial to their efficacious utilization as valuable assets within the organizational framework.

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CHAPTER

3

CONTENT CREATION AND CURATION

#6 Tsai Rung Lin

TITLE: GEN-AI for Course Design

NAME: Tsai Rung Lin

LINKEDIN: www.linkedin.com/in/tsai-rung-lin

OBJECTIVE

The objective of the Gen AI solution is to streamline course design. The tool aids in collecting information, extracting key details, and organizing the content efficiently, consequently saving valuable time for both learners and course designers.

BACKGROUND/ CONTEXT

When designing courses for various departments within the company, L&D professionals often find themselves tasked with reading a considerable volume of information and articles. Extracting useful information from this vast pool can be time-consuming. Recognizing the value of time, Gen AI tools empower L&D professionals to swiftly identify key information from resources, enabling them to make quick decisions about its relevance. This eliminates the need to spend hours reading irrelevant information.

STAKEHOLDERS

This tool is applicable to a diverse range of users, including L&D professionals, trainers, learners, managers, and students. Anyone who needs to efficiently process extensive information within a limited time can benefit from this Gen AI tool.

GEN-AI TOOL/ APPLICATION

GENEI is an AI-powered tool with the following features:

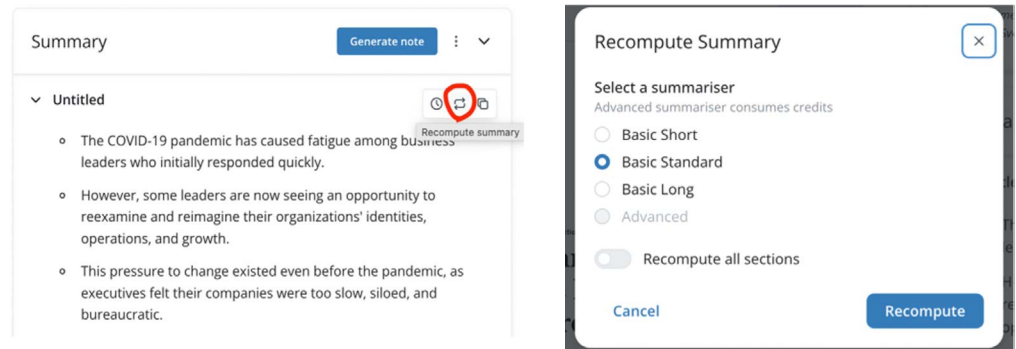
- **Summarizing articles:** Users can generate bullet points and keywords from articles.
- **Customized notes:** Create personal notes extracted from the generated summary.
- **Create prompts:** Select text and provide instructions on what to do with that text.
- **Research information within the articles:** Users can search for specific content within the article and generate multi-document summary paragraphs.
- **Answer questions:** GENEI can identify paragraphs that answer specific questions from users.

HOW IT WORKS

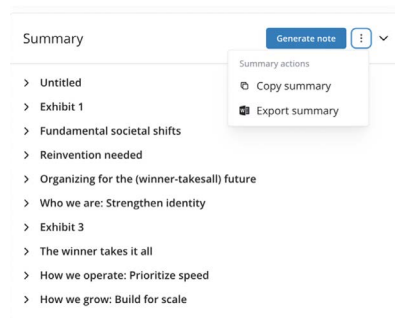
1. First, click on “Create Project” on the dashboard.
2. Second, select the created project, and then click “Create Resource.”
3. Upload a PDF or paste a link to create a resource.
4. Click on “Summary” to generate the summary, keywords, and abstract.
5. In the summary section, users can recompute the summary to Basic Short, Basic Standard, or Basic Long by clicking on “Recompute summary.”

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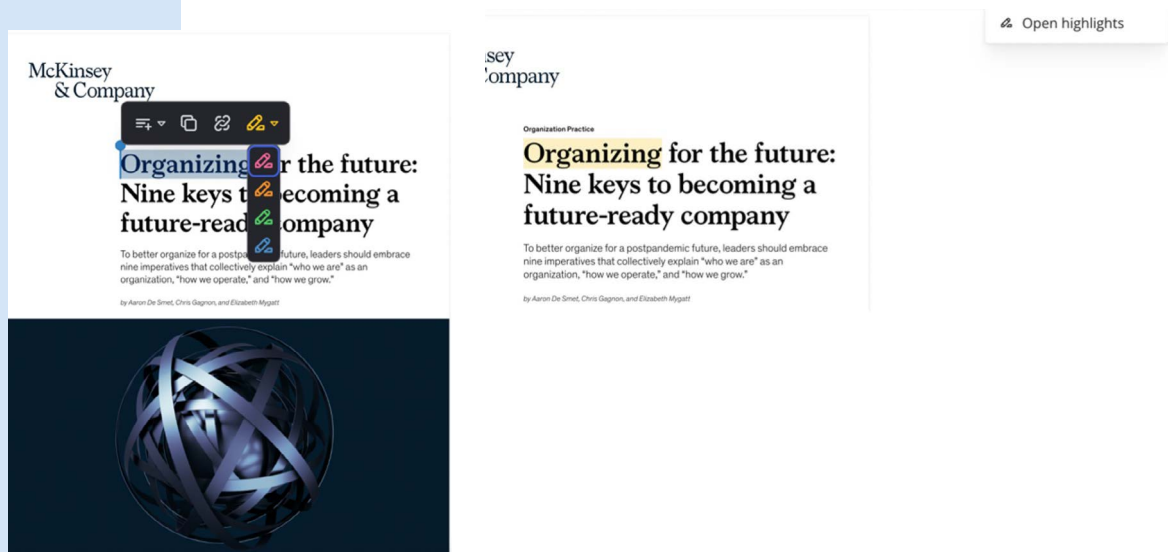
Tsai Rung Lin



6. Click on the three dots to copy or export the summary in Word format.



7. Returning to the original resource, users can highlight selected texts. Click “Open highlights” to view all the highlighted texts.

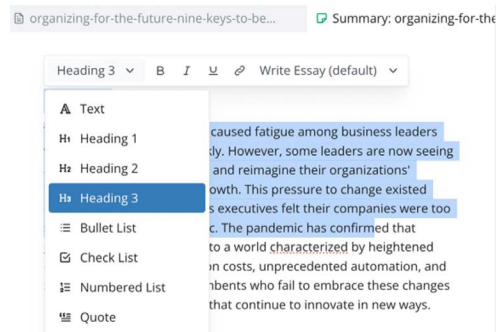


8. Users can also generate notes by clicking on “Generate note”; this will provide a summary in paragraphs in a separate tab.

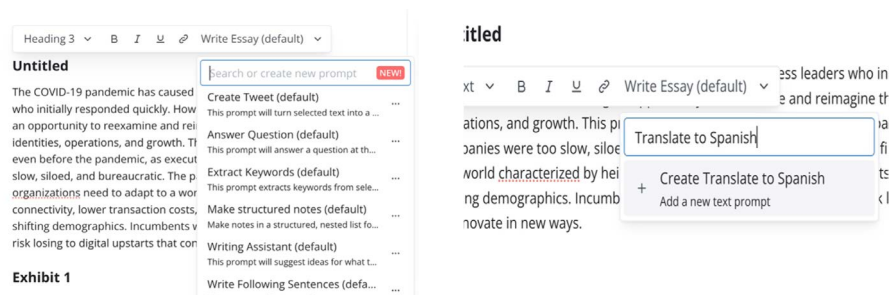
9. The content of the generated notes can be edited, including formatting options such as fonts, bold, italics, etc.

#6

Tsai Rung Lin



9. Click on the arrow next to “Write Essay (default)” to search for a prompt. Existing prompts include options like “Paraphrase”, “Grammar Correction”, “Answer Question”, “Write Following Sentences”, etc. Alternatively, create a new prompt by typing an instruction and clicking on “Create...”

DATA INPUTS
AND OUTPUTS

Inputs: Articles in PDF or webpage format.

Outputs: Summary presented as bullet points and paragraphs, exportable to Excel format.

BENEFITS

- Save a significant amount of time and energy while reading.
- Utilize information from multiple documents to address user input questions.
- Effortlessly generate summaries from multiple documents.
- Create unique course content adaptable to various platforms, including social media and blogs.
- Assist in designing questions and exams to evaluate learning outcomes.
- Provide flexibility for creating customized prompts to suit user needs.

CONSTRAINTS
AND LIMITATIONS

- GENEI supports PDF files and webpages. However, if L&D professionals want to create a resource from books, they will need to scan it first.
- The exported summary to Excel is not in bullet point format.
- It's not possible to highlight the summary or notes on the GENEI platform; highlighting is limited to the original resources.

#6

Tsai Rung Lin

COST
IMPLICATIONS

There are several options depending on professional or academic use.

| FREE VERSION | PROFESSIONAL USE | ACADEMIC USE |
|--------------------|--|--|
| 14 days free trial | Basic plan: £9.99 per month Basic plan paying annually: £7.99 per month Pro plan: £29.99 per month Pro plan paying annually: £24.99 per month | Basic plan: £4.99 per month Basic plan paying annually: £3.99 per month Pro plan: £19.99 per month Pro plan paying annually: £15.99 per month |

CONCLUSIONS/
RECOMMENDATIONS

- GENEI is a powerful tool for L&D professionals, learners, experts across various domains, professors, and students in numerous aspects.
- For L&D professionals, I highly recommend using this tool in the initial stages of curriculum design as it facilitates course and exam creation, along with keyword and abstract generation.
- It is also suggested to incorporate other Gen AI tools for generating PowerPoint, audio, or video materials to enrich the course content.

SOURCES

1. <https://genei.notion.site/Guides-Releases-5a4b6c7b55974a80a560991e991ca2a1>

#7 Carolina Du Chênede de Vere

WHY USING GRAMMARLY

TITLE: USE of Gen-AI in Learning & Development. Grammarly

NAME: Carolina du Chene de Vere

LINKEDIN: www.linkedin.com/in/carolinaduchenedevere

In the world of Learning and Development, Gen AI solutions are leading the way in improving the learning experience. By customizing educational content and approaches for each learner, Gen AI is helping to make learning more effective. Grammarly AI is a tool that can revolutionize the way we communicate. However, careful planning and analysis of the costs and factors involved are necessary to implement and maintain such a solution in an organization successfully.

For Grammarly AI, Gen AI integration in L&D represents a new era of language assistance capabilities. By understanding users' unique learning styles, adapting content delivery, and providing targeted feedback, Grammarly can enhance language learning experiences and support users in mastering grammar and writing skills like never before. With the power of Gen AI, Grammarly can deliver personalized learning plans and progressively challenging lessons, elevating language proficiency to new heights.

The current Learning and Development (L&D) landscape is characterized by diverse learner profiles, varying learning preferences, and the need for more efficient, personalized learning experiences. Traditional one-size-fits-all approaches often fail to address these challenges, leading to suboptimal engagement and outcomes. Gen AI solutions address these complexities by introducing adaptability, personalization, and intelligence into the learning process.

STAKEHOLDERS

Successful integration of Gen AI into Grammarly AI for Learning and Development (L&D) requires collaboration among key stakeholders, including learners, L&D professionals, managers, and organizational leaders.

- Learners benefit from personalized learning experiences, targeted feedback, and adaptive content delivery. Trainers and instructors benefit from AI-supported insights into individual learner progress, which allows for more effective and targeted instructional strategies. L&D professionals benefit from data-driven insights provided by Gen AI, which allows for the optimization of course content, structure, and delivery.
- Supervisors or team leaders overseeing employees' professional development benefit from improved communication skills of their employees, which could enhance overall team performance. Content developers benefit from insights

#7

Carolina Du Chênede de Vere

into user interactions and preferences, which help them refine and enhance content to better meet learner needs.

- Organizational leaders benefit from improved product performance, increased user satisfaction, and potentially expanded market reach through a more effective and adaptive learning solution.

By working together to define learning goals, gather user feedback, and iterate on the integration of Gen AI into Grammarly AI, these stakeholders can ensure that the AI-driven learning experience aligns with the diverse needs of learners, trainers, and other stakeholders.

HOW IT WORKS

The integration of Gen AI into Grammarly AI is expected to revolutionize the learning and development (L&D) process in several ways.

Firstly, it enables a highly personalized learning experience, tailoring assistance to individual writing styles, preferences, and proficiency levels. This personalization not only enhances user engagement but also accelerates skill development. The efficiency gains are significant, providing users with real-time feedback and streamlined corrections, ultimately saving time in the learning journey. Adaptive learning paths, guided by Gen AI, focus on individual needs, making the process more effective and user-centric. Additionally, the automated and personalized nature of the learning experience may contribute to cost-efficiency by reducing the need for extensive human intervention.

Grammarly's educational services are improved thanks to Gen AI's ability to efficiently adapt to the diverse needs of a growing user base. The system's continuous learning from user interactions ensures that Grammarly stays current with language trends and evolves to meet emerging educational needs. This data-driven approach not only enhances the overall quality of educational content but also provides valuable insights into user behavior, learning patterns, and areas of difficulty, allowing Grammarly to refine its offerings for optimal outcomes continuously. Ultimately, this integration aims to enhance user engagement, satisfaction, and the overall effectiveness of the language learning process.

CONSTRAINTS AND LIMITATIONS

The integration of Gen AI into Grammarly AI, while offering significant advantages, comes with potential constraints and limitations. Privacy concerns arise due to the personalized nature of Gen AI, necessitating stringent measures to safeguard user data and comply with privacy regulations.

Biases in training data pose a challenge, as Grammarly must actively address and mitigate biases to ensure fair and equitable assistance. User resistance to automation is a consideration, as some users may prefer human-driven feedback,

#7

**Carolina Du
Chênede de Vere**

requiring Grammarly to balance automation levels according to user preferences. There is a risk of users becoming overly reliant on technology, hindering the development of independent writing skills. Grammarly needs to encourage users to view the tool as a supplement rather than a substitute for learning. Computational resources may be strained with the implementation of sophisticated Gen AI models, requiring Grammarly to ensure robust infrastructure support.

The limited contextual understanding of Gen AI is a potential limitation, urging Grammarly to improve the system's grasp of nuanced context for more accurate suggestions. Adaptation to emerging language trends poses a challenge that Grammarly must address to stay current and agile in recognizing evolving language conventions.

Educational effectiveness depends on user commitment and active engagement, emphasizing the need for Grammarly to encourage users to participate actively in the learning process. A comprehensive approach encompassing technical enhancements, user education, and privacy measures is crucial for Grammarly to navigate these constraints and deliver a secure, unbiased, and effective learning experience.

While addressing concerns such as data privacy and legal compliance, Grammarly maintains a commitment to safeguarding user information and adhering to regulatory standards. The cost-benefit analysis, considering factors like development, infrastructure, and ongoing improvements, suggests a balanced approach between costs and the value provided to users.

COST IMPLICATIONS

Achieving success with the Grammarly AI solution requires a comprehensive understanding of the costs and factors involved in its implementation and maintenance. From development and infrastructure costs to data security and privacy compliance, every investment is a step toward realizing the benefits of AI-powered communication.

Continuous improvement and user support are vital components of this process, as they ensure that the Grammarly AI solution remains up-to-date and relevant to the changing landscape of language trends. Marketing efforts to promote the solution and attract new users also play a crucial role in its success.

Legal and compliance expenses may seem daunting, but they are necessary to ensure that the solution remains in line with regulations and is protected from potential challenges. Ultimately, the sustainability and value of Grammarly AI depend on careful planning and analysis, as well as a commitment to scalability and growth. It is through these efforts that we can create a future where AI-powered communication is accessible and beneficial to all.

#7

**Carolina Du
Chênede de Vere**

CONCLUSIONS/ RECOMMENDATIONS

In conclusion, the integration of Grammarly AI in the Learning and Development (L&D) setting is a valuable addition to any language learning program. By leveraging advanced AI algorithms, Grammarly can provide personalized learning experiences tailored to individual user needs and learning styles, which improves learning outcomes and makes the learning process more engaging and enjoyable for users. Its real-time feedback mechanisms and adaptive learning paths cater to learners' level of proficiency, ensuring that they are always challenged but not overwhelmed.

Grammarly's scalability and continuous improvement features, combined with its commitment to safeguarding user information and adhering to regulatory standards, make it a reliable and trustworthy tool for language learning. The cost-benefit analysis suggests a balanced approach between costs and the value provided to users, inspiring decision-makers to invest in a tool that can revolutionize language learning.

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#8

Danah Al-Meqbel

TITLE: Use of Gen-AI for instant content curation

NAME: Danah Al-Meqbel

LINKEDIN: www.linkedin.com/in/danah-al-meqbel

OBJECTIVE

MindSmith, a Generative AI tool aims to transform learning documents into accessible and personalized learning content that matches the needs of instructors and students alike. It aims to shorten the time it needs to create a full immersive learning experience from start to finish. It also varies the different methods of learning to visualize and deliver material.

BACKGROUND/ CONTEXT

It is estimated that a total of 375 million people will need to upskill or reskill in order to retain employment (Van Dam, 2018). With this immense need for personal learning and development comes the need for personalized lessons and content to be distributed by and to managers and employees alike. It also calls for rapid creation of learning plans, as the needs of employees must be anticipated and met at a faster pace than ever before. The challenges L&D professional face can be broken down into personalization, speed of creation and possibility of rapid tailoring of learning documents.

GEN-AI TOOL/ APPLICATION

The features outlined in the scenario above are only a glimpse at the capabilities of MindSmith. MindSmith allows for the generation of learning content in the matter of minutes, with the capabilities of adjusting everything from timing, pacing, level of interactivity, themes and even tone. The input of a simple verbal description or upload of a document results in the output of a fully fledged presentation. The AI assistant feature can be asked to realign with the original input feedback, add or remove images or even improve coherence.


HOW IT WORKS AND RELEVANT STAKEHOLDERS

In order to showcase the application, let us imagine a real life scenario where it will be ideal to use MindSmith. The CLO reaches out to one of his managers. After an extensive LNA, it seems that there is a lack of understanding of the methods of post purchase customer care. These methods are highlighted in the company handbook, but it seems the employees need a refresher. The CLO stresses this is of the utmost importance, as it is a pain point that the chief executives have noticed. The manager remembers this Gen-AI tool he had heard about called Mindset. He opens his browser, as it does not require any downloads, and enters the mindsmith.ai website. There, he realizes there is a free demo option. He realizes he can upload the handbook directly as well as fully customizing many elements of the presentation including length in terms of minutes and sections, how interactive he wants the lesson to be and what type of images to use.

#8

Danah
Al-Meqbel

Generate a Lesson

Teach a Topic Convert a Document 

Topic*

Background Information

Sources (optional)

Add Sources

Language (auto-detected)
English

Length
10 minutes - 4 Sections

Lesson Mode
Interactive

AI Model
GPT-4

Images
All images

Assistant Experimental

 The MindSmith Assistant is experimental and has the following limitations:

- It works better on individual cards than it does on entire lessons. We are working on reducing the error rate.
- It only modifies text and question cards
- It works better at modifying existing content than generating new content.


We are rapidly improving it and would love your feedback. Send feedback [here](#)

Target Lesson

Context
1 Document, No Background Info

It takes 1 minute for the application output, a fully immersive ten section and 25 minute presentation straight from the company handbook. He is astonished! He realizes however, that one of the sections could be better aligned with the source. He uses the AI assistant for this, as well as to fix a few Stock images.

Assistant Experimental

 The MindSmith Assistant is experimental and has the following limitations:

- It works better on individual cards than it does on entire lessons. We are working on reducing the error rate.
- It only modifies text and question cards
- It works better at modifying existing content than generating new content.

We are rapidly improving it and would love your feedback. Send feedback [here](#)

Target Lesson

Context
1 Document, No Background Info

He decided to share this with the CLO, which is done swiftly. The CLO makes a few changes and this is reflected in real time. The CLO suggests we send this to a selected team of ten employees as a test batch. The manager sends out the link to the MindSmith presentation, where he can track and monitor employee engagement. The feedback collected was mostly positive, except for an employee who found the slides to be demotivating. The manager then uses the AI assistant again, this time to change the tone of the slides. The employee reports back with positive feedback. Once the lesson is published team-wide, the CLO suggests

#8

**Danah
Al-Meqbel**

sharing it with the Spain team. The manager quickly duplicated the lesson on MindSmith and used the translation feature to create the Spanish version of the presentation within minutes. A few months later, an employee approaches the manager sharing his loss of sight. This diagnosis was new and the entire organization has been working hard to create a supportive and accessible environment. Through the use of MindSmith, the manager created the narration for the lesson; allowing accessibility for this employee and any other employee who faces this issue.

↑ Unlock Narration with MindSmith Professional

Professional Narration, done for you

Get instant, professional narration for your lessons.
Add custom voiceovers to specific cards.

Book a Demo

Try Free for 14 days

DATA INPUTS AND OUTPUTS

The data input may be a document, description of a course, a few key words for the lesson goal or a summary of the expected outline. The output is the desired resource with specs of length, tone and sectioning applied.

BENEFITS

Regardless of the actual benefits of the tool itself, there are many added advantages. In terms of security, none of the content uploaded is used to train the AI; meaning that the very sensitive information uploaded is not being traded or misused by the company. Additionally, since the company is new, the features are consistently being updated and tweaked. It also allows for direct communication with the founders of the tool through a free demo. The dedication and engagement of the founders allows for reassurance that any issue will be dealt with promptly and professionally.

Another benefit is that the company offers a 50% discount for any educators, as well as the possibility of integrating any pre-existing LMS (Learning Management System) to ease the use of MindSmith (E).

CONSTRAINTS AND LIMITATIONS

In terms of drawbacks, as mentioned the digital learning tool is very new, meaning that the algorithm is not fully trained and the limitations are clearly highlighted on the platform itself (E). It is fully in its experimental phase right now, not at its fully realized potential. It does not work as well on the entire lesson instead of individual slides. This may discourage some, but it should be seen as an opportunity to help create a fully useful learning tool. MindSmith asks for feedback about the assistant at each phase, allowing for a receptive environment where you can be assured your notes will be heard. Some might see this tool and wonder what the

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**Danah
Al-Meqbel**

COST IMPLICATIONS

use of this application is given that creating slides on any other platform is extremely easy and free. I would stress that this application is time saving and generates documentation within 1 minute.

Also, while the content curation is a key element, it is not the only element and there are many other features of the application that makes learning more accessible to non-traditional learners.

CONCLUSIONS/ RECOMMENDATIONS

Mindsmith over three tiers of membership. The first is free and allows for access to the majority of features as well as access to email support. The second is the “Pro” version, priced at 23.20 euros/month. This is for the individual elearning developers, like the manager from our real life scenario in this case. It allows for the GPT-4 AI model as well as unlimited active lessons. There is also a third tier, the Team tier which focuses on the shared team workspace as well as branding management tools. The price for this is negotiable and is only revealed when a demo is booked. Ethan

I believe that Mindsmith objectively is capable of providing abundant value to companies with strong L&D initiatives. From curation to delivery, Mindsmith offers features that accommodate and strengthen the learning experience. It will provide a variety of delivery, collaboration and translation services. I would recommend a company of this stature to start with a free tier to explore the application and then book a demo with Ethan, the co-founder of Mindsmith, to discuss the best plan for the company depending on individual needs. Mindsmith is an example of how Gen-AI can help create ever-ending growth in an ever-evolving sector that is L&D.

SOURCES

1. WORKSCI TED
2. “AI-Powered Learning.” Mindsmith, www.mindsmith.ai/

#9 Marta Silva

TITLE: A Use-Case In Digital Learning

NAME: Marta Silva

LINKEDIN: www.linkedin.com/in/martadfsilva

OBJECTIVE

This use case is entitled to present a Gen-AI platform that works to generate learning content tailored to specific needs and interests.

BACKGROUND/ CONTEXT

Efficient and high-quality content creation and curation for learning can put a company at the front of the L&D paradigm since that, in a rapidly changing world, there is a pivotal need for continuous learning and upskilling. Moreover, digital learning can make education and training more accessible to a broader and more diverse audience – it allows people to learn at their own pace, regardless of their physical location, and provides access to educational resources that might not otherwise be available, making it a cost-effective way to provide education and training to a broader audience. Learning content generated by AI can also be tailored to individual learners, allowing them to focus on their specific needs and interests. It grants lifelong learning and skill development, enabling individuals to adapt to changing job markets and specific roles.

STAKEHOLDERS

L&D professionals, including freelancers and managers of all-sizes companies; teachers; learners (employees, students, etc).

GEN-AI TOOL/ APPLICATION

The Gen AI tool being proposed is ILUMIDESK. In short, it enables one to get personalized content in whatever topics and/or areas chosen. Then, it allows to define custom groups to share the content with, creating project-based learning activities. However, for a price, it can be much more than this.

This A.I. engine analyzes learning patterns and preferences to recommend personalized content tailored to a unique learning journey. It offers 24/7 real-time chat response streaming – this A.I. is equipped with enhanced language understanding capabilities, enabling it to comprehend queries better and give accurate and relevant answers, turning every interaction into a fruitful learning experience. Illumidesk allows for a high level of collaboration with its option to include Discussion Boards in which people can exchange ideas and point of views. Moreover, the platform monitors one's learning journey with advanced analytics, providing personalized insights to help achieve goals faster and more efficiently.

The AI algorithms can consistently and objectively assess a wide range of assignments, quizzes, and exams with remarkable accuracy and in a fraction of the time a person would take. This Automated Grading Feature provides clear,

#9

Marta Silva

HOW IT WORKS
INPUTS AND OUTPUTS

actionable feedback to each learner, empowering them to understand their strengths and areas for improvement. Moreover, by analyzing trends and identifying patterns, the instructor can assess top performers, provide additional support to those in need, and identify high and low engagement periods, enabling timely intervention and support. Finally, the platform uses Learning Tools Interoperability to integrate one's work from several systems, such as Canva, Blackboard, or Moodle.

Firstly, set up your account and set up your organization's name and URL to give access to your team (figures 1 and 2).

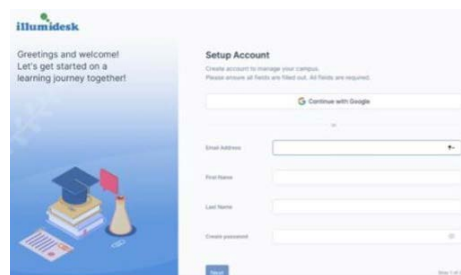


Figure 1

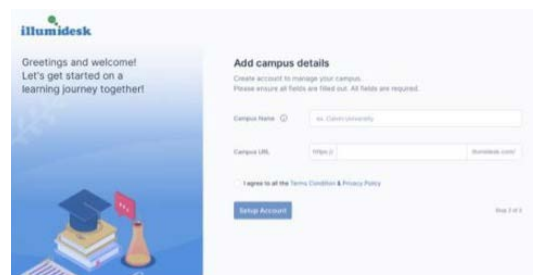


Figure 2

Secondly, start taking advantage of Illumidesk!

