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A MadCap Software® Company

Webinar

AI Readiness Tested: Your Proprietary Content is the Answer

Leslie Farinella
Content Innovation Strategist

How can AI unlock new capabilities we don’t have today? What if ….

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WHY do we do what we do?

Unlock the full potential in people.

Success is measured by:

- the ability to staff roles and projects with capable talent
- time to acceptable performance

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So that…the enterprise thrives

In today's world, everyone learns every day, irrespective of the company's effectiveness at delivering learning.

The game-changer is when an organization can tap into that learning to benefit the learner as well as the organization.

Organizations at the highest level of learning maturity **facilitate growth for their workers.**

These organizations have significantly superior talent and business outcomes and are almost 30 times more likely to be great places to work.

L&D has a new mission: in the flow of work - LinkedIn Learning, August 10, 2022

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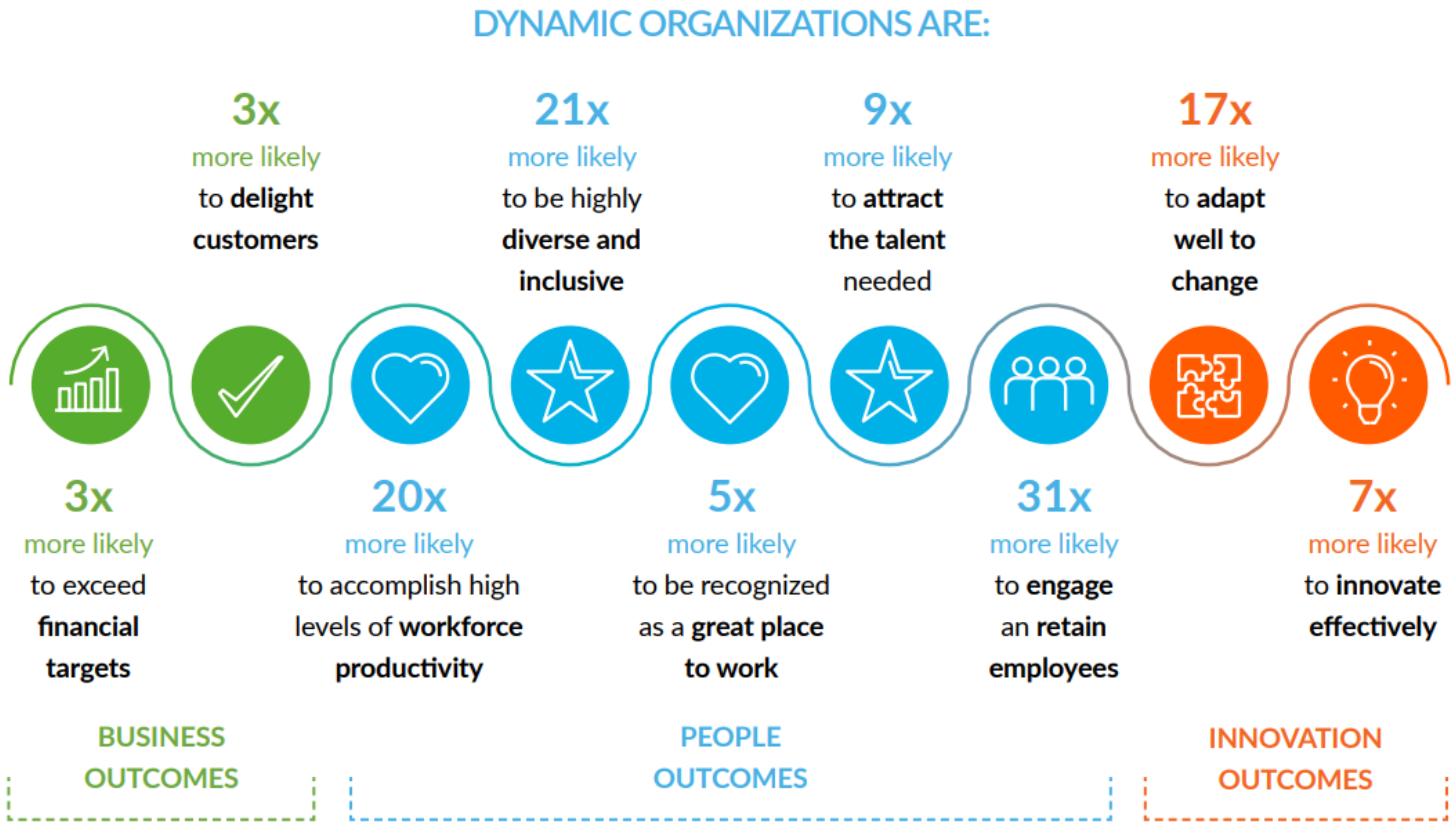
Building dynamic organizations drives exponential business growth.

Dynamic organizations **proactively anticipate** changes in the business environment and **continuously transform** at speed and scale drive exponential business, people, and innovation outcomes.

Source: Josh Bersin The Definitive Guide to Building a Dynamic Organization



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Consider how AI can unlock human potential

Consider the foundational strategic capabilities we need to support AI initiatives

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We need to orchestrate learning to benefit the learner as well as the organization.

58%

of the workforce needs new skills to do their job.
(Gartner, 2021)

41%

of the workers feel they have the skills they need to thrive for the next 4 years (Deloitte, 2020)

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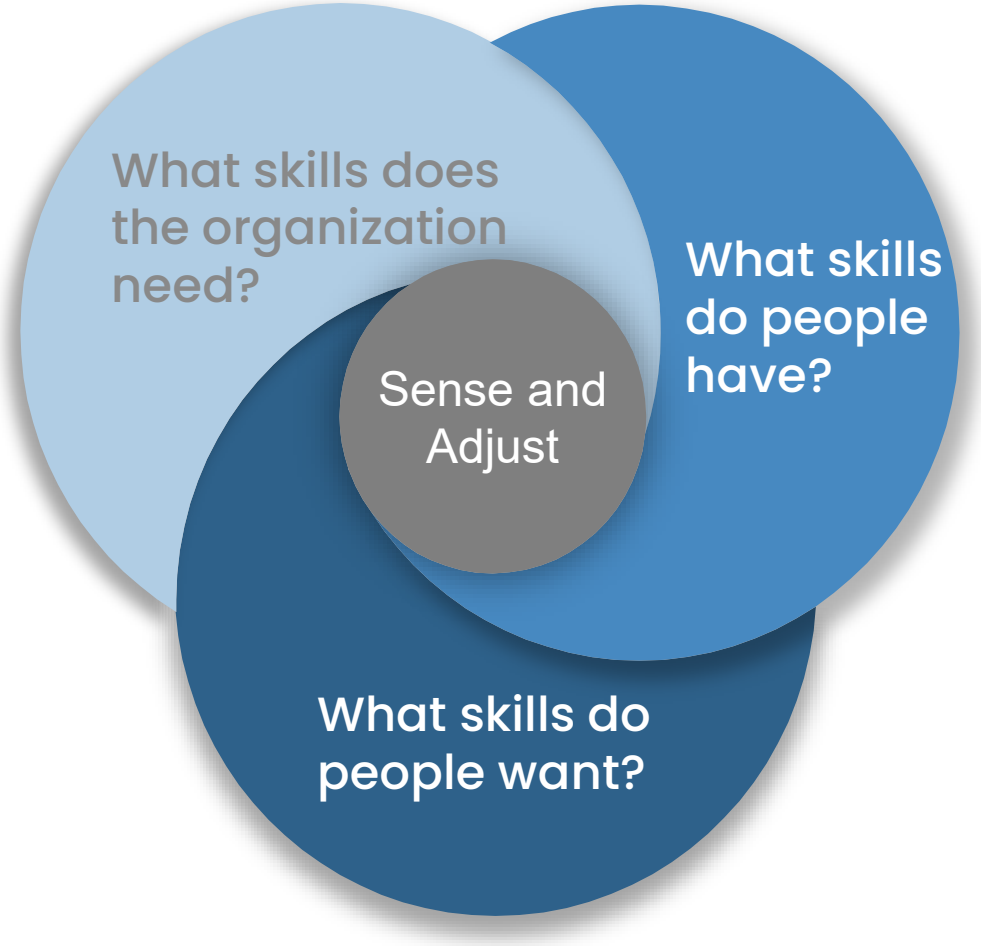
We need to adopt a supply and demand model for skills.



Use AI to balance skills supply and demand to:

- Enable agility
- Forecast skill needs
- Orchestrate skill development
- Expose careers options & skill requirements
- Continuously nudge people towards high demand skills to drive performance

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How can we apply AI, ML, LLM to solve L&D challenges? What if ...

