

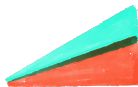
What Will Generative AI Do for Learning Tech This Year?



Connect



Align



Grow



Karie Willyerd

Chief Customer Strategy
Officer



BRIDGE



Jeff Fissel

VP Learning Solutions - Bridge



Let's Do This!

1

Setting the Stage: a framework for thinking about AI today

2

Why is this moment different?

3

The role of Learning and Development in supporting this transformation

4

Examples of how AI can help HR & learning now

5

Pro tips for writing good prompts

**CHANGE IS
HAPPENING
FASTER, GIVING
ORGANIZATIONS
LESS TIME TO SINK
OR SWIM!**

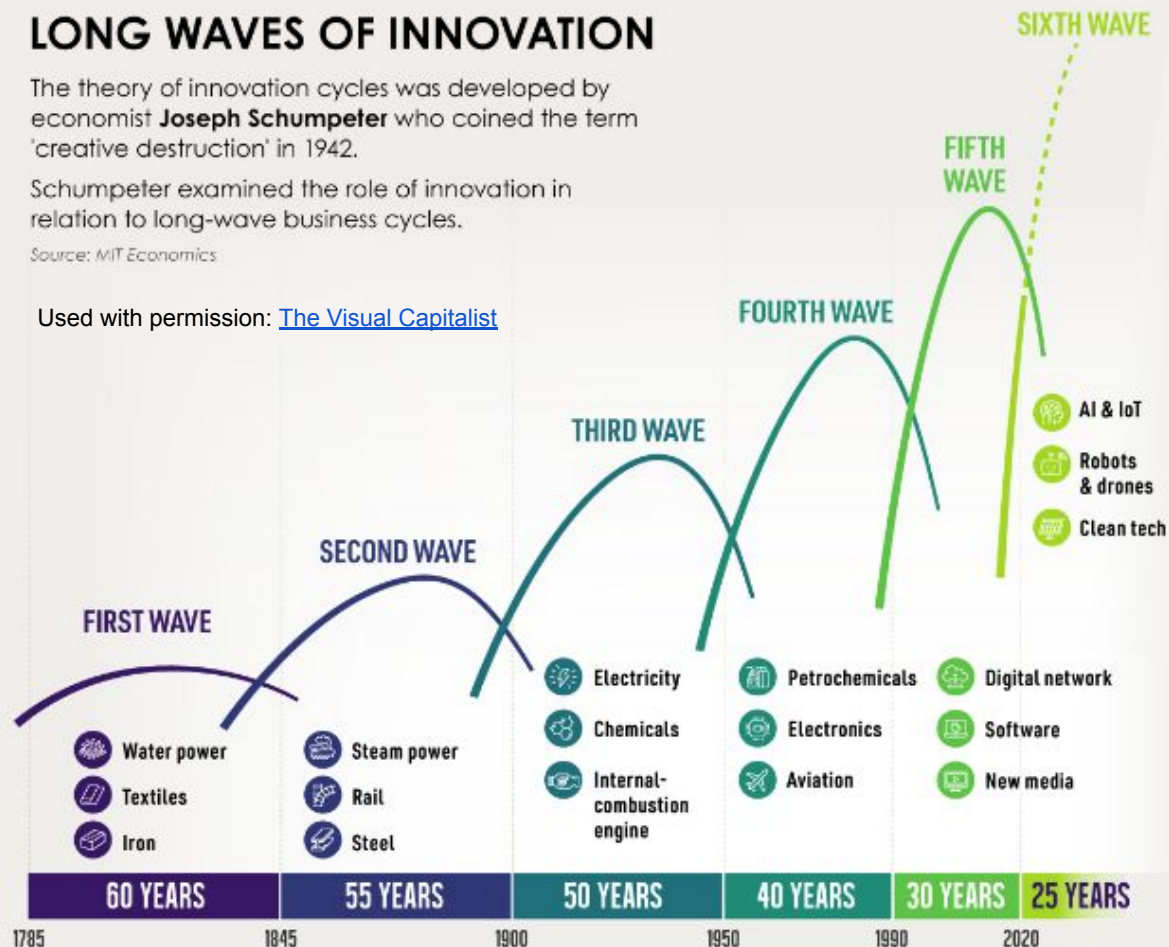
LONG WAVES OF INNOVATION

The theory of innovation cycles was developed by economist **Joseph Schumpeter** who coined the term 'creative destruction' in 1942.

