AI-Powered Mastery: Transform Your Learning for 2025 and Beyond

March 2025

About Brandon Hall Group

OUR VISION

Inspiring a better workplace experience.

OUR MISSION

Empower excellence in organizations around the world through our research and tools each and every day

OUR CORE VALUES

Commitment   Quality   Candor   Client Driven   Giving Back To Our Community

Apply for Membership

We would love to have you join our surveys

Participate In Our Studies

![Brandon Hall Group™ Excellence Awards logo]

HCM Awards

Launch: January 2, 2025
Deadlines: April 11, 2025

Apply Now

Technology Awards

Launch: April 21, 2025
Deadlines: Sept. 12, 2025

Apply Now

Excellence In Action

ONGOING

Apply Now

Education Technology Awards

Launch: January 2, 2025

Apply Now

Elevate Your Expertise Transform Your Career Impact Your Organization

Join Brandon Hall Group Institute: Your Gateway to HR Excellence

- Unlimited access to cutting-edge research and insights
- World-class certifications and courses
- Collaboration with 300+ renowned HCM experts
- Industry-recognized programs and accreditations
- Alumni community and networking
- Custom research tailored to your needs

Transform into a strategic leader.
Drive organizational success.
Become indispensable in today's evolving business landscape.

Unlock Your Potential

Thank you to our roundtable sponsor.

Be sure to visit them at https://learningpool.com/

Meet Today's Panel

Ryan Cooper
Director of Off The
Shelf Content
Learning Pool

Lindsey Coode
Head of Innovation
Learning Pool

Funmi Wendel
Product Innovation Lead
Learning Pool

Alan Mellish
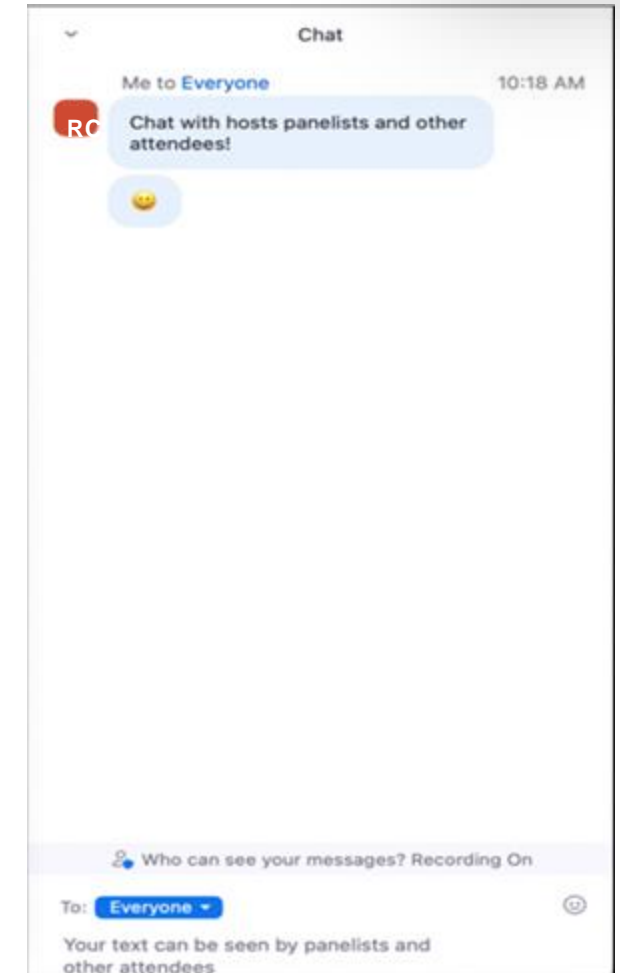Principal Analyst
Brandon Hall Group

Raffle
Contest

Stay until the end.
You might be a
raffle winner!

