

# The impacts of AI in digital learning

A guide for L&D professionals

In the rapidly evolving landscape of corporate digital learning, artificial intelligence (AI) is a transformative force that is reshaping the way organisations educate and train their employees. It's also changing how people work, presenting a dual challenge for Learning and Development (L&D) teams: meeting the evolving learning needs of their audiences and adapting their own work processes. This guide will explore key insights from experts in the field and provide practical tips for L&D teams to harness the power of AI effectively.

## CONTENTS

- 3 AI's long-standing presence in digital learning
- 5 How are L&D feeling about AI?
- 7 Short and long-term impacts of AI on learning
- 10 Keeping learners at the heart of learning
- 12 Overcoming data challenges with AI
- 12 A framework for working with AI in L&D

# AI's long-standing presence in digital learning

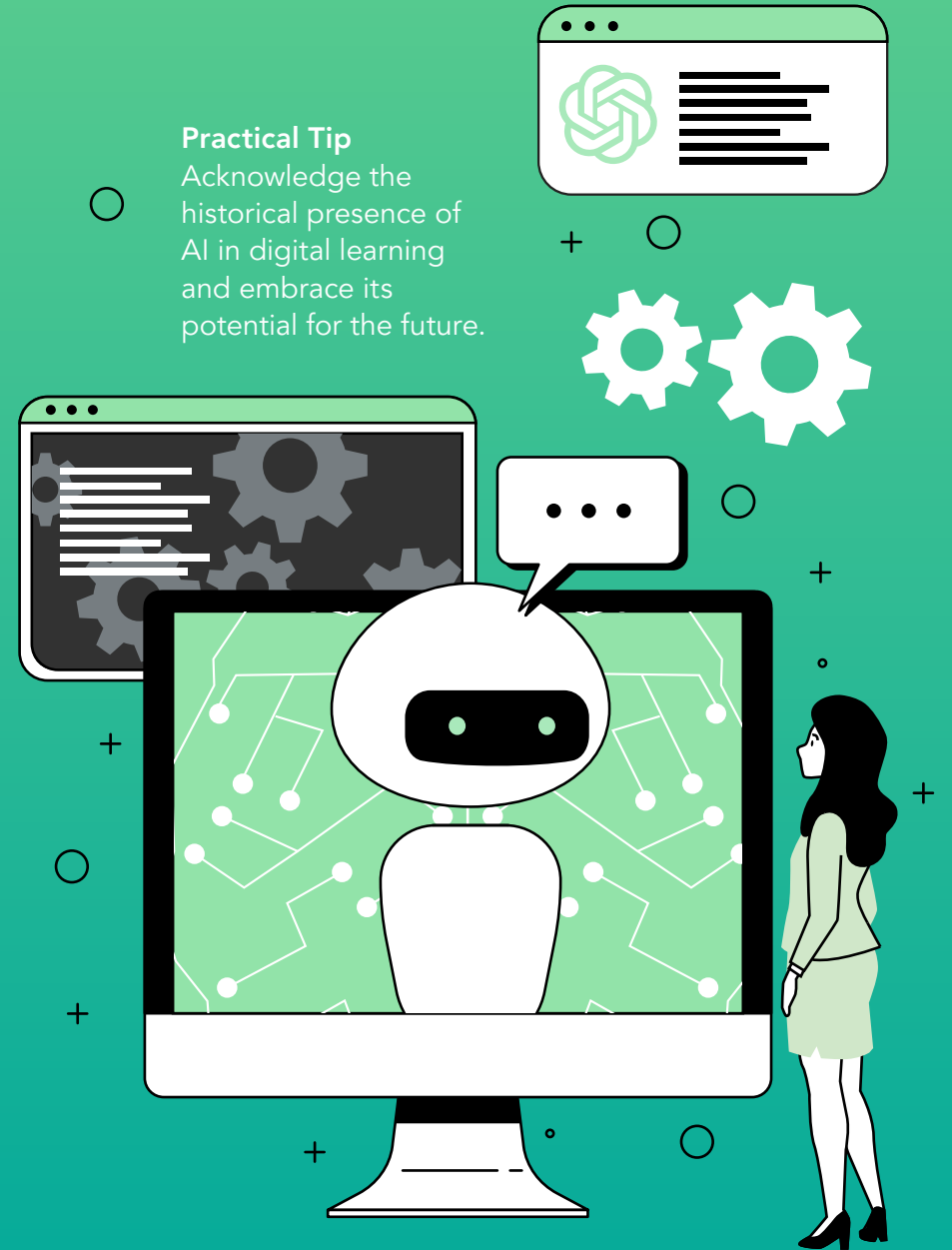


Myles Runham, Senior Analyst at Fosway Group, reminds us that AI is not a recent phenomenon.