Match People to Work

Analyze the skills people have & their career goals, and the skills organizations need and plot a path to align A to B

Prepare people for their current and next role

Match people to roles based on skills

Continuous Learning

Orchestrate hyper-personalized learning journeys

Enable learning when and where it is needed

Provide more ways to learn

Learning is a constant drip and not a faucet

Easier to Find Answers

Provide the answer people need to finish a task or solve a problem

Curate, synthesize, summarize information

Anticipate needs with hints and reminders

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Match People to Work

Learning is assigned or suggested based on workers' jobs and career paths

FROM

Untapped Human Potential

TO

Personalized learning, development, and reskilling opportunities based on workers' skills, potential adjacent skills, and skill gaps

Source: Deloitte Insights - Moving your organizational strategy from jobs to skills – July 2022

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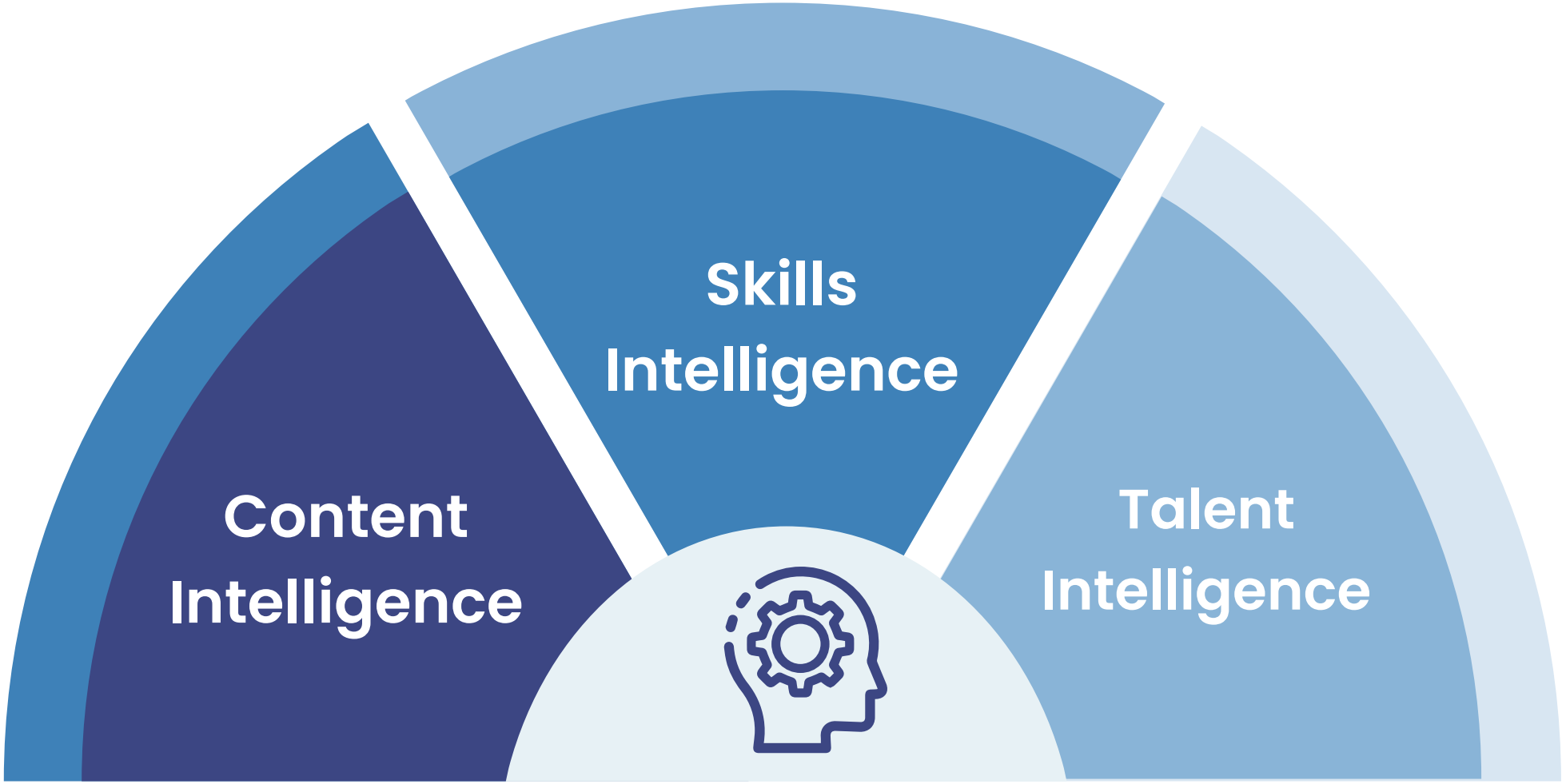
New Suites of AI Power Tools



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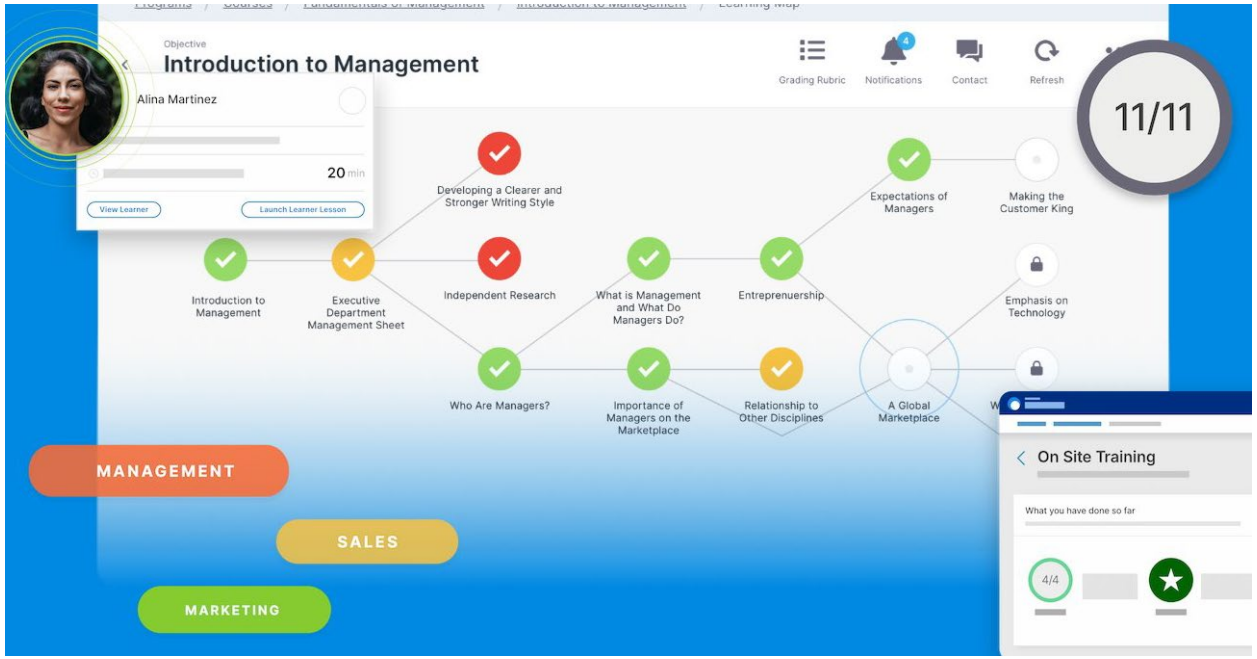
Empower Continuous Learning

Source: Eightfold Talent Intelligence Website



Source: Realizeit Adaptive Learning Website

Feed tools with your proprietary content

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Empowering Continuous Learning

Continuous learning is:

- Data driven
- Dynamic
- Hyper-personalized
- Orchestration of many different reinforcing interventions
- Skills and proficiency based
- Continuous drip

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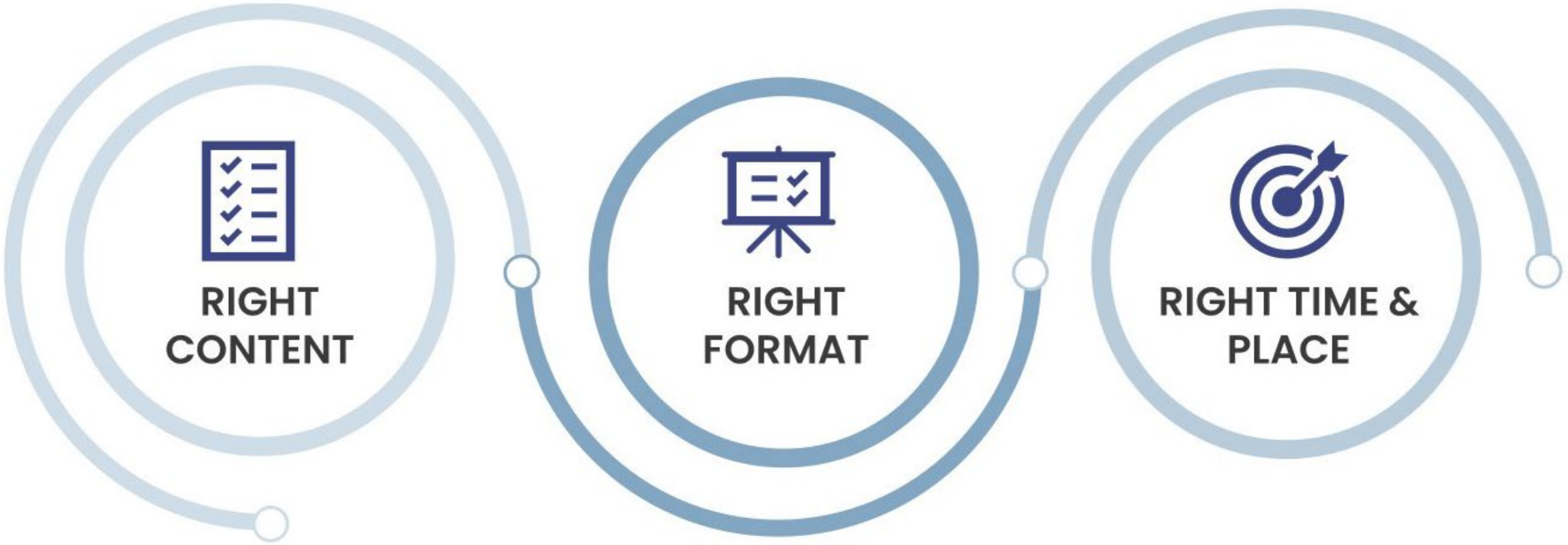
Enabeling more orchestrated solutions



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Driving better performance

5 Moments of Need

Apply	Change	Solve	New	More
Remember – Look something up	**Move from what you know to something new**	**Encounter a problem or challenge**	**Acquire new knowledge**	**Expand current knowledge**
Reduce support tickets Reduce errors & rework Time to answer = productivity	Agility Smooth transition Reduce errors, tickets	Speed to resolution Customer satisfaction Uptime	Agility Speed to proficiency Productivity	Subject Matter Expert Mentor and Support
User Guide In-App Help Documentation FAQ/Troubleshooting Guide Reference Guide / Procedure	Summary – what's changed Updated guides & docs Training Practice / Procedure Certification	Documentation Troubleshooting Guide Knowledge Article Policy or Procedure Help	Training Guided Practice Help to Apply Help to Solve	Training Certification Help to Apply Help to Solve

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AI Readiness

Proprietary content is fuel for AI

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Proprietary Content is Fuel for AI

Support RAG initiative (Retrieval Augmented Generation)

- extends the already powerful capabilities of LLMs to specific domains or an organization's internal knowledge base, without the need to retrain the model
- retain relevancy with latest information
- provides source attributions

Things to consider:

- Garbage in / garbage out
- Centralized easily accessible (API driven) content repository
- Well structured and tagged content is rocket fuel for AI

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AI Readiness

What strategic foundational capabilities do we need to build now to prepare for AI?