Click “members” and add people to your organization. Then, create a course or choose to have it generated by AI by giving it a prompt (figure 3). In the example below, I chose to create a learning experience generated by AI on how to have a growth mindset. I asked for it to have four sessions, each one with a quiz (figure 4).

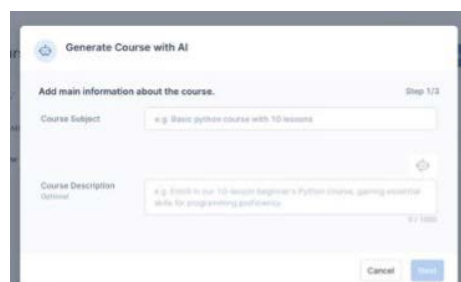


Figure 3

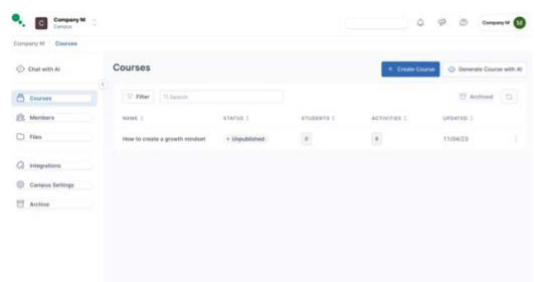


Figure 4

#9

Marta Silva

There are multiples options, such as limiting the learning content to certain members by clicking “people”, to create new activities, to add and to archive lessons, to publish each lesson at a certain time, to set due dates, and to chat with AI (figure 5).

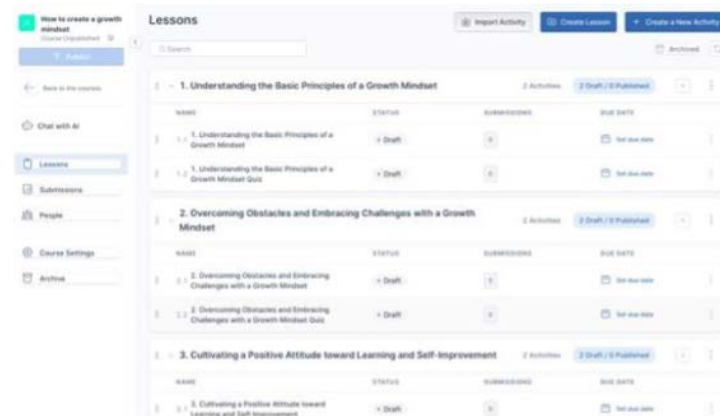


figure 5

It is also possible to make changes in each lesson, add attachments, and even to choose to have coding content to personalize lessons (figure 6).



figure 6

Moreover, as stated before, one can integrate the work done at ILLUMIDESK with content from other platforms (figure 7).



figure 7

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Marta Silva

Lastly, Illumidesk even enables to personalize the learning content in alignment with the organization's logo and brand, for instance by allowing branded email templates or customized login pages (figure 8).

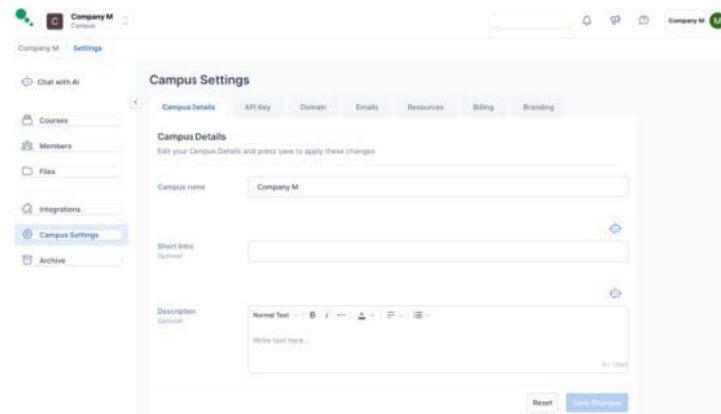


figure 8

BENEFITS

This Gen AI tool saves time and money in finding and preparing learning content. Illumidesk also allows for savings by being able to reach a globally-spread audience, and, with all its available options for personalization, by guaranteeing that instructors can easily adapt to different learning environments worldwide. Furthermore, automated grading and feedback systems allow for time and money savings and enable the manager or anyone providing the learning content to spend more time engaging with the team. Moreover, Illumidesk accelerates the speed of learning not only as it can deliver an unlimited number of courses in whatever topics we choose all in one platform, but also because one can manage how extensive each course will be. Finally, the platform enhances productivity since it allows for real time collaboration and debates in any course/project.

CONSTRAINTS

Considering the usage of Illumidesk, one must keep in mind several limitations. Some users may have slow or unreliable internet connection and large files may also be a challenge for users with limited storage capacity. Regarding accessibility, content should be tailored to all individuals, including the ones with visual, auditory, motor, or cognitive disabilities. Furthermore, instructors may need to create or generate content in multiple languages. Having strict deadlines to deliver content may impact the depth and quality of the learning journey, and the level of expertise of the instructor may limit the engagement and personalization of materials, for instance regarding the option to use coding when generating courses. Lastly, one must ensure the user's data is safe and prevent unauthorized access to private information.

COST IMPLICATIONS

Regardless of whether one is a freelancer, a manager in a start-up, or the CLO of a multinational, Illumidesk has a solution tailored-made for each. There are three options to choose from, each with established features and prices. There is a free plan that includes one instructor and up to 10 members; however, if one is part of

#9

Marta Silva**CONCLUSION /
RECOMMENDATIONS**

a small organization, there is a plan for 3 instructors and up to 50 learners for 79\$ per month. If the team needs more than that, Illumidesk will make a customized plan with just the right solutions for your necessities, at a negotiated price.

Using AI to create content is the next step for companies to be ahead in what comes promoting the development of their talent. Digital learning is the next big investment for L&D professionals and what will allow employees to keep pace with how fast the business is evolving and how rapidly new needs are being created. However, to leverage business goals, it needs to take the next step. Illumidesk is a gen-AI tool that allows to create online learning content in a way that is faster, more intuitive, and personalized, thus better engaging learners. With all features stated in this use case, it saves time and money, enhances productivity, and fosters collaboration. Due to all stated above, I heartily recommend any team wishing to share an online space to access high-quality knowledge in a variety of topics generated in no time to take advantage of this platform.

#10

Carmen Chávarri Jover

TITLE: ARTICULATE 360 with AI

NAME: Carmen Chávarri Jover

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OBJECTIVE

Storyline 360 enables you to design highly interactive e-Learning courses tailored for a wide range of devices, it enables you to craft dynamic online courses, simulations, quizzes, and various learning materials. It offers an intuitive interface along with a variety of customizable templates, characters, and assets, ensuring the content is interactive and engaging to learners. It is a key component of Articulate 360, a comprehensive platform that provides all the necessary tools for the entire course creation journey.

BACKGROUND/CONTEXT

This tool allows the creation of customized e-Learning courses with different levels of complexity and interactivity. L&D professionals highly favor this tool due to its flexibility and intuitive and comprehensive range of features. It simplifies the process of designing intricate and interactive e-learning courses. Storyline 360 enables the development of responsive courses, ensuring compatibility with all types of devices without compromising the user experience. Effective collaboration among team members and stakeholders is vital during course development. Storyline 360 simplifies this process through features like Articulate Review, allowing effortless course sharing for feedback and review, thus optimizing the collaboration workflow.

STAKEHOLDERS

The primary stakeholders of Storyline 360 usually consist of individuals and teams engaged in the process of creating e-learning content and the ones that take advantage of it.

- **E-learning developers:** individuals responsible for developing interactive and engaging e-learning modules utilizing the tools and functionalities provided by Storyline 360.
- **Educators:** teachers and trainers who use e-learning platforms, including Storyline 360, to develop educational resources for students.
- **IT Professionals:** experts who manage the technical aspects of implementing and integrating e-learning platforms, ensuring their seamless operation within the organization's IT infrastructure.
- **End Users (Learners):** the individuals who actively participate in e-learning courses created using Storyline 360, benefiting from the interactive and educational content developed by the aforementioned stakeholders.

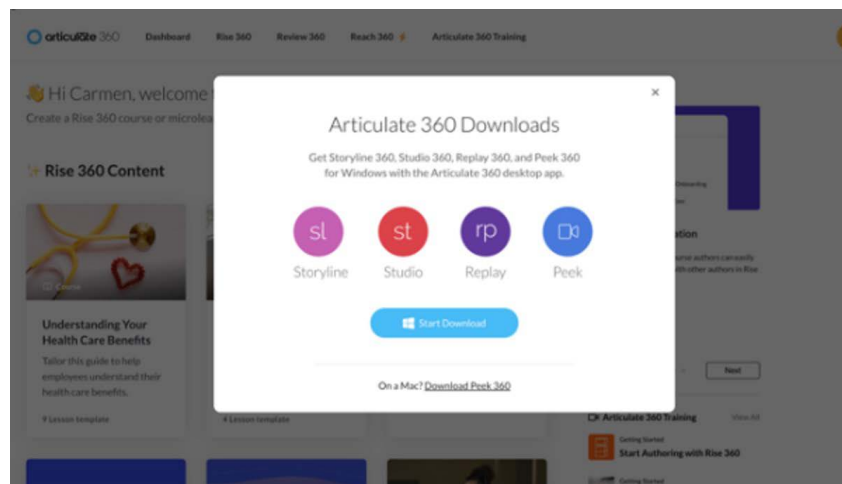
#10 | Carmen Chávarri Jover

EN AI TOOL/ APPLICATION

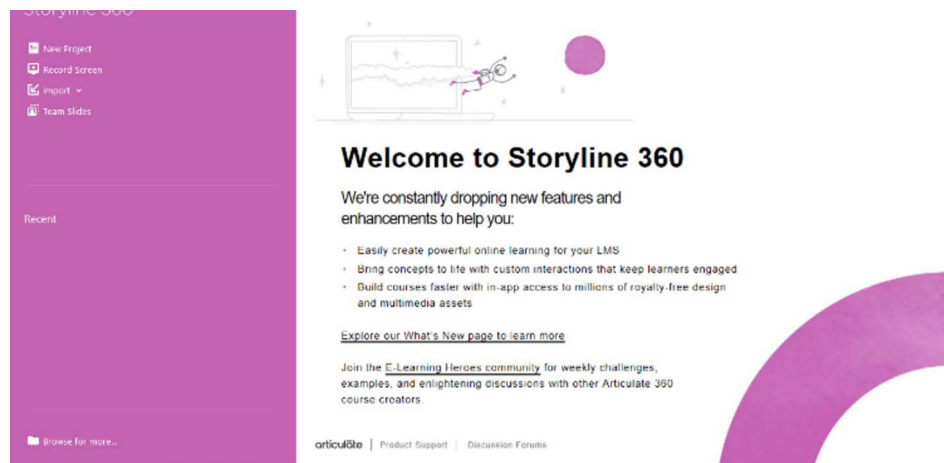
HOW IT WORKS

Storyline 360, created by Articulate, stands as an e-learning authoring tool crafted to produce captivating and interactive online courses. It includes pre-built customized interactions; Intuitive features for building assessments from any objects on the slide; responsive player that adapts to every screen orientation; integrated with Content Library (Ever expanding source of course assets, designed slide templates, scenarios, infographic and illustrated characters in range of professions, expressions...); includes 1.5 million royalty free assets, including stock photos, videos, icons to match the course; it allows feedback from other stakeholders with Articulate Review.

To begin using the application, the initial step is to install it on the device, which is accessible for both iOS and Android.



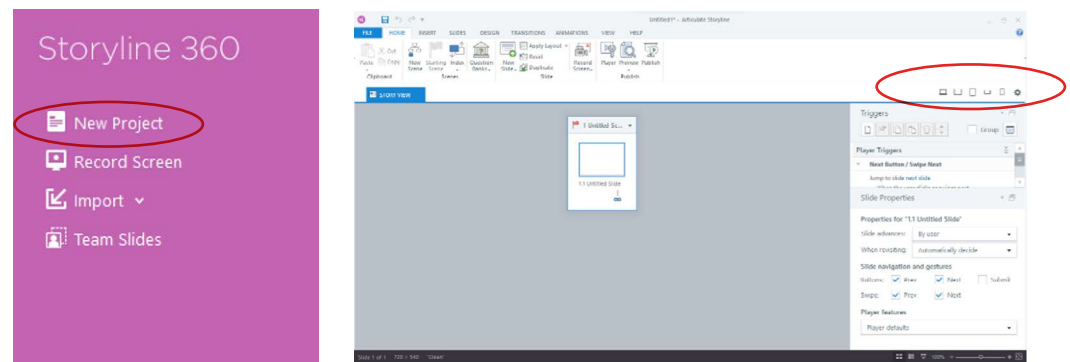
After successfully downloading the app on your device, you'll have various options to initiate your project.



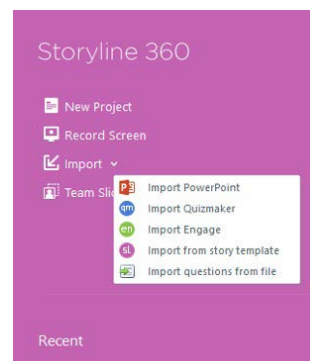
#10 | Carmen Chávarri Jover

When starting a new course, you can either start from scratch or save time by using templates and you can record your screen to show your work.

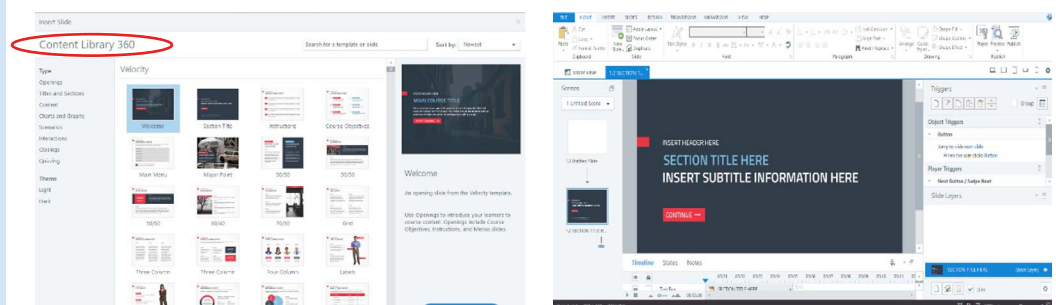
- Starting a new project from scratch. We can encounter three ways:
 - Click New Project on the Storyline 360 start screen.
 - A new project will be launched, a single blank slide will appear in Story View. From there, you can start your work using the multitude of tools offered by this platform.



- Starting a project by importing content: on the Storyline 360 start screen, select the Import section. The different platforms you can import from are PowerPoint, Quiz maker, other Storyline Projects, Questions from Excel Spreadsheets and Text Files.

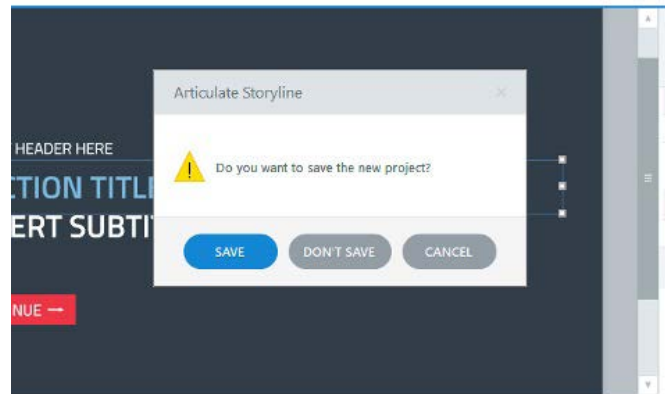


- Starting a new project from a template
 - Using a Content Library 360 Template.
 - Using Custom Templates.



#10 | Carmen Chávarri Jover

To finalize, once your project is finished or if you wish to save it for future continuation, make sure to save it on your device.

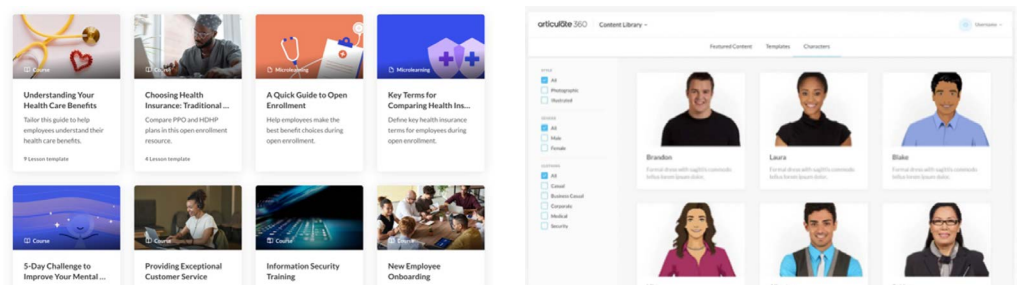


To import interaction into Storyline, you must have Engage '09, Engage '13 or Engage 360 installed and activated with a valid serial number or subscription.

DATA INPUTS AND OUTPUTS

INPUTS

- **Media elements:** include videos, photos into the e-learning courses.
- **Text content and templates:** course content including instruction, description, and different templates to use.
- **Animations and interactive elements:** quizzes, drag and drop activities, motion effects to enhance the visual appeal of the course.
- **Assessments questions:** input questions for quizzes and assessments, specifying answer choices and the correct one.

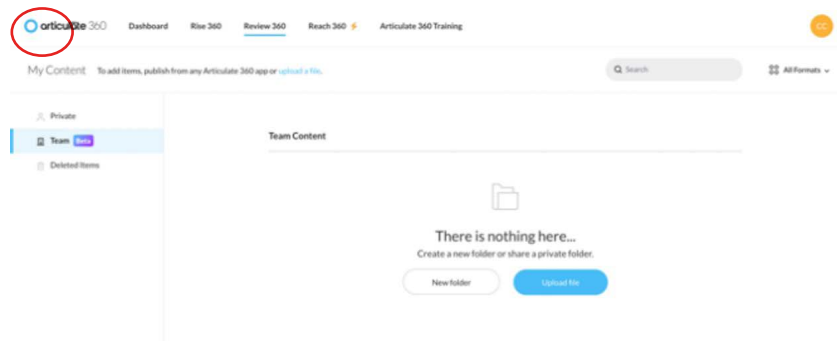


OUTPUTS

- **LMS (Learning Management System):** Storyline 360 supports SCORM (Sharable Content Object Reference Model) and Tin Cap API (Experience API) standards, enabling seamless integration with various learning management systems. This allows the organization to track learners' progress, completion, and performance.

#10 | Carmen Chávarri Jover

- **Web, Desktop, mobile devices (iOS and Android Apps):** suitable for online and offline training.
- **HTML5:** courses can be exported as HTML5 files. Compatible with a range of devices and platforms without needing additional plugins or software.
- **Review Platform:** Storyline 360 incorporated Articulate Review, which serves as a collaborative platform enabling stakeholders to assess and offer input on the course before its completion. Although it is not a conventional output, this tool streamlines the review procedure, guaranteeing the excellence of the product.



BENEFITS

Storyline 360 ensures seamless adaption of e-learning courses to diverse devices such as desktops, laptops, tablets, and smartphones through responsive design, enhancing accessibility and user experience significantly.

The integration of Storyline 360 with Articulate Review simplifies collaboration by allowing stakeholders to offer feedback and suggestions directly within the platform. This feature fosters effective communication and collaboration among team members.

L&D Professionals can create detailed assessments and quizzes, tracking learners' progress and performance. The tool provides analytical and reporting features, allowing trainers to assess the effectiveness of the training programs and make data-driven decisions.

By enabling rapid development and reducing the need for external resources, Storyline 360 contributes to cost-effective e-learning course creation, making it an economical choice for organizations.

Storyline 360 receives regular updates and improvements, ensuring that L&D professionals have access to the latest features and enhancements.

#10 | Carmen Chávarri Jover

CONSTRAINS AND LIMITATIONS

Certain advanced features may demand additional training and hands-on experience to be used effectively.

Course developed in Storyline 360 can result in large files sizes, particularly when they incorporate high-resolutions images, videos, or intricate interactions. This can present challenges related to storage and loading times, especially for learners with limited internet bandwidth.

While courses published in HTML5 format enjoy broad compatibility, some older web browsers might encounter difficulties in correctly displaying specific interactive elements. Additionally, Storyline 360 is specifically tailored for Windows, requiring Mac users to resort to virtualization software or Boot Camp to run the application on their Mac devices.

Regarding the pricing, Storyline 360 licenses could be a drawback for smaller organizations or individual users, particularly if they do not require all the advanced features provided by the tool.

COST IMPLICATIONS

The cost of Storyline 360 involves several factors and options. Storyline 360 operates on a subscription-based model, where users pay an annual fee for the software license.

- **Teams plan:** 1.399 USD \$ / per user per year. It includes course creation tools, Rise 360, Storyline 360; Stock Content (over 12.5 million images, videos, and templates); Content review application; Live and on-demand online training; Team slides in Storyline 360; Collaboration in Rise 360; Team management; License management; Live chat support; Flexible purchasing; Volume discount, Warehousing.
- **Personal Plan (Autonomous):** 1.099 USD \$ / per user per year. Includes course creation tools, Rise 360, Storyline 360; Stock Content (over 12.5 million images, videos, and templates); Content review application; Live and on-demand online training.
- **Personal Plan (Individual use):** 549 USD \$ / per user per year. Includes the same as the Autonomous Plan.

CONCLUSIONS AND RECOMMENDATIONS

As we have been learning, Storyline 360 provides an easy-to-use interface that empowers users to develop e-learning courses without requiring extensive programming skills. Its intuitive drag-and-drop functionality simplifies the process of creating courses.

The software supports a variety of multimedia components, including images, videos, audio, and animations, thereby enriching the overall learning experience.

#10 | Carmen Chávarri Jover

Moreover, it generates content in HTML5 format, ensuring seamless compatibility across diverse devices and platforms.

Additionally, Storyline 360 courses seamlessly integrate with Learning Management Systems (LMS) via SCORM (Sharable Content Object Reference Model) or Tin Can API. This integration enables efficient tracking of learner progress, ensuring a streamlined learning experience.

Some recommendations for Storyline 360 are firstly, making a careful planning of the course structure and creation of a storyboard are vital steps before embarking on course development. This systematic approach helps simplify the development process and ensures effective organization of course content.

Secondly, utilize the interactive features offered by Storyline 360 to craft compelling learning experiences. Integrate scenarios, quizzes, and simulations to boost learner interactivity and enhance knowledge retention. Given that learners access courses through various devices, it is essential to test the courses across different platforms such as desktops, tablets, and smartphones. This thorough testing guarantees a seamless experience for all users. Thirdly, maintain the software and course content up to date.

Lastly, when working within a team, explore collaboration features if they are available. Collaboration tools can streamline the development process, especially for extensive and intricate projects, enhancing overall efficiency.

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#11

Filipa Ferreira

TITLE: Use of Gen-AI for promoting Learning and Development through Social Media

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LINKEDIN: www.linkedin.com/in/filipa-ferreirahr/

OBJECTIVE

The benefit of implementing the Gen AI solution for promoting learning and development through social media is to transform audience engagement and knowledge sharing.

Copy.AI produces highly engaging and personalized content on platforms such as TikTok, Facebook, LinkedIn, YouTube, and Instagram. This initiative seeks to cultivate a dynamic learning community, increase the availability of educational content, and elevate the overall learning and development experience for the intended audience.

BACKGROUND/ CONTEXT

Social media provides unique possibilities for engagement but presents a challenge for L&D professionals seeking to produce content that is both captivating and educational. The challenge lies in the need for creative approaches to bridge the gap between traditional educational methods and the dynamic content that resonates with today's social media learners.

Gen AI provides a solution by leveraging technologies like copy.ai to create content that aligns seamlessly with the rapid pace of these platforms. This transformation is essential in meeting the diverse learning needs and preferences of the present audience, ultimately enhancing the accessibility and enjoyment of learning in the digital age.

STAKEHOLDERS

Identifying and understanding these stakeholders is crucial for effective implementation, as their support and collaboration are essential for the success of the Gen AI solution. The main stakeholders involved in the implementation of the Gen AI solution for learning and development through social media might include:

- **Trainers and L&D Professionals** – responsible for creating and curating content and adapting their methods to the Gen AI solution.
- **Research and Development** – Ensuring the smooth integration and functioning of Gen AI technologies within the existing digital infrastructure.
- **Content Creators** – teams or individuals responsible for developing content using copy.ai to ensure it is both educational and captivating.
- **Social Media Managers** – responsible for optimizing the visibility and impact of learning and development content on social media platforms.

#11

Filipa Ferreira

GEN-AI TOOL/
APPLICATION

- **Managers** – overseeing the integration of the Gen AI solution into the overall L&D strategy, providing resources, and ensuring that it meets the company objectives.

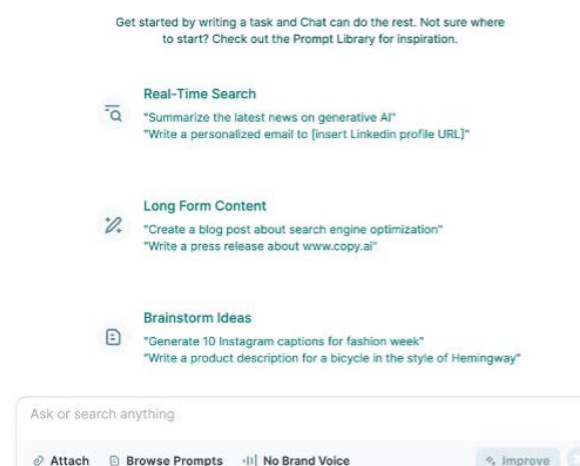
The purposed Gen AI application is copy.ai, an advanced AI-powered content generation tool designed to assist users in creating high-quality and engaging content. Its capabilities include:

- **Personalization:** Copy.ai facilitates the creation of tailored content by comprehending user inputs and adjusting the generated text to align with specific needs and desire tones.
- **Content Generation:** Copy.ai employs machine learning algorithms to dynamically produce creative and contextually relevant content, making it a versatile tool for crafting a variety of media.
- **Time Efficiency:** By automating the content creation process, copy.ai enables users to save time and effort, streamlining the workflow for trainers L&D professionals, and content creators.
- **Adaptability:** Copy.ai demonstrates flexibility by serving various content needs, such as articles, blogs, YouTube descriptions, Instagram posts, Facebook posts, LinkedIn posts, and more.
- **Continuous Improvement:** The tool benefits from ongoing updates and improvements, ensuring that it stays at the forefront of AI-driven content creation, incorporating the latest advancements.

HOW IT WORKS

Content creators commence the content creation process by accessing the copy.ai platform. Once within the platform, they articulate their content requirements by specifying details such as the desired topic, preferred tone, and stylistic preferences.