It has played a pivotal role in digital learning for some time. Machine learning has been driving content recommendations, personalisation, and skills intelligence for years. We're also used to rule-based automations such as segment personalisation or diagnostic assessments

(where you test learners on their knowledge at the start of a course and adapt the content according to their answers). Recent advancements like Chat GPT have intensified the conversation of course, but there are elements of AI that we've been using for a while already.

**"It may be hard to remember, but AI has been around for quite a while, and it's been very influential in digital learning for some time. Obviously with the arrival of Chat GPT and other large language models there's been an intensifying of conversation in the last 12 months. But it's important to recognise that machine learning has already been a source of content recommendation and an engine of personalisation, to name just a couple of its many existing uses."**



## Practical Tip

Acknowledge the historical presence of AI in digital learning and embrace its potential for the future.



**Practical Tip:** Embrace the mixed emotions and use them as motivation to adapt and thrive in the AI-driven learning landscape.

## So, how are L&D feeling about AI?



Cammy Bean, Solutions Consultant at Kineo, highlights the mixed emotions surrounding AI in L&D.

Having said that AI has been around for some time, it definitely feels like there's a real shift happening now. L&D professionals are human, and humans react to change in different ways.

Rapid change can be daunting for individuals and organisations alike. There's a collective sentiment of navigating uncharted territory, wondering how AI will reshape our work and the learning landscape.

**"I think for a lot of individual practitioners thinking about how this is going to change their work it's kind of overwhelming. There's a lot of fear, there's a lot of uncertainty, and there's a lot of excitement and possibility too. So, all the feelings!"**

These feelings are natural as AI brings significant changes to the way we work and learn.

# Short and long-term impacts of AI on learning



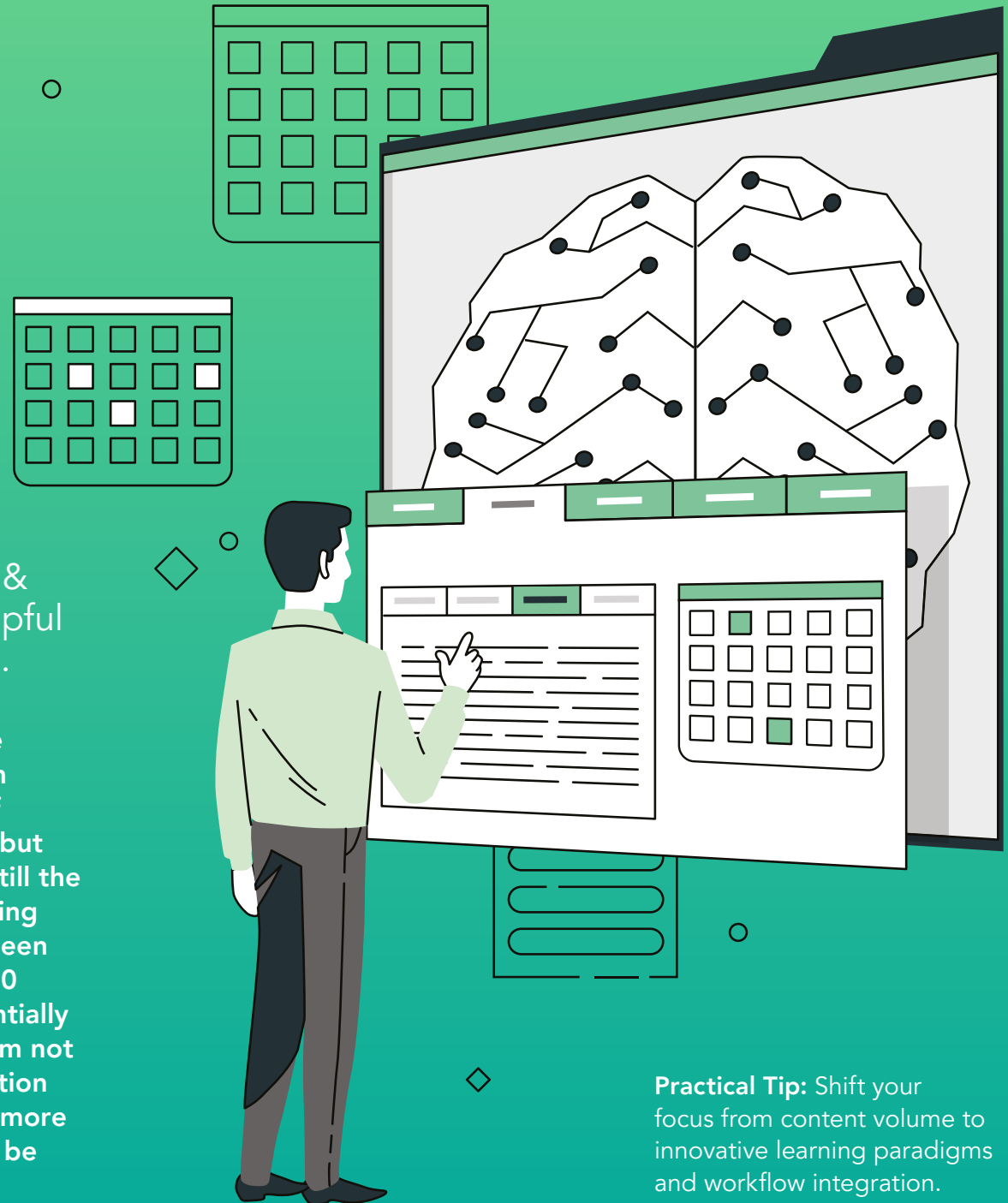
James Ballard, Head of Propositions & Insights at Kineo, thinks it can be helpful to think about two different horizons.