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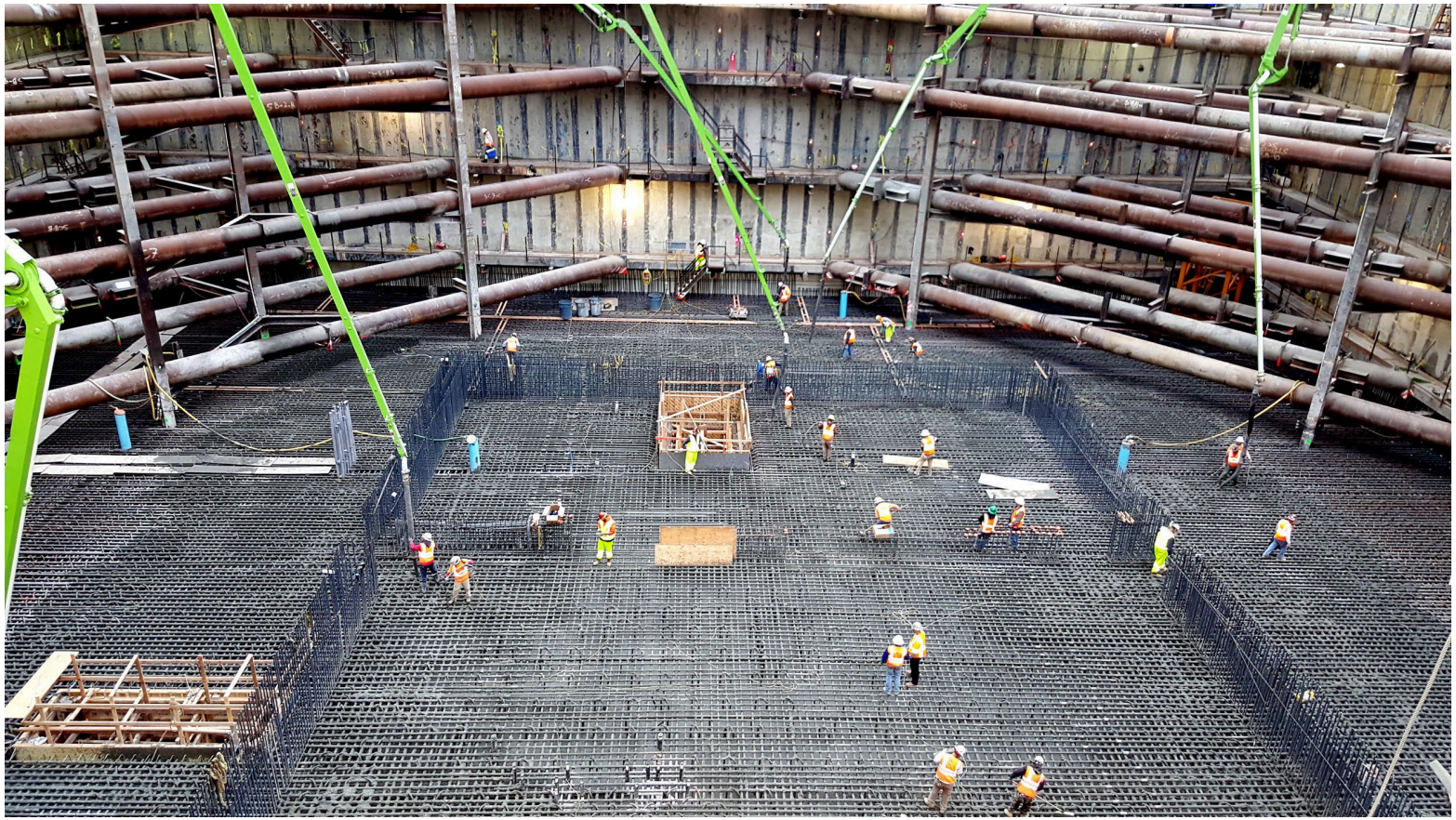
Foundations are important



Salesforce Tower, San Francisco. Source: Wired Magazine Nov 2015, Boston Properties Photo

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We need to build foundational capabilities that provide learners the help they need when they need it.

We need the capability to:

- **Create a centralized, connected, and scalable ecosystem** able to meet the specialized and changing needs of each learner group.
- **Drive dynamic experiences with smarter content.**
- **Manage the efficient flow of metadata** across systems to connect users to relevant content and learning experiences.
- **Establish a governance framework** to support modular content that can easily adapt to changing business and learner needs.
- **Use data analytics to guide actions** to fill knowledge and learner experience gaps.

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Strategic Capability

Create a centralized, connected, and scalable learning ecosystem able to meet the specialized and changing needs of each learner groups

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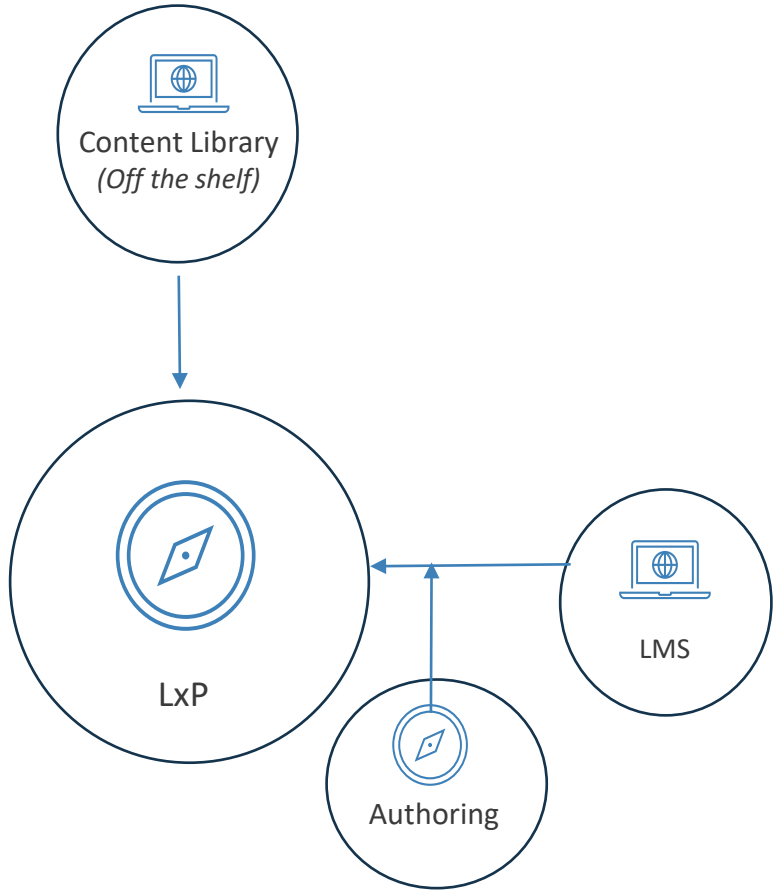
Where we are now ...



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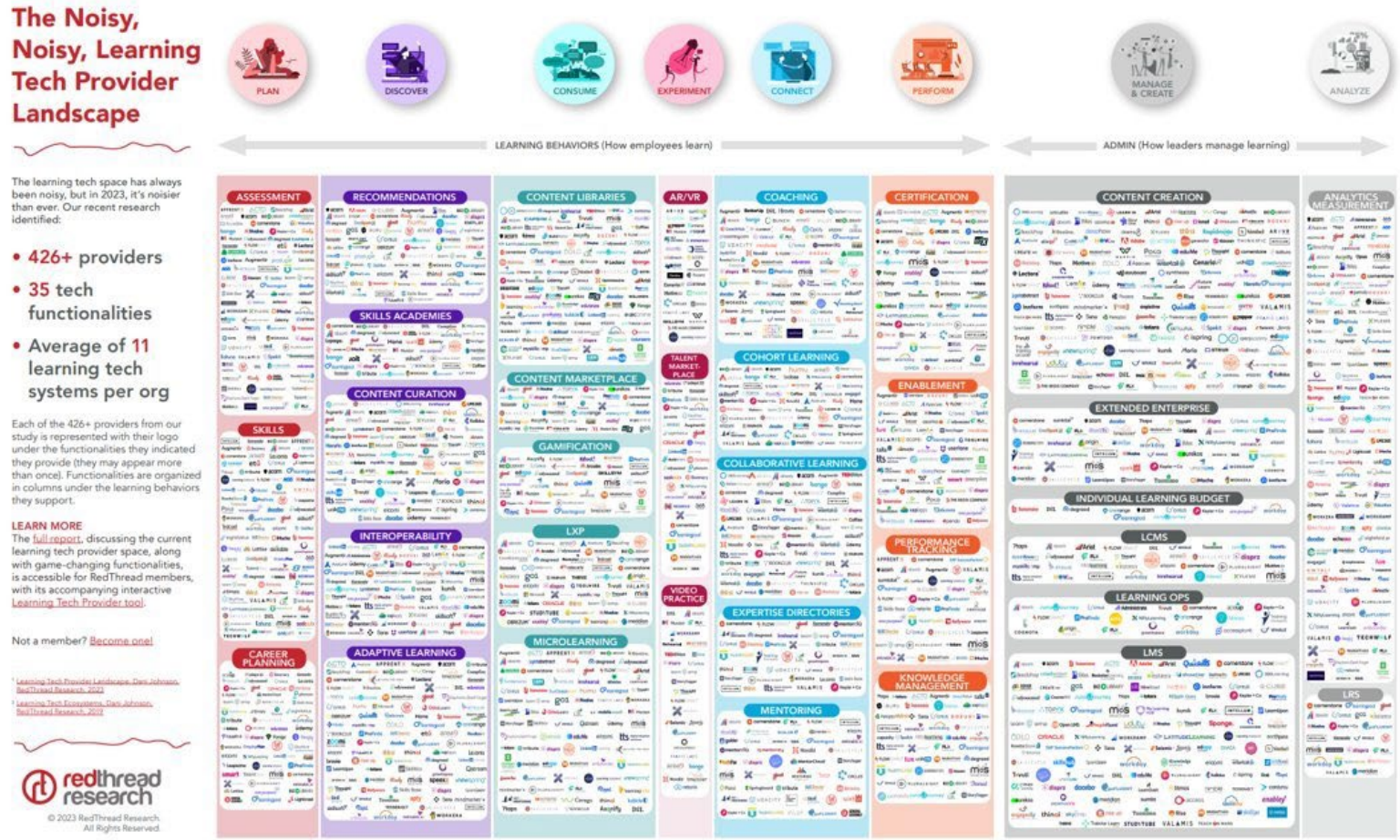
AI Solutions need proprietary content as fuel

