

THE ROLE OF AI IN L&D: CREATING ADAPTIVE LEARNING PATHS





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The 2024 VPS L&D Priorities Survey highlights the significant interest in AI for adaptive learning, with around a third of global respondents – and up to half of UK respondents – recognising its potential to transform L&D strategies.

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Unlike some trends that come and go, AI is clearly here to stay. It is a once-in-a-generation game technological leap, like the smart phone or the internet before it. While Twitter and Facebook took around 5 years each to reach 100 million users, incredibly ChatGPT took just 2 months.

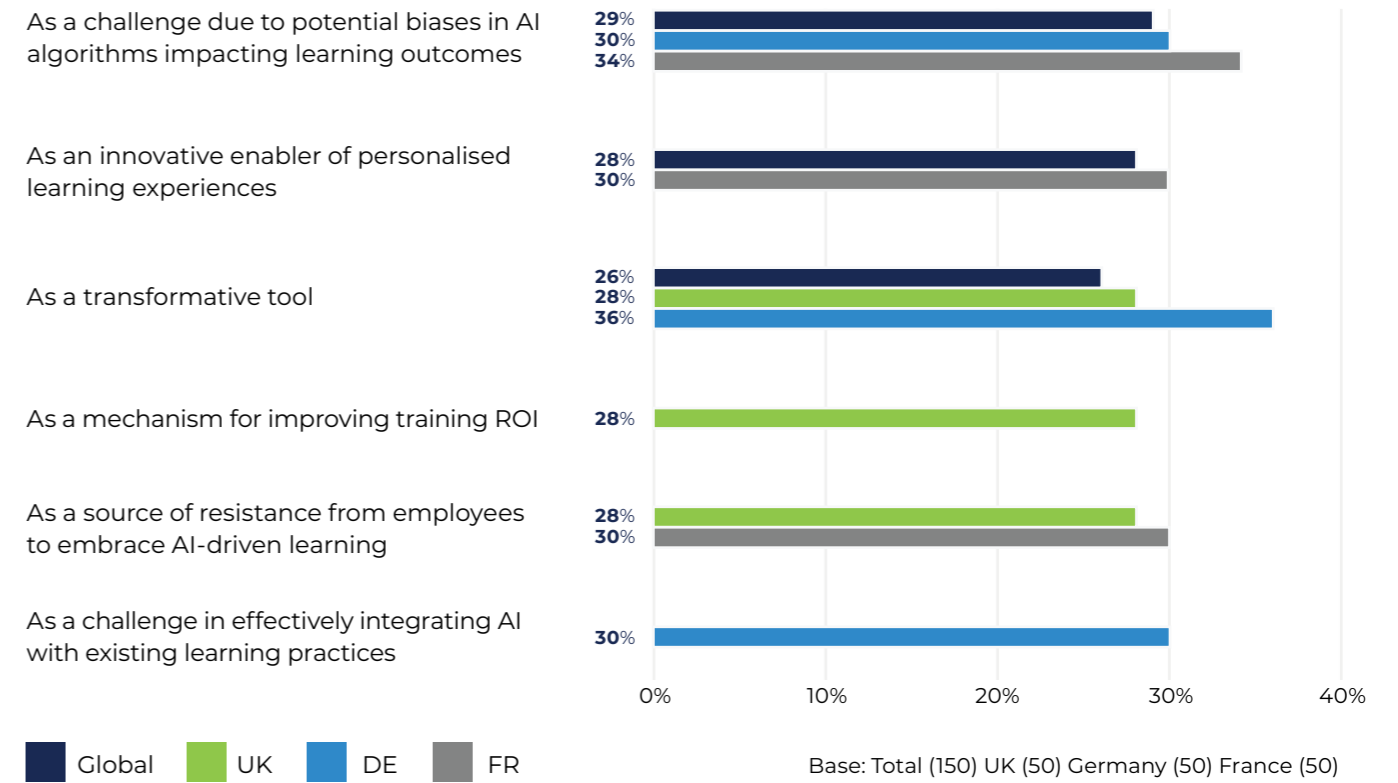
The findings from the latest VPS Learning & Development Priorities Report, 2024, suggest that perceptions of AI still vary significantly. Globally, concerns about potential biases (29%) coexist with optimism about AI as an innovative enabler (28%) and as a transformative tool (26%) for personalised learning experiences. But the standout finding highlighted by our analysts was this: an enthusiasm for AI's potential.