Schumpeter examined the role of innovation in relation to long-wave business cycles.

Source: MIT Economics

Used with permission: [The Visual Capitalist](#)



Source: Edelson Institute

Your Experience?

How would you rate your experience level on Chat GPT?

1. Little to none
2. I've played around with it a bit
3. I'm using it on a fairly regular basis to increase my productivity
4. Hey, I've outsourced my job to ChatGPT and am living the good life

A framework for thinking about AI



Factors to consider in addressing the impact of generative AI



Position

Implications for industry-level disruption and market competitiveness



Portfolio

Organization-level review of vulnerable businesses



Products

Products and services offered by the organizations



Productivity

Opportunities for efficiency gains



Protection

Threats or risks posed to security or intellectual property

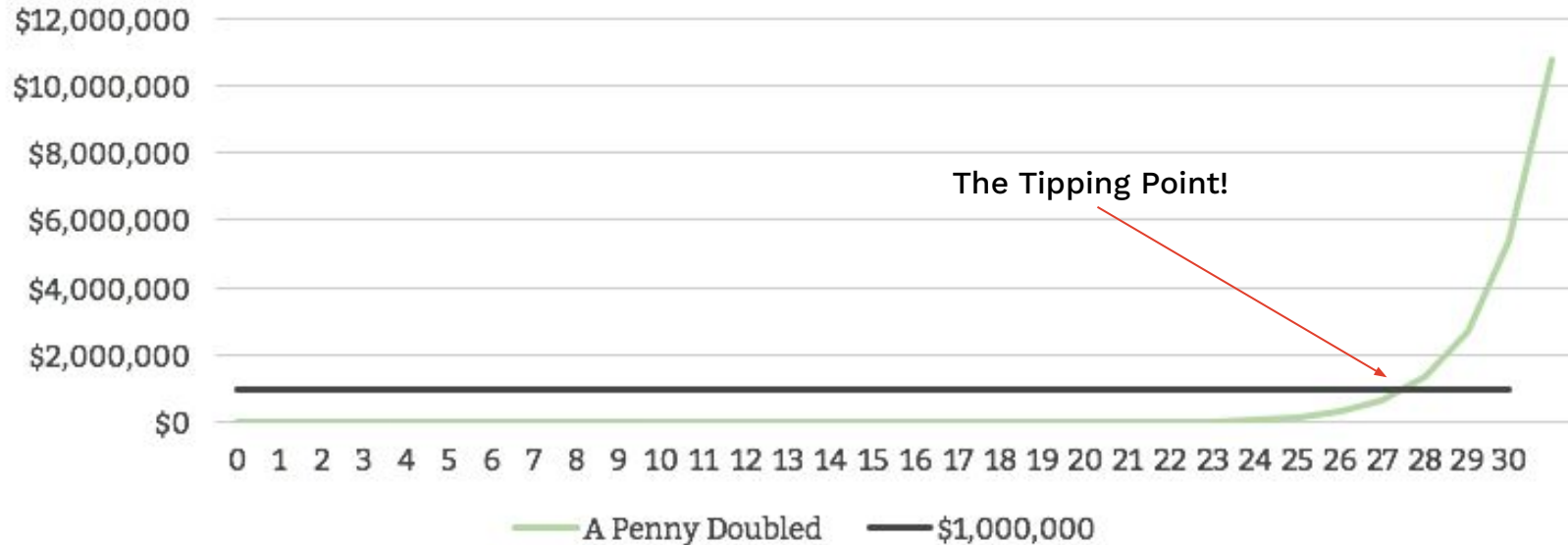


People

Job disruption
New skilling requirements

Once Cent That Doubles or \$1 Million Up Front?