In the following screenshot, trainers or content creators can input their content requirements in the designated fields:



#11

Filipa Ferreira

Subsequently, users input prompts or briefs that serve as guiding instructions for copy. Ai's machine learning algorithms. These prompts encompass crucial information, including the target audience, learning objectives, and any specific messaging requirements deemed necessary for the content generation process. Copy.ai advanced algorithms then come into play, scrutinizing the provide prompts and adeptly generating creative and contextually relevant content based on the inputted criteria. This ensures that the generated content aligns seamlessly with the intended learning and messaging goals.

Trainers move on to evaluate the content generated by copy.ai, carefully gauging its adherence to educational objectives and its consistency with the intended messaging. If necessary, trainers have the option to refine the content, making adjustments to enhance its accuracy, relevance, or overall suitability for the learning context.

Upon finalizing the content, trainers seamlessly integrate it into their Learning and Development initiatives. Social media platforms like Instagram, TikTok, YouTube become the channels through which this content is deployed, strategically engaging learners disseminating educational materials in an impactful and targeted manner.

The step-by-step process involves accessing copy.ai, defining content requirements, providing detailed prompts, leveraging AI for content generation, reviewing, and refining the generated content, and finally, integrating the content into L&D initiatives on social media for effective engagement with the target audience.

DATA INPUTS AND OUTPUTS

Inputs: Trainers and content creators input relevant data into the copy.ai platform, including specific prompts or briefs that outline the desired content details. This data encompasses information such as the content topic, preferred tone, stylistic preferences, target audience details, learning objectives and any specific messaging requirements.

Outputs: The expected results after processing by copy.ai include the generation of creative and contextually relevant tailored to the specified inputs. This output consists of written material suitable for diverse content types, such as social media posts, articles, or marketing copy.

BENEFITS

- **Revolutionizing Learning Engagement:** The Gen AI solution will revolutionize learning engagement by dynamically tailoring content to individual learning styles and preferences, fostering a personalized and immersive educational experience.

#11

Filipa Ferreira

CONSTRAINTS AND
LIMITATIONS

- **Real-time Adaptation to Industry Dynamics:** The AI-driven solution enables real-time adaption to industry dynamics. By continuously analyzing trends and advancements, the Learning and Development content remains at the forefront of industry evolution, preparing learners for the latest developments.
- **Global Accessibility and Inclusivity:** Leveraging Gen AI opens the opportunity for global accessibility and inclusivity in learning. By automatically translating content into multiple languages and adapting to diverse cultural nuances, the L&D process becomes a truly inclusive global endeavor.
- **Gamification and Interactive Experiences:** Gen AI facilitates the seamless integration of gamification and interactive elements into L&D content. This gamified approach enhances learner motivation, engagement, and retention, transforming the traditional educational paradigm.
- **Continuous Learning Culture:** The Gen AI solution cultivates a culture of continuous learning. By offering dynamic and evolving content, organizations foster an environment where employees naturally inclined to pursue ongoing development, leading to a workforce that is agile and future ready.
- **Data Privacy Considerations:** As important limitation revolves around the potential data privacy concerns tied to information inputted into copy.ai. Trainers and content creators should exercise caution to avoid incorporating sensitive or confidential data in their prompts to maintain privacy and security standards.
- **Content Quality Assurance:** While copy.ai generates content efficiently, there might be instances where the quality may not fully meet the standards or expectations of the trainers. Content creators need to be vigilant in reviewing and refining the generated material to ensure accuracy and appropriateness.
- **Subscription Costs:** Although copy.ai provides valuable features, there is expenses associated with subscribing for extended usage or accessing additional features. Organizations need to evaluate the financial considerations and balance them against the perceived advantages before committing to a subscription.
- **Excessive Dependence on Automation:** The potential drawback lies in relying too heavily on content generated by AI, which could reduce the human touch in education materials. It's crucial for trainers to find a harmonious balance between automated content creation and their own expertise, ensuring a learning experience that is both personalized and effective.

#11

Filipa Ferreira

COST
IMPLICATIONS

Estimate costs associated with implementing and maintaining copy.ai based on their pricing tiers:

- **Free Plan**

Cost: Free

Features: One seat, 2.000 words in chat, 200 bonus credits Duration: Free forever, no credit card required

- **Pro Plan**

Cost: 30€ per month or 360€ per year

Features: Five seats, unlimited words in chat, 500 workflow credits

- **Team Plan**

Cost: 155€ per month or 1.860€ per year

Features: 20 seats, unlimited words in chat, 3.000 workflow credits

- **Growth Plan**

Cost: 830€ per month or 9.960€ per year

Features: 75 seats, unlimited words in chat, 20.000 workflow credits

- **Scale Plan**

Cost: 2.500€ per month or 30.000€ per year

Features: 200 seats, unlimited words in chat, 75.000 workflow credits

It is imperative to carefully evaluate the distinct needs and scope of each Learning and Development initiative, ensuring the selection of an appropriate copy.ai plan that not only fits within budget constraints but also effectively addresses the specific requirements and objectives of the program.

CONCLUSIONS/
RECOMMENDATIONS

In conclusion, the envisioned integration of Gen AI, exemplified by the versatile copy.ai unfolds as a transformative stride in reshaping content creation within the Learning and Development sphere.

Copy.ai stands poised to redefine the contours of content creation in L&D, bringing forth efficiencies in time and cost, scalability tailored to evolving needs, and the ability to craft personalized, compelling learning materials. The supple pricing model accommodates a range of budgets, affording flexibility for growth and adaptation.

The recommendation urges organizations to meticulously assess their specific L&D requisites, contemplating factors like content customization, scalability demands, and financial considerations. Should these factors align with the capabilities exhibited by copy.ai, its adoption becomes not just strategic but visionary, an instrumental step towards shaping the future of Learning and Development in the ever-evolving digital epoch.

#12 Simran Patel

TITLE: Use of Gen-AI for content curation at scale

NAME: Simran Patel

LINKEDIN: www.linkedin.com/in/patelsimrann

OBJECTIVE

It's aim is to revolutionize content creation with scalable, personalized, and efficient solutions that empower educators to automate video production, ensure consistency, cut time and costs, foster inclusivity in educational efforts and enhance global accessibility, ultimately elevating the engagement and effectiveness of the learning experience.

BACKGROUND/ CONTEXT

The current L&D landscape is marked by rapid evolution driven by technological advancements, shifting workforce demographics, and an increasing demand for effective training. Challenges include the accelerated digital transformation post-COVID-19, necessitating upskilling and reskilling efforts. Scalability becomes paramount as organizations navigate market shifts, and personalization becomes crucial to accommodate diverse learner backgrounds and preferences. Consistency in content delivery, multilingual needs, engagement, and adaptability to evolving standards further add to this complexity.

STAKEHOLDERS

The main stakeholders are Learners, Trainers, L&D professionals, Managers, Organizational Leadership, Content Creators, IT and Technology Teams, Quality Assurance and Feedback Teams, Compliance and Regulatory Teams, Vendor and Technology Partners and Consultants.

GEN-AI TOOL/ APPLICATION

Synthesia Gen AI is a powerful video content creation platform driven by AI, offering text-to-video conversion for dynamic presentations. Advanced Natural Language Processing ensures a human-like delivery, including speech intonation and pacing. The platform provides customisable avatars, multilingual support, and scene customization thus enhancing visual appeal. It's characteristics such as interactive elements, quick production, and cost-efficiency make it ideal for diverse organisations. Synthesia's adaptability, accessibility features, analytics, and security compliance contribute to its versatility for various purposes like training, education, and marketing.

HOW IT WORKS

A step-by-step walkthrough of how to use Synthesia is as follows:

Step 1: Accessing the synthesis Gen AI Platform

User can access the platform through a web-based interface (www.synthesia.io/home). Upon logging in with their credentials, they are presented with the platform's dashboard.

#12

Simran Patel

Step 2: Creating a New Video Project

Users can start a new video project by clicking the “Create New Project” button. They are prompted to provide a “project title” and “description to organize their work”.

Step 3: Scripting the Video Content

The user can now enter the script or text content that they want to convert into a video. They can type or paste the script directly into the platform’s text editor, which offer formatting options for text alignment, font styles, and colours.

Step 4: Avatar Selection and Customization

Users can choose an avatar from a library of options, that aligns with the desired gender, age, appearance, and language of the virtual speaker. The platform may offer customization options for the avatar’s clothing or accessories.

Step 5: Scene and Background Selection

Users then select a background or scene for the video. They can choose from a variety of options, such as a professional office, a classroom, or a plain backdrop. The selected scene sets the visual context for the video.

Step 6: Voice and Speech Customization

Users can customize the voice and speech patterns of the virtual speaker. They can select the speaker’s tone, pacing, and language preferences.

Step 7: Adding Visual or Interactive Elements

Users can enhance the video by adding visual elements. They can insert text overlays, graphics, charts, and images to complement the spoken content and make it more visually engaging. If desired, they can also include interactive elements within the video, which may include clickable links, call-to-action buttons, and quizzes. Viewers can interact with these elements as they watch the video.

Step 8: Subtitles

Users have the option to add subtitles to the video to make it more understandable. The platform may offer automatic subtitle generation or allow users to manually enter subtitles for different languages.

Step 9: Preview and Editing

Users can preview the generated video to ensure it aligns with their expectations. If any adjustments are needed, they can make edits to the script, voice, or visual elements directly within the platform.

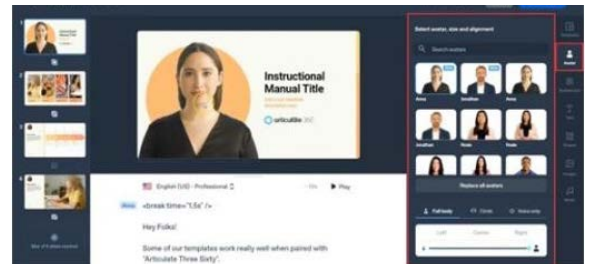
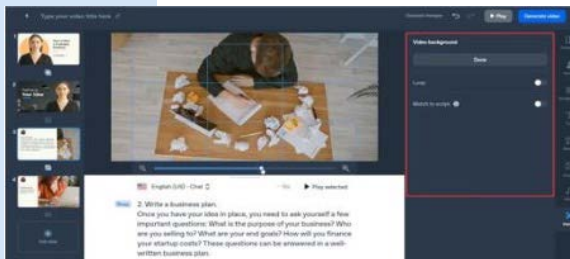
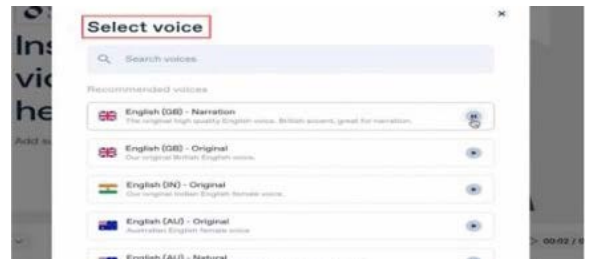
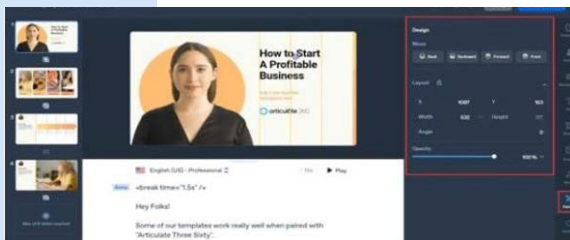
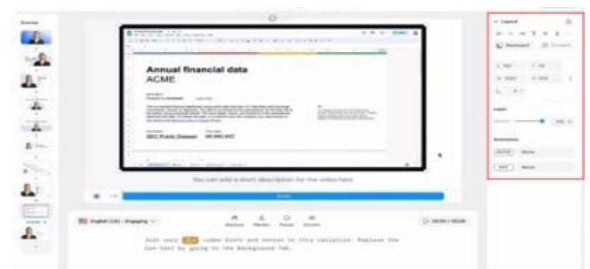
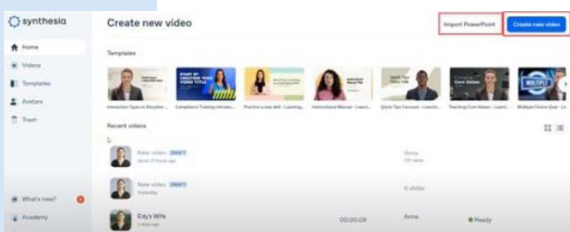
#12

Simran Patel

Step 10: Video Generation and Distribution

Once the video project is finalized, users click on the “Generate Video” button, and download the generated video in a preferred format (e.g., MP4). They can choose to host it on the synthesis platform or distribute the video to anyone through various platforms.

Shared below are the screenshots of some of the most important steps:

Step 1 and 2**Step 3****Step 3****Step 4****Step 5****Step 6****Step 7****Step 7****Step 10**

#12

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DATA INPUTS
AND OUTPUTS

Inputs: The primary input is text-based content. It can then be formatted as desired to be visually presented in the video. Next, comes the selection and personalization of the virtual avatar that will serve as the speaker in the video. Post this step, instructions for customizing the virtual speaker's voice and speech is provided, along with visual and interactive Elements and other alignments.

Outputs: The output is the high-quality, generated video content that effectively conveys the input content while catering to the user's preferences and requirements. The video presents the input text script, narrated by the selected virtual avatar with customized voice and speech characteristics. It follows the specified scene or background, ensuring a cohesive visual context. It also features narration that sounds natural and human-like, thanks to the AI's ability to mimic speech patterns, intonation, and inflection.

BENEFITS

Synthesia has the ability to transform L&D with time and cost savings, streamlining the video content creation process. The platform scales for rapid content production, enhancing personalization and relevance for diverse audiences. Multilingual support ensures effective global communication. Consistent content delivery mitigates risks, improving knowledge retention with engaging videos. The platform adapts quickly, reflecting evolving information and standards for fast upgrades. Its agile response capability addresses emerging training needs in a fast-paced world. Data-driven analytics support continuous improvement, and shareable video content extends the reach and impact of L&D efforts.

Privacy and security concerns arise due to the processing of data on third-party servers, emphasizing the need for robust data protection measures. The AI-generated content, while realistic, may lack the authenticity and emotional connection inherent in human presenters. Voice customization has limitations in accurately replicating diverse accents and speech patterns. Content quality varies based on complexity and input script, with creative control constraints compared to traditional video production. A learning curve exists for new users, and AI model limitations may impact accuracy with complex or domain-specific content. While Synthesia can provide cost savings compared to traditional video production, it is not free. Legal and ethical considerations, potential content misuse, and dependence on third-party services are critical factors organizations must navigate while leveraging Synthesia.

#12

Simran Patel

COST
IMPLICATIONS

Synthesia offers three pricing plans to suit the needs of individuals, which are:

Starter Plan: Ideal for individuals just starting out with video creation.

- Cost: €29/month or €240/year.
- Features: One editor, 120 minutes of video/year, 70+ AI avatars, 120+ languages and voices, AI script assistant, Built-in screen recorder, Image, video and music uploads.

Creator Plan: For individuals and small teams who create videos professionally.

- Cost: €79/month or €708/year.
- Features: All Starter plan features, Unlimited guests, Custom fonts, Auto-generated closed captions, Voiceover uploads, Up to 50 slides, MP4 downloads, Video embed, Branded share page, CTA on share page, Dedicated Customer Success team.

Enterprise Plan: Perfect for bigger companies who create videos at scale.

- Cost: Contact Synthesia for custom pricing.
- Features: All Creator plan features, Unlimited videos, 1-click translations, Priority support.

CONCLUSIONS/
RECOMMENDATIONS

Synthesia Gen AI presents a promising technology for enhancing training, educational content creation and its delivery. Its ability to generate engaging and personalized video content at scale offers significant time and cost savings, making it a valuable tool for L&D professionals. However, organizations should carefully consider the platform's limitations, particularly regarding data privacy, content authenticity, and legal implications. A comprehensive assessment of the organization's needs, resources, and risk tolerance is crucial to determine the feasibility and value of implementing Synthesia. When used strategically and responsibly, Synthesis can be a powerful addition to an L&D strategy, particularly for scenarios requiring rapid content production and scalability.

#13 Andrea Perdomo

TITLE: Gerego for Content Creation and curation

NAME: Andrea Perdomo

LINKEDIN: www.linkedin.com/in/andreaperdomosol

OBJECTIVE

Cerego's primary goal within the L&D department is to make learning more efficient and effective through artificial intelligence and cognitive science by contributing to the growth and success of any organization.

BACKGROUND/ CONTEXT

A 2023 LinkedIn report mentioned that 93% of organizations are concerned about their ability to retain employees. And providing learning opportunities is the No.1 Way organizations are working to improve retention.

In the context of today's rapidly evolving world, the influence of technology, particularly artificial intelligence (AI), has significantly transformed how we learn and acquire new skills. This transformation is happening within all areas of a company, including the Learning and Development (L&D) area. AI has reshaped traditional learning by introducing innovative solutions based on individual needs, skill gaps and employee preferences by shifting from a one-size-fits-all type of training to a more customized and targeted training. The growing emphasis on retaining talent led companies to adapt and integrate e-learning tools into their day to day activities.

STAKEHOLDERS

L&D team: will help create innovative and specific programs to make a better learning experience and improve retention and job satisfaction.

HR Team: the tool can give the team important insights into the actual skill gaps and needs so they can design HR strategies that align with the company's long-term goals.

Managers: The tool can give managers insights into their team's progress and performance, so they know their strengths and areas of improvement to support them during individual development and learning paths based on important findings.

Talent (learners): Learners benefit from this tool because they are going to receive customized learnings and have the flexibility to do the training anywhere at any time.

#13

Andrea Perdomo

GEN-AI TOOL/
APPLICATION

Smart Create for content: Easy to use, course creator tool. Build courses and create assignments using an algorithm of existing open web content related to a specific topic.

Smart suggestions and natural language processing: Add text, videos, audio and images in the courses. Using BERT (Bidirectional Encoder Representations from Transformers), to analyze the learner input and provide personalized recommendations.

Automatically transcribe videos and instantly turn them into learning content: highlight key concepts within the transcription and suggest quiz questions.

Bulk Upload: import a large amount of content in an easy way.

Gated content: Set achievement levels depending on knowledge and keep record of the progress and pace.

Smart Notifications: Based on science and AI, people will be notified when the time is that they are going to have a higher information retention.

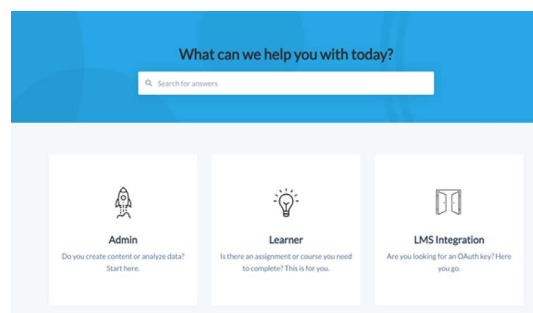
OAuth and single sign-on: Available in all devices and can integrate with any LMS platform.

Cerego's Knowledge Bank: Build a study schedule based on level of memory retention.

Readiness Score: A metric that analyzes the learner's level of proficiency in a specific subject, with the idea of identifying different areas that require focus and improvement.

Select the type of profile/permissions you would like to have in the project.

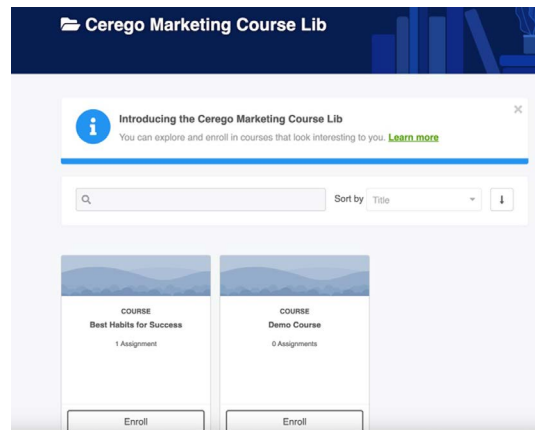
HOW IT WORKS



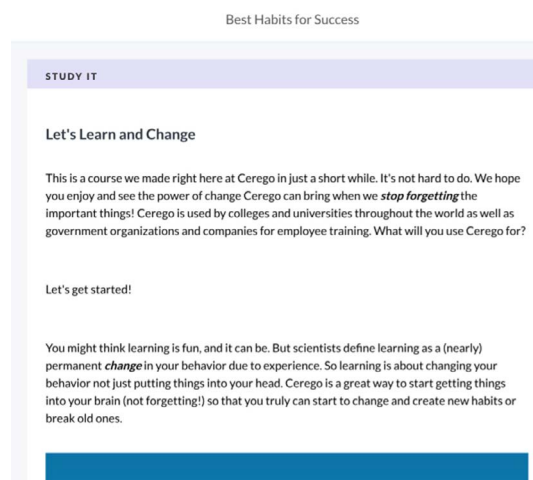
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Andrea Perdomo

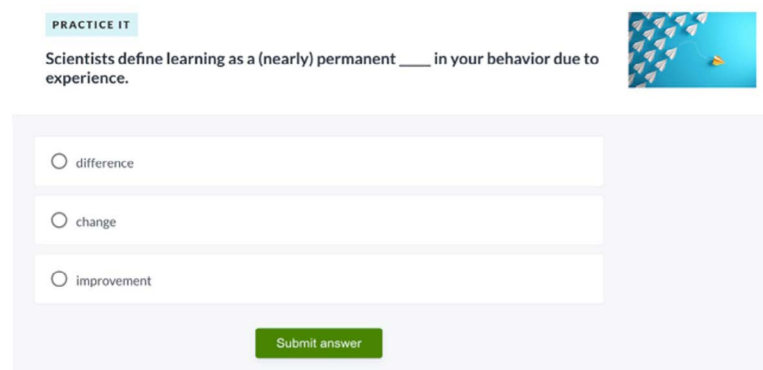
Create a course in seconds, ready for any review or edits, simply by entering search criteria into the search bar.



Enter any topic that you like to turn into learning content and Cerego will automatically scan available open content on the web and build a course template.



Once the algorithm completes the draft course, edit it (from the content of each assignment to the learning level, etc.).



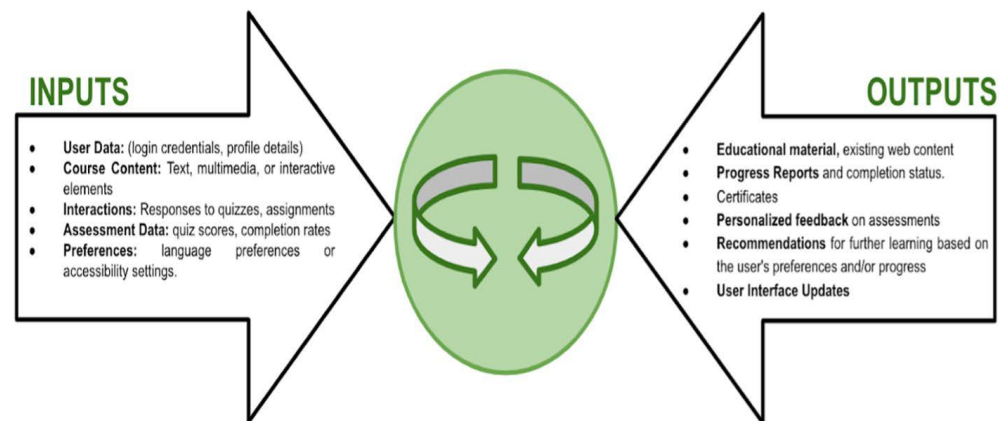
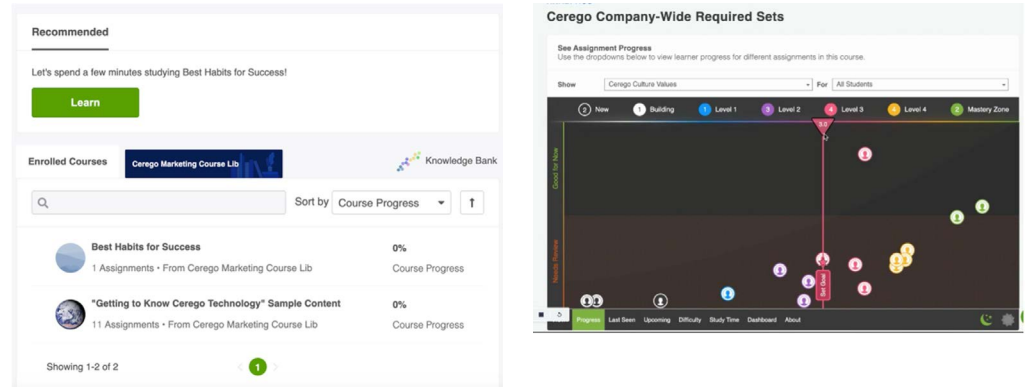
#13

Andrea Perdomo

DATA INPUTS
AND OUTPUTS

BENEFITS

Keep track of the team's progress (visual map) and have a detailed analysis of it.



Content Creation Speed: The tool allows the company to make the best and edit the existing content to suit their needs, rather than starting from scratch.

Scalability and Cost Efficiency: Resource utilization, allowing the company to expand training and content without requiring additional resources. It is an ideal solution for organizations seeking to optimize their investments in eLearning.

Learning Speed: Cerego's adaptive learning approach is focused on individual needs, optimizing the learning process, and reducing the time required for talent to acquire new skills and knowledge.

Efficient Knowledge Retention: The platform's focus on memory science and information retention, reducing the need for repeated training sessions in the future.

Flexibility and Accessibility: Remote or online accessibility, allowing employees to use learning materials anytime and anywhere. Ideal for companies with remote or distributed teams.

Integration with Existing Systems: Integration with HR or LMS available. Improve the employee experience.

#13

Andrea Perdomo

CONSTRAINS AND LIMITATIONS

While AI and tools like Cerego can have a beneficial impact in an organization we might consider some important limitations.

Lack of Understanding and Trust for the people: it depends on the type of company and the talent inside the company, but we might face users that do not fully understand how AI systems work and mistrust because of the lack of transparency in processes. This issue will lead the company to the need to invest in upskilling and reskilling the people to be sure they feel confident with the technology.

Regulatory Changes: The regulatory scenario for AI is evolving at a very fast pace. Changes may impact the use of AI in certain sectors or require organizations to adapt their practices to comply with new rules.

Diversity in educational systems: It is very important to mention that education is mostly influenced by cultural values and priorities. Different cultures can have certain subjects, skills, or aspects of character development leaving behind the diversity in educational content.

COST IMPLICATIONS

Cerego is a very accessible tool and offers two types of plans. The standard or individual plan \$8.33 USD per month if billed annually or \$10.00 per month if it's billed monthly with unlimited courses and onboarding and web-based customer success. The other alternative offers the pricing per scale for organizations needing more than 500 seats with a dedicated customer success manager and secure cloud hosting option. Price may have a discount per person but depends on specific factors and needs.