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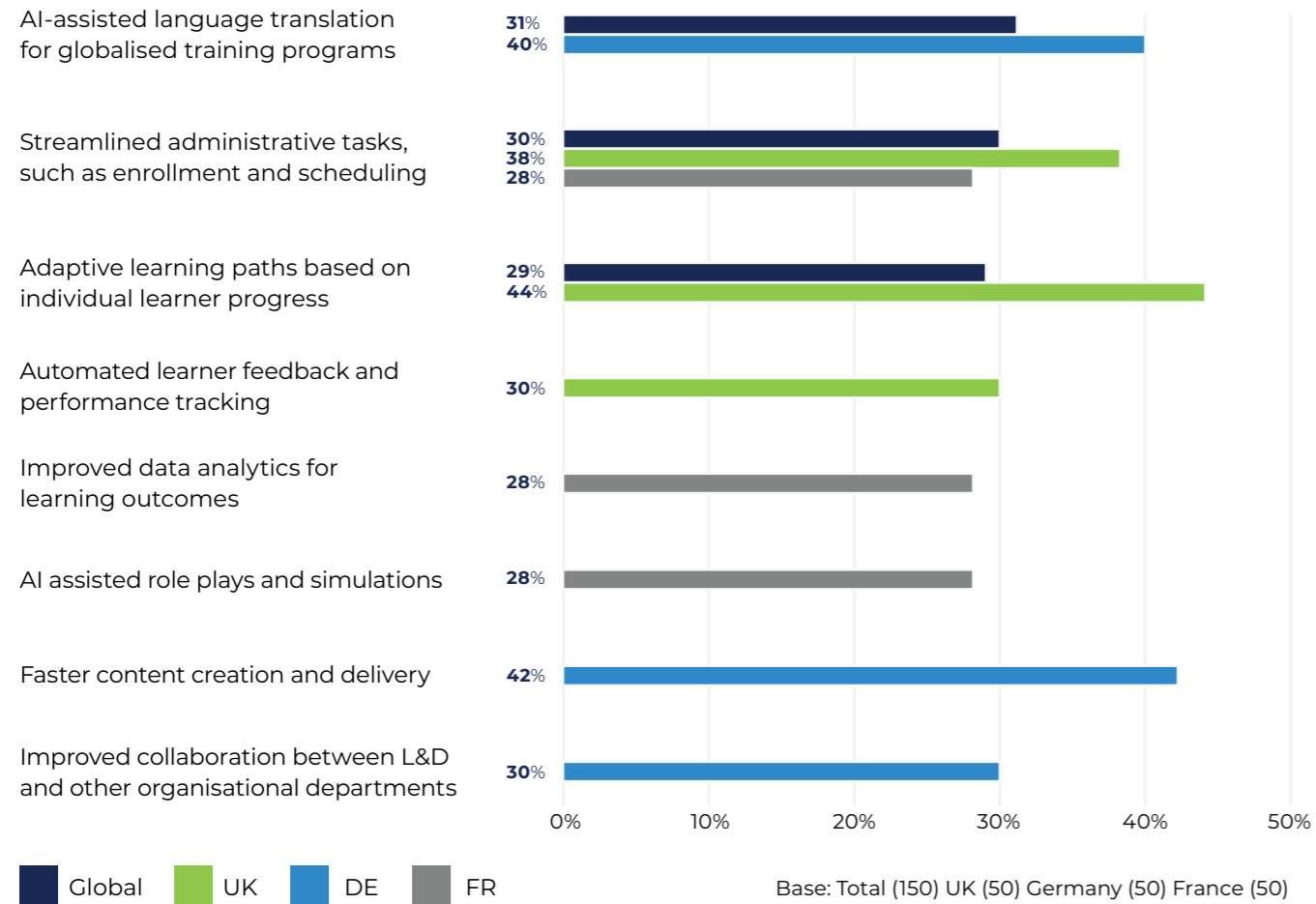
Given that ChatGPT now gets some 1.8 billion visitors a month—it's not surprising that workers are far more aware of AI compared to just five years ago. Recent survey data from Boston Consulting Group finds that more than 50% of workers surveyed are optimistic about AI's impact on work, a 17 percentage point increase from 2018.

