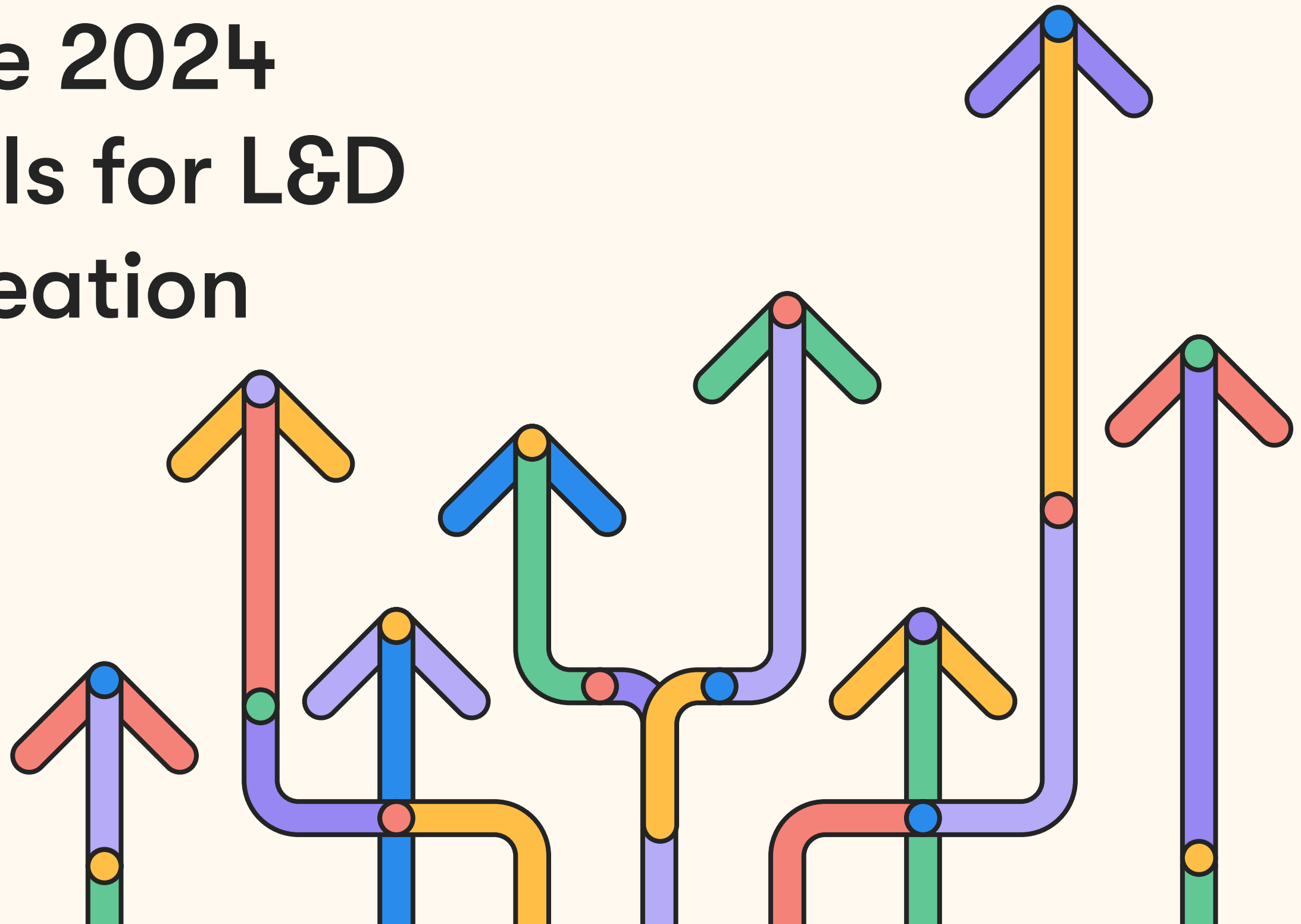