CONCLUSIONS/ RECOMMENDATIONS

Start by analyzing the company objectives and build a customized content based on specific needs. To successfully implement the tool, you need to promote engagement in the cross functional areas of a company.

Make sure to Integrate Cerego with existing tools, processes, LMS and give the employees training on how to use it so they feel more confident in their work environment. Encourage a culture of continuous improvement and learning, monitor progress, celebrate milestones, and make sure to give the best learning experience to your team.

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#14

Mariano Andres Gigena-Kazimierczak

TITLE: Onboarding: Revolutionizing Employee Learning Journeys with **edapp's** AI-Driven Microlearning

NAME: Mariano Andres Gigena-Kazimierczak

LINKEDIN: www.linkedin.com/in/marianoandresgk

OBJECTIVE

The primary goal is to streamline and enhance the onboarding and compliance training experience using **edapp's** AI-driven microlearning capabilities, reducing manual content creation efforts and improving engagement.

BACKGROUND/CONTEXT

In the current L&D landscape, organizations often struggle with time-consuming content creation for onboarding and compliance training. **edapp's** AI-powered features offer a solution by automating course generation and providing a microlearning platform, ensuring employees are engaged and compliance is efficiently managed.

STAKEHOLDERS

- HR Professionals
- Managers
- Employees

GEN-AI TOOL/APPLICATION

edapp, a Learning Management System (LMS) with AI capabilities. (www.edapp.com)

edapp transforms onboarding and compliance training with a Creator Tool for crafting customized microlearning courses, and an “AI Create” feature for fast content development. Courses are designed as bite-sized, interactive modules to enhance knowledge retention and engagement. Smart Notifications ensure reminders, supporting compliance management. The platform’s Reporting and Analytics feature, available through the admin dashboard, enables HR teams to monitor performance across all levels.

HOW IT WORKS

Course Creation: HR professionals utilize edapp’s Creator tool to build interactive and engaging microlearning courses tailored to onboarding and compliance needs.

“AI Create” Feature: For course development, users can use edapp’s “AI Create” feature by inputting the topic or lesson, where the system then generates a course in seconds. (Figure 1).

Microlearning Implementation: Courses are designed as bite-sized, interactive modules, enhancing knowledge retention and engagement. (Figure 2).

#14

Mariano Andres

DATA INPUTS
AND OUTPUTS

Smart Notifications: edapp's smart notifications ensure employees receive reminders about their coursework, aiding in compliance management.

Reporting and Analytics: The admin dashboard provides reporting and analytics, allowing HR teams to track progress and monitor performance at all levels.

*Mobile device, tablet, and desktop friendly.

Inputs:

- Topic or lesson for "AI Create". (Figure 1).
- Employee profiles

Outputs:

- Microlearning courses
- Compliance progress reports

BENEFITS

Efficient Course Preparation: AI-powered course generation saves time and effort, allowing HR teams to focus on other aspects of onboarding and compliance.

Engaging Learning Experience: Microlearning ensures employees stay engaged with bite-sized, interactive content. (Figure 3).

Compliance Assurance: Smart notifications and progress tracking enhance compliance management, reducing the risk of missed coursework.

CONSTRAINTS
AND LIMITATIONS

Learning Curve: Initial training may be required for HR professionals to fully utilize the AI features effectively.

Dependency on Internet: Effectiveness of smart notifications relies on a stable internet connection.

COST
IMPLICATIONS

Basic **edapp** is free, providing a cost-effective solution for organizations. You can discover **edapp** Pro Plans through a 30-day free trial, requiring no credit card. The plans cater to different needs, offering a "Free Plan" with unlimited users and a DIY approach, a "Managed Plan" priced at \$2.95 per active user monthly, featuring courses crafted by edapp experts, and an "Enterprise Plan" designed for 500+ users.

The Enterprise option provides a variety of features, including an editable course library, virtual classrooms, "AI Create", analytics, etc. Pricing for the Enterprise Plan starts at \$X per user, with a minimum of 20 users required for the monthly subscription.

*All prices in USD. (Figure 4).

#14

Mariano Andres

CONCLUSIONS/
RECOMMENDATIONS

In conclusion, **edapp**'s AI-driven microlearning offers a solution for onboarding and compliance training, addressing challenges in content creation and engagement. The free version makes it accessible to a wide range of organizations.

A comprehensive training program for HR professionals is recommended to increase the benefits of **edapp**'s AI features.

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Figure 1

Course Title

Diversity, Equity & Inclusion Skill Developing

Description

This dynamic and interactive course is designed to equip participants with the essential skills needed to foster diversity, equity, and inclusion (DEI) in professional and organizational settings. As workplaces become increasingly diverse, the ability to navigate and celebrate differences while ensuring equitable opportunities for all is a critical competency.

I'll do this later → Cancel Create

Figure 1

Introduction to DEI

7:30 ☆ 5

- 1 Introduction to DEI
- 2 Understanding DEI
- 3 Benefits of DEI
- 4 Challenges in Achieving DEI
- 5 Strategies for Fostering DEI
- 6 Impact of DEI on Organizations
- 7 Legal and Ethical Considerations
- 8 Overcoming Resistance to DEI
- 9 Measuring DEI Progress
- 10 Multiple Choice
- 11 Circle the answer
- 12 Chat

Figure 2

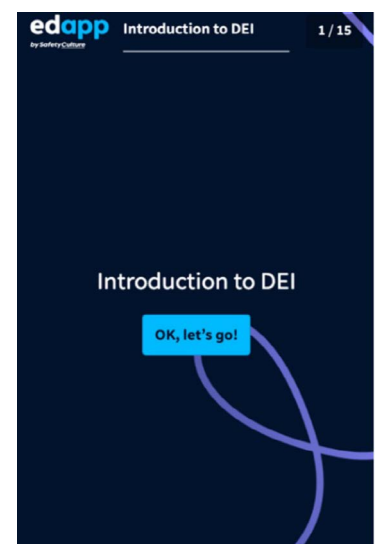


Figure 2

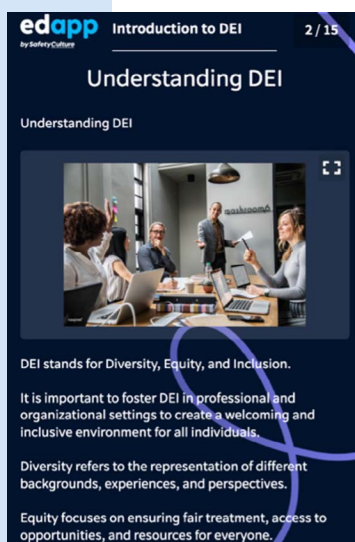


Figure 3

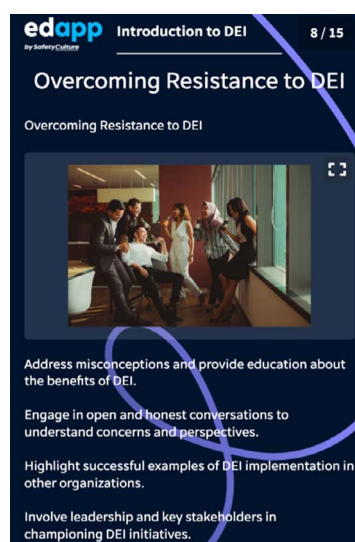


Figure 3





CHAPTER

4

PERSONALIZED DEVELOPMENT PLANS

#15 Isabel Morales Porto

TITLE: Gen-AI Use Case for Personalized Development Plans – Axonify

NAME: Isabel Morales Porto

LINKEDIN: www.linkedin.com/in/isabelmoralesporto/

OBJECTIVE

The primary goal of Axonify is to achieve fast, memorable training and learning solutions for first-line employees. The application is focused on employees that don't have much time for training but still need to have the information in hand on their day-to-day. Axonify uses microlearning to give short, focused trainings.

BACKGROUND/ CONTEXT

Based on recent investigations, people tend to forget what they learn or study. The education system is focused on evaluating what the students can memorize at the end of a course. Leading to forgetting most of it, because educators emphasize the grade and not on making sure the classroom understands or interiorizes the information to apply it afterwards. This is also known as scrap learning as mentioned by Van Dam, N., (2018), where the content is not directly relevant to the learners or is not aligned with the business objectives.

Nowadays, education and training has started to shift into a way where people can learn in a fast, easy and memorable way with both pictures and captions (Veritasium, 2014). Additionally, professionals are emphasizing creating training more objective, analytical and having a real applied approach.

As Mayrhofer, et.al., (2021) mentions, people retain small pieces of information, making it easier to interiorize a short class or course of about 5 minutes than to remember everything from a one-hour lecture. Microlearning will increase the person's memory, receiving small nuggets of information daily rather than all in a big chunk.

STAKEHOLDERS

The main stakeholders that are involved in this process are the managers, technology, L&D professionals, and HR teams to implement the training. Most importantly, the ones who will be using this app, which are the first-line employees, those who need reminders on their day-to-day activities.

GEN-AI TOOL/ APPLICATION

Considering technology and Gen AI, there are a few applications that are starting to train employees through short lectures. For example, Axonify is a platform that specializes in providing employee training and learning solutions. They combine microlearning, data analytics and gamification, helping companies develop their knowledge skills.

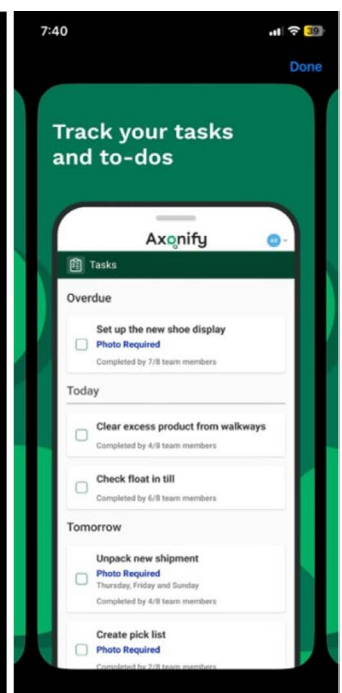
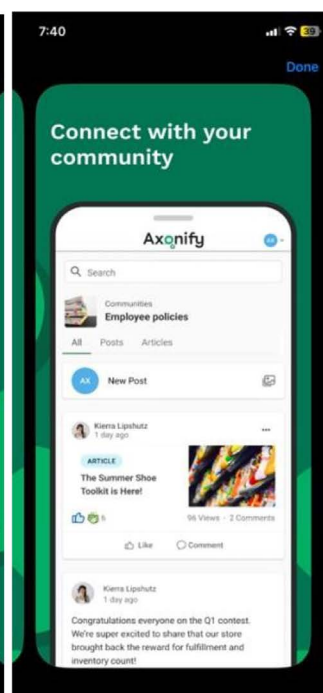
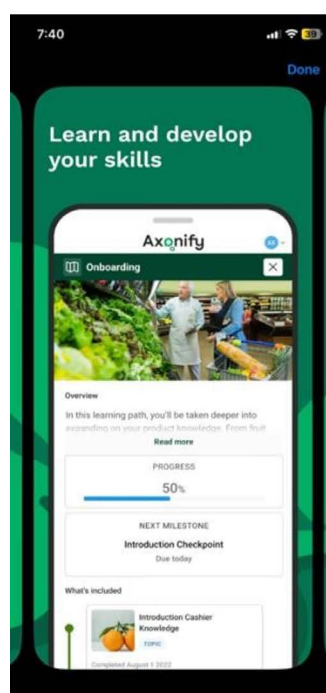
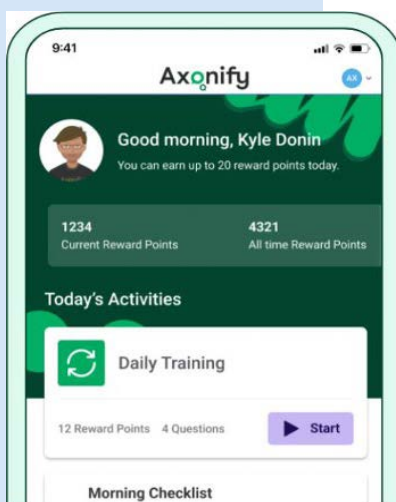
#15

Isabel
Morales Porto

Microlearning is a way of learning where the employees get short, focused bursts of training content. Having a better engagement and easy access to on-the-go information in their day-to-day routines. Axonify makes it easy for the employees to access bite-sized mobile courses on their devices, moving from a classroom environment to their mobile devices. Additionally, the workforces are constantly receiving reminders and messages on their status, what they need to keep working and training and what are their strengths. This helps the employee be more efficient and focus on what really matters.

HOW IT WORKS

- The company has to first close the deal with Axonify.
- Axonify creates the implementation of adding all the information from the company into the application and starts personalizing it based on their needs.
- Axonify creates the users with the company's email.
- Every employee will need to download the application on their mobile phone, tablets or screens.
- When the application is downloaded, the employees will log in with the company email.
- Once the employee is inside the application they will create their profile based on their current role and responsibilities.
- After the employees have personalized their profile they will start receiving the training and will be able to have all the information in hand at their fingertips through the application.



#15

Isabel
Morales PortoDATA INPUTS
AND OUTPUTS

The users need to upload their information, update their profile and register each training they do. Axonify uses Gen AI for their platform by personalizing each employer's profile, showing the user the information that is relevant for their job and the training aligned to it. The app has adaptive learning, meaning it captures the daily inputs and creates a microcontent generator.

Additionally, every employer can ask through the application any type of question to the chatbot called Max, who responds back, it's a conversational generative AI tool that facilitates the employers day-to-day by providing instant information.

For example:

"Max scans your full database of organization-specific resources to answer any question. Should these bananas come off the shelf? Can I wear jeans to work? What should I do if I witness a theft? Max will tell you."

It will not only answer the questions, but you can translate it to any of the 60 available languages.

Crafting reinforcement materials traditionally demands a considerable amount of time, nevertheless, Axonify Content Assistant generates micro-content by integrating the knowledge with the training material, creating a top-level reinforcement content designed for lasting impact. They connect knowledge with behaviors and business outcomes, in contrast to other platforms that just focus on tracking completion rates and test scores. While Axonify gathers all the data to understand the engagement the users are having in their daily training activities.

Axonify personalizes the learning experience for each employee by creating a customized path by the minute they login making sure they use their time wisely on what they need to focus on. Helping them build the skills to achieve their goals. Every profile will be different depending on their job, how much training they have received and what they need to keep working on to keep exceeding.

BENEFITS

Axonify will simplify the process for both frontline employees and their managers. Making training more efficient, faster and on-the-go. Every time first line employees need to remind themselves of a certain process or to just look for relevant information, they have easy access to it.

The L&D department will focus on effective management by providing leadership and strategic initiatives. To improve performance by adapting to the employee's needs, understand the learner's business context and determine the issues to address (Van Dam, N., 2018).

#15

**Isabel
Morales Porto**

CONSTRAINS AND LIMITATIONS

Some of the limitations that Axonify have is the fact that it can only be used with a company user, they don't have it open to the public. They don't have an open trial for any user that wants to have a better understanding on how it works. Additionally, their focus is only on first-line employees, mostly on retail and not on other areas, limiting their use. Another limitation is that it takes at least 12 weeks to start implementing it, the main reason being because Axonify needs to gather all the information from the company and create a specific plan that adjusts to what they are looking for. Finally, they do not have any information on their web page regarding cost or the packages they offer.

COST IMPLICATIONS

How Axonify operates is based on the number of users, they close a 3-year contract, giving a one-off implementation on the first year. It takes them 12 weeks to implement the strategy and build the personalized experience with the information provided by the company to create the onboarding and database.

An estimated cost to implement the platform is around 30.000 euros.

CONCLUSIONS/ RECOMMENDATIONS

Taking into account the current challenges in traditional learning methods and the shift into microlearning, Axonify brings a new option to the L&D world by giving employees on-the-go training. The platform is personalized, with short, memorable learning experiences. With high efficiency, accessibility and data driven insights by Axonify which contributes to the potential success in L&D, delivering new ways to train the employees at work through a fun and dynamic way.

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#16

Loya Mures García

TITLE: SANA, using AI to make learning more human

NAME: Loya Mures García

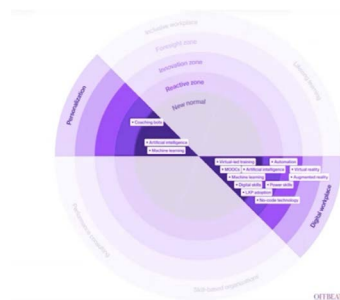
LINKEDIN: www.linkedin.com/in/loya-mures/

OBJECTIVE

Create a personalized development plan using SanaAI to mitigate information overload and lower attention spam and to upskill employees in what is needed for the company.

BACKGROUND/ CONTEXT

Due to the hyper exposure to information and new trends employees need to have a good training method in their companies to support them and acquire what is necessary to help them evolve to the next best. Craft personalized development plans in L&D can help with that, thanks to GenAI powered systems to unlock their mislead potential.



Considering new normal circumstances in 2023 and the need to power employees skills, this purple visual screenshot show how SANA helps to create personalized development plans by mixing personalization, machine learning and artificial intelligence in the digital workplace.

Identify the main stakeholders involved. This could include learners, trainers, L&D professionals, managers, and any other relevant parties.

STAKEHOLDERS

Learners: in a collaborative and people-center atmosphere they are the main stakeholder.

L&D professionals: Designers of the learning process.

CLO: Managers of the L&D activities which make the work effective.

SanaAi: GEN-AI system of trust.

IT supporters: in terms of technical issues.

Marketing: supporters on content creation.

GEN-AI TOOL/ APPLICATION

SanaGenAi adapts to the business needs and it is already working for other business to implement and make L&D flourish in the market. It's goal is to make online learning more human, by the paradoxical aspect of using technology.

#16

Loya Mures
García

Design in Sweden, SANA is an one on **one learning platform** that brings together different tools with multiple features.

Making it simple throughout this system you can do the following:

Create collaborative, AI assisted authoring.

Learn personalized learning with virtual classrooms.

Live collaborative and engaging sessions.

Manage in a simple, smart and secure way.

In depth for L&D, one of its capabilities is to identify the needs and **personalization patterns** of the employees that will reskill them. This system can be powered by the main data that the company had and generate a new “software” of resources and tools. Another feature is **natural language processing** that can make the learning process more dynamic. For the creation feature there is a similar system to DALLE.

As all GENAI systems, this tool can help you to generate and create suggestions to co-create learning courses.

HOW IT WORKS

No access yet

BENEFITS

Time savings: good optimization of time

Cost savings: employees will want to work for you and will be more productive.

Scalability and speed: greater chances to foster business in a fast-paced world.

CONSTRAINS AND LIMITATIONS

Data privacy limitations: employees should sign and agreement before they start the learning program to cese their data.

Limitations on research team: there is a risk when trusting too much in technology and not being prepare as humans to assume errors.

CONCLUSIONS/ RECOMMENDATIONS

- CRUCIAL TO UNDERSTAND WHAT GENAI CAN OR CANNOT DO.
- Assume errors from AI
- Trust on yourself and in your teams

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#17 Alexandros Katsikaris

TITLE: Use of coursebox to personalize learning

NAME: Alexandros Katsikaris

LINKEDIN:

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OBJECTIVE

Addressing the problematic “one-size-fits-all” approach that is often present in L&D training courses, by offering unique and personalized training suited to fit employees’ needs and preferences.

BACKGROUND/ CONTEXT

Providing efficient training courses in which employees showcase active engagement is a challenging task due to a variety of reasons. The lack of addressing diversity in learning styles is one of the primary concerns. Like in various aspects of life, employees display different preferences and styles when it comes to learning. What may produce outstanding results for one individual may not match their counterpart’s way of operation, making following the training very challenging to the point of losing all interest and commitment. Therefore, in order to enhance engagement and facilitate learning as much as possible, it is essential to take this issue under consideration, prioritizing tailoring training courses to the learners’ preferred approaches.

STAKEHOLDERS

L&D professionals, employee learners, teach and innovation team, and managers.

GEN-AI TOOL/ APPLICATION

Coursebox is an AI course creator tool that offers fast, efficient, and user-friendly course design. Its innovative technology allows users to efficiently convert any document, website or video into a course within minutes, while also providing the option to alter specifics regarding the course such as duration, the number of lessons, or the inclusion of quizzes and other assessments.

In terms of the learning management system (LMS) available for organization wide use, Coursebox offers the ability to customize the platform for each business, branding the platform for easy access. This tool prioritizes uniqueness, making the platform very flexible and customizable, easily seen by the round-the-clock customer support system offered which works with organizations to fulfill all requirements and specific business needs. Prior to creating the different courses, managers should ask employees for some insight regarding their preferences in learning styles. In addition, it is also essential to understand other preferences in terms of characteristics of the training modules. Some members of the organization might prefer more interactive courses with multiple quizzes and videos, while others might learn better through a lecturebased approach. Identifying each member’s individual’s learning needs is important for implementing this service the successfully and efficiently.

#17

Alexandros
Katsikaris

HOW IT WORKS

Suppose you want to provide employees with a training course on how to use Microsoft Excel.

- Following a survey/ questionnaire completed by employees describing the features of their ideal training, start by clicking 'create' to start designing a new course.

Courses



- Continue by selecting the language, naming the course with a brief description, choosing the duration and the target audience, and click 'next'. If desired, include a document, website link or video link of any content you want to include in the training course. If nothing is added, Coursebox will create the module based on the information given when setting up the course (name, duration, target group).

- Clicking the settings box will allow for personalization of the specific characteristics of the module to match employee's preferences, as shared through the questionnaires conducted prior to creating the course.

| Advanced Settings | |
|--------------------------|-----|
| Core Learning objectives | 5 |
| Lessons | 3 |
| Topics/Lesson | 3 |
| Quizzes/Lesson | 1 |
| Questions/Quiz | 3 |
| Quiz pass grade | 100 |
| Assignments/Lesson | 1 |
| Assignment word count | 50 |
| Assignment pass grade | 50 |

#17

Alexandros Katsikaris

- Coursebox will then produce the whole module based on the information entered when setting up the course. The output includes the course description and objectives, as well as the components of the different lessons, including any quizzes or assessments that will need to be completed, completely automated using AI technology.

Course title : Microsoft Excel

Course Description : This course is designed to help employees improve their knowledge and skills in using Microsoft Excel. Over the course of two weeks, participants will learn how to navigate the Excel interface, create and format worksheets, and perform basic calculations and data analysis. Through a series of interactive lessons, quizzes, and assignments, learners will gain the confidence and proficiency needed to effectively utilize Excel for various tasks in their work. By the end of the course, participants will be able to use Excel efficiently to organize and analyze data, saving time and increasing productivity.

Course Objectives :

- Navigate the Excel interface
- Create and format worksheets
- Perform basic calculations and data analysis

Course Tags : Microsoft, Excel, Spreadsheet, Data Analysis

Edit your course structure broken down into lessons, with topics within each lesson below

1 Lesson 1: Introduction to Excel

2 Lesson 2: Worksheet Creation and Formatting

3 Lesson 3: Basic Calculations and Data Analysis

3.1 Performing calculations with formulas and functions

3.2 Sorting and filtering data

3.3 Creating charts and graphs

Quizzes:

1: Quiz 3: Basic Calculations and Data Analysis

Assignments:

1: Assignment 3: Data Analysis and Visualization

☒ Automatically write content for all pages

Save & Generate Lessons

- When previewing the lessons created, it is very simple to edit, delete, or add information as desired prior to publishing and sharing the course.

DOCTYPE html>

Navigating Worksheets and Workbooks

Welcome back to Lesson 1: Introduction to Excel. In the previous section, we explored the Excel interface and familiarized ourselves with its various components. Now, let's dive into navigating worksheets and workbooks.

Worksheets are the individual tabs that you see at the bottom of the Excel window, whereas workbooks refer to the entire file containing multiple worksheets. Understanding how to navigate between worksheets and workbooks is essential for effective use of Excel.

Switching between Worksheets

To switch between worksheets within a workbook, you can either click on the desired tab at the bottom of the Excel window or use the shortcut keys **Ctrl + Page Up** to move to the previous worksheet, and **Ctrl + Page Down** to move to the next worksheet. Alternatively, you can use the **Activate** dialog by right-clicking on a worksheet tab and selecting the desired sheet from the list.


Excel also provides you with the ability to rearrange the order of your worksheets. To do this, simply click and drag a worksheet tab to the left or right to change its position.

+ Add Item

Discussion Assessment Files Layout

Admins and Facilitators

Enrolled users view



DATA INPUTS AND OUTPUTS

Inputs:

Required: select the desired language of the course, brief description of what the course will be about, length, target audience.

If desired: a document, website link or video link of any information wanted as part of the training course.

Outputs: Course description, course objectives, detailed plan of every lesson, including subsections, quizzes, and assessments, automatically generated using AI technology.

#17

Alexandros
Katsikaris

BENEFITS

- **Personalized learning:** Providing training in a variety of formats and with different levels of interaction and assessment will enhance employee engagement and flexibility, reducing the burden on the trainee.
- **Enhanced engagement:** Tailoring content to the specific needs of the employees, seen in the pre-training surveys, should lead to more employee interaction, as well as higher completion and information retention rates. Could even implement gamification elements or simulations to aid employee motivation through the courses.
- **Flexibility:** These courses will allow employees the opportunity to access the training at their own pace and time preferences.
- **Time saving/ efficiency:** The automated content creation process is very beneficial in saving time in terms of L&D professionals' intervention, as well as in creating training courses at a high volume and speed.

CONSTRAINTS
AND LIMITATIONS

- **Lack of human interaction and emotional intelligence:** Using AI training creators comes with a lack of the human component, which poses a constraint in terms of the psychological and emotional learner needs. Coursebox also lacks other human aspects of training, like coaching or team-building activities, and it will also not be very efficient and reliable in enhancing interpersonal or soft skills.
- **Security and privacy:** The business must make sure to include confidentiality measures to protect employee personal information.
- **Technical issues:** As with all complex technology and AI systems, technical challenges may arise, disrupting the learning process until resolved. Coursebox, however, offers a 24/7 customer support system for troubleshooting.

COST
IMPLICATIONS

The cost of utilizing Coursebox varies depending on the plan selected and the amount of features the user desires. The free plan does allow for some course personalization and publishing, but the main purpose of this plan is getting familiar with the software, as it lacks several of the important features available in the paid plans. Although some cheaper plans are offered, ranging from \$29/month to \$49/month with some creation and volume restrictions, the cost of the fully branded organization learning management system (LMS) containing all the possible features is priced at \$99/month. This plan has no limitations, can be cancelled when desired, and includes the first 99 active learners, before charging \$1/user for each additional member.

#17

**Alexandros
Katsikaris****CONCLUSIONS/
RECOMMENDATIONS**

A critical concern in the L&D sector is the insufficient attention given to the diversity of learning styles, as employees exhibit different preferences and approaches to learning. Therefore, it is imperative to prioritize customization of training courses to optimize engagement and promote effective learning. Coursebox is a highly innovative course design AI tool that features efficient course creation. This tool emphasizes personalization and prioritizes learning styles to ensure learning occurs in the most engaging method. Coursebox is highly recommended to any organization looking to address the issue of limited personalization in their training and learning processes. Producing courses tailored to fit employees' needs and preferences will generate worthwhile benefits in terms of engagement, interaction, completion and information retention.