RAFFLE
★ ★ ★
TICKET

123456789

EXCELLENCE AWARDS
Excellence in Action 2025

We want to know what you're thinking

We answer questions live throughout the session, **chat box is open.**
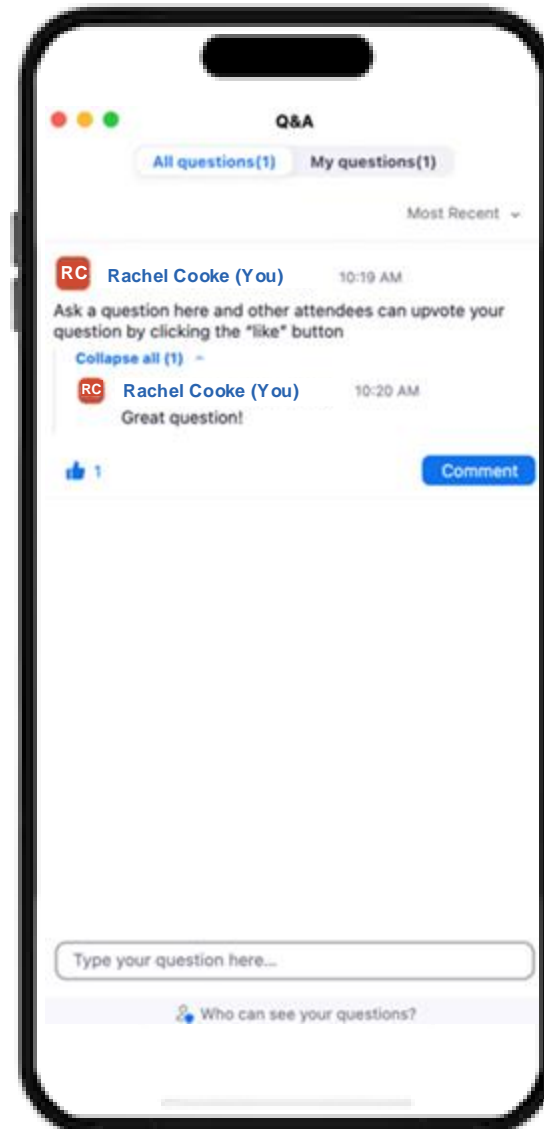
Agenda

- A quick look at the AI learning landscape
- Roundtable discussion
- Q&A

A quick look at the AI Learning landscape

Poll Question:

Are you planning to roll out AI-enabled learning?

- No

- Yes, we already have

- Yes, within the next 12 months

- Yes, but not sure when

Competing Priorities in Talent Management

Priorities in Talent Management, 2025

Improve employee experience, engagement and retention
58%

Address competency and skill gap assessment
55%

Improve alignment between talent strategy and business goals
53%

Focus on team development
45%

Move toward continuous performance management
45%

Empower and enable employees to own their career development
43%

Leverage predictive and prescriptive analytics
42%

Build a coaching culture
37%

Select/implement new talent management technology
27%

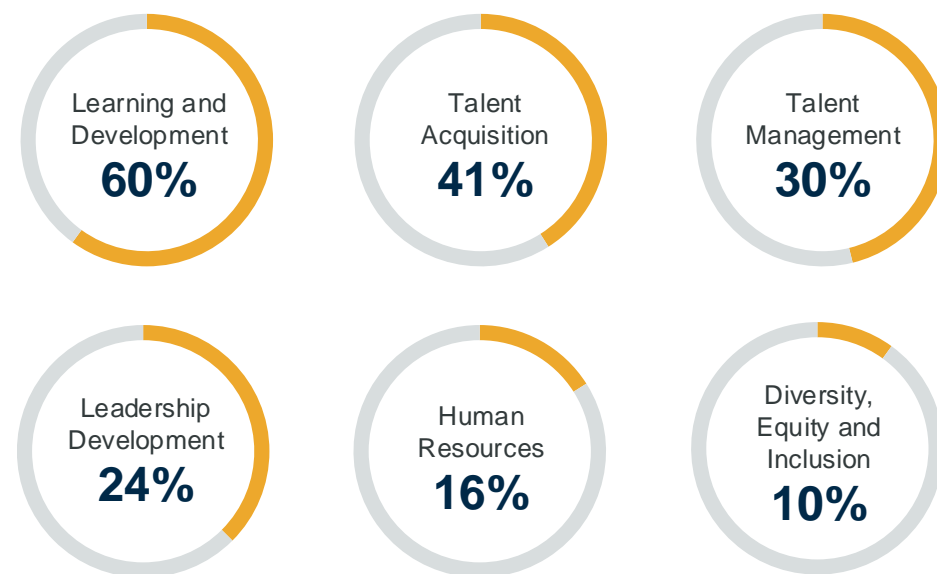Source: Brandon Hall Group™ study, HCM Outlook 2025