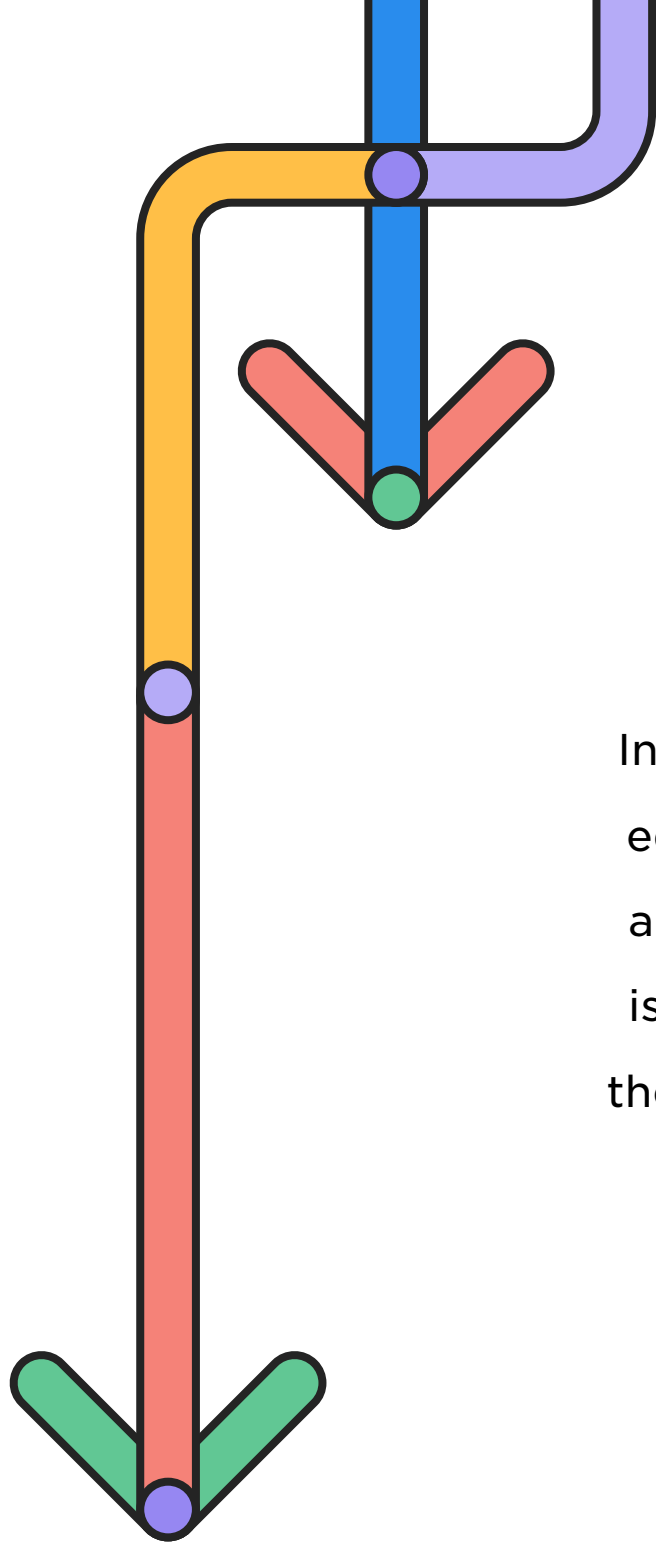BrainStorm®