#18 Agustina Lopez

TITLE: Gen-AI Use Case for Personalized Development Plans
Introducing TutorAI (<https://www.tutorai.me>)

NAME: Agustina Lopez

LINKEDIN: www.linkedin.com/in/lopez-agustina

OBJECTIVE

Generative AI presents a unique opportunity in Learning and Development, providing personalized development plans that cater to the individual learning needs and preferences of each employee.

BACKGROUND/ CONTEXT

As L&D professionals, we know that today's workforce is increasingly diverse, not only in terms of demographics but also in learning styles, personal development needs and career paths. In this sense, a one-size-fits-all approach to training programs are no longer effective. With Gen-AI we have now the potential to revolutionize the learning landscape by allowing learners to directly prompt about their exact and ever-evolving educational desires, while the AI continually adapts to their learning styles and preferences.

STAKEHOLDERS

The main stakeholders for the application of TutorAI into an L&D program would be:

TutorAI: the platform is primarily designed to cater to individual learners. An agreement to scale the platform to corporate learning would be fundamental to leverage economies of scale.

Learners: employees who will use TutorAI.

L&D Professionals: employees must be educated in how to maximize the benefits of TutorAI. Strategic communication actions with effective triggers must be adopted to incentivize employees to use the platform and make a habit out of it.

Managers: to role model the proper use of the platform.

Organizational Executives: to sign off and approve the adoption of TutorAI.

IT Department: ensure the platform's integration and data security.

Data Analysts: analyzing data generated by the platform to provide insights into its effectiveness and learning experience.

GEN-AI TOOL/ APPLICATION

TutorAI is an AI-driven training platform that can customize the educational journey and learning experience to accommodate the unique needs and learning preferences of each employee. The platform vows to learn each individual's

#18

Agustina Lopez

HOW IT WORKS

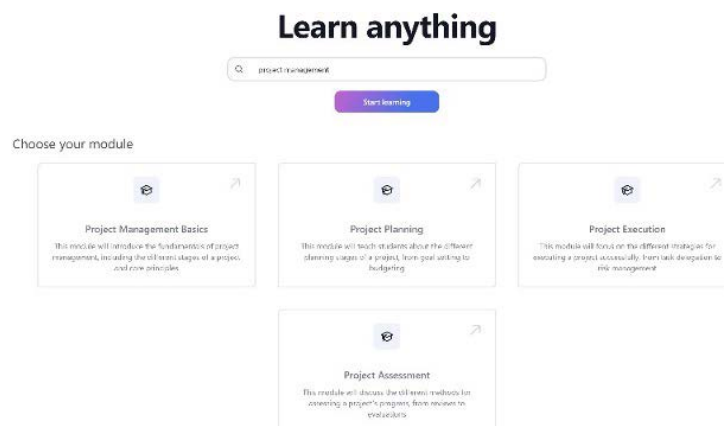
preferences and personalize the content based on their learning style. The learner can not only prompt the app to teach about any given topic, but also set their learning level and track their progress. Over time, TutorAI will observe the learning style and adjust the content accordingly.

1. Prompt the app

TutorAI will encourage the user to prompt on any given topic of interest. The platform uses OpenAI's database, allowing learners to delve into any topic covered by their extensive resources.

2. Choose your module

The user can then choose from different modules depending on their level of expertise and particular interests. For the purpose of this Use Case, we will exemplify with the prompt of "Project Management".



3. Choose a lesson

The user can choose from 4 to 5 lessons included in the selected module. Learners are not required to complete every lesson if it does not pique their interest. When a lesson is selected, the explanatory text will pop up on the screen (approximately 3 minutes read).

4. Go Deeper

Before moving on to the next lesson, the learner can click on any of the following options:

- **Simplify:** a concise summary of the lesson (1 paragraph long)
- **Examples:** two to three generic practical examples
- **Quiz:** one multiple-choice question and its correct answer
- **Ask a question:** where the learner can prompt the tool by asking for additional information, different kinds of examples, etc.

#18

Agustina Lopez

DATA INPUTS
AND OUTPUTS

BENEFITS

Go deeper

Simplify

Examples

Quiz

Ask a question

Any questions?

What does project sponsor mean?

Ask

A project sponsor is an individual or group that provides financial resources, political support, or other resources to a project. The project sponsor is typically a senior executive or high-level manager within an organization who is responsible for initiating and overseeing the project. They are usually the person or group that has the authority to allocate resources and make decisions regarding the project. The project sponsor plays a critical role in ensuring the project's success by providing guidance, support, and accountability throughout the project lifecycle.

Remarkably, users can select any option as many times as they like. With each selection, the tool regenerates the output until the learner is satisfied. This process allows TutorAI to learn the user's learning preferences and style, which it then uses to tailor subsequent lessons. For instance, if a learner demonstrates an inclination to real-life examples, TutorAI will include those in the extended text explanation of future lessons, without the learner having to explicitly request them. In addition, TutorAI has announced plans to enhance their lessons with videos and images in the near future.

5. Mark the lesson complete and move to the next one

As mentioned above, data inputs and outputs are as broad as OpenAI's database.

Personalized development plans can enhance engagement and retention, support tailored career paths, provide flexibility on pace and schedule, and optimize resource allocation.

Additionally, companies will be able to scale their L&D efforts efficiently in order to reach a larger number of employees without compromising training quality while also leveraging economies of scale.

Such shift to Gen-AI solutions will also respond to the rapid technological changes. Today more than ever, the pace of tech innovation requires for L&D programs to be agile and continuously updated. The successful utilization of TutorAI must take into consideration the following limitations and constraints:

Proper Platform Interaction: The efficacy of the platform depends on the learner's ability to properly prompt the tool. L&D professionals must invest time and effort in coaching employees on TutorAI's best practice for better results and engagement.

#18

Agustina Lopez

COST
IMPLICATIONS

CONCLUSION

Scalability to Organizational Learning: The application is originally developed for individual learners. Scaling to meet the complex demands of corporate L&D programs might present a significant challenge.

Data Security and Trustworthiness: The credibility and trustworthiness of the platform's developer is uncertain. Currently, there are not enough clients that can attest to the platform's reliability.

Integrity of Information from OpenAI Database: The usage of OpenAI introduces the potential for inaccuracies or errors within output.

Limitations in Knowledge Customization: As of today, the platform works exclusively with OpenAI's database, primarily comprising of public domain knowledge. This limitation becomes apparent when there is need to incorporate company-specific or proprietary information into the learning material.

Following the initial offering of three complimentary trials, the platform requests a monthly fee of \$10 per learner. Currently, this rate is for individual users. However, there is a strong possibility that a deal to accommodate the scalability required for corporate entities could be reached.

To conclude, TutorAI stands as a promising solution for innovation within the Learning and Development sector, bringing forth a personalized approach to learning that can adapt dynamically to each user's unique style and preferences. The platform's ability to tailor content at the prompt of a user, combined with the future integration of multimedia content, lays the groundwork for a more interactive and immersive learning experience. It presents a paradigm shift in how knowledge is delivered.

Its full potential is bounded by considerations such as the need for user proficiency, scaling for corporate use, data security concerns, dependency on OpenAI's database, and content customization. However, despite these challenges, the economic model, poised for scalability, promises extensive L&D use.

As technology progresses and the platform evolves, TutorAI may redefine the traditional frameworks of employee development and continuous improvement.



CHAPTER

5

**LEARNING
DELIVERY:
CHATBOTS,
VIRTUAL TUTORS
AND AI COACHES**

#19

Luca Gerini

TITLE: Gen AI in Learning Delivery

NAME: Luca Gerini

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OBJECTIVE

Realize It is an LMS (Learning Management System) that uses *Gen AI* (Generative Artificial Intelligence) to build tailored learning journeys for learners. The system allows the allocation of different modules to each individual. They can complete the latter at their own pace, taking quizzes and receiving AI-generated feedback. The use of AI reduces the time needed for learning, as well as improves the courses' understanding by the learner.

BACKGROUND/ CONTEXT

Future-ready companies consider *L&D* (Learning and Development) as a great factor of success for the next five years according to De Smet (2021). Not only will organizations need to consider human capital as scarcer than financial capital, but 22% of employees will need to upskill or reskill themselves to face the 4th industrial revolution brought by Gen AI. Employers will benefit from L&D when implemented effectively, as studies have shown that adapting employees' skills to current needs is cheaper than covering the turnover costs required to hire new talents with specific skillsets. This situation is worsened by the founding of CIPD (2021). During the COVID-19 pandemic, companies have noticed the difficulty of delivering digital training, often seen as poor. Van Dam (2018) supports this founding, sharing with us that the amount of *scrap learning* – learning that is then not applied on the job, amounts to an average of 45% in companies.

STAKEHOLDERS

The main stakeholders benefitting from this system are the learners. The CLO will allocate specific modules to them, tailoring the learning journey of each individual, who will then complete the modules at their own pace. Improving the learning of specific skills required by the industry's environment.

In addition, the CLO and CHRO also benefit from *Realize It's* implementation, by saving budget and time on their learning journey's offers, improving the value margin of the learnings. Furthermore, the decrease of scrap learning resulting from the tailored journey, and the increased profit resulting from this implementation will also bring them more credibility towards the board of directors.

GEN-AI TOOL/ APPLICATION

Realize It has the purpose of providing a tailored solution for individual learners, depending both on the company's needs and the individuals' target achievements. This Gen AI tool serves both learners and content creators, as benefits of artificial intelligence operate in both ends.

#19

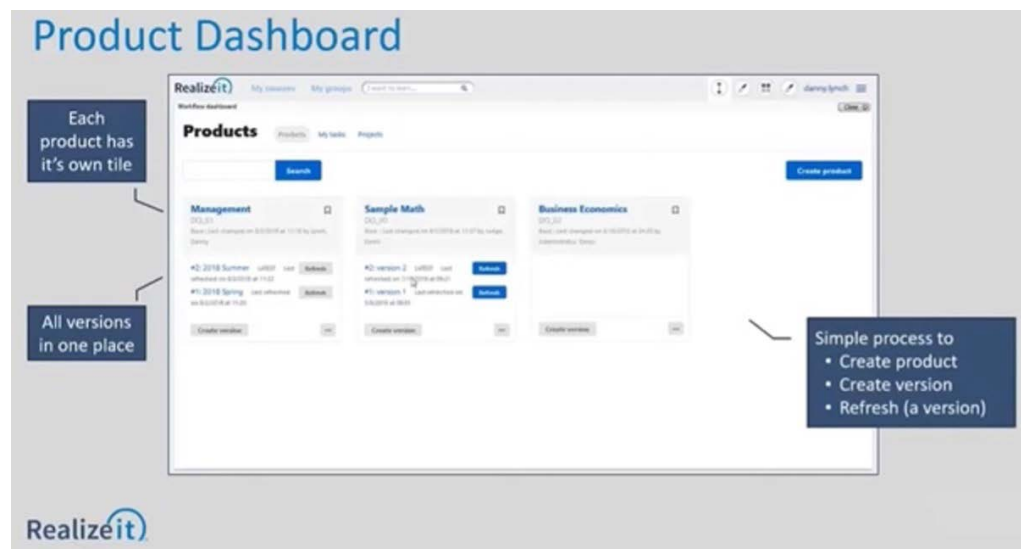
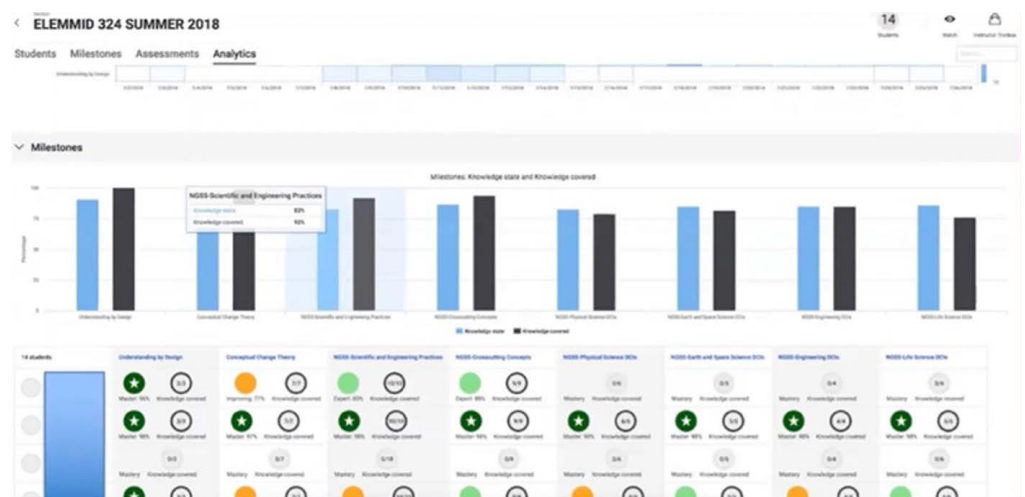
Luca Gerini

HOW IT WORKS
– CLO***CLO – Creating a company account and managing learners' licenses***

The first step for employers will be to create a company account and purchase the necessary number of licenses, equaling the number of employees using the LMS. The company will then add these selected people to the system manually or using a CSV. File. Finally, the CLO and team managers will assign the modules to the employees in order to build their learning journey.

CLO – Create courses

The next step for CLO will be to create the different modules. For that, they have two choices, they can import the content of an existing course, or use an AI-generated course on the desired topic. If the company has its own learning platform and wants to keep using it as a layout for the LMS, the use of the Realize It API will be mandatory. An API – Application Program Interface, is a system used to access data and interact with a program through a user interface. The API allows the learners to access the courses created on Realize It and its benefits from their usual company platform.

HOW IT WORKS –
LEARNER

#19

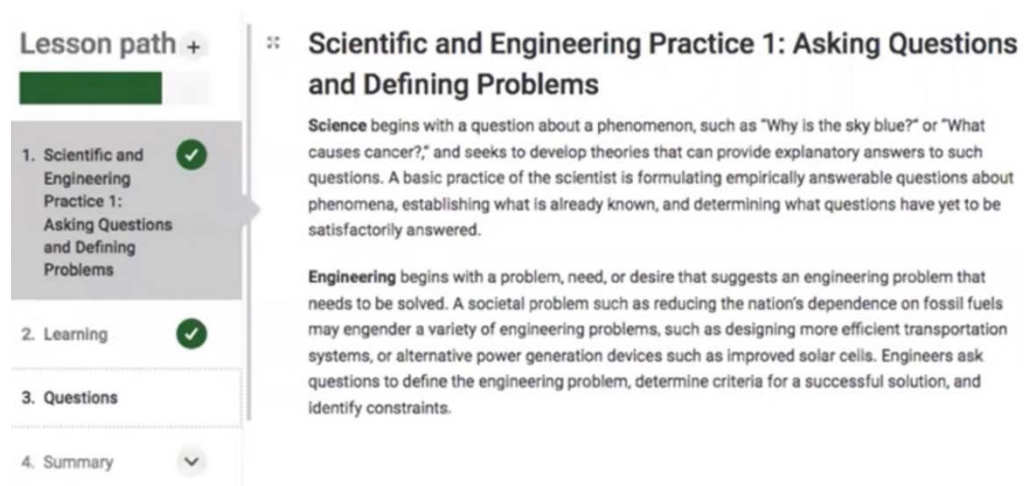
Luca Gerini

CLO – Tracking progress

Thanks to *Realize It*, the company will then be able to track employees' advancement and subject comprehension. As displayed in the exhibit, the tracking system allows CLO to access employees' advancement on the course, as well as quiz results. Ultimately, being able to visualize the strengths and weaknesses of their employees on different subjects will allow the company to focus its efforts on resulting needs.

Learner – Log in and follow the courses

The employee who has been allocated a license, will log in and access the company's content. Learners will follow the different modules at their own pace, enjoying their courses through different formats, such as images, text, videos, audio, and interactive activities.

***Learner – Take quizzes and Receive Gen AI feedback***

After completion of a course, the learner will be tested on the module's comprehension using Multiple choice, True/false, fill in the blank, Essay, Matching, Drag and drop, Hotspot, Simulation, and Coding. While the questions are designed by the L&D team, the grading and assessment's on-time feedback are provided by Gen AI.

Learner – Provide feedback

As a last step for every module, the learner will have the possibility to provide feedback on the course, which will go directly to the L&D team, allowing them to improve the learners' journey and courses' content.

Within *Realize It*, Gen AI has two principal roles. First, it helps with content creation, helping course provider to create a course quickly and accurately. Second, it provides personalized feedback to all the learners, assessing the extent to which they understood their course.

#19

Luca Gerini

Course creation

For course creation, the CLO can choose a template, and the course theme, if available on Realize It. With this initial information, the Gen AI will create a tailored course respecting the company's values and learning objectives. The course can then be checked, and if needed, modified by the CLO.

AI-generated feedback

Regarding tailored feedback, the data inputs come from the learner's answers. The system will analyse these data and compare them with the correct answer provided by the content creator, or the AI. These might not only be MCQ answers, but all the previously cited quiz options (section « How it works ») adding values regarding other LMS. From these data, the system will provide a tailored feedback, which will help the learner improve on the subject matter.

BENEFITS

Realize It, is a system whose promise is to reduce time and budget for L&D training, thanks to the use of Gen AI. According to *Realize It* data, adopting this LMS would save up to 40% time on learning, 35% on onboarding, 30% on cross-boarding efforts, 50% on training updates, and 20% time in 1-1 training.

Nonetheless, the benefits are not limited to the time dimension but also encompass the strategic one. Implementing this LMS allows a stronger implementation and scaling up of learning modules, providing tailored learning journeys and personal feedback to employees who could not access these benefits otherwise. This will then lead to an increased retention rate, an improved measurement of learning achievement and capabilities, an a more skilled workforce.

**CONSTRAINTS
AND LIMITATIONS**

Realize It is a cloud-based LMS. As with all cloud-based solutions, the system does not escape from different constraints and limitations. The two main limitations are detailed below, but it is important to keep in mind that this list is not exhaustive.

Downtime

As with every cloud-based system, a constant connection with the remote server is necessary. This implies that power outages have a consequent impact on accessibility. Both on the client, and the server's side, as having the server located outside the company's system involves a dependence on the cloud service provider.

Security

Due to the cloud storage, the courses' content might be subject to cyberattacks. Personal users' information or sensitive course content is, therefore, at risk of being leaked on the internet, or sold to hackers.

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Luca Gerini

COST
IMPLICATIONS

The license's cost is not specified on *Realize It's* website and is nowhere to be found on the internet. When asked the artificial intelligence powered by Google: "Bard", the AI tells us that the price of a license varies between 8\$ and 16\$ per user per month. This information being retrieved through an IA, only has the purpose of giving the idea of a possible range in which the prices could stand. *Realize It* sales team was contacted during the research phase of this use case, but no answer had been provided from the team regarding these prices. If further interest is brought to this LMS, it is strongly advised to contact *Realize It's* sales team.

CONCLUSIONS /
RECOMMENDATIONS

Realize It is an LMS allowing companies to scale up and tailor the learning experience at every stage of the employees' journey, from onboarding at the lowest position to upskilling specific roles. The promise showed by that system encompasses a reduction in time both for the learner and for the coach or mentor, as well as the ability to scale up the learning program, tailor it, and allow for flexibility in the learning thanks to Gen AI implication in grading and giving feedback.

I would, therefore, highly recommend this LMS to any company having L&D in their top priority. The advantages proposed by this system will help navigate the uncertainty brought by the 4th industrial revolution, and help the company thrive, retain, and attract a talented and skilled workforce.

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#20 Garmann Velde

TITLE: Use of Perplexity AI to Motivate Employee Learning Behaviors

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OBJECTIVE

This project aims to introduce Perplexity AI as a facilitator/coach for employees to seek individual learning. The idea is to introduce perplexity.AI as a tool that motivates learning behaviours in a fun yet scientific manner. This paper aims to carefully explain how Perplexity.AI can serve as a useful tool for employees at any level to prepare for the technological/functional changes that happen in today's organisational climate, without engaging in time-consuming research that comprise day-to-day operations. In order to motivate employee engagement in learning activities, it is important to understand the limitations making barriers for individual learning.

Empirical research suggests that time-pressure is a key factor in explaining barriers to successful organisational learning and individual motivation to learn (Sambrook, 2002., Anselmann, 2022). On the other hand, research suggests that continuous consumption of micro-learning helps employee motivation to engage in learning activities (Leong, Sung, Au, Blanchard, 2020). These limitations affect the current climate of L&D and it would be beneficial to overcome these limitations. In other words, this paper intends to explain how Perplexity may serve as a tool to facilitate L&D function by providing time-effective solutions that facilitate individual motivation for up-skilling.

BACKGROUND/ CONTEXT

The current L&D landscape is marked by a shift towards adaptive, employee-centric, and technology-integrated learning experiences. Organisations are increasingly focused on continuous learning, upskilling and reskilling to address the evolving needs of the workforce. Emphasis on technological and data-driven learning seems to be key trends shaping the L&D landscape, and they are here to stay. Furthermore, empirical evidence suggests that individuals seek learning experiences as well as they understand the need of personal upskilling (Goel, Puckett, Clave & Ondrejko, 2022). A joint survey from Gallup and Amazon found that workers want to prioritise skill training and 59% expressed interest in upskilling to advance their current career (Rothwell, 2023). Challenges for organisational learning and development objectives can include the need for relevant training content, understanding employee engagement, curbing bias and ethics challenges, and ensuring responsible AI integration. Perplexity AI can help reduce these challenges by leveraging advanced technologies such as artificial intelligence, natural language processing, and machine learning to deliver insights on in-demand training programs and patterns of employee engagement. It can

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also assist in curating relevant training content, providing analysis and assessment, and offering sentiment analysis to understand employees' perceptions on their training needs. Additionally, Perplexity AI's ability to provide fast and comprehensive answers to complex questions, deliver accurate and reliable information, and offer a user-friendly interface can aid in addressing these challenges and maximising the benefits of AI in learning and development initiatives.

STAKEHOLDERS

Stakeholders for Perplexity AI include investors such as NEA, Elad Gil, Nat Friedman, Paul Buchheit, Susan Wojcicki, Jeff Dean and Databricks. The company was founded in 2022 by Aravind Srinivas (CEO), Denis Yarats (CTO), Johnny Ho and Andy Konwinski, who are engineers with backgrounds in back-end systems, AI and machine learning.

GEN-AI TOOL/
APPLICATION

The Generative AI tool being proposed is a technology that creates new and unique content using models and algorithms. It has various applications across industries, including content creation, software development, and product enhancement. Some of the key features and capabilities of Generative AI tools include:

- **Content Generation:** Generative AI tools can create content in response to natural language requests, making them valuable for tasks such as writing, summarization, and code generation
- **Software Development:** These tools aid developers by generating code snippets, improving software testing, and suggesting optimal solutions to coding challenges, resulting in faster development cycles and higher code quality².
- **Real-world Applications:** Generative AI has applications beyond text generation, including image generation, music and audio generation, synthetic data creation, career coaching, drug discovery, and customer service⁴.
- **Product Enhancement:** Generative AI tools can be used to generate detailed product attributes, map SKUs to product hierarchies, and create product descriptions, enhancing product catalogues and marketing efforts⁵.
- **Creative Workflows:** Generative AI tools can accelerate creative workflows by rapidly generating images and text for advertisements, social media, website content, and emails, enabling personalised marketing content to be delivered to target audiences quickly and at low cost.

In summary, Generative AI tools have the potential to revolutionise industries by streamlining processes, reducing manual efforts, and unlocking new possibilities. They are expected to have a significant impact on enterprises in the coming years, with applications across various sectors.

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Garmann Velde

HOW IT WORKS

Perplexity AI is a powerful search engine and chatbot tool designed to provide accurate and informative answers to users questions by leveraging advanced natural language processing (NLP) and machine learning methods, such as OpenAI's GPT-3.5 and Microsoft Bing.

Perplexity can be used for free and provides a user-friendly interface, resulting in a versatile and accessible tool for a range of purposes. Perplexity AI provides sources of information when asking questions, enhancing transparency and trustworthiness, this feature separates Perplexity from many other chatbots and the feature contributes to its reliability and credibility. Moreover, it serves as a stable and time-effective tool that delivers high quality information, making it a dependable resource for users' research tasks. Additionally, Perplexity integrates the innovative Claude-2 model, offering advanced capabilities, enhancing its AI-assisted research experience that facilitate various functions;

- **Detailed Scenario Simulation:**

Perplexity AI can simulate detailed scenarios to engage learners in various learning activities, such as research, writing and investment analysis. This simulation can provide a practical and interactive learning experience, allowing learners to apply their knowledge in real-world contexts

- **Facilitating Research:**

Perplexity AI can assist learners in simulating research scenarios, enabling them to gather relevant information, suggestions and solutions for their learning and development objectives. Serves to enhance research capabilities of learners to support their educational endeavours.

- **Interactive Learning:**

Perplexity AI can serve as a useful tool when discussing learning and development objectives within the organisation as it allows users to ask questions during meetings and provide real-time answers. This is an approach to make lessons more engaging, dynamic as well as fostering active participation and knowledge retention among learners.

- **Homework Assistance:**

It can be used as a tool for "homework" research by simulating scenarios accessing reliable information to support their learning and development objectives. The idea is to empower learners to independently explore and comprehend various topics surrounding business needs of modern-day companies.

DATA INPUTS
AND OUTPUTS

Perplexity AI operates by analysing multiple sources in real time to provide accurate and informative answers to users questions. By providing questions (input) into Perplexity AI's search bar, the models get to work by processing the query and retrieving relevant information from vast expanses of the internet. This

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is done by leveraging the NLP and machine learning to decode and analyse text data from various resources, which enables generation of accurate and insightful content. Perplexity AI involves natural language queries or descriptions of tasks, such as seeking help with a project, obtaining details for a recipe, or guidance through a specific process. The AI then processes this input to provide detailed step-by-step instructions, accurate information, and practical recommendations to address the user's needs.

The output from Perplexity AI includes accurate and informative answers, suggestions, and solutions tailored to the user's query. It can generate human-like text, provide research assistance, and offer practical recommendations for various tasks, making it a versatile tool for researchers, writers, artists, musicians, and programmers in multiple domains.