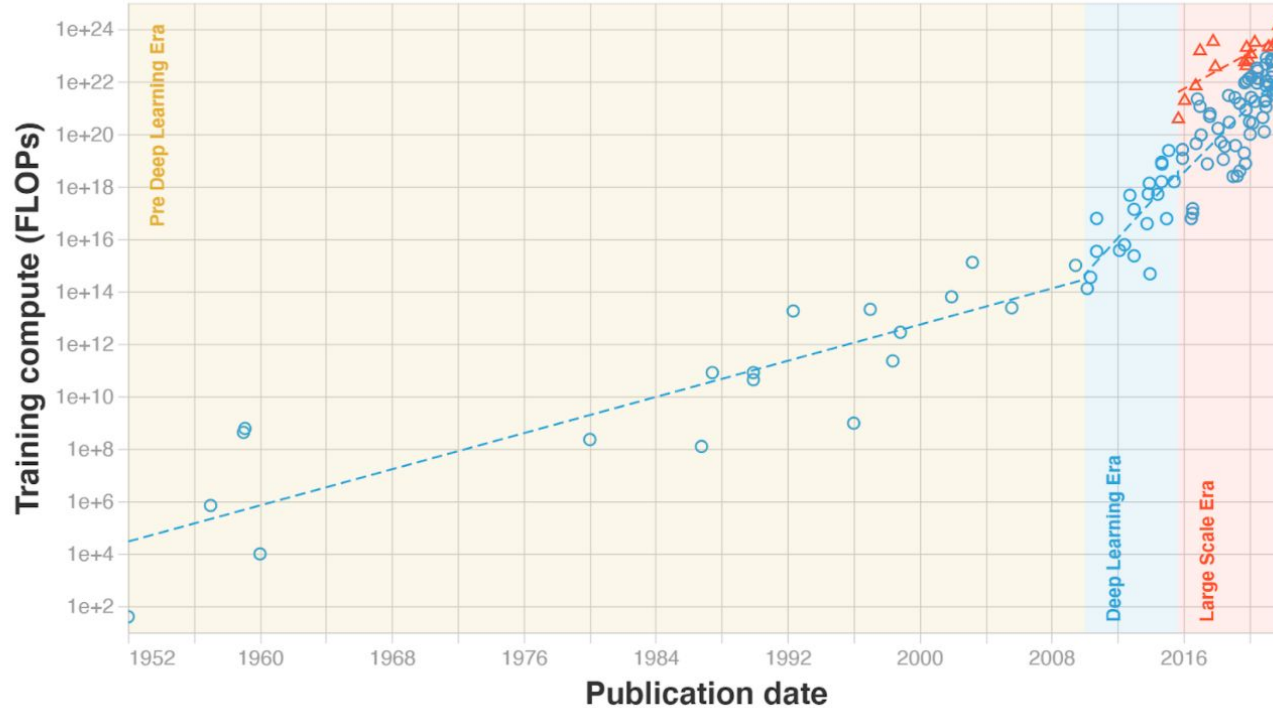
A Penny Doubled vs. \$1,000,000



The Three Waves of Artificial Intelligence

Training compute (FLOPs) of milestone Machine Learning systems over time

n = 118



ChatGPT and LaMDA AI pass the Turing Test



<https://openai.com/chatgpt-passes-the-turing-test/>



ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



* one million backers ** one million nights booked *** one million downloads

Source: Company announcements via Business Insider/LinkedIn



statista

Parlor Trick or Game Changer?

How much do you think generative AI will change your organization in the next 3 years?

1. Little to none
2. On the edges, like productivity gains
3. Some jobs will be highly affected; most won't
4. A profound reshaping of work and the interaction with machines

Examples of how AI can help Learning & Development Today



Tasks that AI can help you with



**Custom Job
Architecture**



**Skill-Based Learning
Recommendations**



**Development Plan and
Career Vision**



**Interactive Skills
Communities**



Talent Mobility



**Continuous Skill
Feedback**

Skill Management & Development





80%

**of organizational skills will
have to be reprioritized or
revisited because of digital
business transformation by
2024** -Gartner



82%

**of executives see reskilling
as critical to business
success** -McKinsey Global Institute

**Skill to
Market
Fit**

**Skills your company
needs to compete in
your market**

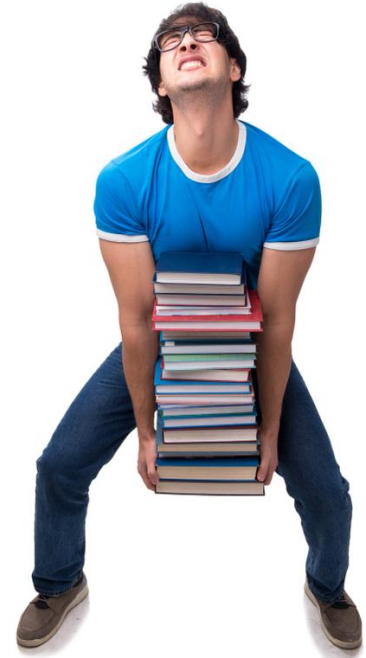
**Skill to
Org
Fit**

**Skills your employees
need to succeed in your
organization (and
beyond)**

Use AI powered services: Skill to Market Fit

- Others have already done the work
- Leverage market data
- AI is great at synthesizing large amounts of data
- Made it much easier and more affordable

