

Define Business Goals

A clear link between business goals, behaviour (change) needed to achieve better outcomes, and the learning goals of the program

Involve Stakeholders

Engage internal and external experts, co-create solutions, and communicate.

Drive Learning Transfer

Design down: from applied behaviour to what needs to be practiced & learnt.

Distill Insights

Collect data on the business challenge, the learning solution, the behaviour (change) and the targeted KPIs.



What do you want to improve?

Understand where you are and what you want to achieve.

1

Which AI tool will help you?

Select the right AI tool for the job.

2



How will you get started?

Define concrete next steps.

3

Discover learning needs

AI can support your research into the learning needs, challenges, and goals of the learners and the organization.

Focus: Link learning to business goals

Design learning content*

AI can help you create learning strategies, content, and assets (text, audio, video, etc.)

Focus: More relevant, high-quality experiences relevant to business goals.

Deliver learning experiences

AI enables you to personalize and dynamicize learning experiences.

Focus: More engaging, impactful experience

Analyze learning processes

AI can help you analyze learning processes and outcomes at scale.

Focus: Continuous improvement, better tracking of impact.

* most common AI use case - think beyond it!