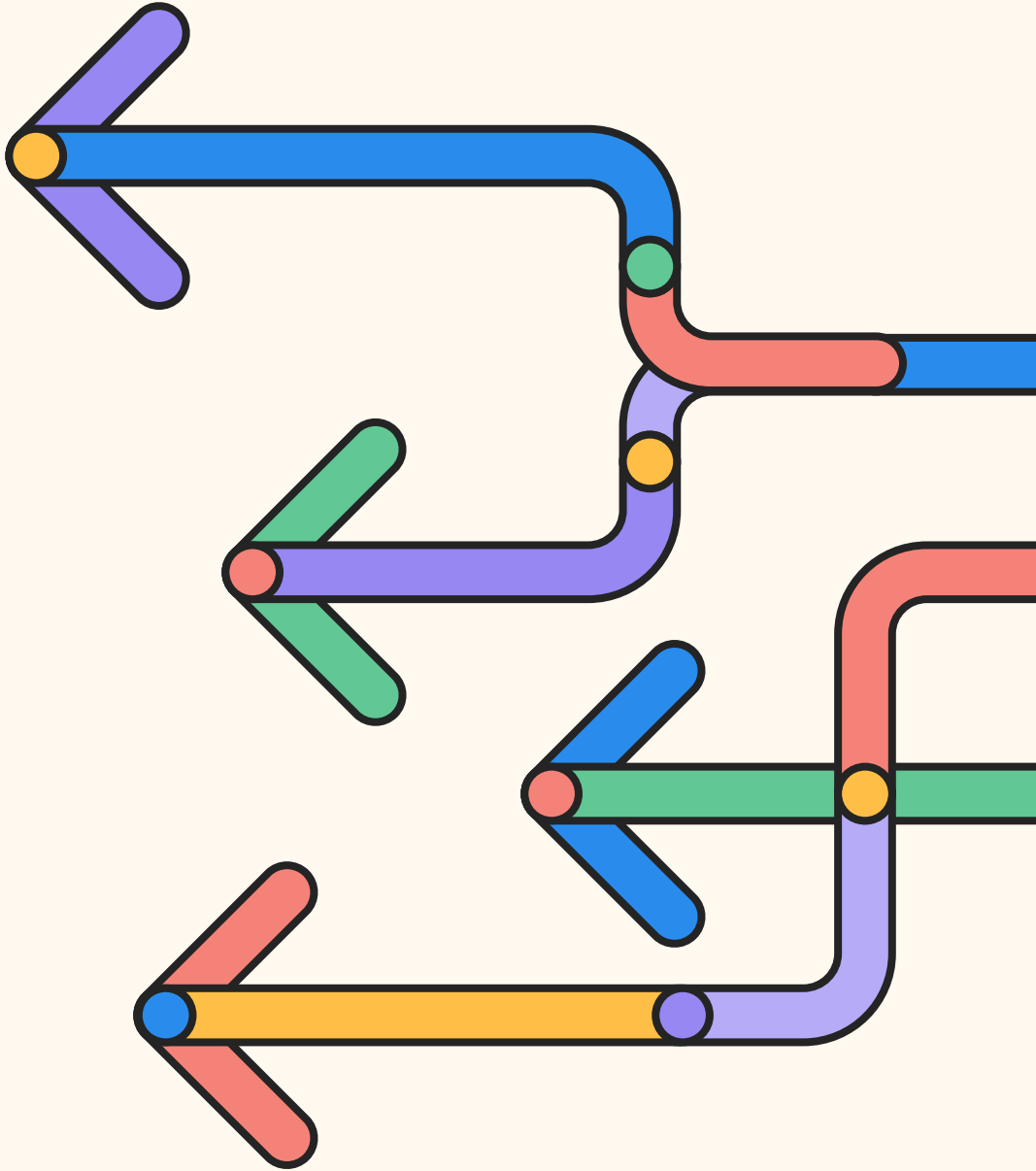# eBook | The 2024 best AI tools for L&D content creation