BENEFITS

Perplexity AI can function as a coach and facilitator to help organisations reach their learning and development objectives by providing accurate and up-to-date information, facilitating research, and enhancing interactive learning experiences. Examples of how Perplexity AI can serve as a valuable tool for organisational learning and development may be:

- Real-time Information and Research
- Interactive Learning
- Content summarization
- Easy and cost effective access to empirical information
- Customisable learning

CONSTRAINTS
AND LIMITATIONS

It is important to keep in mind that Perplexity AI has some limitations. First of all, Perplexity collects user account information when creating an account, although it does not utilise the data. The purpose for account storage is enhancement of the models/services. It's important to know that users have the option to share their data with Perplexity to contribute to the ongoing improvements. This voluntary data sharing is subject to the platform's privacy policy and user content. Regarding computational limits, it is important to mention that it may fall short in complicated science outside of maths and lacks problem-solving capabilities in some contexts. However, I would argue that this may serve as an incentive for users to apply critical thinking and use their own logic to solve problems.

COST
IMPLICATIONS

Perplexity AI offers different pricing packages to cater various needs. Initially, Perplexity is free for users, the only requirement is to create a user profile to start interacting with the chatbot. On the other hand, Perplexity offers a premium package that costs \$20 a month or \$200 a year. The premium package includes

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CONCLUSIONS/
RECOMMENDATIONS

unlimited copilot usage, access to GPT-4, dedicated support, updated information, and a free seven-day trial.

Perplexity AI offers numerous benefits for organisational learning and development objectives. It can function as a coach and facilitator by providing accurate and up-to-date information, facilitating research, and enhancing interactive learning experiences. Educators can utilise Perplexity AI to enhance lesson content, facilitate research, and boost student engagement, making lessons more interactive and facilitating classroom discussions. Additionally, students can benefit from Perplexity AI for homework assistance and research projects, while professionals can stay updated with industry trends, find new ideas, and create content.

The tool's advanced algorithms enable it to handle large amounts of data, understand context, and provide coherent and accurate information, making it a valuable resource for various tasks such as research, writing, investment analysis, and more. Perplexity AI's ability to provide fast and comprehensive answers to complex questions, deliver accurate and reliable information, and offer a user-friendly interface further enhances its value as a coach and facilitator for organisational learning and development objectives.

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#21 Bodour Alzaim

TITLE: AI Virtual Assistant, Call Annie

NAME: Bodour Alzaim

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OBJECTIVE

This business use case is meant to deliver through an in-depth analysis, the different dimensions to AI-powered assistant, CallAnnie. What distinguishes this technology from other AI chatbots is its ability to hold audio conversations that allow the user to feel more connected to the tool. Moreover, the case will demonstrate the value this application holds for businesses.

BACKGROUND/ CONTEXT

AI Virtual Assistants can be used for audio conversations rather than texting, delivering animated expressions in different characters, sounds and even personalities. Based on the user's choice and preference, this tool can engage in conversations such as mock interviews, performance evaluations, mindfulness practices and more. In addition, they can create and engage in personalized learning and development support to users in a variety of ways.

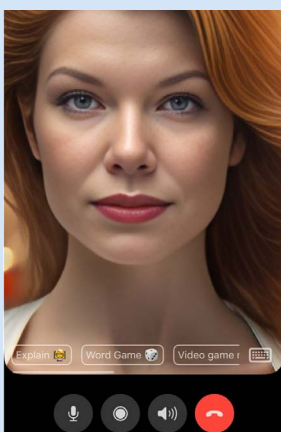
AI Assistants can be used to:

- Onboard new employees
- Provide training on new products and services
- Deliver just-in-time learning
- Provide coaching and support
- Assess employee knowledge and skills

STAKEHOLDERS

- Learning and Development professionals
- Employees
- HR teams
- Clients

GEN-AI TOOL/ APPLICATION

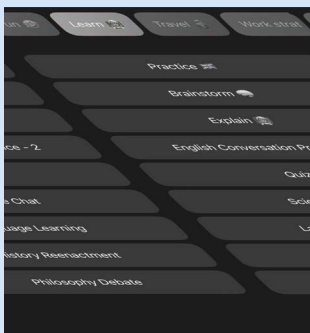


AI-powered tool, **CallAnnie** can be used to help organizations achieve training goals by allowing a personalized and engaging learning experiences for all employees. Moreover, it can be used to deliver training on a different range of topics through video, audio, and chats using the app or website. Furthermore, the tool can be used to generate data on employee training evaluation, which can then help L&D professionals evaluate, track and even develop further assistance to different employees across the organization. Although any individual can download and engage in conversations of various types, we will look into how businesses can leverage from using this technology.

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Bodour Alzaim

HOW IT WORKS

**1. Download the application.**

Available on both iOS and Android

2. Sign-up.

a) You'll need to provide some basic information like your name, email, and create a password

3. Choose your focus.

a) Set up your profile. Add a profile picture, write a short bio, and include any relevant information about your business or professional background.

4. Connect with Annie.

a) Start the call with Annie, ask her questions and let her know more about what you look for and what you would like her to help you with.

5. Engage in conversations.

a) Annie will ask you questions, try to know more about you and your goals to help understand your needs to better tailor the conversations.

6. Explore resources.

a) Annie offers a range of tools and resources to support your business needs. Whether it's project management, communication, or data analytics, explore the different tools available and utilize them to streamline your workflow.

7. Track your progress.

a) Finally, remember that learning is a continuous process. Stay up to date with any new features or updates released by Annie and continue to explore ways to maximize the app's potential for your business.

DATA INPUTS

To implement CallAnnie, organizations will need to:

- Identify the specific needs of their employees
- Integrate CallAnnie with their existing learning management system (LMS)
- Train employees on how to use CallAnnie

BENEFITS

CallAnnie is a valuable tool for Learning and Development (L&D) teams because it can help them to:

- Improve the efficiency and effectiveness of training programs
- Reduce the cost of training delivery
- Provide personalized learning experiences
- Meet the needs of learners with different learning styles and preferences

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Bodour Alzaim**CONSTRAINTS
AND LIMITATION:**

- **Employee cooperation**

With the limited human to human connection, employees may feel a lack of trust to be honest, and engage properly with the tool, limiting its effectiveness.

- **Privacy concerns**

Employees could also feel less comfortable to speak to the tool, feeling unassured of who will have access to the data recorded.

- **Data quality**

The vast amount of information added into the tool will need constant monitoring and updating to make sure the data is always of quality and relevance.

COST IMPLICATION

- **Data and storage cost**

- **Tool investment cost**

- **Maintenance cost**

CONCLUSION

To conclude, CallAnnie is a valuable tool for L&D teams, employees and anyone looking to improve the efficiency and effectiveness of personal development, training programs, personalized learning experiences, and more. Businesses can take advantage of this tool and investigate integrating it into their exciting software and systems to efficiently train, deliver information and track employee development and progress through the vast amount of data this tool can report and provide back.

#22

Pamela Gonzalez Zamorano

TITLE: Generative AI-Powered Chatbots, Ed APP.
www.edapp.com

NAME: Pamela Gonzalez Zamorano

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OBJECTIVE

The primary objective of EdApp's adaptive learning platform is to enhance the learning and development process by offering efficient content creation, improving knowledge retention, and engaging learners through gamification. EdApp achieves this through features like AI Create for effortless course generation, spaced repetition for long-term knowledge retention, and gamification to make learning enjoyable. Additionally, the platform aims to detect learning gaps for individuals and teams using comprehensive analysis, ensuring a more effective and tailored learning experience. Overall, EdApp's goal is to provide a better way to train teams anytime, anywhere, on any device, making learning faster, more accessible, and more engaging.

BACKGROUND/ CONTEXT

The current learning and development landscape and challenges that force the use of GEN AI solutions include the increased demand for digital learning and the growing demand for online learning among organizations. Learners need tools to accelerate the development of digital education content and solutions that analyze individual and team performance to provide a personalized learning experience.

STAKEHOLDERS

The main stakeholders involved include the learners, who are the primary beneficiaries and also users of the platform; trainers and instructors, they play a crucial role in creating and delivering the content; Learning and development (L&D) professionals are responsible for planning the organization's learning strategies, and human resources are involved in coordinating and aligning with L&D initiatives.

GEN-AI TOOL/ APPLICATION

Edapp is a learning platform that is efficient in content creation; it offers personalized learning experiences, motivates learners through gamification, and provides comprehensive analytics. It's a modern solution for learning and development by focusing on making training more efficient and fun. Here are some examples of the tools in the application:

AI Create automates the creation of the learning content; these tools generate a complete lesson with text images and quizzes. EdApp incorporates gamification elements such as leaderboards, badges, and rewards to motivate the learners and make the process more enjoyable. EdApp reinforces learning because it utilizes space and is optimal for improving knowledge retention. Edapp can be customized

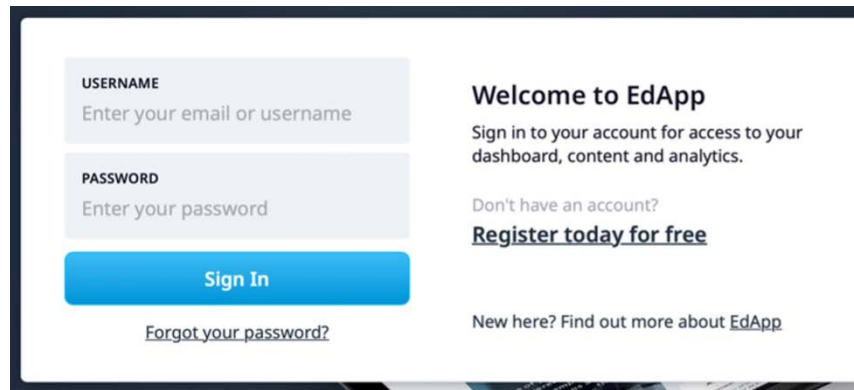
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**Pamela Gonzalez
Zamorano**

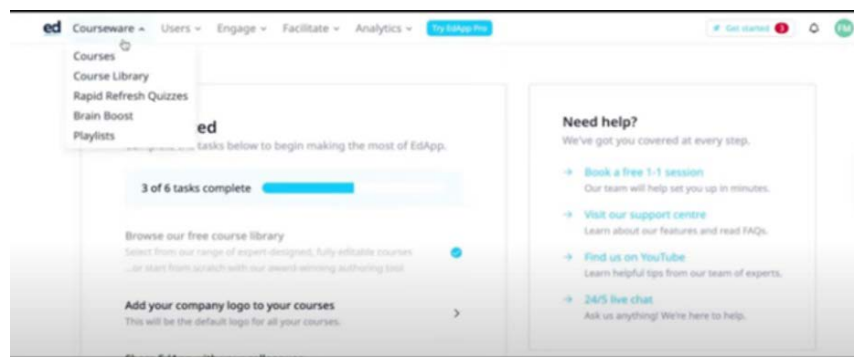
to meet the specific needs of different organizations, has an option for custom integration, and offers support to help the organization efficiently deliver training content to many learners.

HOW IT WORKS

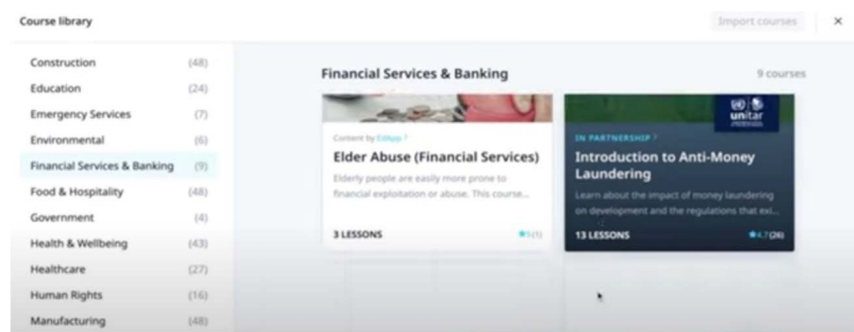
- Sign in with your email and create a user profile



- Course Creation: Inside the AI Create tool, the user inputs the title or topic for the course they want to create, and it will generate the course content.



- Personalized Learning: The platform will collect all the courses taken, and AI algorithms will create personalized learning. For some of the courses, EdApp implements spaced repetition, optimizing the time.



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**Pamela Gonzalez
Zamorano**

DATA INPUTS AND OUTPUTS

Data Inputs

- **AI CREATE:** the users insert the course topic they want to cover
- **User Profile:** Personalizing learning experiences, learners' profiles, and data such as previous course history and performance
- **Performance Metrics:** Data related to the performance of the learner.

Data Outputs

- **AI-Generated Lessons:** After inserting the information, the AI system could generate the lessons, including the quiz, text, and images. And it will also generate the design of the work.
- **Personalized Learning Pathways:** The system will deliver personalized and specific tools that align with the individual.
- **Gamified Learning Experiences:** Rewards are integrated into the lesson to create interactive learning. The goal is to maximize enjoyment and engagement by capturing the interest of learners.

GEN-AI TOOL/ APPLICATION

Here are some examples of the tools in the application:

AI Create automates the creation of the learning content; these tools generate a complete lesson with text images and quizzes. EdApp incorporates gamification elements such as leaderboards, badges, and rewards to motivate the learners and make the process more enjoyable. EdApp reinforces learning because it utilizes space and is optimal for improving knowledge retention. Edapp can be customized to meet the specific needs of different organizations, has an option for custom integration, and offers support to help the organization efficiently deliver training content to many learners.

BENEFITS

EdApp has many advantages and improves the learning process by reducing the time required to develop educational content and time-saving training programs. This can efficiently deliver information to many learners, speed development, and facilitate the implementation of spaced repetition that helps learners retain information. The nature of the platform makes learning very accessible to remote learners, contributing to inclusivity and flexibility.

CONSTRAINTS AND LIMITATIONS

EdApp is offered for free, however, they have different plans provide additional capabilities and customization options at possible extra fees. Companies need to be very aware of their financial limitations. In locations with bad connection to internet, learners might not have complete access to some features or material when off-line, which might impact their learning experience.

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**Pamela Gonzalez
Zamorano**

COST IMPLICATIONS

EdApp offers four versions of its platform:

SELF-AUTHORED (FREE VERSION) INCLUDES:

Unlimited shareable courses, unlimited users, AI-generated lesson creation, Library of 1,000+ editable courses, Built-in gamification features, Unlimited video and audio, Customized branding, 24/5 online support

DO IT YOURSELF (DIY):

\$2.95 per active user per month
Includes all features of the free version and includes API integration, AI translation, single sign-on (SSO), group-based enrollment, spaced repetition feature, advanced analytics, customized certificates, and advanced features.

BUILT FOR YOU:

\$2.95–\$5.95 per active user per month, Access to all EdApp features, content production by instructional designers, an additional account, and onboarding support Multiple plans are available. Requires a 12-month commitment.

ENTERPRISE CUSTOM:

Fully customizable to your needs, access to all EdApp features Customizable integrations. Blended learning plan design

CONCLUSIONS

Based on these key points, the proposed Gen AI use case in L&D demonstrates significant achievement and value. It offers the potential for cost and time savings; improved learning with personalized content; tracking of learners' performance; and flexibility for customization to align with specific L&D strategies.

It is recommended that the organization truly consider EdApp for their learning and development initiatives; this will help the effectiveness of the company and learners.

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CHAPTER

6

TRAINING PROGRAM ORGANIZATION

#23

María
Alejandra
Otalora C.

TITLE: Optimizing the scheduling journey: A use case showcasing the power of scheduler AI in L&D initiatives

NAME: María Alejandra Otalora C.

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OBJECTIVE

The objective of the Generative AI application proposed is to enhance meeting coordination efficiency by seamlessly integrating team availability and synchronizing time zones through a singular message. Within the L&D context, it strategically optimizes time for both trainers and learners, mitigating the challenges associated with schedule coordination.

BACKGROUND/ CONTEXT

When considering scheduling training programs or general L&D initiatives, three main challenges arise, which are:

- **Confirmation:** It requires a time-consuming effort and multiple back-and-forth interactions until everyone agrees on the best time.
- **Confusion:** If the training is for a large group, the sessions must be scheduled with significant notice ahead of time, especially when dealing with worldwide audiences with different time zones.
- **Cancellation:** Although having quarterly, half-year, or year-long plans helps anticipate possible obstacles, people often tend to reschedule or are unable to attend due to other priorities.

L&D teams are losing precious time to schedule meetings on shorter notice that can maximize the benefits of timely solutions for diverse groups. This inefficiency incurs notable financial implications for the organization.

STAKEHOLDERS

The key beneficiaries of *Scheduler.AI* are trainers, guest speakers, organizing teams, and learners. Trainers and speakers experience streamlined scheduling, organizers benefit from simplified coordination, and learners enjoy a user-friendly experience. While these are the primary stakeholders, individuals in various roles seeking efficient scheduling solutions can also find value in the application.

GEN-AI TOOL/ APPLICATION

Scheduler.AI allows scheduling meetings through different message channels by integrating a human-like assistant into conversations. This solution differs from scheduling links, which burden the recipient, traditional calendar comparisons

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**María Alejandra
Otalora C.**

that burden the sender, and group polls, which distribute the burden among participants. This tool efficiently manages the entire process for all involved parties by comparing the schedules, finding the right time slots, and sending the invites.

Scheduler.AI provides the following features:

- Coordination in different time zones
- Possibility of syncing unlimited calendars (personal, work, etc.)
- Works on multiple messaging channels (email, Slack, text message, etc.)
- Personal dashboard where is possible to customize preferred meeting hours, default duration, buffer time before and after, maximum of meeting hours/day, maximum of hours of back-to-back meetings, and preferred videoconference channel
- Customization of keywords and commands (e.g., Schedule coffee: means find a 30-minute slot between 9 am and 11 am)
- Regular reminders before meetings

HOW IT WORKS

A. BEFORE START SCHEDULING:

STEP 1: Go to your Dashboard to define your default meeting preferences and core working hours.

STEP 2: Learn the commands and codewords, or create your own.

e.g., Codeword creation

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María Alejandra
Otalora C.

The interface shows a meeting configuration for 'Coffee'. It includes sections for Codewords (with a placeholder 'coffee'), Meeting Hours (selected for Monday-Thursday from 8:30 AM to 10:00 AM), Requirements (Default Duration: 45 min, Buffer Time: 0 min, Max Meeting Hrs./Day: 8, Max Hr Back-to-Back: 8), and Calendar Invites (sara.star@breeze.co, sara.star@gmail.com). There is also a Videoconferencing section with a Zoom link and an 'Unlink Zoom Account' option. Buttons for 'Save', 'Cancel', and 'Delete' are at the top right, and a '+ Add a Codeword' button is at the bottom right.

B. FOR SCHEDULING IN EMAIL

HOW IT WORKS

STEP 1: Add Scheduler.AI (scheduler@scheduler.ai) to the email thread.

The 'New Message' window shows the 'Recipients' field with 'scheduler@scheduler.ai' added, along with 'Claire' and 'Blaise'. An orange arrow points to the 'scheduler@scheduler.ai' entry.

STEP 2: Name the meeting in the subject line.

The 'New Message' window shows the 'Subject' field with 'Prep for Client Meeting' entered. An orange arrow points to the subject line.

STEP 3: Describe what you want to schedule and send it.

The 'New Message' window shows the email body with the text: 'Hey Team, Let's get together this week to prep for the big client meeting. Thanks, Darius'. An orange arrow points to the body text. The 'Send' button is visible at the bottom left.

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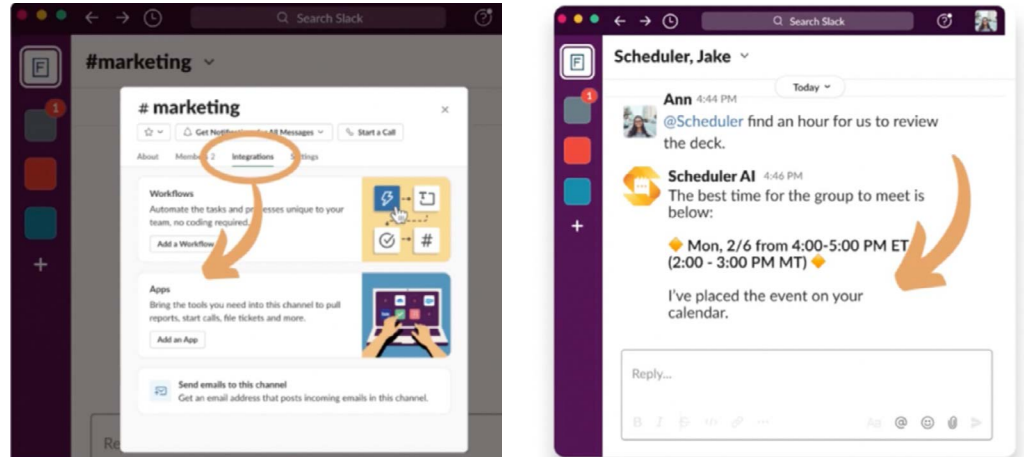
**María Alejandra
Otalora C.**

DATA INPUTS AND OUTPUTS

C.FOR SCHEDULING IN SLACK

STEP 1: Add Scheduler.AI to your channel or chat.

STEP 2: Tell Scheduler.AI exactly what you would like to plan and send the message.



INPUTS

- In dashboard: You will need to provide the data of your preferred meeting hours, duration, buffer time, maximum of hours per day, preferred videoconferencing platform and sync other calendars of your own.
- You can ask Scheduler to schedule in many different ways, but here are some examples of simple commands:
 - Scheduler, find us an hour to meet.
 - Scheduler, propose a few times for us to meet next week.
 - When is a good time for us to meet next week?
 - Reschedule for later next week.
 - Let's get together tomorrow at 2pm ET.
 - Scheduler, block my calendar from 9am to 5pm next Friday.

OUTPUTS

Scheduler.AI will respond to the message with the ideal time to meet taking into account the schedule of the attendees inside the organization, and will provide the calendar invite (Fig. 1). In case the expected attendees are from outside the organization, Scheduler.AI will propose the best times on behalf of the sender without the need for externals to sign-up. They will just have to accept the meeting or ask for more options (Fig. 2).

#23

María Alejandra
Otalora C.

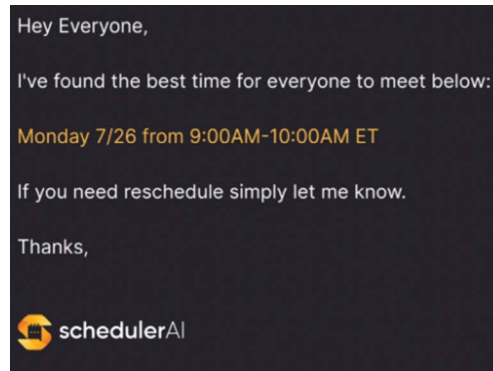


Fig. 1

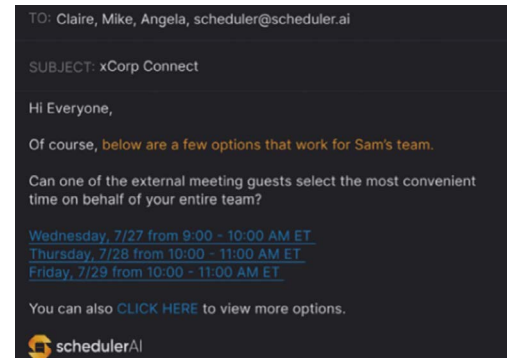


Fig. 2

BENEFITS

Integration: Designed to integrate into the platforms the business is already using, interpreting written commands and triggers, and executing scheduling workflows on your behalf.

Time saving: The L&D planning team will not need to worry about manually evaluating the calendars of the learners.

Speed: Scheduling can be done faster. Scheduler.AI takes 30 to 90 seconds to reply, increasing the chance to respond to training needs of the organization more effectively and avoiding people losing interest, rescheduling or ultimately cancelling.

Practicality: Not everyone needs to sign-up.

Extensive customization options: Companies can ask Scheduler.AI to customize settings according to their L&D needs (large groups, preferred channels, etc.).

CONSTRAINTS
AND LIMITATIONS

- People would need to input their working hours and preferred work times in their own calendar so that Scheduler.AI can take into account actual free slots.
- For large groups, Scheduler.AI can evaluate the best availability for most attendees but it is possible that it cannot find the ideal time for everyone especially with short notice. Yet, it will let you know how many people have availability to make a decision (e.g., you want to schedule a meeting for 100+ people, Scheduler.AI will tell you if only 87 of them can attend the meeting at the specified hour).

#23

**María Alejandra
Otalora C.**

COST IMPLICATIONS

Scheduler.AI offers three types of plans with associated costs:

| COPILLOT PLAN | AUTOPILOT PLAN | ENTERPRISE PLAN |
|--|--|--|
| <p>Yearly Plan: \$20 USD/month per user (Totaling \$240 USD per year).</p> <p>Monthly Plan: \$25 USD/month per user (Totaling \$300 USD per year).</p> | <p>Includes advanced features like meeting routing and HubSpot/Salesforce integration:</p> <p>Yearly Plan: \$35 USD/month per user (Totaling \$420 USD per year).</p> <p>Monthly Plan: \$50 USD/month per user (Totaling \$600 USD per year).</p> | <p>Includes everything in Autopilot plus extensive customization options:</p> <p>Costs for the Enterprise plan can vary based on enterprise-specific needs and customization levels. It is recommended to reach out to the <i>Scheduler.AI</i> sales team for detailed pricing information.</p> |

These plans cater to different user requirements, providing flexibility and scalability in terms of features and pricing.

CONCLUSIONS / RECOMMENDATIONS

Scheduler.AI, the proposed Gen AI use case for L&D, provides an efficient solution to streamline scheduling processes. Integrating with messaging channels, it addresses confirmation, confusion, and cancellation challenges. With features like time zone coordination, unlimited calendar syncing, and quick customization, it caters to trainers, organizers, and learners. Despite constraints like the need for individual input and potential limitations with large groups, the tool's practicalities such as avoiding external sign-ups, its rapid response time (30-90 seconds), and extensive customization options make it a highly recommended solution.

#24 Muhannad Mulfi

TITLE: Use of Calendly's ai for scheduling training events

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OBJECTIVE

Calendly's AI in L&D aims to streamline scheduling, automating tasks like time zone detection and availability coordination. The primary goal is to optimize the scheduling process, enabling practitioners to focus on the core aspects of training and development, enhancing the overall learning experience.

BACKGROUND/ CONTEXT

The current Learning and Development (L&D) landscape faces challenges related to the increasing complexity and diversity of skill development needs. Traditional approaches may struggle to adapt to the dynamic nature of today's workforce requirements. Gen AI becomes essential in addressing these challenges by offering personalized, adaptive, and efficient learning solutions. Its ability to analyze vast datasets, identify individual learning patterns, and provide tailored learning experiences is crucial in meeting the diverse needs of learners in the evolving L&D landscape (Artal-Sevil et al., 2017). The demand for continuous up skilling and the need for agile learning methodologies further underscore the necessity of Gen AI to enhance the effectiveness of L&D initiatives.