Things are moving fast, and we can't know what the world of workplace learning will look like in the future, so focus on what's coming up in the short-term and what's coming up in the long-term.

AI can accelerate content creation, but it's not just about producing more. L&D needs to focus on new paradigms for learning, integrating learning seamlessly into workflows, and exploring coaching in the flow of work.

**"Some of the bits we're seeing in the short-term are amazing in terms of technology innovation, but the learning is kind of still the same. So, we're producing something that we've been producing for the last 10 years, but we can potentially do it much faster. But I'm not sure the long-term solution for L&D is to churn out more content, because it can be done much quicker."**

**Practical Tip:** Shift your focus from content volume to innovative learning paradigms and workflow integration.



# Keeping learners at the heart of learning



Cammy Bean, Solutions Consultant at Kineo, emphasises the importance of maintaining the human element in learning.

AI can enable personal connections at scale, but it's crucial to keep the learner experience, human touch, and individual growth at the core.

AI also offers the potential to personalise learning in a way that's been hard to achieve to-date. Personalisation, as we have known it, has often been a rudimentary form of segmentation and targeting. However, AI holds the promise of true personalisation, bringing the learner's unique needs and experiences to the forefront.

**Practical Tip:** Prioritise the learner's experience and balance AI-driven personalisation with human interactions to create a holistic and engaging learning experience.



# Overcoming data challenges with AI

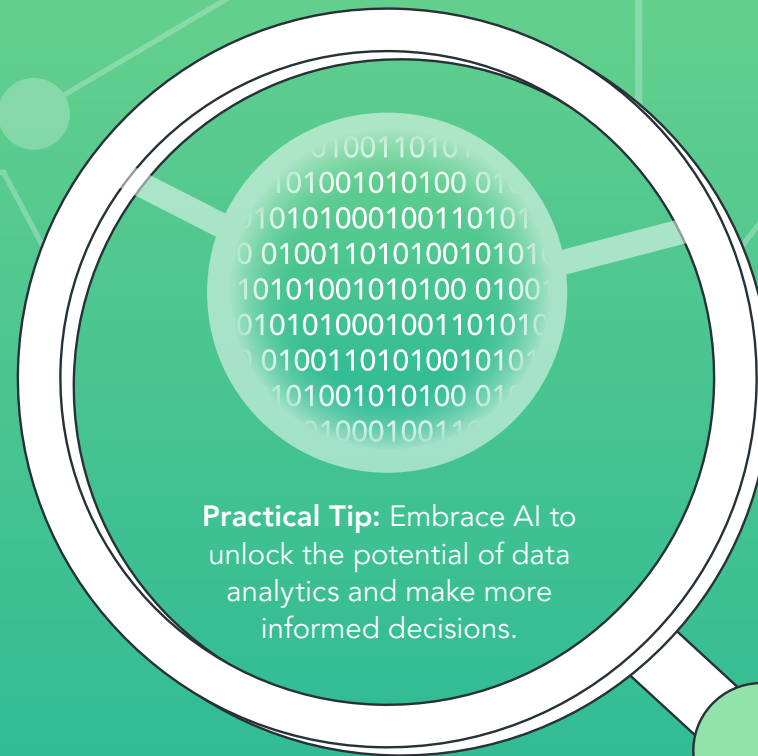


Myles Runham, Senior Analyst at Fosway Group, highlights the data challenge, and how AI might help.