The VPS L&D Priorities Report also finds AI deployment to enhance efficiency in L&D through language translation (31%) and streamline administrative tasks (30%). France also likes the improved data analytics (28%), while Germany highlights faster content creation (42%). These efficiencies suggest AI's transformative role in making L&D processes more effective, tailored to individual needs, and able to adapt.

How do you currently perceive the role of AI in Learning and Development?



In what ways can organisations realise efficiency gains and process improvements in learning and development through AI deployment in the “back office”?



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UNDERSTANDING ADAPTIVE LEARNING

The term 'Adaptive Learning' refers to the use of AI to tailor educational experiences to the individual needs of each learner. By continuously analysing data on learners' performance, preferences, and progress, AI can dynamically adapt the content, pace, and delivery method to optimise learning outcomes. This approach ensures that each employee receives the most relevant and effective training, enhancing engagement and retention.

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For example, says Christian Flöter, Head of Learning Solutions, EMEA, at VPS, "if a learner excels in one subject but struggles in another, the system can adjust by providing additional resources and support where needed. This dynamic adjustment not only enhances knowledge retention but also ensures that the training remains relevant and appropriately challenging for every individual."

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A 2023 study by LinkedIn Learning found that 60% of employees prefer personalised learning paths provided by AI, resulting in a 45% increase in learner engagement. Additionally, a Training Industry Report indicates that organisations implementing AI-driven learning platforms have seen a 30% improvement in training effectiveness and knowledge retention.

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Traditional learning pathways often follow a linear progression from point A to Z, assuming all learners start at the same level. However, this rigid structure often fails to accommodate individuals with different levels of knowledge and prior experience. AI-enabled adaptive learning therefore marks a significant advancement in addressing the limitations of fixed learning pathways.

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THE COLLABORATIVE ROLE OF AI

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Contrary to the common misconception that AI and automation will replace human jobs, the reality in L&D is quite different. AI serves as an assistant rather than a replacement, enhancing the capabilities of instructors and learners alike. This human-AI collaboration creates a more effective and supportive learning environment.

Tony Smith, Content Development Manager, EMEA, at VPS, comments that the survey findings reflect a shift “towards instructor-facilitated online tools and rethinking the approach to learning for enhanced personalisation and impact.” AI is still best at “augmentation rather than automation”, suggests Smith, with “qualified human validation to make sure it works.” Navigating these perceptions demands a balanced approach, emphasising transparent, ethical AI use and fostering open dialogues to maximise AI’s impact in learning environments.

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Kristina Golubic, Corporate Culture and Leadership Consultant, writes for HR Observer that: “With AI, you can create training videos as diverse as your audience. AI tools enable users to generate professional-looking videos from text, offering a wide range of video templates. Engaging viewers is easier with hundreds of AI characters (avatars), allowing for inclusive and diverse videos.”

Adaptive options can include, Golubic suggests, cloning a person’s appearance and voice and customising an AI avatar’s outfit for personalised or branded content, automatically generating closed captions and updating videos with a click of a button.

AI can also take over repetitive and administrative tasks, such as grading and tracking progress, allowing instructors to focus on more meaningful interactions with learners. By providing real-time data and insights, AI enables instructors to identify areas where learners may need additional support and tailor their teaching strategies accordingly.

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Executive coach Jasmine De Clerck emphasises the importance of this collaboration: “While AI can assist in certain aspects of learning and coaching, it cannot replace the essential human elements required for leadership development, such as building relationships and managing change.” The true benefit of AI, then, is in enhancing human capabilities rather than replacing them.

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THE WEIGHT OF EVIDENCE

External studies and reports are now piling up that support the findings of the VPS 2024 Survey and the benefits of AI in adaptive learning. Whether it’s McKinsey’s [Is your organization harnessing the proven power of learning?](#) which argues that organisations that make learning accessible and adaptive “place an emphasis on the learner experience... including the development of dynamic, accessible learning journeys.” Or [Gartner’s 3 Ways Personalization Can Improve the Employee Experience](#) which finds that “Expectations for training programs have shifted from simple content recommendations to new advanced and adaptive learning experiences, tailored to each individual employee” – all researchers, managers and learning professionals alike are now pulling in the same direction, towards adaptive learning paths powered by AI.