We need to tailor technology to specialized audience needs.

Without creating:

- Silos of content and data
- Inconsistent messages
- Disconnected user experiences



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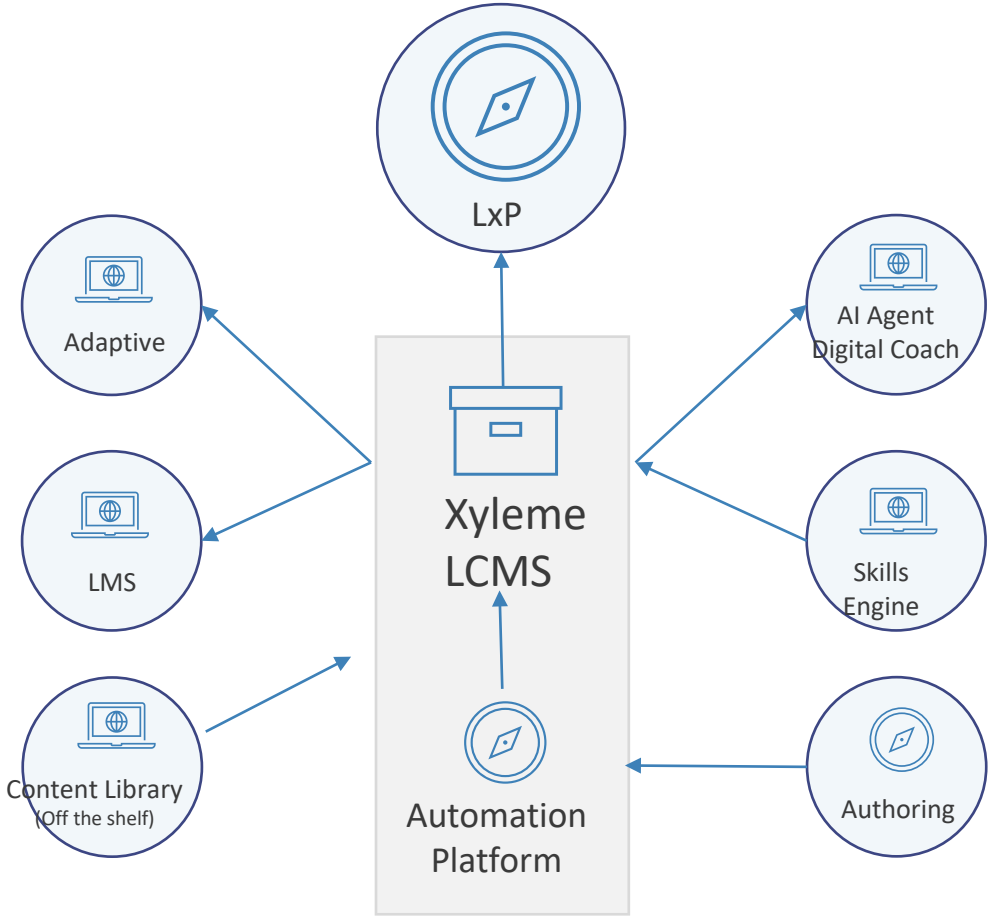
Build a plug and play architecture



- Single source truth for content
- Content can easily flow between systems
- Centralized data collection
- Robust set of APIs to support automation
- Share content metadata

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Strategic Capability

Drive dynamic experiences with smarter content

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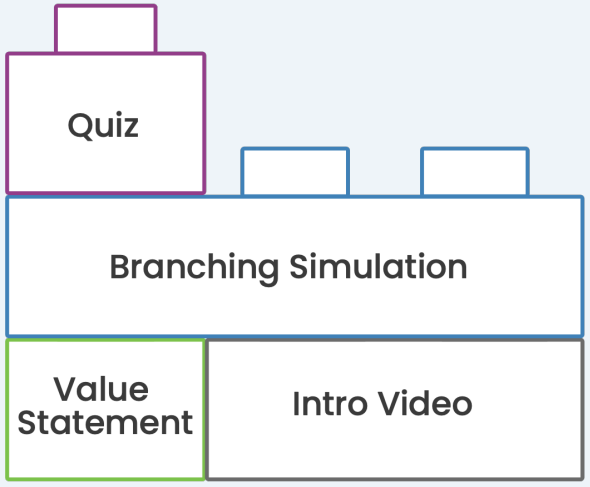
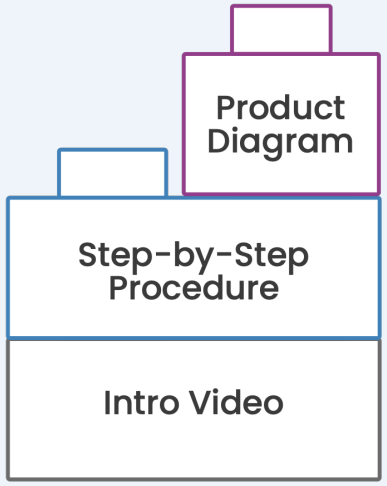
Make your content dynamic

Break content into individual components so you can **mix and match** to meet specific needs and experiences.

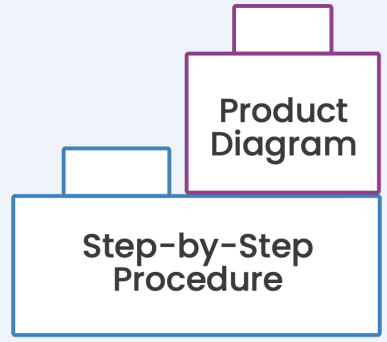
Onboarding



Refresher



Performance support



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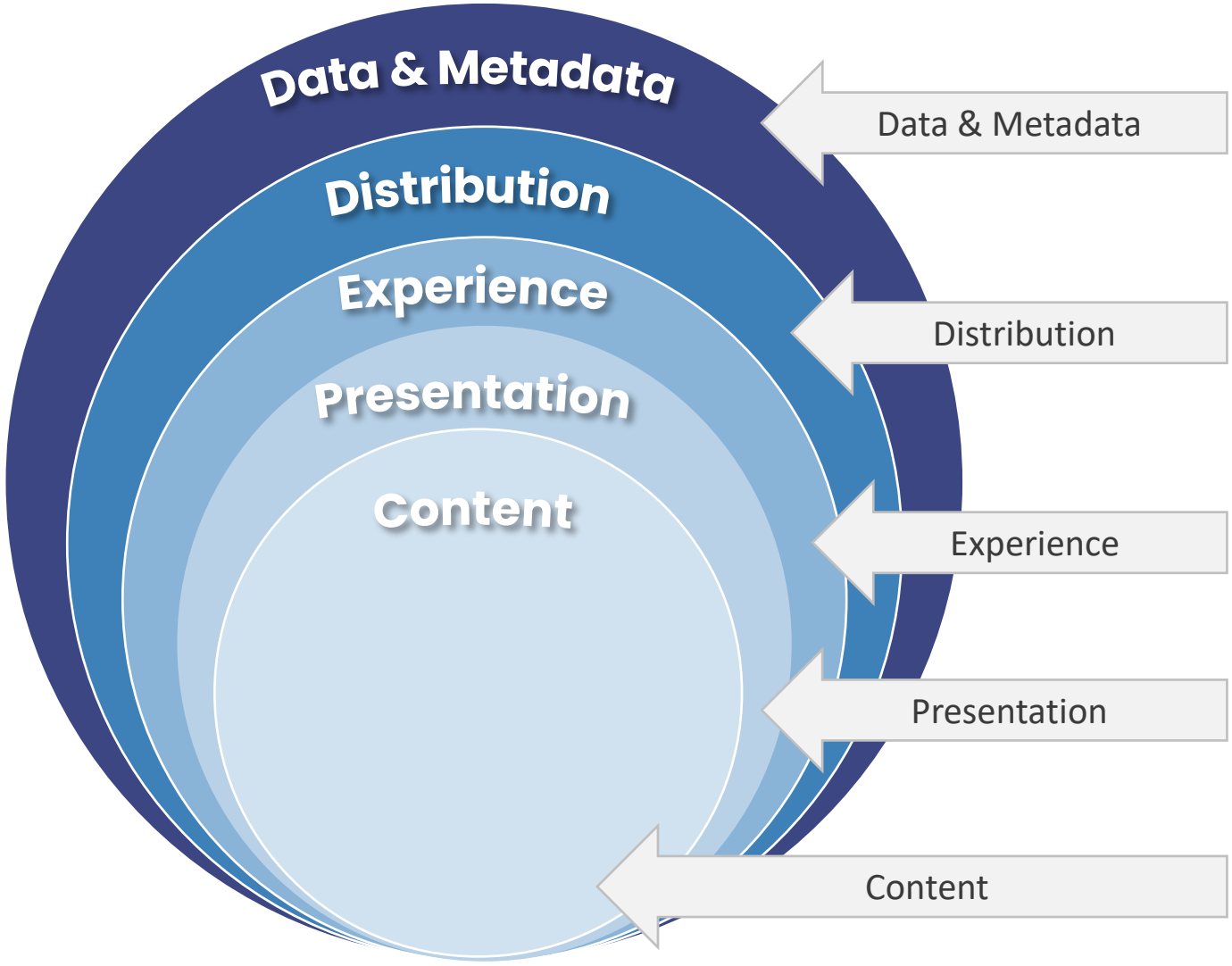
Xyleme LCMS drives content interoperability



Use metadata to enhance the flow of content and data. Centralize data collection in LRS.