Examples: Lightcast/EMSI/Burning Glass, Degreed, Workday, LinkedIn



Understanding the Skills your Organization has today

Don't remove people from the equation

AI + Assessments = Just a bunch of data

AI + Assessments + People = Useful Skills Inventory

How Managers can help build your skills inventory?



Using Generative AI to help managers have better conversations

Give managers some
prompts they can
use



I'm about to have a one on one conversation with a member of my team, I'd like to talk with them about career development opportunities and better understand the skills they'd like to develop. We are in the manufacturing industry and are a part of a 500 person company. Can you provide me some conversation starters to help guide the conversation?



Sure! Here are some conversation starters that could help guide your discussion with your team member about career development opportunities and skill development:



1. What are your short-term and long-term career goals?
2. What are the skills and knowledge you'd like to develop to help achieve those goals?
3. What are your strengths that could be leveraged in your current role, and what areas do you feel you need to work on to achieve your goals?
4. Are there any specific training or development opportunities you are interested in pursuing?
5. What areas of the company do you feel you would like to gain more exposure to, and why?
6. How do you see your skills and expertise aligning with the company's overall strategy and objectives?
7. Are there any areas where you feel you could add more value to the company with additional skills or training?
8. How can we work together to ensure you have the support and resources needed to achieve your career development goals?

Remember to listen carefully to your team member's responses and ask follow-up questions to gain a deeper understanding of their aspirations and concerns. Good luck with your conversation!

Using Generative AI to help managers have better conversations

Give managers some
prompts they can
use



I need some development activities that could include linked in learning content to improve my skills in product management, could you give me 5 suggestions?



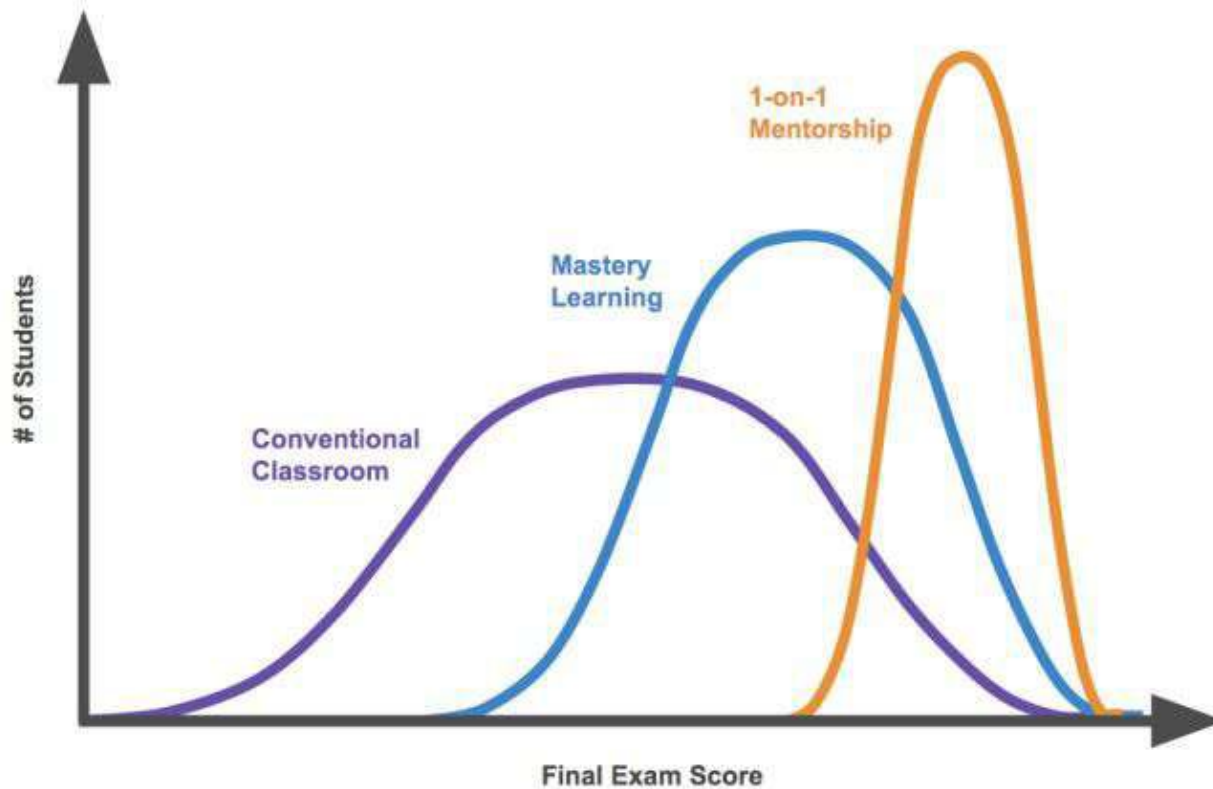
Sure, here are 5 development activities that could include LinkedIn Learning content to improve your skills in product management:



1. Develop your knowledge of product management fundamentals: LinkedIn Learning offers a range of courses covering the basics of product management, including market research, customer discovery, and agile methodologies. One example of such a course is "Product Management Foundations" by Cole Mercer.
2. Build your strategic thinking and planning skills: Product management requires the ability to think strategically and plan effectively. LinkedIn Learning offers courses on topics such as strategic planning and business analysis that can help you improve these skills. One example of such a course is "Business Analysis Foundations" by Greta Blash.
3. Deepen your understanding of customer needs and behaviors: A key part of product management is understanding your customers' needs and behaviors. LinkedIn Learning offers courses on topics such as user research and customer journey mapping that can help you improve these skills. One example of such a course is "User Experience (UX) Research Fundamentals" by Amanda Stockwell.
4. Sharpen your communication and collaboration skills: Product management often involves working with cross-functional teams and stakeholders. LinkedIn Learning offers courses on topics such as communication, collaboration, and leadership that can help you improve these skills. One example of such a course is "Leading Without Formal Authority" by Elizabeth McLeod.
5. Stay up-to-date with industry trends and best practices: Product management is a constantly evolving field, and it's important to stay up-to-date with the latest trends and best practices. LinkedIn Learning offers courses on emerging topics such as artificial intelligence and data-driven decision making, as well as courses on established product management frameworks such as the lean startup methodology. One example of such a course is "Data-Driven Decision-Making for Business Professionals" by Michael Taylor.

I hope these suggestions are helpful!