In their latest Digital Learning Realities Survey from 2023, Fosway Group found that only around 3% of organisations say they are very advanced in measuring learning impact on performance and productivity\*.

Some of the barriers faced by L&D when it comes to maturing their analytics capability could be overcome through AI. For example, AI promises to simplify data analysis, helping L&D professionals harness the power of analytics effectively.

**“Realising the benefits of learning analytics has been a systemic problem for corporate learning for what seems like forever.”**

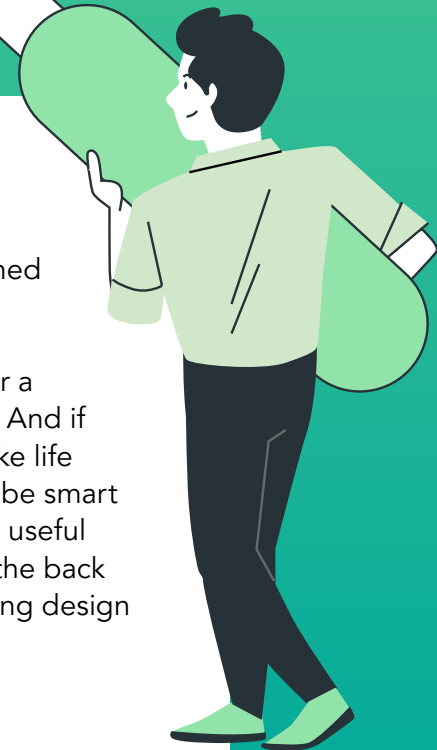


**Practical Tip:** Embrace AI to unlock the potential of data analytics and make more informed decisions.

## Kineo Analytics

These common data challenges are what led us to develop Kineo Analytics. Designed for L&D Managers who want to make the move to using data to drive results, but don't have a data scientist in their team or a Learning Record Store in their tech stack. And if you do have both of those things, it'll make life easier too! We wanted to make it easy to be smart with data – for data to tell you something useful and for you to make better decisions off the back of it. And we've made it part of our learning design service, for free.

[Find out more about Kineo Analytics.](#)



# A framework for working with AI in L&D

A great place to start is by developing a framework for how your organisation will use and work with AI in L&D.

Your framework could consist of a policy, a manifesto, and a playbook. Developing and documenting your own organisation and L&D approach to AI can build trust and ensure ethical and effective AI integration.

It will also make sure everyone is clear on what, when and how it will be used – your people have probably already started using generative AI in their work, so it makes sense to put some guardrails up and maximise best-practice.



## The policy

This will likely be driven by your organisation's IT, ISO, Governance or HR team. It will define the rules of engagement for the business and its people with regards to the use of and integration of AI.



## The manifesto

The manifesto is a set of guiding principles that L&D teams will follow when implementing AI. It outlines the organisation's values and beliefs regarding AI's role in learning. This is your stake in the ground for how the learning team will use, adapt and evolve AI in learning. It might include your wider guiding principles for learning and how AI fits into that, e.g:

**Learner-centric focus:** *Ensure that AI-enhanced learning is always geared towards improving the learner's experience, knowledge, and skills.*



## The playbook

The playbook is a dynamic document that outlines the practical steps for implementing AI in L&D. It serves as a flexible guide for L&D teams to follow. Key components of the playbook might include the tools and technologies you'll use, a plan for how you'll communicate this to stakeholders and learners and some key metrics for assessing the impact of AI on your learning objectives.

**Practical Tip:** Develop and document your AI policy, manifesto, and playbook to navigate the ethical and operational aspects of AI in your organisation.

## Conclusion

As AI continues to shape the future of corporate digital learning, L&D professionals must embrace the opportunities it presents, adapt to the evolving landscape, and prioritise the learner's experience.

By understanding AI's historical presence, navigating sensitive responses, and implementing practical frameworks, L&D professionals can effectively harness the power of AI to enhance learning outcomes and meet the evolving needs of organisations and learners.



## Designed for results

Everything we do at Kineo stems from a simple idea – if we design a better learning experience, together we'll get better results.

Kineo helps the world's leading businesses improve performance through learning and technology. We're proud of our reputation for being flexible and innovative, and of our award-winning work with clients across the world.

Whatever your business challenge, we will partner with you every step of the way to find the learning solution that fits best – and delivers results.

So, how can we help you?  
Get in touch about your digital learning challenges.

---

### Kineo UK

info@kineo.com  
+44 (0)1 273 764 070

### Kineo USA

info@kineo.com  
+1 312 846 6656

### Kineo APAC

hello@kineo.com.au  
+61 1300 303 318

---