Automates the flow of content and data (APIs, headless CMS)

Delivers content to many platforms

Transform content into many formats

Content is data – well structured, deconstructed, semantically rich

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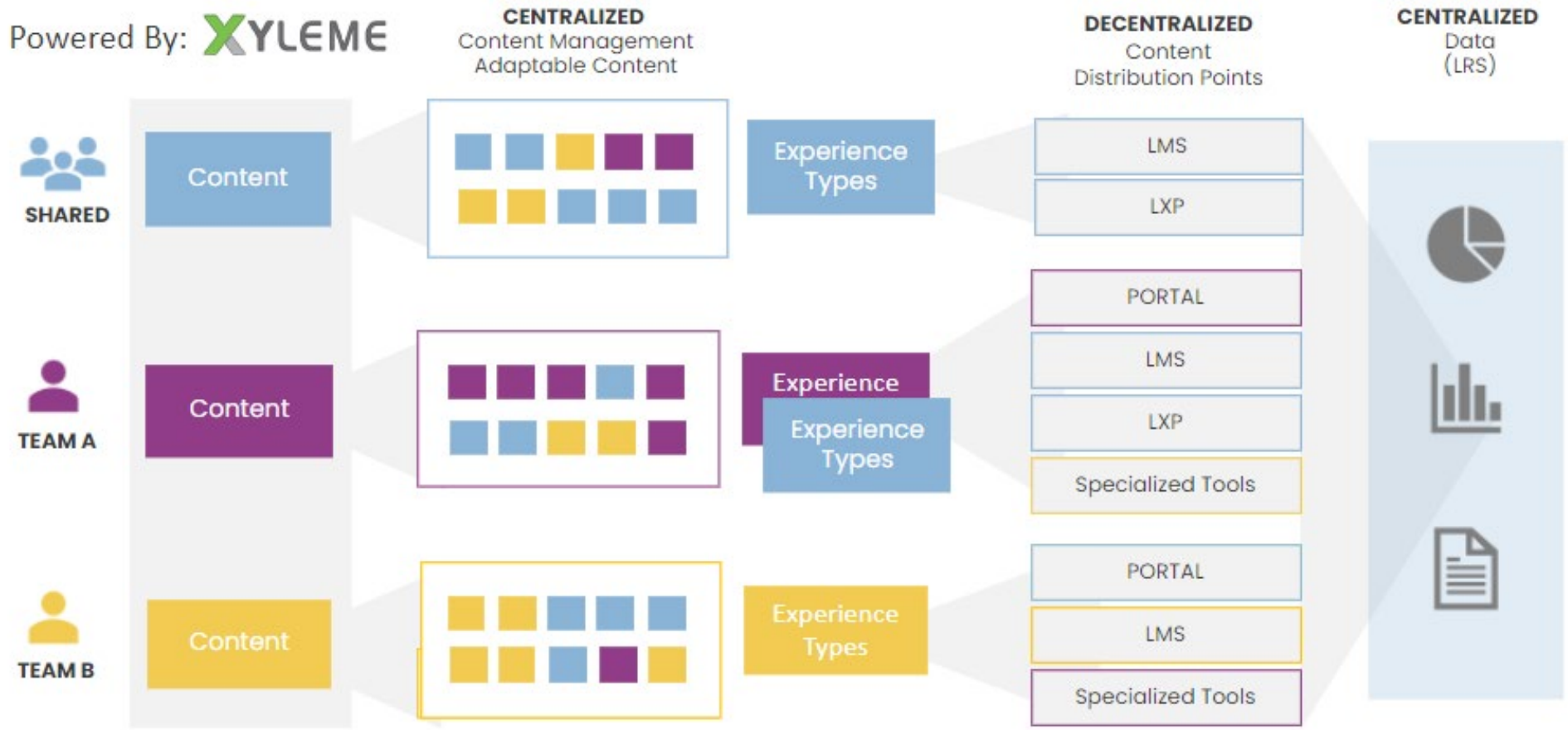
Xyleme LCMS provides flexibility



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Well structured content is AI rocket fuel

Structured content and standardized interaction data are rocket fuel for AI.

SEMANTIC MEANINGS

Semantic meaning is baked into structured content, giving AI tools much more context when processing the content

STANDARDIZATION

Predefined schemas and standards ensure consistency across different content, reducing risk of hallucinations, and increasing interoperability with AI-powered tools

SEAMLESS INTEGRATION

Schemas and standards make interoperability much easier to achieve throughout your learning ecosystem

GRANULAR ANALYSIS

Individual semantic elements are available at a very granular level, such as paragraphs, or even individual text elements, instead of limited to "topics"

EFFICIENT PROCESSING

Structured content is inherently more machine-friendly, AI can exploit the consistency of structured content to streamline processing

DATA RELATIONSHIPS

Combine structured content with interaction date to draw meaningful insights from what your content is, and how it's performing

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We need to deliver learning moments across the 5 Moments of Need

Apply	Change	Solve	New	More
Remember – look something up	**Move from what you know to something new**	**Encounter a problem or challenge**	**Acquire new knowledge**	**Expand current knowledge**
✓ Reduce support tickets ✓ Reduce errors & rework ✓ Time to answer = productivity	✓ Agility ✓ Smooth transition ✓ Reduce errors, tickets	✓ Speed to resolution ✓ Customer satisfaction ✓ Uptime	✓ Agility ✓ Speed to proficiency ✓ Productivity	✓ Subject Matter Expert ✓ Mentor and Support
• User Guide • In-App Help • Documentation • FAQ/Troubleshooting Guide • Reference Guide / Procedure	• Summary – what's changed • Updated guides & docs • Training • Practice / Procedure • Certification	• Documentation • Troubleshooting Guide • Knowledge Article • Policy or Procedure • Help	• Training • Guided Practice • Help to Apply • Help to Solve	• Training • Certification • Help to Apply • Help to Solve

Driven by smarter content!

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Smart Content is a Competitive Advantage

Content is **tailored to audiences**

Personalize content by role, region, skill level, product...

Content isn't **trapped in a single format**

Separate content from presentation with dynamic publishing

Content is **accessible where people need it**

Distribute content everywhere from a single source

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Strategic Capability

Manage the efficient flow of metadata across systems to connect users to relevant content and learning experiences.

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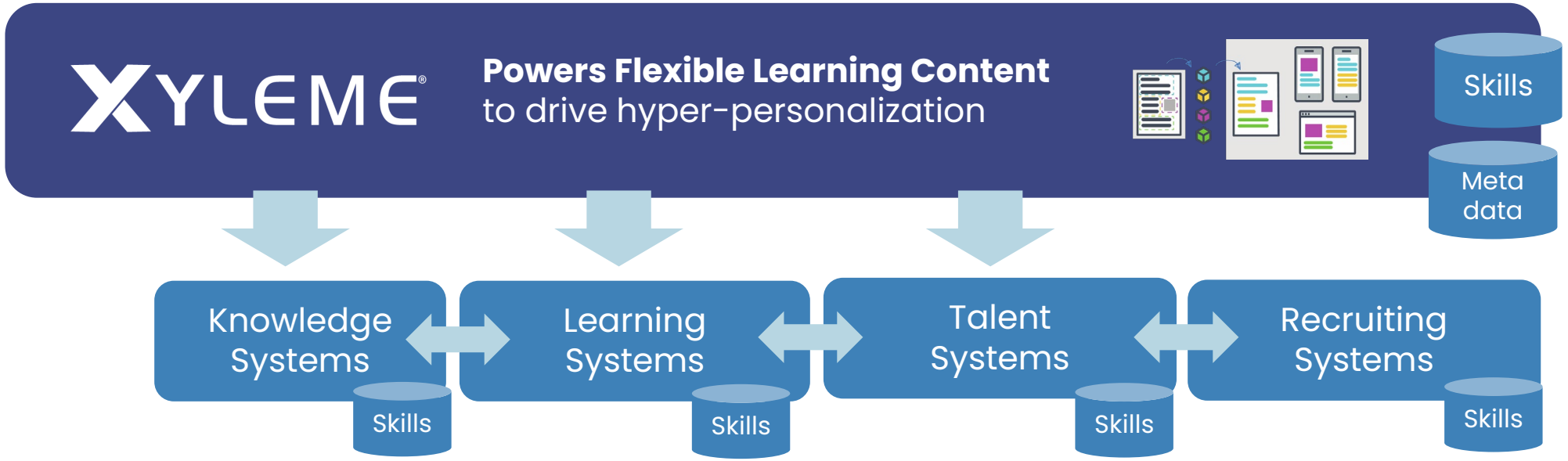
Skills is the metadata of people