In an ever-evolving workplace technology landscape, you need to have a special focus on equipping and empowering employees and customers to help you achieve a competitive advantage with the tools they are given. That's what your Learning & Development team is there to do. They're the secret sauce that ensures everyone, from the newest intern to the most seasoned executive, is armed with the knowledge and skills essential for success.

So, let's not skimp on the technology they need. Giving L&D teams the crème de la crème of tools and resources isn't just nice, it's necessary. After all, when they're equipped to conquer challenges at lightning speed, the whole organization wins.

Table of Contents

How AI is fast-tracking productivity

Generative AI is the hottest topic in the workplace setting right now. Companies are scrambling to figure out how to purposefully leverage it.

Accenture estimates that 40% of work will be supported or augmented by artificial intelligence. Think of that list of ideas left untouched due to a busy work schedule. Now imagine being able to devote time to accomplishing things on that "list" and how much better off your team would be if you had that time.
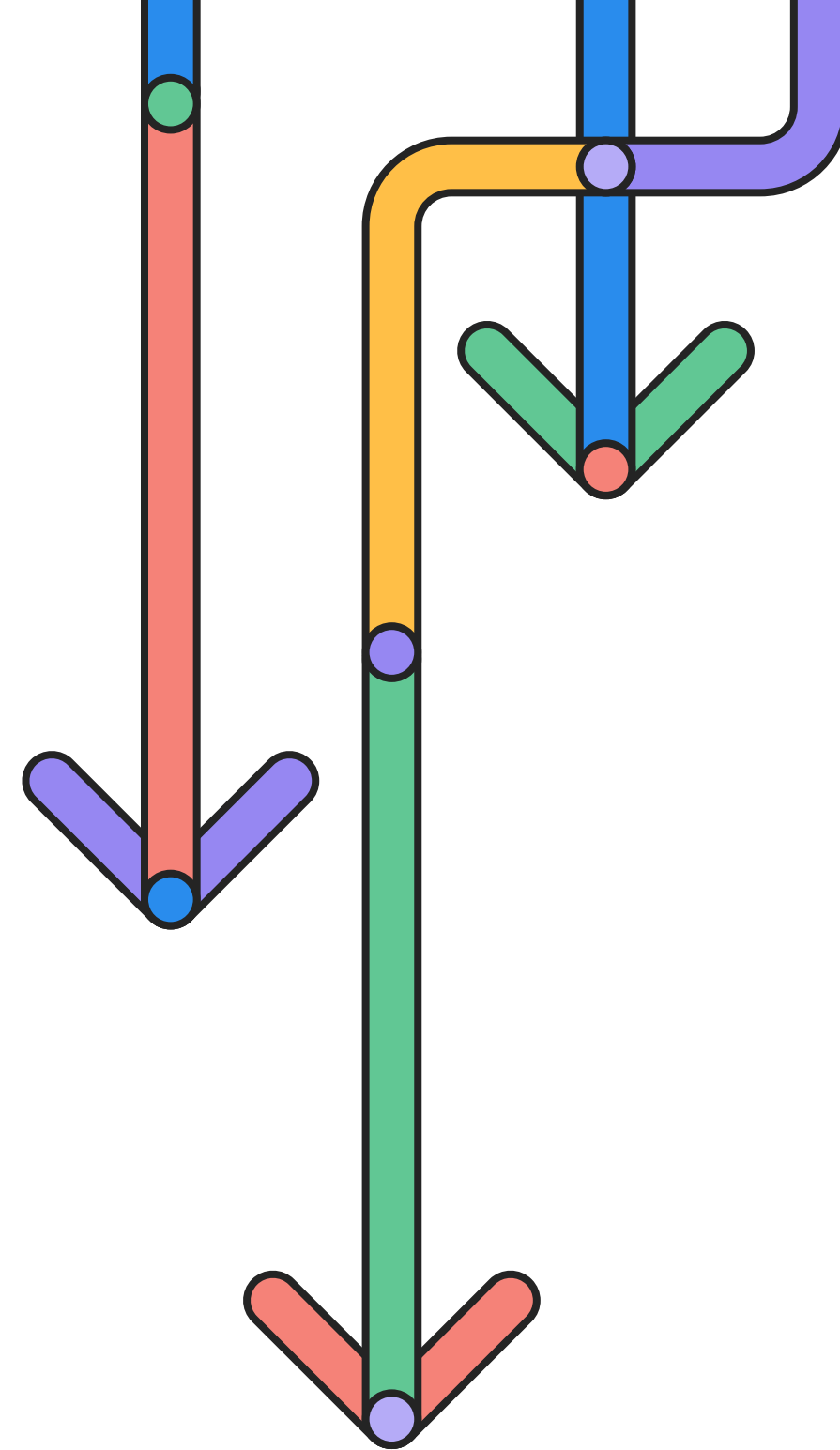
How AI Benefits L&D

Increased variety

No more one-size-fits-all training due to lack of resource constraints. AI can help increase learning variability, helping learners that rely on multi–modal education forms to receive the needed variety.

Faster research

AI also helps learning teams research faster and stay up to date on the latest information relevant to the content they are producing.

Editorial staff at your fingertips

AI helps share the editorial line-work if leveraged to draft courses, identify key points, pose potential questions, thereby cutting down editorial time.