STAKEHOLDERS

The main stakeholders involved in the Calendly AI tool include:

- **Learners:** Individuals participating in training sessions or learning activities facilitated through Calendly benefit from streamlined scheduling, ensuring optimal engagement.
- **Trainers/Instructors:** Those responsible for conducting training sessions can efficiently organize and manage their schedules, focusing more on the content delivery and less on administrative tasks (Calendly, 2023).
- **L&D (Learning and Development) Professionals:** Professionals overseeing the L&D function leverage Calendly AI to enhance the overall efficiency of training programs, ensuring seamless coordination and scheduling.
- **Managers:** Managers responsible for team members' training can use Calendly AI to coordinate and schedule learning activities, optimizing workforce development.
- **Administrators:** Individuals managing the logistical aspects of training programs, such as scheduling and coordination, benefit from the automation provided by Calendly AI.
- **Participants/Invitees:** Those invited to training sessions experience the convenience of easily scheduling and attending sessions, contributing to a positive learning experience (Calendly, 2023).

#24

Muhannad Mulfi

GEN-AI TOOL/
APPLICATION

Calendly stands as a leading scheduling automation platform, empowering over 20 million users globally to streamline and optimize their meeting coordination and appointment scheduling. With a user-friendly interface and a rich set of features, Calendly caters to individuals, teams, and organizations, offering a seamless solution for diverse scheduling needs (Harrison & Hernandez, 2022).

Key Features:

- **Scheduling Automation:**
Generate personalized scheduling links based on real-time availability.
Shareable Calendly link for effortless booking by others.
- **Team-Based Scheduling:**
Create event types for various meeting formats with specific rules. Collaborative booking involving team members, facilitating efficient scheduling.
- **Workflows and Integrations:**
Integration with CRM, video conferencing, and billing platforms. Automated reminders and follow-ups for streamlined communication (Calendly, 2023).
- **Organization-Wide Solution:**
Enterprise-ready features with meeting analytics, admin controls, and IT-oriented functionalities. Customizable for different teams, including Sales, Marketing, Customer Success, Recruiting, IT, and Education (Calendly, 2023).
- **CRM Integrations and Embeds:**
Seamless integration with Sales force and other CRM tools for real-time updates. Access Calendly on browsers and mobile devices for convenient use.
- **Security and Compliance:**
Centralized admin management for user and scheduling process control.
Ensured data security and compliance with regulatory standards.
- **Enhanced Sales Cycles:**
Revenue optimization through quick booking of high-value meetings. Accelerated sales cycles by removing scheduling friction and integrating with sales tools.
- **Easy Accessibility:**
User-friendly browser and mobile apps for a seamless experience.
Payment integration for streamlined transactions using PayPal or Stripe.

HOW IT WORKS

These are the steps on how Calendly will work in an organization scenario; Calendly simplifies scheduling in four key steps:

- **Create a Scheduling Link:**
Connect your calendar to generate links and pages based on your availability, making booking effortless with a single click.
- **Team-based Scheduling:**
Support for various event types and rules allows team collaboration, routing meetings to the right individuals, and accommodating specific scheduling requirements.

#24

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DATA INPUTS
AND OUTPUTS

- **Workflows and Integrations:** Integrate with existing processes, connecting to CRM systems, video conferencing, and billing tools. Automate reminders and follow-ups to streamline communication.
- **Designed for Your Whole Organization:** Tailored for organizational scheduling needs, Calendly is widely used for meetings with prospects, customers, recruits, and more. It offers meeting analytics, admin controls, security features, and IT-oriented functionalities for comprehensive solutions across the entire company (Calendly, 2023).

Inputs: As I have provided in the screenshots below, I develop a one-on-one event to meet new recruits for a training session. I provided Calendly with the title of my event, set the location, time zone, and date for my meetings.

Outputs: Since it was a one-on-one meeting, Calendly generated a response for my event where I can share it with my invitee. It also provided a link for my clients or invitees to book the event and organize on how to attend as shown in these screenshots

The image displays four screenshots from the Calendly interface, illustrating the process of creating and sharing a new event.

Top Left Screenshot: Shows the 'Event name' field with 'Training Session for New Recruits', the 'Duration' set to '30 min', and the 'Location' field with 'Add a location'.

Top Middle Screenshot: Shows the 'Edit Location' modal. The 'Location' is set to 'In-person meeting' with the text 'We will hold an in person meeting in Dubai'. There are 'Cancel' and 'Update' buttons.

Top Right Screenshot: Shows the 'Training Session for New Recruits' event card. It includes a '30 min' duration, a location icon, and a note: 'A preview of your availability will show on the next step'.

Bottom Left Screenshot: Shows the 'New Event Type' form. It includes the 'Event name' field with 'Training Session for New Recruits', the 'Duration' set to '30 min', and the 'Location' field with 'We will hold an in person meeting in...'. Below the location field, it says 'Want to offer choices to your invitee? Add a location option'.

Bottom Right Screenshot: Shows two event cards side-by-side. The left card is titled 'Training Session for New Recruits' and the right card is titled '30 Minute Meeting'. Both cards show '30 mins, One-on-One' and a 'View booking page' link. Below each card are 'Copy link' and 'Share' buttons. A blue banner at the bottom reads 'Check out the Admin Center' with the text 'Find everything you need to manage your organization's Calendly account, including billing, analytics, and more.'

#24

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BENEFITS

- **Efficiency and Availability:**

Automated Scheduling: Streamlining coordination for training sessions.

Real-time Availability: Participants can instantly book at their convenience.

- **Cost-Effective Operations:**

Resource Optimization: Reduced manual efforts for strategic L&D tasks

Attendance Enhancement: AI-driven reminders minimize no-shows, saving costs.

- **Scalability and Enterprise Readiness:**

Multi-Person Scheduling: Easily handles team-based events for scalability.

Enterprise Features: Adaptable for large-scale L&D initiatives (Harrison & Hernandez, 2022).

- **Speed and Global Accessibility:**

Accelerated Onboarding: Faster initiation of training programs.

Global Reach: Intelligent time zones for swift global access.

- **Enhanced User Experience:**

Personalized Interactions: Positive experiences through tailored communications.

Adaptive Scheduling: AI adjusts to users' preferences for a seamless experience.

- **Data-Driven Insights:**

Meeting Analytics: Informed decision-making through enterprise-level insights.

CRM Integration: Real-time updates for effective decision support.

- **Flexibility and Adaptability:**

Customizable Workflows: Tailored to unique scheduling needs.

Event Type Flexibility: Accommodates diverse training formats.

Calendly's AI promises a transformative impact on L&D, optimizing resources, enriching learning experiences, and ensuring the success of training initiatives (Harrison & Hernandez, 2022).

CONSTRAINTS
AND LIMITATIONS

The implementation of the Calendly AI solution may encounter several potential constraints that warrant careful consideration. Data privacy concerns necessitate robust security measures to handle sensitive information, with a paramount focus on regulatory compliance. Computational limits pose challenges in managing large-scale scheduling operations, requiring careful optimization for enterprise-level usage and efficient processing speed during peak demand. Integration challenges, including compatibility issues and user adaptation to AI-driven features, must be addressed to ensure seamless functionality (Artal-Sevil et al., 2017). Other limitations include accuracy in AI decision-making, dependency on internet connectivity, customization complexity, cost implications, user training, and support, the risk of overreliance on automation, and scalability challenges.

#24

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COST
IMPLICATIONS

Calendly's pricing spans four editions, from the free Basic to the customizable Enterprise plan. Basic, free with core features, suits individual users and small teams. Premium, \$8/user/mo, adds unlimited event types and enhanced team scheduling. Pro, \$12/user/mo, supports up to six calendars/user, SMS reminders, and integrates with Salesforce. Enterprise, with tailored pricing, targets large-scale organizations.

CONCLUSIONS/
RECOMMENDATIONS

The Calendly AI solution holds significant promise for the L&D setting, offering streamlined scheduling, time efficiency, and enhanced user experiences. With features like automated reminders, customizable workflows, and real-time scheduling, it addresses common challenges in coordinating training sessions. The potential advantages include time and cost savings, scalability, and improved attendance through automated communications. However, potential constraints such as data privacy considerations and dependency on connectivity should be carefully managed. Considering its proven success in diverse industries, positive user testimonials, and a range of pricing plans, Calendly's AI solution emerges as a feasible and valuable tool for optimizing L&D processes, especially for organizations seeking efficient scheduling, scalability, and enhanced learner engagement. A thorough assessment of specific organizational needs and a trial period can further guide the decision-making process.

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CHAPTER

7

LEARNING COMMUNICATION

#25 Lucía López-Rúa Taboada

TITLE: Learning communication- write sonic

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OBJECTIVE

The main objective of the L&D departments is the development and learning of the people who make up the company's workforce. However, in most cases, the training of a large part of the subjects to whom the training is addressed is frustrated because it fails to attract their attention. Using **Write Sonic** (*'WS' from now onwards*), companies will start on the road to an evolution in the commitment of employees to complete training successfully and with interest. With the successful completion of trainings thanks to the preparation of part of their content and announcements in this way, the company will achieve greater employee engagement in this aspect. Within the different tools offered in WS, we would highlight **PhotoSonic**; a tool that will facilitate the attraction of the worker's attention with the creation of images included in the promotional/advertising messages of the trainings – created by WS –, which will be a clear reflection of the content of trainings.

BACKGROUND/ CONTEXT

The current reality in the workforce is that every email received from internal communications within a company, if the content is not mandatory, is automatically sent to the delete/bin box. This is not either positive for the HR department, who has invested a lot of effort in the preparation of the learning activities, nor the employees, who will be losing a lot of opportunities for developing their skills – *both work and personal skills*– and advance in their careers.

STAKEHOLDERS

Using this tool will bring many benefits to the HR departments of any company that decides to get into Write Sonic. Although the work expected from HR will remain the same, it will make it more successful, and they will feel a sense of accomplishment after all the work done and time invested in it. Companies will be able to increase the attention of their announcement's recipients, being the employees of the whole company – *CEOs, CLOs, CHROs, managers, juniors, etc.* – and with a much higher probability you will get them involved in the trainings that are promoted by this way. It will also make it easier for the L&D department to prepare the content. Also, among the stakeholders to be highlighted, we find the recipients of the training that would be prepared and promoted with the use of this tool: the employees.

GEN-AI TOOL/ APPLICATION

Write Sonic: An AI platform that will provide users with the capability of creating high-quality content as well as improving productivity.

#25

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Taboada

The main capabilities of this AI tool are:

- **Content creation:** Assist in the creation of content for blogs and communications, as well as industry-specific content generation – being able to adapt it to each of the companies in which Write Sonic’s use is pursued. For already existing content, WS would be able to improve it.
- **AI Chatbot:** Which will perfectly adapt to nowadays companies who are undergoing their technological growth; as this will entail a 24/7 availability for the resolution of questions; available to employees (i.e., any business-related questions) as well as to customers if required (i.e., enhanced customer engagement).
- **Image crafting:** which will facilitate the engagement with the employees, who barely have time to ready any company non-mandatory communications (i.e., development courses announcements), though the creation of unique visuals.
- **Bulk Content creator:** Even though HR will still have to dedicate time to create and develop these communications, this tool will facilitate its creation through the creation of multiple pieces at once, saving time and effort.
- **Integration & collaboration:** As this will be promoted for a supportive use within companies, a very important and positive feature of WS is the fact that it can be integrated with other tools and platforms for maximum team performance.

HOW IT WORKS

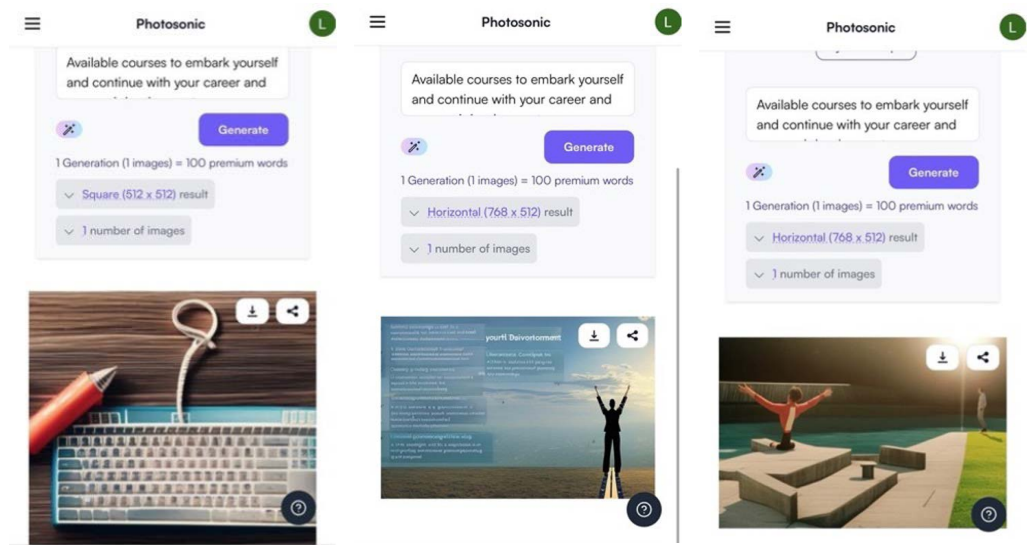
WS will provide more than one use to companies. As seen below, they can adopt many new tools through WS’s use:

- **Content Creation:** Use WS’s content creation feature to generate informative and engaging content about the development program and learning opportunities. This would not only include internal communications, but it can also assist with the creation of blog posts as well as newsletters.
- **Tailored Messaging:** Customize the generated content to align with your company’s tone and branding. You can edit and refine the generated text to ensure it effectively communicates the value and benefits of the program.
- **Chatbot Development:** Use of WS’s AI chatbot development feature to create interactive chatbots that can answer employee questions and provide additional information about the development program. These chatbots can be integrated into your company’s intranet or communication channels, for facilitating its use to both employees and, if applicable, costumers.
- **Bulk Content Creation:** For companies with a high number of employees, who fail to have time to make their internal company messages as personalized as possible, through the use of WS’s bulk content creation it will make it possible to generate personalized messages or emails about the development program, making it easier to catch the attention of the receptors, saves time and ensures consistent messaging across the organization.

#25

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- **Image Crafting:** As a key attention catcher, generate high-quality images or infographics that visually represent the key aspects of the development program and learning opportunities.
 - *Photosonic* created the following different images when asking for an image that reflected ‘Available courses to embark yourself and continue with your career and personal development’.



- **Feedback Analysis:** Analyze employee feedback and engagement with the communication materials using WS's analytics tools. This will help with the identification of areas for improvement for future communications.

DATA INPUTS AND OUTPUTS

BENEFITS CONSTRAINTS AND LIMITATIONS

WS can assist companies with employee's feedback and engagement analysis. This can be done with the communication materials using WS's analytics tools. This will help with the identification of areas for improvement and make data-driven decisions to enhance future intended communications. In addition, and equally important, as the development programs progress, WS can be used to generate regular updates and success stories to keep employees informed and motivated. This can include testimonials, case studies, and progress reports. – This is done through the analysis of previous data (i.e., feedback received from employees, etc.)

By leveraging WS's features and capabilities, you can enhance employee communication about the company's development program and learning opportunities; ensuring that employees are well-informed, engaged, and motivated to take advantage of the learning opportunities provided by the company.

Benefits for Employees:

- **Enhanced Communication:** WS can provide informative and engaging content to keep employees well-informed about the company's development program and specific learning opportunities.

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- **Personalized Messages:** AI chatbots can generate personalized messages for employees, making them feel valued and engaged.
- **Time Savings:** By utilizing the AI writing capabilities of WS, employees can save time and effort in creating content for internal communication.
- **Streamlined Writing Process:** WS can streamline the writing process for employees, allowing them to focus on other important tasks.
- **High-Quality Content:** This tool can generate high-quality content, ensuring that employees receive, not general but accurate and relevant information.

Although Employees are the key point within companies, WS will also provide benefits for Employers such as a more efficient communication, time savings and increased productivity among others.

Constraints and Limitations for Employees:

- Occasionally, the AI may lack full understanding of context, leading to potential misunderstandings.
- The interface for editing content may need improvement.

Employers would also need to consider the following constraints and possible limitations. Although in principle WS will save time for HR departments within the company, due to the use of AI in the creation of content, there may be occasional mistakes in blog writing or grammatical errors that will require human intervention. In addition, time in the learning department will need to be invested in training and implementation to ensure smooth implementation of WS within the HR department before its use.

Available Free access to this tool but, for a more customized service, WS offers two different payment plans and billing, which can be paid on a monthly or yearly basis:

- **Small businesses:** Starting at a USD 13 per month (depending on the number of users, desired GPT model to use, words, etc.). Great for small businesses
- **Enterprise:** USD 500 per month. Entities will be able to get custom packages, as well as custom AI model development; will be provided with onboarding and support.

Write Sonic will extremely facilitate the company's development not only internally but also internally, as through their employee's learning development, they will be able to measure the positive results in key relevant factors such as a significant improvement in their employees' productivity and commitment to the company that its committed to their development.

COST IMPLICATIONS

CONCLUSIONS/ RECOMMENDATIONS

#26

María José Muralles Quezada

TITLE: A Use-Case in Communicating Learning Opportunities

NAME: María José Muralles Quezada

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OBJECTIVE

Describe the use of *Synthesia* to create professional quality engagement videos communicating valuable content about upcoming learning opportunities the company offers as part of a communication strategy.

BACKGROUND/CONTEXT

Communicating learning opportunities through written email can be challenging due to multiple factors. Some common difficulties and considerations that contribute to this are:

- Email overload: many workers receive a high volume of emails, making it challenging for L&D to create attention.
- Lack of clarity and conciseness: sharing too much information overwhelms workers and might lead them to miss important points. Workers will only be interested in this type of program if they understand its main objectives and what they will gain from it.

No engagement: the shared content does not generate excitement, nor does it attract them, so workers will be less interested in joining this type of program.

To overcome these challenges, developing a well-thought-out, creative, and engaging communication strategy is essential.

STAKEHOLDERS

L&D professionals, managers and all-level learners.

GEN-AI TOOL/ APPLICATION

The Gen-AI tool proposed is *Synthesia*, a media platform for creating AI-generated video content with a synthetic human-like avatar or presenter. Without needing cameras, mics, etc., this tool enables everyone to create professional videos within a short amount of time. It makes a video that over 150 ethnically diverse avatars can present with over 120 language accents from a written text. The platform converts text to speech, offers script assistance, over 65 video templates to pick, and an extensive media library, allowing the user to play and edit the video as it likes, among other features.

Communicating learning opportunities with this tool will deliver valuable information to workers, saving them time without the need to read long texts, generating engagement while capturing attention thanks to the attractiveness of visuals, and, as a consequence, accomplishing to make the learners understand the programs' objectives and what they would gain from it.

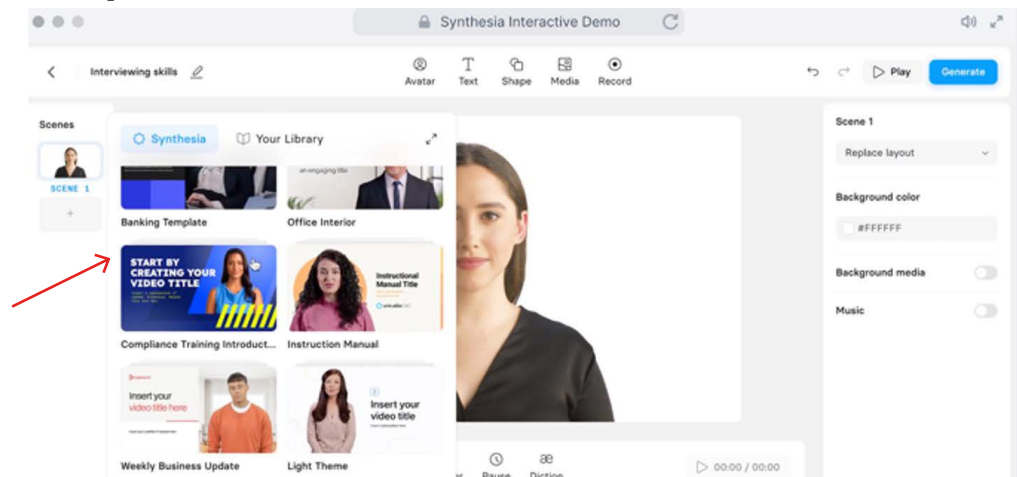
#26

**María José
Muralles Quezada**

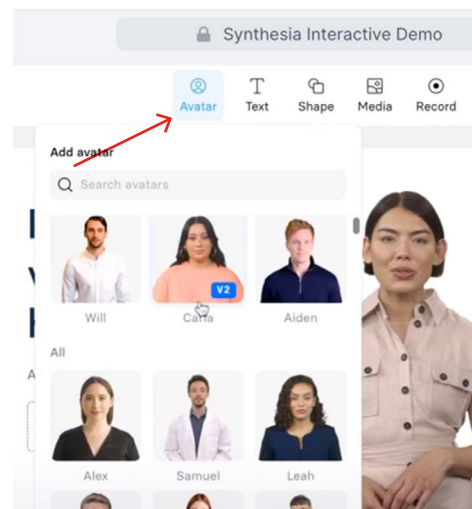
HOW IT WORKS

Suppose we have decided to share an informative video for our upcoming “Interviewing skills” as part of our learning opportunities program to generate more engagement and interest. After creating a Synthesia account:

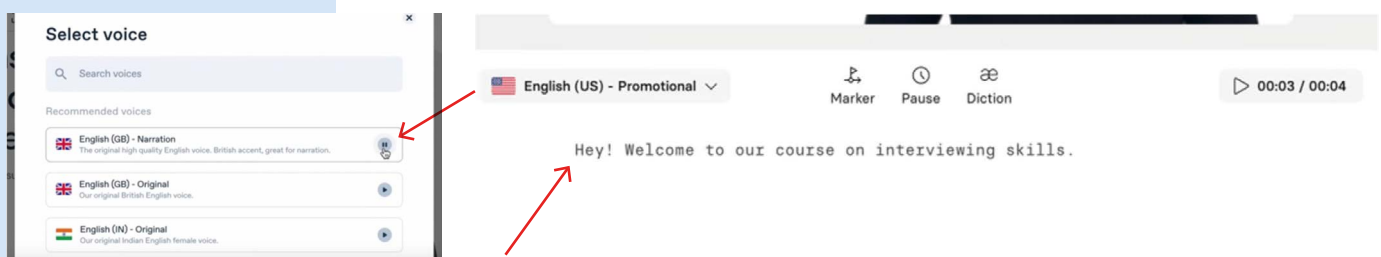
1. First, choose a template from an extensive amount of video customizable templates.



2. Select your prefer AI-Avatar.



3. Type in text and select a narration style or accent.

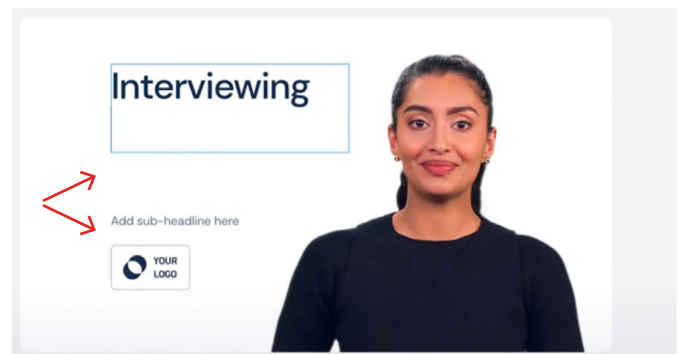
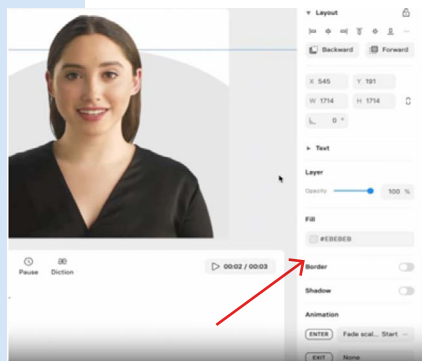


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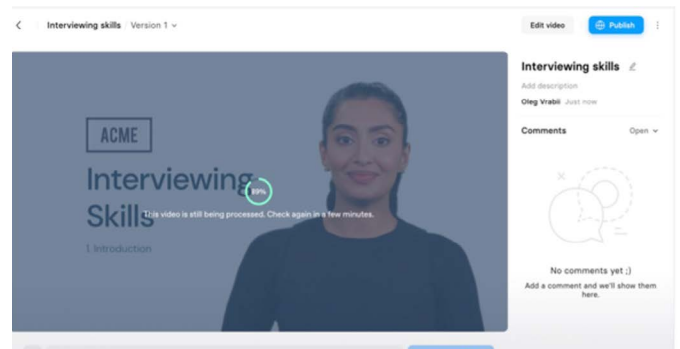
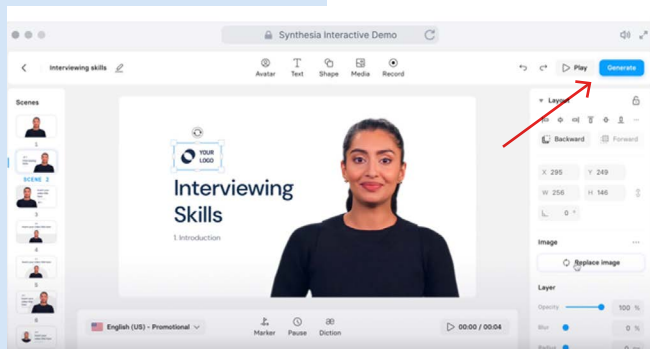
**María José
Muralles Quezada**

If you don't have your own script, *Synthesia* can generate it with the help of AI with Chat GPT-like prompts. (New Video > Generate script with AI > Write topic and audience (e.g., Topic: Upcoming course in interviewing skills announcement. Audience: recruitment department) > Generate script)

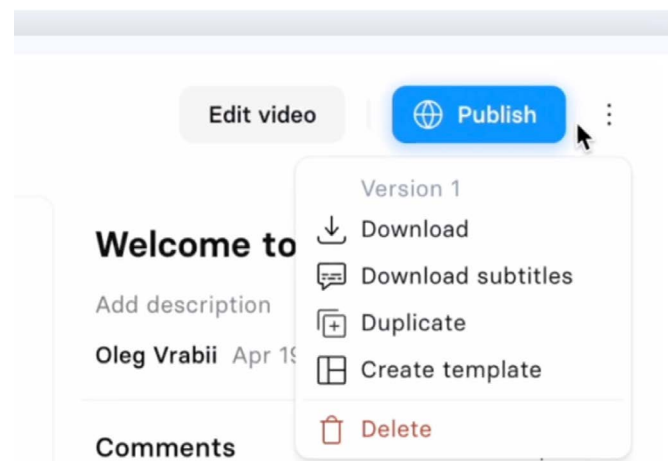
4. Edit your video colors, update logos, add images and videos from the platform's library or your own, add shapes, edit text, etc.