Source: Josh Bersin



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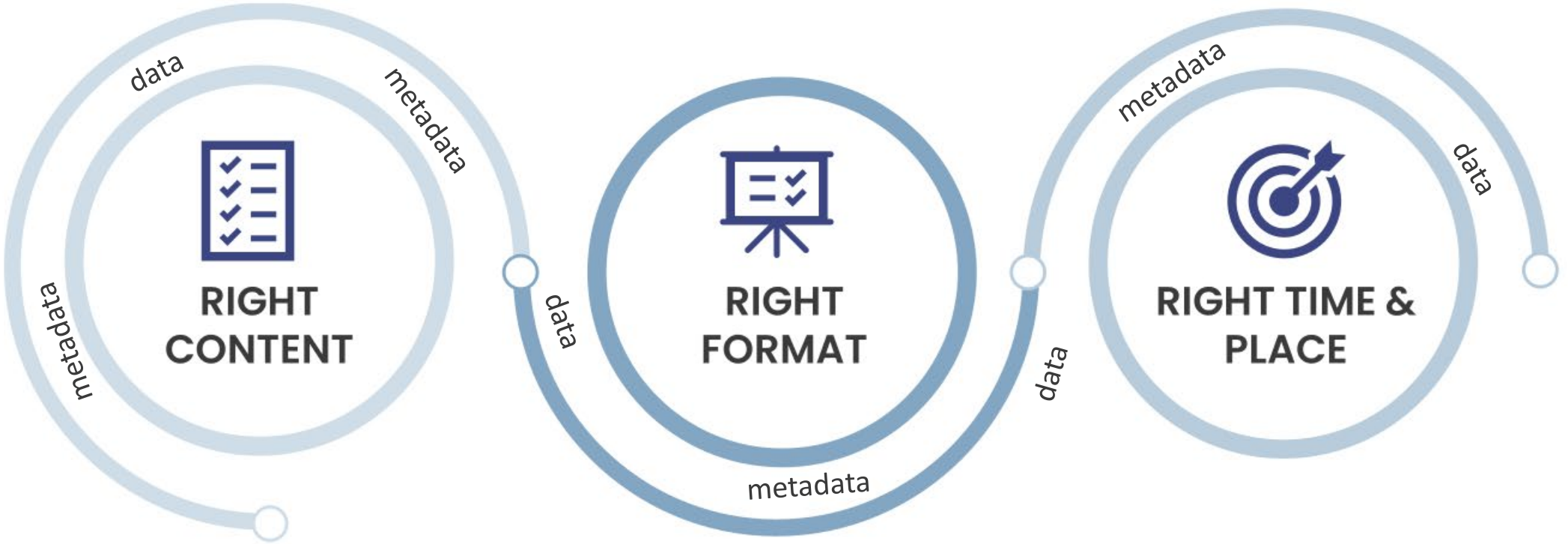
Orchestrating the flow of learning



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Strategic Capability

Governance: Align learning theory and design standards with business objectives

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We understand the learning theory and what works

70-20-10 (OSF Ratio)

70

Examples of learning by working:

- Problem solving
- Challenging tasks
- Other roles and responsibilities
- Auditing/reviewing
- Innovation
- Reflection

20

Examples of learning by working together:

- Coaching colleagues in the workplace
- Collaboration and continuous improvement
- Giving and receiving feedback
- Learning in networks
- Action learning
- After-action reviews

10

Examples of learning by formal intervention

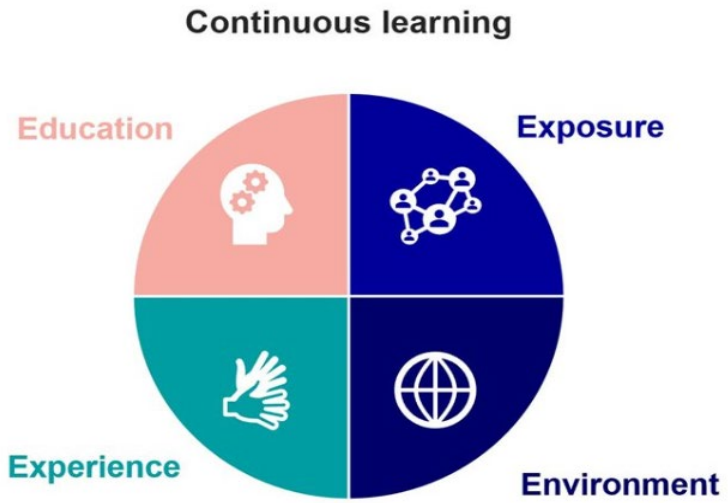
- Courses
- Modules
- Workshops/masterclasses
- ELearning
- Seminars
- Reflection

Authors: Jos Arets, Charles Jennings, Vivian Heijnen - Co-Founders 70:20:10 Institute

5 Moments of Need

Authors: Conrad A. Gottfredson and Bob Mosher

4 Es



Continuous Learning (Dani Johnson Bersin by Deloitte)

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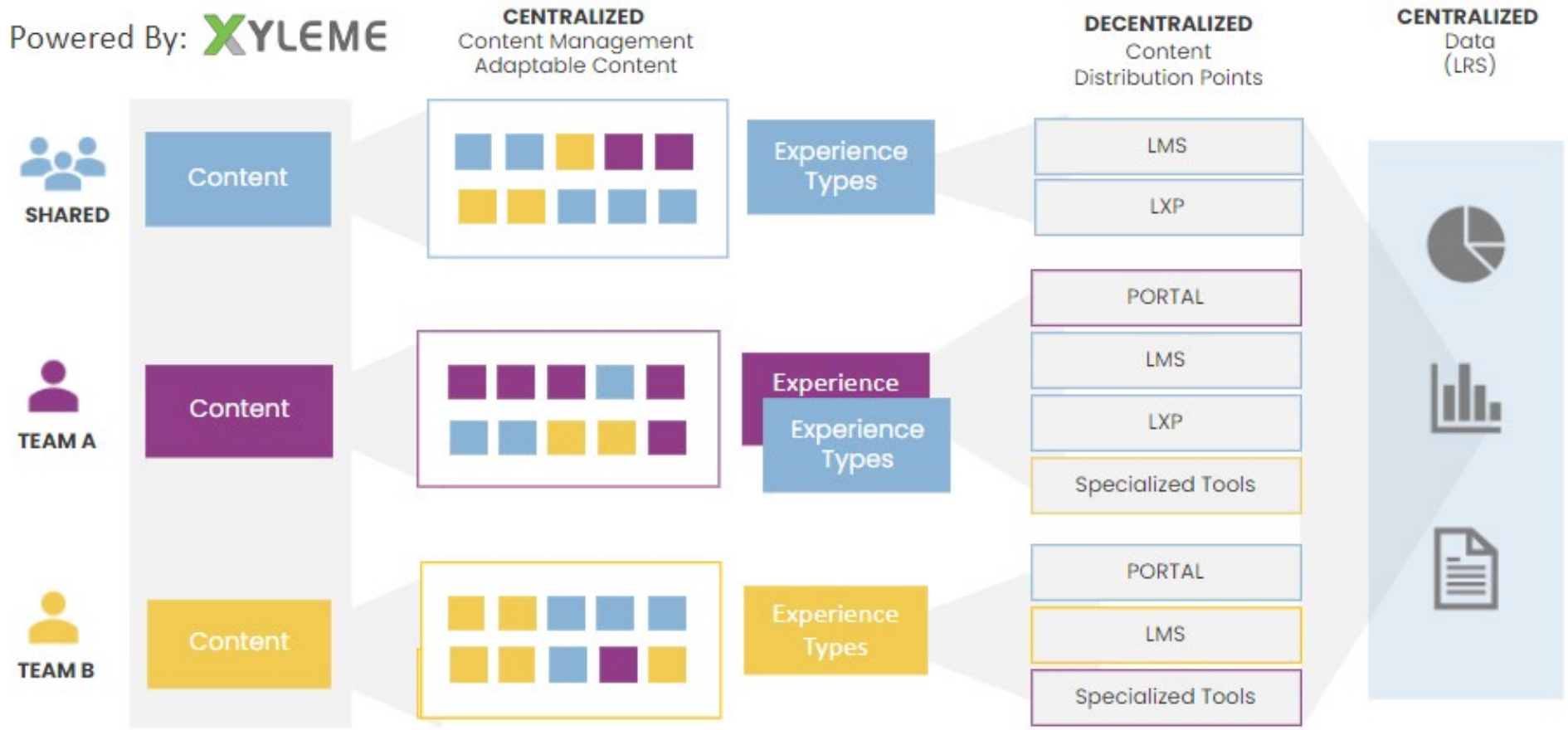
Centralized content management drives flexibility