Poll Question:

What are your top challenges with skills assessments in your organization? (select all that apply)

- Proving ROI of L&D
- Aligning with business goals
- Designing engaging and effective assessments
- Managing assessment logistics
- Gathering data-driven insights
- Keeping pace with trends/best practices in assessment design
- Proving effectiveness of assessments to regulators
- Using results to improve employee performance

Impact of AI Projected to Hit L&D Hardest of All

Organizations Projecting High Impact for AI in HCM in 2025

Learning and Development
60%

Talent Acquisition
41%

Talent Management
30%

Leadership Development
24%

Human Resources
16%

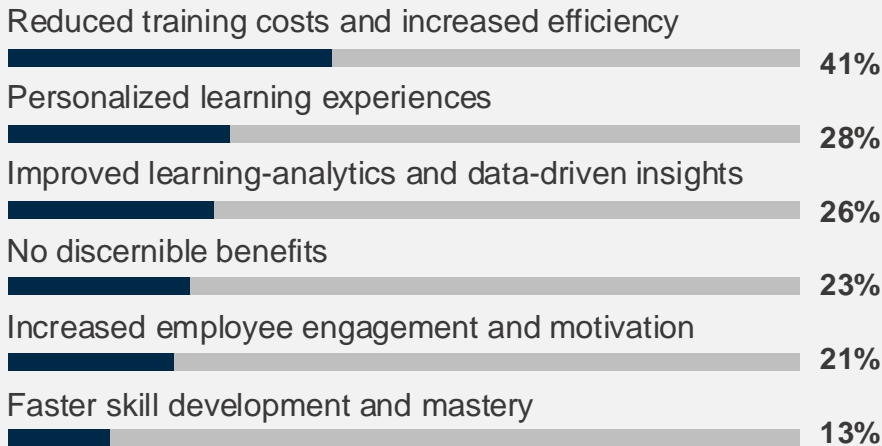Diversity, Equity and Inclusion
10%

Source: Brandon Hall Group™ study, HCM Outlook 2025

Cautious (but steady) Adoption of AI for Learning

Organizations Using AI Technology in Learning

Personalized learning recommendations
35%

Generating learning content and courseware
35%

Not using AI for learning at all
33%

Skill assessments
17%

Combining AI-powered tools and technologies
17%

Learning analytics
13%

Chatbots or virtual assistants for learning support
11%
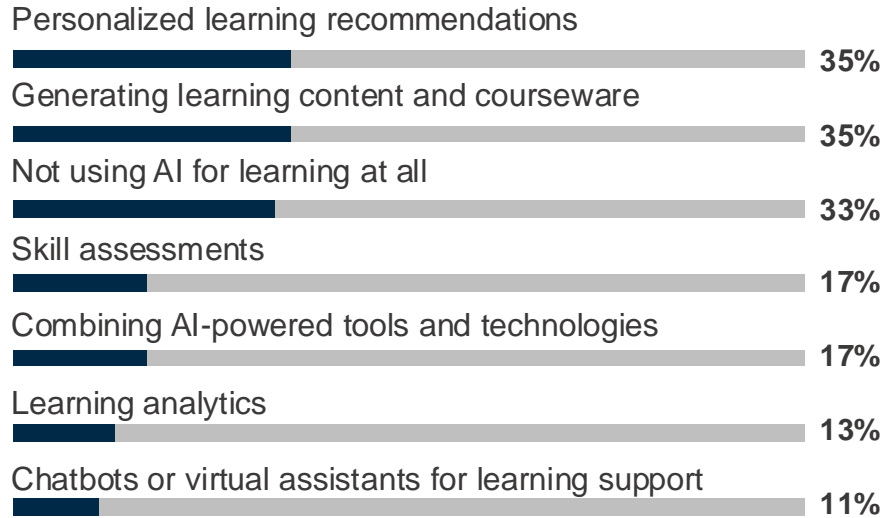
Brandon Hall Group™ Study, The Learning Revolution 2024