5. Generate video.



5. Share and export! You can download it .mp4, generate a shareable link or use and embed code.



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Muralles Quezada**

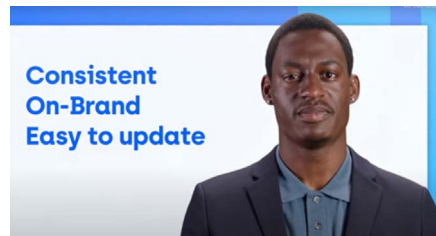
DATA INPUTS AND OUTPUTS

Inputs:

- *Required:* Script text/audio or ChatGPT-like prompts to generate script.
- *Optional:* stock/custom avatar, images, logos, music, voice, recordings, presentations.

Outputs:

A professional video with a real-like synthetic presenter speaking the provided or AI-generated script with a customized edition according to the users' needs.



BENEFITS

- **Time-saving:**
 - **Learners:** They will get information about learning opportunities without going through long texts.
 - **L&D team:** using Synthesia, creating a professional video with a human-like presenter required time decreases significantly.
- **Clarity:** Workers will clearly understand the programs' objectives and the professional and personal gains of completing them.
- **Engagement:** Through attractive and entertaining videos, it is possible to generate significant interest in the learning opportunities provided, leading to increased productivity, human talent development, and commitment.
- **Human connection:** having a real-like person transmitting the message generates a human connection that is more powerful than through written text.
- **Intuitive:** the platform is simple to use, and learning how to use it is intuitive.
- **Cost saving:** creating videos with Synthesia is way less expensive than financing a professional video like the one this platform achieves. Also, with this application, scalable video production is attained.

CONSTRAINTS AND LIMITATIONS

- Limited voice quality as it may only sometimes be as natural as being created by AI.
- Limited expressiveness compared to an authentic live human presenter.
- Inferiority in presenting animations, complex visuals, and dynamic graphs as it focuses mainly on the presenters rather than on the presentation perse.

#26

**María José
Muralles Quezada**

COST IMPLICATIONS

Synthesia offers two types of subscriptions depending on the user's needs, and the pricing depends on the chosen plan. A starter plan of €20 a month (€240 billed annually) or an enterprise plan that includes a higher number of features and a price customizable for the company's needs ("based on the number of seats" according to their website).

Synthesia is an AI video creator that allows companies to create professional videos to deliver valuable information through an AI-created human-like presenter with minimum resources and inputs required. It is an excellent tool to inform workers of upcoming opportunities while engaging with them using attractive, clear/direct content. With this, companies can overcome the communication challenge through written email due to email overload, lack of clarity, and lack of engagement. At the same time, the platform is very intuitive, making it easy to use and cost-effective. Therefore, I highly recommend *Synthesia* to any company looking to generate more attention to the de L&D department and the learning opportunities they provide. The worker's interest and understanding of the learning opportunities will increase to enhance the employee skills, foster a culture of continuous improvement, and achieve a growth mindset. Ultimately, it can increase productivity, career development, professional growth, and employee retention, contributing to the company's long-term success.



CHAPTER

8

LEARNING MEASUREMENT AND ANALYTICS

#27

**Roberto
Lecaros
Correa**

TITLE: The Future of Learning Analytics with One Model

NAME: Roberto Lecaros Correa

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OBJECTIVE

The integration of AI with Learning Analytics, helps organizations to gain actionable insights that support data-driven decision-making in L&D.

BACKGROUND/ CONTEXT

The learning and development (L&D) landscape has changed significantly over the last five years and will likely evolve even more in the next five. New technology, hybrid workforces, an abundance of information, and post-pandemic preferences have altered perspectives on career development. Until very recently, L&D programs were held in person at a specific time and place dictated by Human Resources because they usually required an outside training specialist. This may include spending a full day or several hours over the course of a few days with a group of employees. These lessons were delivered alongside a PowerPoint or paper handout and hands-on activities were limited to the conference room where training was taking place. The content itself tended to be more theoretical than practical in nature and applied to a broad swath of people, though there were certainly exceptions. But times have changed and new modalities of delivering development resources have emerged as a result. Fully in-person L&D programs are a thing of the past as we shift towards a more hybrid approach in line with what employees want and need. The future of L&D is at least partially digital because portability and accessibility have become incredibly important. Shifting to a virtual world during the Covid-19 pandemic made it clear that online and even asynchronous training programs could work as well or even better than in-person ones.

It is in this context that AI and Learning Analytics have a very important role, as it enables the processing of vast amounts of data in real-time. AI algorithms can analyze and predict student behavior, identify areas of weakness and strengths, and even generate personalized learning paths for students. Learning Analytics systems can already flag organizational risks or surface interesting insights about student struggles in a learning platform. AI can be integrated to help make smart, quick decisions about what to do to address them. For example, rather than an early alert simply being a flag for a person to seek additional help, it can now start a dialogue with an AI that helps a person come up with a personalized learning plan. Organizations can use predictive analytics combined with AI to forecast which courses will be most in demand and how that aligns with current offerings.

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Correa**

STAKEHOLDERS

Here are the main stakeholders involved in Learning & Development, but specially involved with the change that AI is going to bring to the organization and L&D:

- **L&D professionals:** they are the more direct stakeholders of this change as they are in charge of implementing the new system.
- **Employees:** the implementation of AI is going to directly impact the employees in their learning journey and their development within the organization.
- **Managers:** have a crucial role in helping L&D professionals to reach all the employees and move forward to the implementation of AI.
- **Leaders:** they must be aligned with the changes so that they can facilitate their implementation and to not be an obstacle through this innovation.
- **IT:** the IT department must be on board to ensure that the systems and programs can be implemented in the most efficient way possible.

GEN-AI TOOL/
APPLICATION

The use case that we will be looking at is the application One Model. One Model is a company created in 2014 with the mission of making an organization's most complex data accessible and valuable for all. They built a team and platform around the vision of business leaders seamlessly interacting with workforce data to unlock value in their people and their organizations. One Model is a people analytics platform for companies and their employees. Their People Data Cloud platform ensures that the best talent decisions are made across the entire organization. Unlike traditional HR analytics tools, One Model takes all the heavy lifting out of data extraction, cleansing, modeling, analytics and reporting of enterprise workforce data. People Data Cloud is uniquely transparent, exposing the upstream transformations, calculations, and manipulations to ensure consistently ethical people decisions while maintaining the security and privacy that human resource management demands.

A few years ago the company introduced One AI, which integrates cutting-edge machine learning capabilities into the One Model Platform, equipping HR Professionals with readily-accessible insights from their people analytics data. One AI delivers a suite of easy-to-use predictive pipelines and data extensions, allowing organizations to build, understand and predict workforce behaviors. One AI extends upon the One Model platform capabilities to deliver people analytics machine learning insights from custom built models and automatically inside their dashboards.

The best thing about this tool is that with a simple question-and-answer wizard, anyone or any company can build a custom data model powered only by your data and AI. The model can be built automatically with easy-to-answer, intuitive questions, saving time and effort.

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The AI is trained ethically and transparently, utilizing only your data. So by using this tool you can create your own learning analytics and measurement model or any other people analytics that you are interested in, tailored for your companies and employees needs driven by artificial intelligence.

This tools allows you to:

- Create Quality Predictive Models For Your Data Set
- Provide Actionable Prediction Explanations
- Augment And Extend Data Sets With Ease
- Equip Users With Latest Machine Learning Techniques
- Deploy Your Own Models And Statistics In Our Infrastructure

HOW IT WORKS

First of all it is important to take into account that you need to integrate One Model with your HR or learning system. In their website you can see all of the integrations that they have already worked with such as Workday, SAP, Cornerstone, Oracle Learning, etc.

With this integration implemented, you will you need to start with a simple question and answer survey that will allow you to build a custom data model powered only by your data, as you can see in the picture below.

Once you finish the survey you can begin by analyzing all of your learning data and measurements and, with the help of AI, you can start bringing predictive analysis into your learning platform.

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**Roberto Lecaros
Correa****DATA INPUTS
AND OUTPUTS**

The most important input in this tool is the integration with your learning system to the One Model system.

The outputs of the system are learning analytics and predictive analytics in the form of numbers and graphs, that can lead you to better decisions and changes in your learning system to improve the learning experience and the performance of the employees.

BENEFITS

One significant benefit of AI and Learning Analytics in organizations is the ability to identify and support struggling learners. Early identification of these employees allows you to intervene and provide targeted support, which can improve student outcomes and prevent dropout rates. Another benefit of AI and Learning Analytics is their ability to support personalized learning experiences. With data analytics, L&D professionals can tailor learning activities to individual student needs, preferences, and learning styles. This approach helps to ensure that students receive the right level of support and challenge, which can boost engagement, motivation, and performance. On the other hand, AI can help you measure, monitor and improve the learning process and learning outcomes. AI can also be used to identify patterns, tendencies and correlations between the data. Artificial intelligence can allow you to save time and boost the speed of the analysis so you can make more effective and efficient decisions. Learning analytics with AI can help to make the administration and resources more efficient, by identifying who needs training and in what he needs training.

**CONSTRAINTS
AND LIMITATIONS**

AI can also have some limitations and challenges, like ethical problems, privacy issues and quality of the information that you are getting. If you don't have the correct information you will fail in the analysis. Therefore it is very important to use it with caution and to complement it with your judgement and experience.

Another relevant challenge is that for artificial intelligence systems to give us the expected results, they need to process large amounts of information in fractions of a second. The only way to achieve that is by operating on devices with suitable infrastructure and processing capabilities. However, many businesses are still using outdated equipment that is in no way capable of taking on the challenge of AI implementation. Therefore, it goes without saying that businesses want to revolutionize their Learning and Development methods with machine learning must be prepared to invest in infrastructure, tools, and applications that are technologically advanced.

A final important constraint is the lack of internal knowledge that keeps many businesses from trying their hand at AI. Although searching for a provider who can transition your company to machine learning is a viable solution, forward-

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Correa**

COST IMPLICATIONS

thinking companies are coming to the conclusion that it's more beneficial in the long run to invest in your internal knowledge base.

One Model provides three different people analytics editions so you can start with the essentials, and scale up as you require insights from more of your HR data:

- **One Model People Analytics Data Mesh** for data teams to use with an in-house analytics platform.
- **One Model People Analytics Essentials** for midsize organizations and teams getting started with one HR system.
- **One Model People Analytics Enterprise** for fast-growing and large organizations with multiple systems.

CONCLUSIONS/ RECOMMENDATIONS

Artificial intelligence (AI) plays a crucial role in the future of Learning & Development as it has the potential to build off learning analytics to create even more powerful, engaging, and impactful learning experiences. It can help address the next question after a prediction – what can I do to help move things in a better direction? This is where One AI comes to allow teams to make the best-informed, most-ethical people decisions being the only fully-explainable machine learning platform, designed specifically for transparency and ethics.

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#28 Brittany Pride

TITLE: Smart learning, smarter future: GenAI powered analytics with Valamis

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OBJECTIVE

The main objective is to leverage Generative AI (GenAI) for a transformative impact on employee learning measurement and analytics, enabling Learning and Development (L&D) professionals to use insights for predicting, personalizing, and optimizing their training efforts.

BACKGROUND/ CONTEXT

Given the rapidly evolving skills requirements in today's corporate landscape, traditional (L&D) approaches often struggle to keep pace with the dynamic business environment—often falling short in efficiently measuring and responding to the diverse learning needs of the workforce, resulting in a disconnect between training strategies and business goals. Some of the challenges that L&D teams can face when it comes to learning measurement and analytics are: inefficiency in adaptation, limited real-time insights, data overload and analysis, difficulty in predictive analytics, and a lack of adaptive learning models. The utilization of GenAI for (L&D) professionals enables them to understand insights into individual and collective learning behaviors, anticipate potential challenges, and recommend tailored interventions.

STAKEHOLDERS

The main stakeholders involved in the implementation of a GenAI platform for L&D can include the following:

- **L&D Professionals:** manage the overall L&D strategy, content curation, delivery, and program effectiveness.
- **Executives:** decision-makers, top level management who set the strategic direction and manage the budget.
- **External Partners:** provide services or resources for L&D platforms, systems, or initiatives.
- **HR Professionals:** manage talent development, employee engagement, and aligning training initiatives with business and HR strategy.
- **Learners:** employees going through training and development programs to enhance their skills and knowledge.
- **Managers:** people leaders overseeing the performance and development of their teams.
- **IT and Implementation Teams:** those responsible for tech integration, deployment, and maintenance of the GenAI platform within the organization.

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Brittany Pride

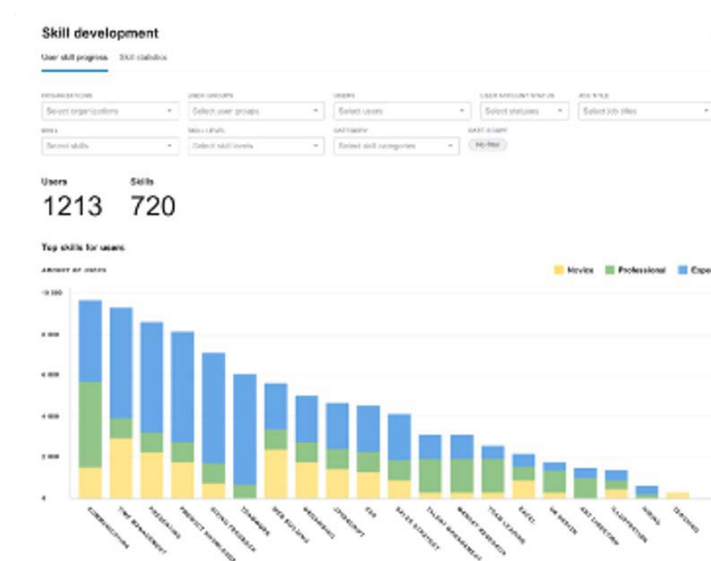
GEN-AI TOOL/
APPLICATION

HOW IT WORKS

Do you want to become a more data-informed L&D professional – taking full advantage of learner data to make your work more intentional and impactful? The Valamis platform allows you to simplify your learning technology management by consolidating various systems into one cohesive corporate learning platform, minimizing the need for multiple systems. When it comes to the learning analytics software, L&D professionals have the ability to personalize learning journeys, offer predictive insights, refine learning strategies, and create recommendations *for a more curated learning experience. This is possible through specific features—Valamis Learning Analytics and Valamis Learning Record Store (LRS).*

Valamis Learning Analytics

Evaluate the influence of education, pinpoint areas lacking skills, boost involvement and demonstrate the worth of your learning strategy.



Valarmis Learning Record Store

Manage your data and save time without adding any extra systems

```

2023-03-14T10:53:48.052Z
Alisa Engström completed 'EU GDPR' with score 80%
2023-03-14T10:53:59.490Z
Mark Johnson attempted 'Testing processes' (version 2.0)
2023-03-14T10:52:51.093Z
Jerome West experienced '5 stages of design thinking'
2023-03-14T10:52:39.044Z
Fiona Smith played 'Introduction to KPI dashboard'
2023-03-14T10:52:37.576Z
Martin Strömberg attempted 'EU GDPR'
2023-03-14T08:53:14.275Z
Jaakko Ylätaalo failed 'Testing processes' (version 2.0)
2023-03-14T08:53:17.045Z
Susanna Lind joined 'Leadership'

```

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Brittany Pride

GEN-AI TOOL/
APPLICATION

A guide on how to utilize Valamis Learning Analytics and its integrated Learning Record Store for your organization.

HOW IT WORKS

1. Integrate Valamis into existing LMS system or platform
2. Gather data on user interactions, course progress, and engagement
3. Identify learning metrics and goals based on organizational objectives
4. Customize the analytics settings to focus on your KPIs
5. Track individual and collective learner progress
6. Analyze the trends in learning behavior and performance
7. Implement personalized learning paths
8. Establish a feedback loop
9. Leverage predictive analytics to forecast future learning trends
10. Optimize learning programs based on analytics
11. Generate reports for learning outcomes and achievements
12. Share findings with key stakeholders

By following these steps, organizations can truly harness Valamis learning analytics to meet the specific needs of their learning and development initiatives, enhancing their effectiveness based on organizational requirements and practices.

DATA INPUTS
AND OUTPUTS

Inputs: on-boarding program data, sign-ups, completion rates, search results.

Outputs: performance indicators track employee learning, assess allocated learning time, monitor engagement of new hires with content, identify issues with specific functions and their correlation to individual or team performance, and guide updates to learning content based on common searches.

BENEFITS

Valamis offers various benefits, particularly with its learning analytics software.

- Cutting-edge data and reporting tools as standard
- Be future-proof by uncovering skill gaps on both individual and organization levels
- Unlock insight with comprehensive data capture
- Revolutionize learning tracking with built-in learning record store (LRS)
- Gain immediate insight into your company's compliance status with one glance
- Manage data effortlessly and make it a breeze instead of a burden
- Turbocharge your teams success by linking learning to company performance

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Brittany Pride

CONSTRAINTS
AND LIMITATIONS

When implementing new systems, be aware of potential issues. Here are a few constraints and limitations to consider with Valamis: integration challenges, data quality, customization complexity, resource requirements, and dependency on accurate input from users.

COST
IMPLICATIONS

The Valamis platform starts at €12,000. This includes a modern learning experience, skills and content management, integration with existing apps, a built-in learning records system (LRS) and analytics, enterprise-grade security features, and dedicated staff support. *Note: pricing is based on number of learners, contract terms, selected add-ons, and additional services.*

CONCLUSIONS/
RECOMMENDATIONS

In summary, leveraging Generative AI (GenAI) through the Valamis platform, seeks to revolutionize learning measurement and analytics by addressing long-standing challenges in adapting to evolving skills requirements. Valamis Learning Analytics, provides insight into individual and collective learning behaviors, allowing tailored interventions. While offering cutting-edge data tools and comprehensive reporting, potential constraints like integration challenges and customization complexity must be considered. I recommend considering Valamis as a cost-effective alternative, providing comparable features to well-known systems used by more major organizations. With the potential to enhance workforce skills, productivity, and overall organizational performance, the impact on the business is substantial.

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#29 Anthony Zahar

TITLE: Profession of using the Pymetrics software tool to analyze data for learning and development, growth, and opportunities

NAME: Anthony Zahar

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OBJECTIVE

This AI solution helps to improve the skills assessment process via data-driven behavioral insights and audited AI to create a more efficient, effective, and fair hiring and learning processes across the talent lifecycle. I believe, this platform can be very interesting in this aspect and should be incorporated into the learning and development of the organization in order to identify, evaluate, develop existing, and potential talent in the organization.

BACKGROUND/ CONTEXT

In today's world technology is moving at a faster pace than ever and organizations should invest in learning and development to upskill and reskill people. In order to do so effectively organizations should identify trends in learning and identify the most useful, important, and relevant training related to each function. However, some challenges remain:

Will this technology last long, or will it be outdated in five years?

Employees who have a fixed mindset would not benefit from this tool. But this can be a great professional experience for people who embrace the opportunity.

Finally, Are these skills relevant in your organization's context?

STAKEHOLDERS

The main beneficiaries of this system are the company that is acquiring the software, people in the organization (managers will enjoy the leadership capabilities and development, and other people who will enjoy the acquisition of new soft and hard skills to develop their scope), Pymetrics Inc. other beneficiaries are the customer that will receive a greater and more professional service, and the suppliers of the company might enjoy some benefits such as process optimization, trainers that will be able to identify trends in learning related topics and could improve their learning technique, and any other party that will interact with the organization.

GEN-AI TOOL/ APPLICATION

Pymetrics is a platform that offers six solutions for businesses and individuals:

- 1. Early Careers and campus** is a tool where you select the best fit for the organization through multiple applications such as exercises, tailored interviews, and quizzes on a variety of skills such as core, soft, quantitative, and qualitative skills.
- 2. A high-volume and hourly worker** is the tool where you can find internal job opportunities based on soft and hard skills. This tool is very useful in upscaling and rescaling your workforce, it also provides people with personalized

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Anthony Zahar

courses for skill gaps and unlocking career pathways. Through these quizzes, the system identifies talent behaviors and aligns them with the company's capabilities and values. Finally, this evaluation also gives the user insight into how to improve people's personal capabilities in order to improve company-specific capabilities and competitiveness in the market.

3. Professional hiring is a tool that enables you to understand the potential of candidates by measuring quantitative reasoning for specific analytical and financial roles. The tool also explores existent soft skills for your workforce, enhancing professional mobility while highlighting similarities and differences across organizational and standard industry benchmarks to see what sets your organization's competitive advantage and disadvantage. An interesting aspect here is that with this tool you can create an effective succession planning career path for your employees.

4. Career and succession planning is a tool that sees upskilling opportunities based on soft skills potential, or could identify hard skills data and spot mobility opportunities to fill vacant key or risky positions. In the career and succession company would also benefit from personalized courses to upskill and reskill the people. The AI will be able to generate a capability assessment that identifies behavioral trends that could be aligned with company values, assist people in improving specific company capabilities to help them grow in the organization.

5. Leadership and capabilities development is a tool that identifies leaders through analyzing soft skills in your workforce, finding similarity/ differences across your (organization, industry, benchmark) to find your value proposition (differentiator). The system will also evaluate and develop individuals against the need to succeed in today workforce and future workforce. This tool enables to access three type of forms; short, long, and Pymetrics (a power skill playbook translate learning into actionable insight on learning and teamwork style). Other benefits are optimizing remote work-force, identifying soft-skill gaps by role and sonority.

- **Diversify workforce** reduce biases in the work force.

After the implementing the data and information of the organization in the system, the learning and development team should focus first on setting kpis for the success of the system, and establishing training, survey, questionnaire for the people around the organization. Second train two super-users for the soft use of the Ai, divide the organization into small groups for effective learning, and create scheduled training for these groups. Assign trainings for each sub group depending on the skills needed for the task. Establish training kpis for each group. Finally, evaluate training kpis and software kpis and adjust feedback into your process.

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Anthony Zahar

DATA INPUTS
AND OUTPUTS

You can find everything related to the input in the screen shot after the table Fig. 1. You can find everything related to the output in the screen shot after the table Fig. 2.

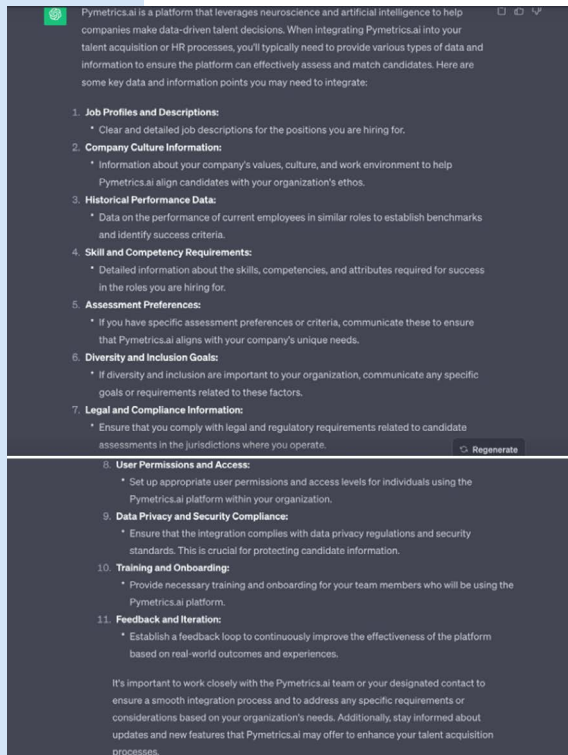


Fig1

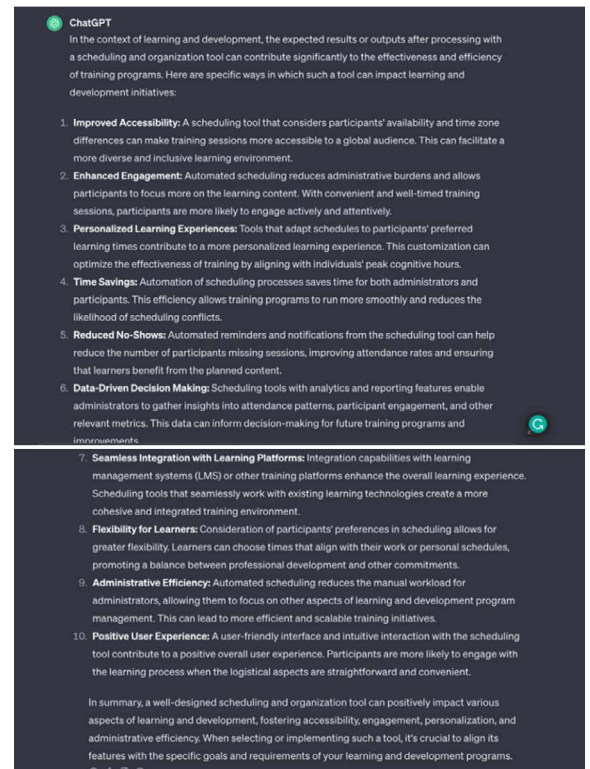


Fig2

BENEFITS

Identify and acquire key talents

- **Long term learning:** incorporate learning path for future employee
- **Cost saving:** identify the required training for the required job
- **Internal rotation:** the system offers an AI internal rotation through analyzing the skills and experience of an individual and estimate if he will be a better performer on another position than his current one (job rotation).
- **Promotion:** the organization also benefit a clear path in succession planning on one part in training the workforce on soft, hard, managerial, quantitative, and qualitative skills, and on the other hand through analysis to identify who is the best fit for the vacant position while considering all the above, experience, qualification, and the present situation.
- **Recruitment:** identify soft skills through test and quizzes, and have a better reputation in recruiting talents because of your excellent learning organization.

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Anthony Zahar

CONSTRAINTS
AND LIMITATIONS

The limitation and constrain of this system are:

- Your data will be on the web and this could involve risks
- The gen AI is still not able to develop his own training
- Will the skills developed today be useful in 5-10 years
- Will this system be outdated in few years?

COST
IMPLICATIONS

It depends on the organization size, contract duration, customization, if integration with another platform is needed, customer service support, upgrade, amount of data stored and security.

But an estimation would be 10,000 USD annually for implantation.
And maintenance cost of 15-25% of the initial implementation cost.

CONCLUSIONS/
RECOMMENDATIONS

This system can be very useful in upscaling, rescaling, and creating a pathway for your workforce. The system identifies soft, hard, and managerial skills and evaluate which skill is more relevant for your job through statistical analysis.

Today technology is moving at a faster pace than ever and organization should be UpToDate with the latest trend in learning and development to stay competitive in the market place. This software entail limitations risk of putting data on the web, this system could be outdated in few years from now. An estimation of the cost would be 10,000 USD annually with 15–25% of the initial implementation cost for the maintenance.

This system is very useful in term of analyzing workforce skills, recruiting talents, upskill and reskill existent talent, and identifying new potential skills that could be incorporated in the people journey. I would highly recommend this system for organization that have financial stability.

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CENTER FOR CORPORATE
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MANAGEMENT

PUBLICATION:
IE Center for Corporate Learning
and Talent Management,
Nick van Dam PhD.

Madrid, June 2024