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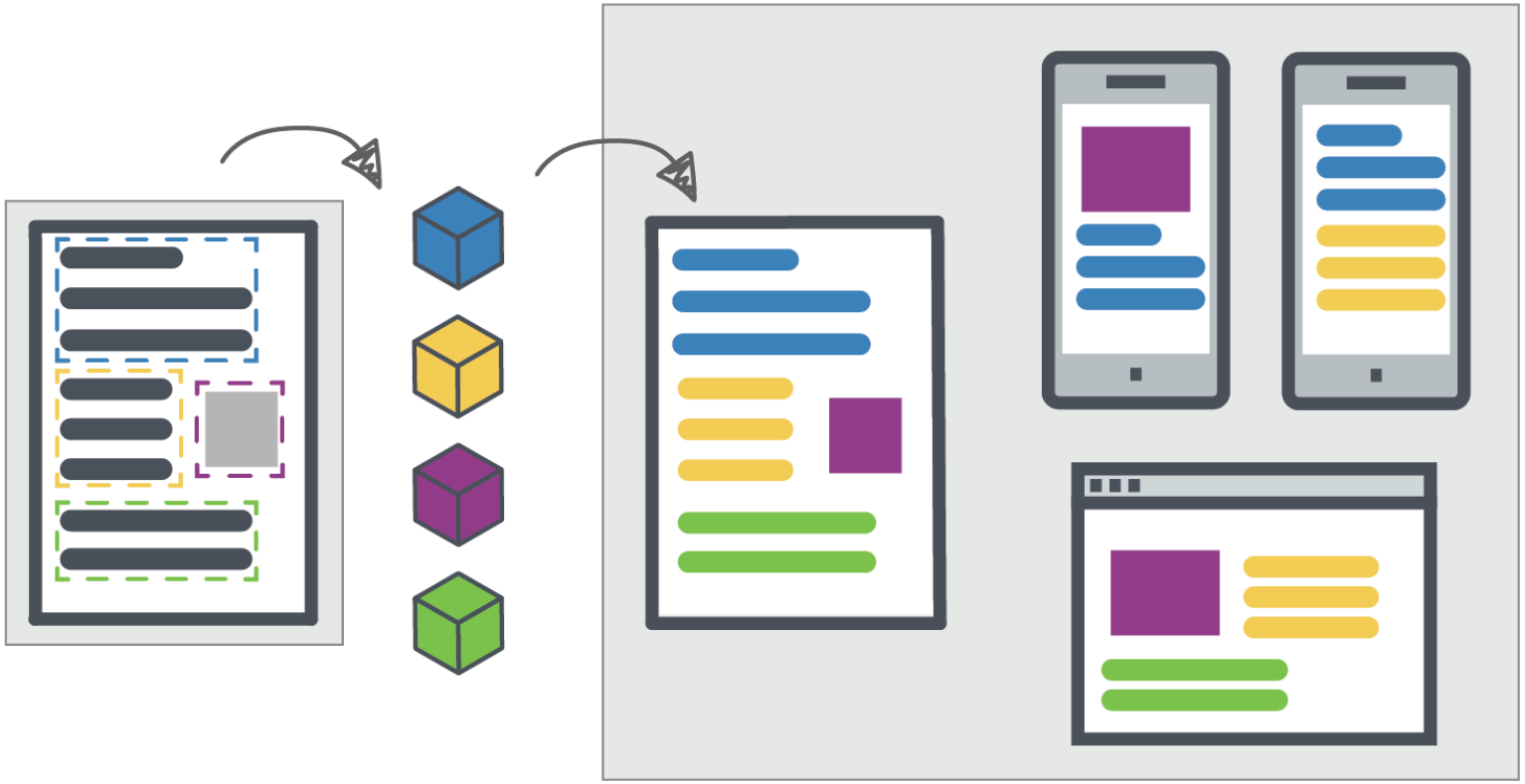
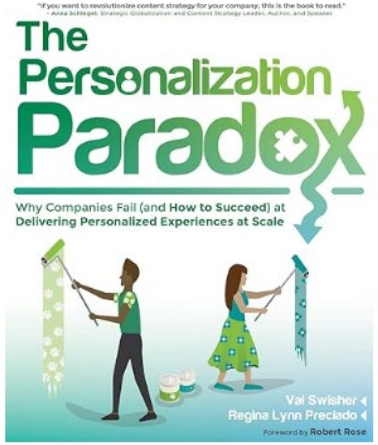
Personalization Paradox: You must standardize to personalize

Val Swisher & Regina Preciado – Content Rules





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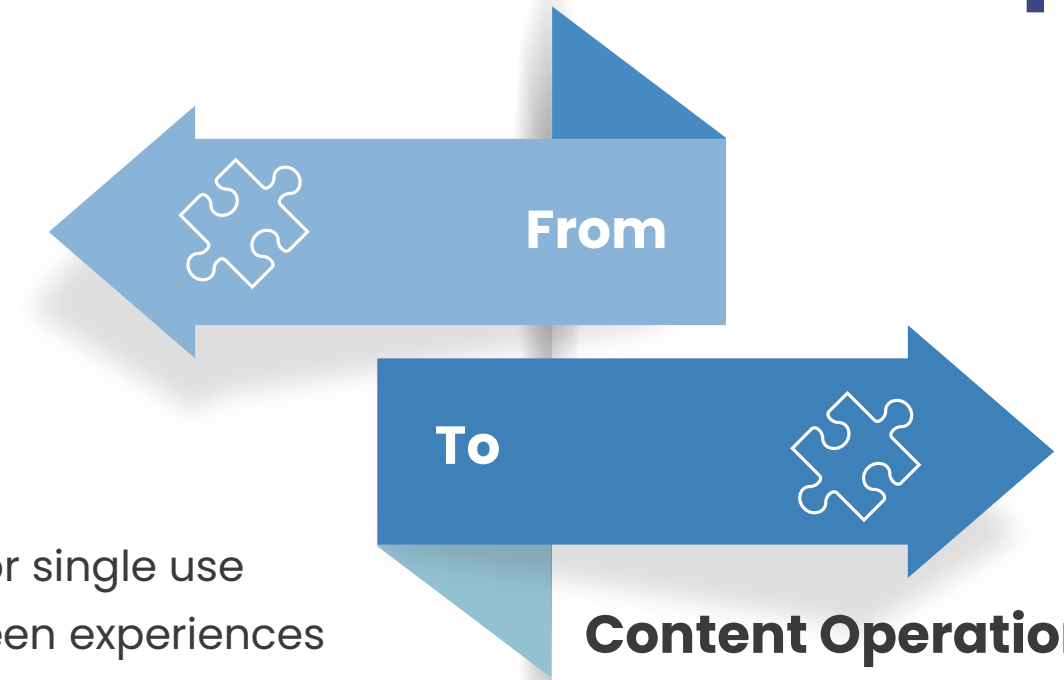
We need to upgrade our content management and content operations.



Handcrafted

- Content silos
- Content is crafted for single use
- Inconsistency between experiences
- Trapped in inflexible formats

Content Operations

- Build systems of integrated learning experiences
- Content as a body of knowledge that is fluid so it can support a wide range of experiences
- Break down silos to unify content and the experience
- Build individualized learning experiences from reusable content components

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AI tooling elevates content lifecycle

AI Analysis	AI Generation		AI Curation	
Scope	**Design**	**Develop**	**Distribute**	**Evaluate**
• Curate related information within library • Catalog & summarize skills, tasks and concepts • Segmented content by audience	• Componentize content into sections • Create outline for each Topic • Create storyboard, images, examples, sample questions • Ingest content into structured schema • Analyze duplication and reuse	• Generate experiences (ILT, e-learning, support, video) • Personalize by audience • Autogenerate structured reusable content objects • Localize content for specific regions	• Virtual Assistant • Natural Language Search • Auto tagging to amplify personalization engines • Use profile, business need, and skill analysis – create a personalized learning path for an individual • Dynamically assemble learning plan for delivery	• Map content coverage against a set of skills • Show the utilization of content by skill • Analyze content interactions • Analyze which learning interventions have the most impact on proficiency • Identify prerequisites (skills, topics) • Manage content lifecycle – review and maintain content

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Strategic Capability

Use data analytics to take action to fill knowledge and learner experience gaps.

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AI and Data orchestrated learning & job performance support

The ability to extract all or parts of content, deploy that content in many different ways, and capture xAPI statements powers more agile solutions.

RICH DATA CAPTURE

xAPI allow for the capture of a wide range of learning experiences and interactions, within training and in the flow of work

ADAPTIVE LEARNING

Dynamically adjust learning paths based on learner progress and performance

DETAILED CONTEXTS

By correlate xAPI statements with specific elements of structured content, models can get a deeper understanding of relevance and significance

CONTENT ENRICHMENT

Models can analyze patterns in learner interactions and identify opportunities to augment and enhance content

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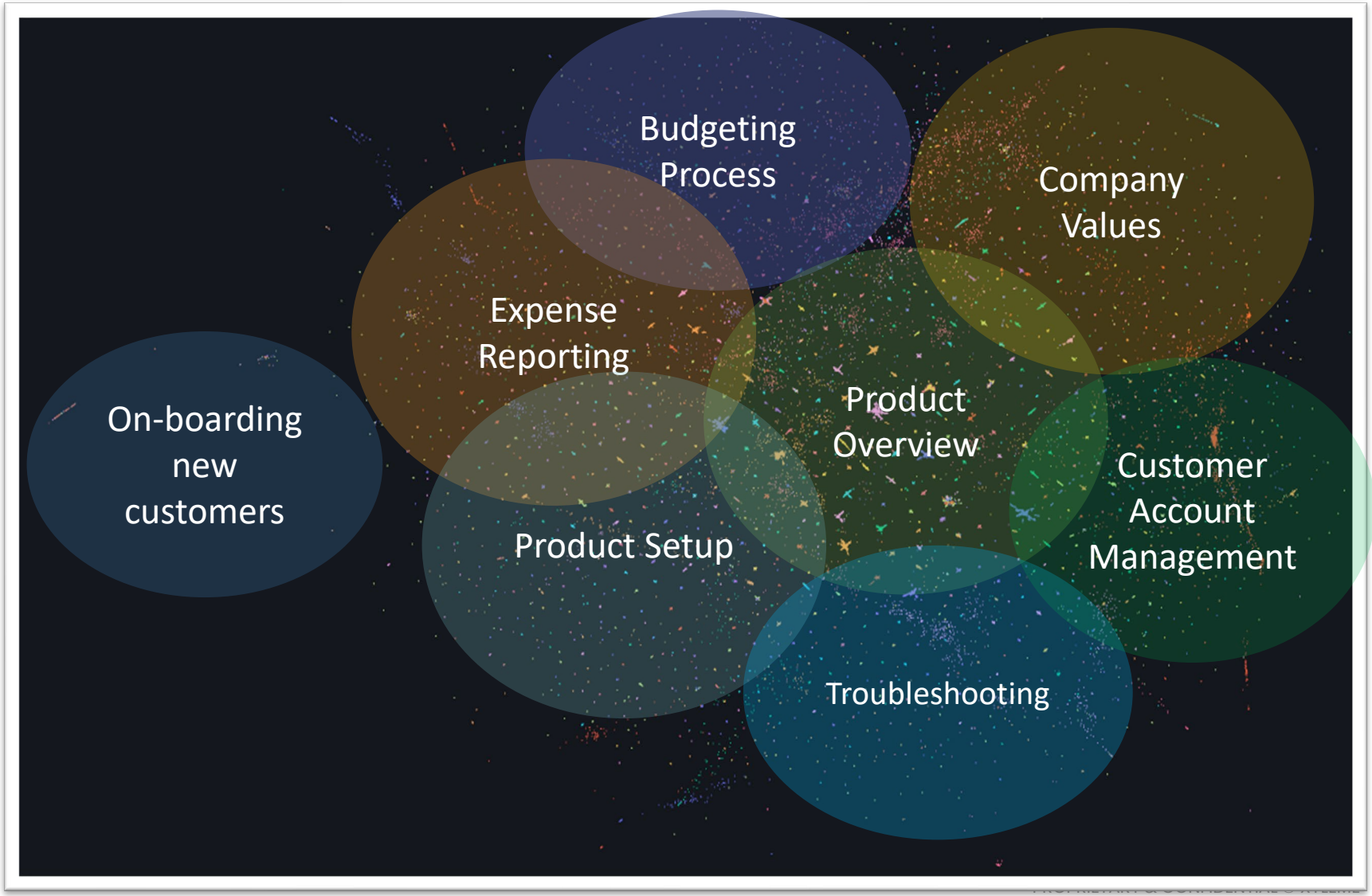
Content Intelligence