Personalized learning

AI helps you accommodate the needs of more learners.
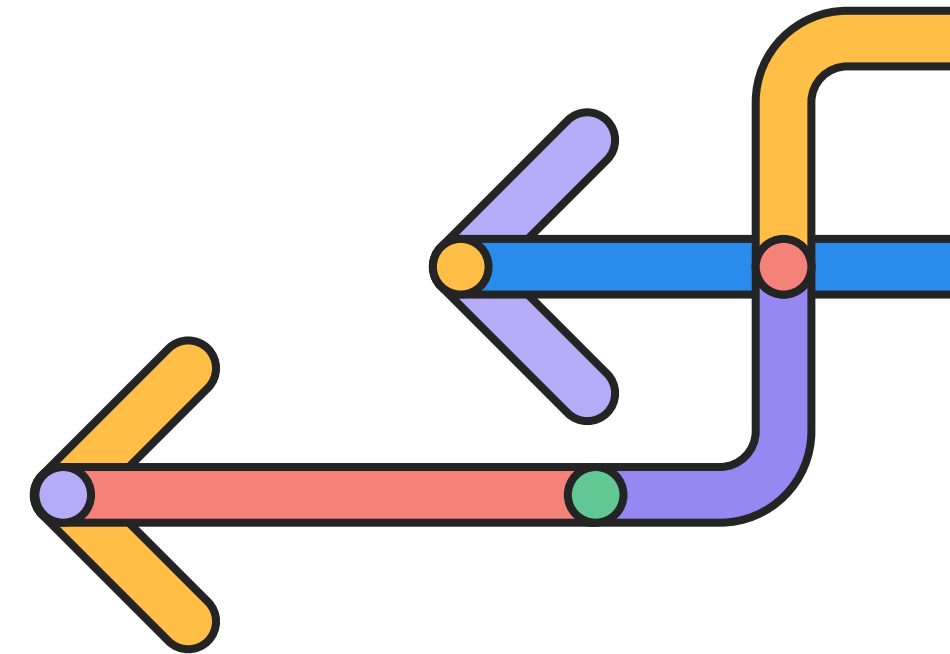
Ways L&D teams can use AI tools

- Research

- Course development

- Content creation

- Scripting

- Video creation

Here are our favorite AI tools for L&D teams to leverage.

Copilot

An AI companion from Microsoft designed to assist teams with creative writing, learn new topics, research new topics, and provide ideas.

ChatGPT

An AI language model developed by OpenAI designed to assist with drafting creative content, offering suggestions, brainstorming, learning, and problem-solving.

Synthesia

An AI video generator that turns text documents into engaging videos reducing the need for expensive video equipment and editing software.

HeyGen

Creates personalized videos with the help of AI. Provided templates allow you to easily create videos and disperse to your employee or customer audiences.

Sunday Sky

A video platform transforming how businesses create, personalize, and distribute videos at scale. Generative AI assistants facilitate faster and easier video planning and creation.

Jasper.ai

AI powered writing assistant. Helps you write, edit, and optimize your content needs.

Invideo.io

Helps teams create AI powered videos with text prompts by generating a script, scenes, voiceovers, and tweaks the video based on feedback.

Beautiful.ai

Creates beautiful presentations in minutes. Ideate, format, and stay on brand with AI powered slide creation.

Gemini

Google's GenAI model family helps teams with brainstorming, creative writing, generate images and videos, and more.

EdApp

EdApp helps you create courses with a click of a button—no writing blocks needed.

Zavvy AI

Helps you close the development-goal-action-gap connecting insights. Saves time with AI generated career frameworks and training courses. Connects career paths, feedback, and training with an AI-enhanced feedback loop.

Pitfalls to be wary of using AI for L&D teams

Leveraging AI in L&D has many benefits, but it can also pose obstacles:

- **Ethical and legal issues**
  Generative AI can raise questions about the ownership, authorship, and rights of the generated content, especially if it involves personal data or intellectual property.

- **Quality and reliability issues**
  Generative AI can be unpredictable and inconsistent. It requires human oversight to ensure its correctness and suitability.

- **Security and privacy issues**
  Generative AI can generate content that reveals or exposes information that should not be disclosed, such as trade secrets, personal details, or internal policies.