Benefits Identified from Incorporating AI Technology

Reduced training costs and increased efficiency
41%

Personalized learning experiences
28%

Improved learning-analytics and data-driven insights
26%

No discernible benefits
23%

Increased employee engagement and motivation
21%

Faster skill development and mastery
13%

Brandon Hall Group™ Study, The Learning Revolution 2024

Barriers to AI Adoption

Data privacy and security concerns
59%

Lack of AI expertise and knowledge
59%

Regulatory and compliance concerns
44%

Lack of budget/resources
37%

Technical complexity and implementation challenges
37%

Uncertainty about ROI and business impact
24%

No discernable challenges or barriers
17%

Resistance to change among employees
12%

Resistance to change from leadership
12%

Brandon Hall Group™ Study, The Learning Revolution 2024

AI and Learning:
Where to Start?

Where is AI best positioned to help?

How can AI help identify and close skills gaps faster?

Poll Question:

How comfortable would you be with AI creating learning content or grading assessments?

- Very Comfortable

- Somewhat Comfortable

- Neutral

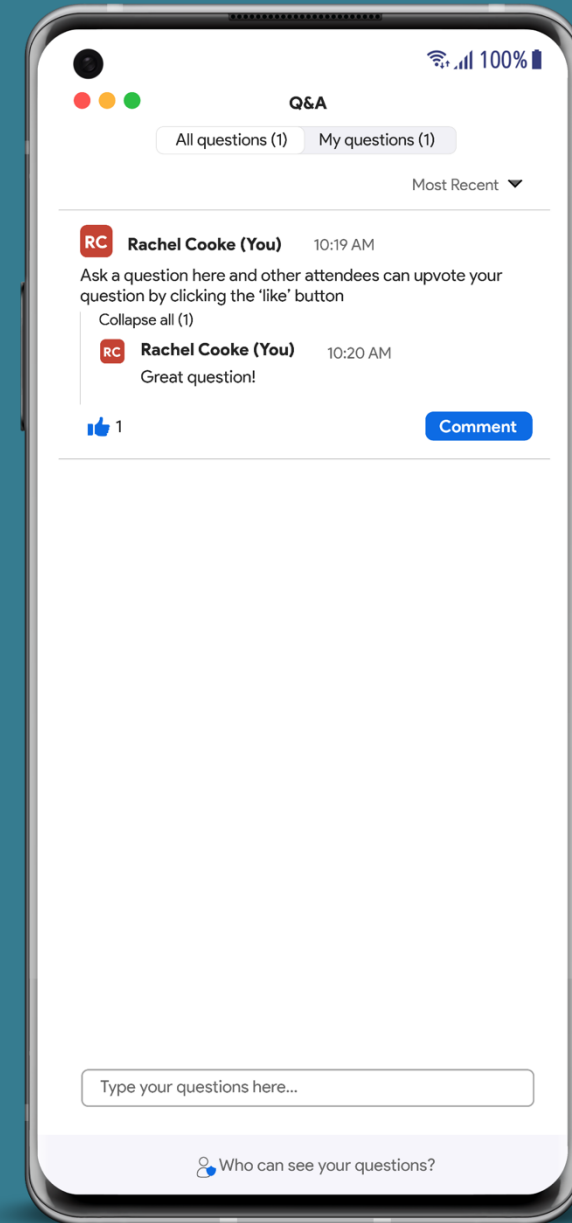- Somewhat Uncomfortable

- Very Uncomfortable

How do we provide more flexible personalized learning paths for talent?

How do we use AI to improve ROI of learning?

Challenging questions for learning tech providers about AI

Q&A

Please submit your questions and comments in the Question Box on your control panel for our presenters.

Raffle
Contest

And the winner is...

RAFFLE
★ ★ ★
TICKET
123456789

EXCELLENCE
AWARDS
Excellence in Action 2025

Thank you for joining us today!

You will receive a PDF of the presentation and a link to the recording within 24 hours.

Visit https://brandonhall.com/webinars/.