- Classify and categorize content
- Identify content gaps
- Use data to set content development priorities
- Increase content utilization



Data and AI power orchestrated interventions powering business outcomes.

Business Impact

- Ability to fill open job positions internally
- % Employees ready to be promoted
- Internal mobility
- Employee retention

Effectiveness

- Time to competency
- Resources to learn on the job
- Managers who coach and develop

Learning

- Learning is relevant
- Content coverage
- Precision of learning
- Speed of development

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Xyleme works with the most dynamic and innovative companies on the planet to accelerate and scale the sharing of mission critical knowledge to the enterprise.

Leslie Farinella
Content Innovation Strategist

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Where to start

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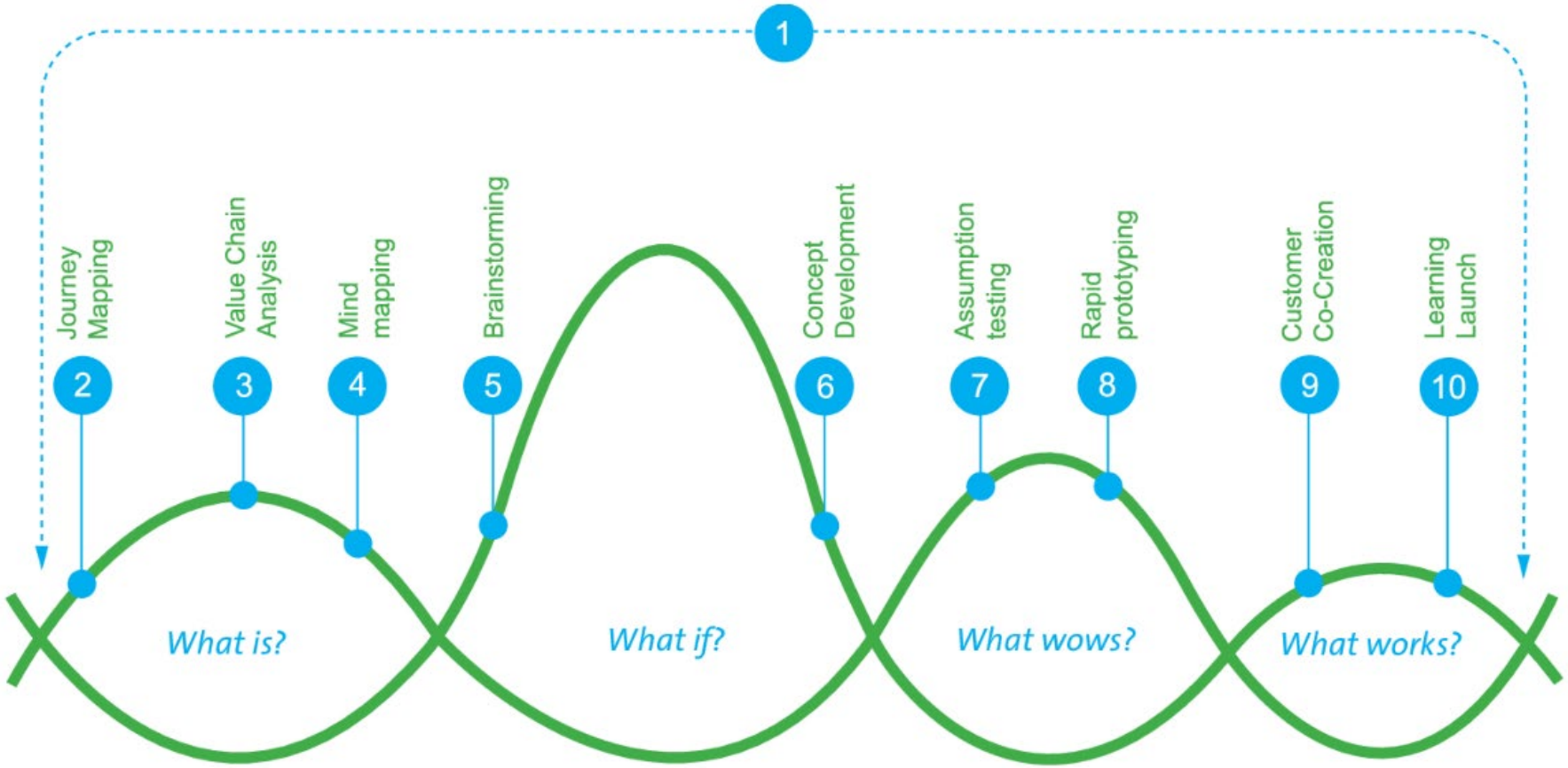
Design thinking



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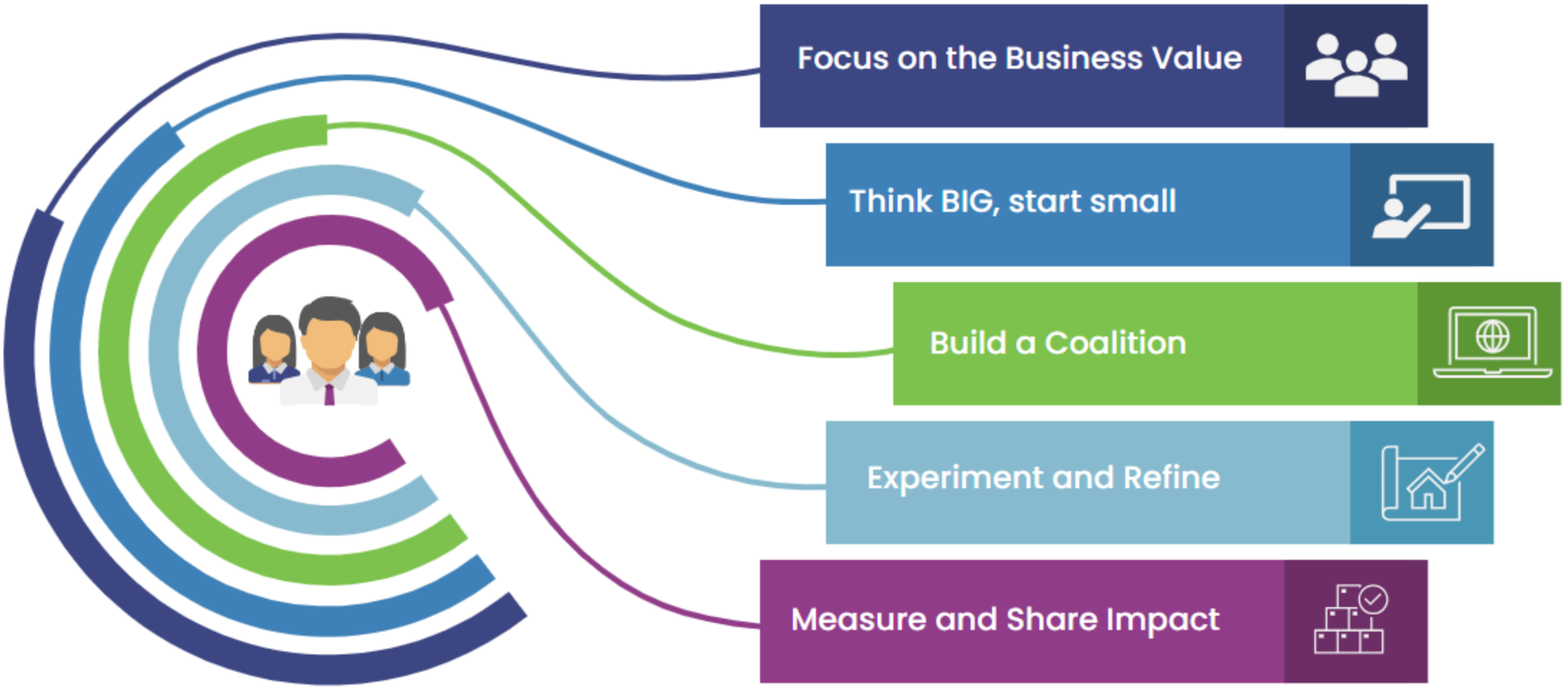
Disrupt the status quo



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