Bloom's Two Sigma Problem



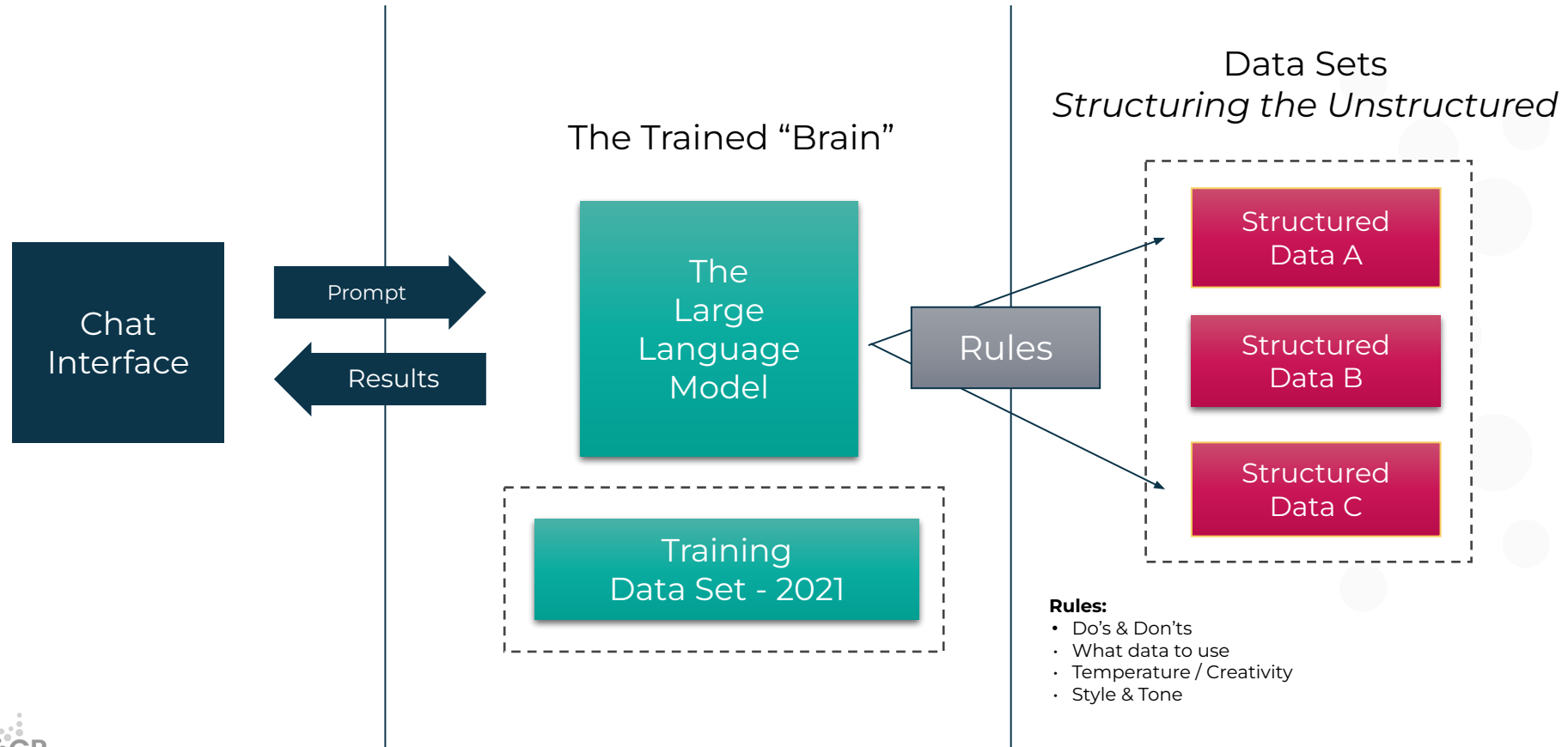
**AI *can* give you more time
to focus on human
connection**



Pro Tips for GPT or any LLM



How to think about Generative AI and Data



- Rules:**
- Do's & Don'ts
 - What data to use
 - Temperature / Creativity
 - Style & Tone

ChatGPT Prompting Basics

Common mistakes to avoid:

- Lack of specificity
- Unstructured, sprawling prompts
- Thinking only about content creation (consider the role generative AI might play in research, outlining, brainstorming, reworking content in a new tone...)
- Too many steps at once

ChatGPT Prompting Basics

Step 1: Audience Role

You are a(n)...

- L&D specialist
- DEI expert
- Technical development specialist
- HR Generalist
- Leadership development manager

Step 2: Output

Create a....

- **List of exercises** to self-reflect on communication styles in the workplace
- **Lesson plan** on implicit bias
- **Video script** introducing more advanced data analytics skills for non-technical roles
- **“Cheat sheet”** of the most common UX mistakes a junior web designer will make, and the best ways to avoid them
- **List of activities** that could help team leaders at a tech company boost psychological safety

Step 3: Specific Instructions

May involve multiple steps

- This is a first draft. Keep it simple and use bullet points.
- This will be a cohort-based learning setting, so make the questions spur conversation.
- Make it informal and use terminology a non-expert could understand.
- Ensure the video is no longer than 90 seconds. Use specific examples of how learners could apply these skills in their jobs at a financial services firm, Acme Inc.
- Make sure the exercises work for remote teams.

What can you do now?

QUOTE OF THE DAY

“As machines get better at being machines, humans have to get better at being more human. . . . So human empathy, EQ, et cetera, will all become more important for employment.”

—Andrew J. Scott, professor of economics at the London Business School, on the effects of AI on older workers in a [recent episode](#) of McKinsey Global Institute’s *Forward Thinking* podcast

- AI & Data are great friends
 - Is your data in a good place?
 - Is it accessible?
- Play with the tools
 - ChatGPT
 - Bing
 - Bard
 - GPT Code interpreter
- Find low consequence use cases (like we just shared)
- Join a community of people talking about this
- Follow thought leaders

RECAP

1

AI is coming & probably already here

2

Find repeatable tasks you can automate

3

Think about accuracy

4

Consider a strategic plan for your organization

Questions?

Let's hear it in the chat.



BRIDGE

THANK YOU