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Adaptive learning increasingly takes place in a Virtual Classroom Training (VCT). This approach has become vital for organisations navigating hybrid work environments, delivering effective business transformation and learning strategies. VCT offers a highly interactive experience, breaking down geographical barriers and limitations of traditional classroom training.

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The benefits of VCT include alignment with organisational goals, infrastructure, and culture, ensuring consistent learning experiences. It customises learning to address specific considerations like culture, geography, and budget, adapting to evolving needs.

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VCT also provides cost-effective, two-way classroom learning accessible anytime, anywhere, optimising results. Options for VCT include a classic format with one instructor and up to 20 participants, application sharing and breakout rooms. While Live 360 VCT enables HD video streaming with multiple presenters for real-time communication and agile environment changes.

To ensure a seamless experience, VPS collaborates closely with customers to develop and deliver training, preparing trainers and users, and can integrate with the organisation’s learning management systems, supporting self-service, real-time scheduling, and tracking.





LOOKING AHEAD

AI is still evolving. What seemed extraordinary when the likes of ChatGPT launched, is already commonplace. The immense potential to enhance training and administrative processes within the Learning & Development landscape is available for all.

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Adaptive learning models focus on setting learning objectives with huge scope for flexibility in how learners achieve them. The days of one-size-fits-all training are over for good. AI algorithms create personalised learning experiences and develop learner profiles that guide their progress and preferences, creating a holistic journey. This tailored learning approach means learners can finally navigate their own unique pathway and achieve their desired learning outcomes.

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As organisations continue to recognise the benefits, the adoption of AI-driven solutions will only accelerate. This shift towards adaptive learning represents a revolutionary leap forward in the effectiveness and efficiency of corporate training programs.

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Insights from The 2024 VPS L&D Priorities Survey and external research now offer an evidential basis to the importance of AI in L&D. By fostering a collaborative environment where AI enhances human capabilities, organisations can unlock new levels of productivity, engagement, and success in their training programs. This not only ensures that employees receive the support they need to succeed but also positions organisations to adapt quickly to the ever-changing demands of the business world.

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As more companies follow the examples set by VPS, the transformative potential of AI in adaptive learning paths becomes increasingly evident. By leveraging AI's capabilities to provide personalised learning experiences, organisations can achieve a higher return on investment in their training programs and drive long-term growth and development.

This not only ensures that employees receive the support they need to succeed but also positions organisations to adapt quickly to the ever-changing demands of the business world.

Organisations that prioritise AI-driven adaptive learning will be well-equipped to meet the needs of their workforce, fostering a culture of continuous learning and development that is essential for sustained success in today's competitive landscape.

With continuous advancements in AI technology and a growing recognition of its value, the future of L&D looks promising. Organisations that prioritise AI-driven adaptive learning will be well-equipped to meet the needs of their workforce, fostering a culture of continuous learning and development that is essential for sustained success in today's competitive landscape. As an experienced partner in this space, VPS offer flexibility and choice of learning systems to suit your training needs. From consulting with your business to working seamlessly with you every step of the way, VPS is the partner of choice in adaptive training, learning, and development.

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Unlock deeper insights on AI in Learning & Development! Dive into our full report: [VPS Learning & Development Priorities 2024](#). Discover what's shaping the future.





DIGITAL TRANSFORMATION DRIVEN BY LEARNING EXPERTISE

Vertex Professional Services (VPS) is a global provider of managed learning solutions for commercial, government and military customers.

At the heart of our business is our emphasis on understanding first and a strong culture of collaboration. Our customer-focused culture means we deliver outcomes that matter and build relationships that last.

VPS has proven expertise enabling customers to achieve digital transformation while improving the training experience for learners. From increasing business performance and productivity to optimising content for their learning ecosystems, Learning Management System (LMS) platforms including Totara, Cornerstone, and more. Our training technology experts apply a blended learning approach to future-proof online training to meet the evolving needs of organisations; underpinned by our award-winning digital learning content and virtual learning solutions like 'our studio Live 360 classroom'.

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