As you further explore use-cases of AI in L&D consider these top ways L&D teams can leverage AI in the time-consuming aspects of the job.
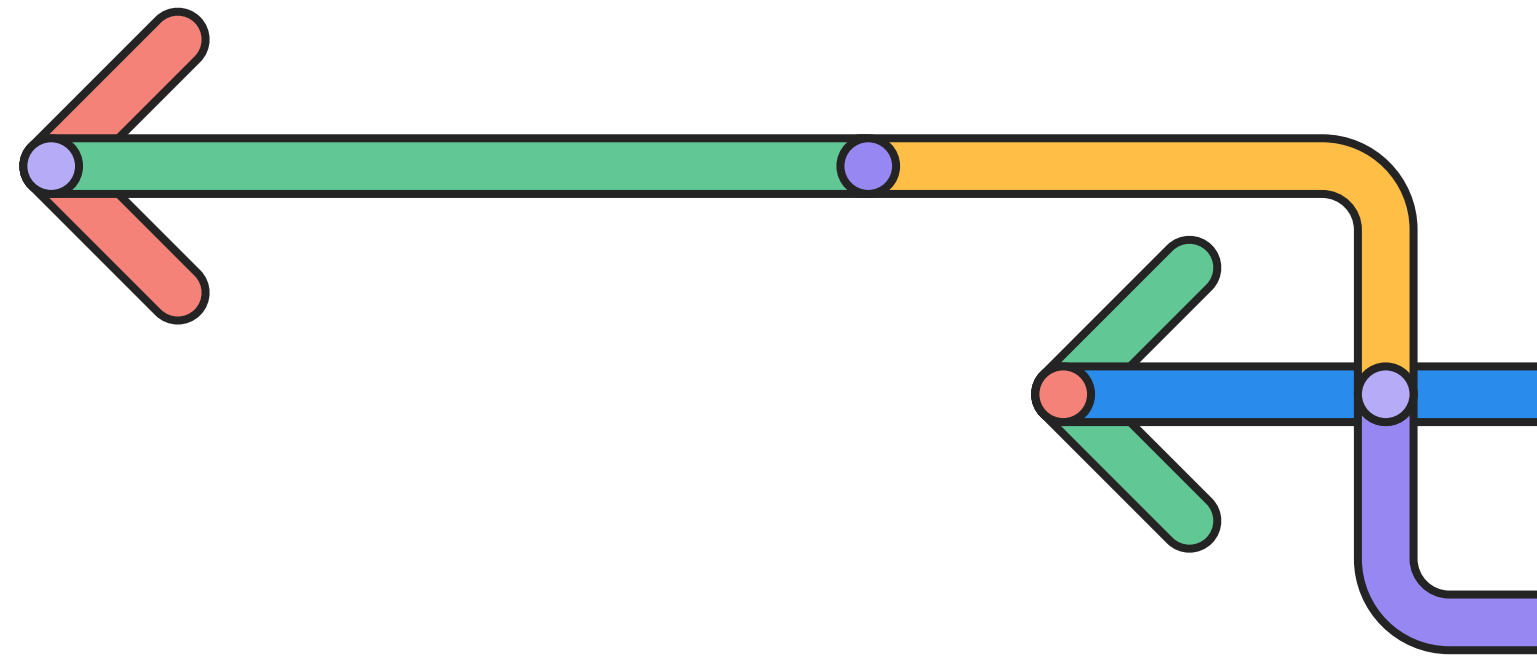
Impact learning teams have on organizations

Learning teams are typically split up focused on either customer education or employee education. Both teams play a major role in organizational success.

Customer-focused learning teams have influence over customer retention. TSIA reports that trained customers are more likely to...

- Use the product more often: 68%.
- Use the product more independently: 87%.
- Renew their contracts: 92%.

L&D teams focused on employee education play an instrumental role in employee retention, engagement, and up-skilling for the future workplace.

Interested in improving employee engagement? L&D teams can help companies better retain and engage employees with investments in employee training, improving internal mobility prospects, and helping to close skills gaps. L&D teams also help companies prepare for the future by enabling employees to grow with technology curves, like artificial intelligence.

L&D teams are doing business-critical work, but it's time intensive work.

- TSIA reports Education Services teams spend an average of 80 hours creating just one hour of digital content. Plus, another 25 hours maintaining it.

- Yet the demand for content grows, and L&D teams don't have time or resources to keep up with demand.

The power of the human element

Reminder that AI is a powerful tool to enhance, not replace, the human expertise that L&D teams have to offer. With their deep expertise in organizational learning, L&D teams shouldn't be overlooked in the age of AI.

No single AI tool will be the one-size-fits-all solution. Each option has its strengths and should be evaluated based on specific organizational needs.
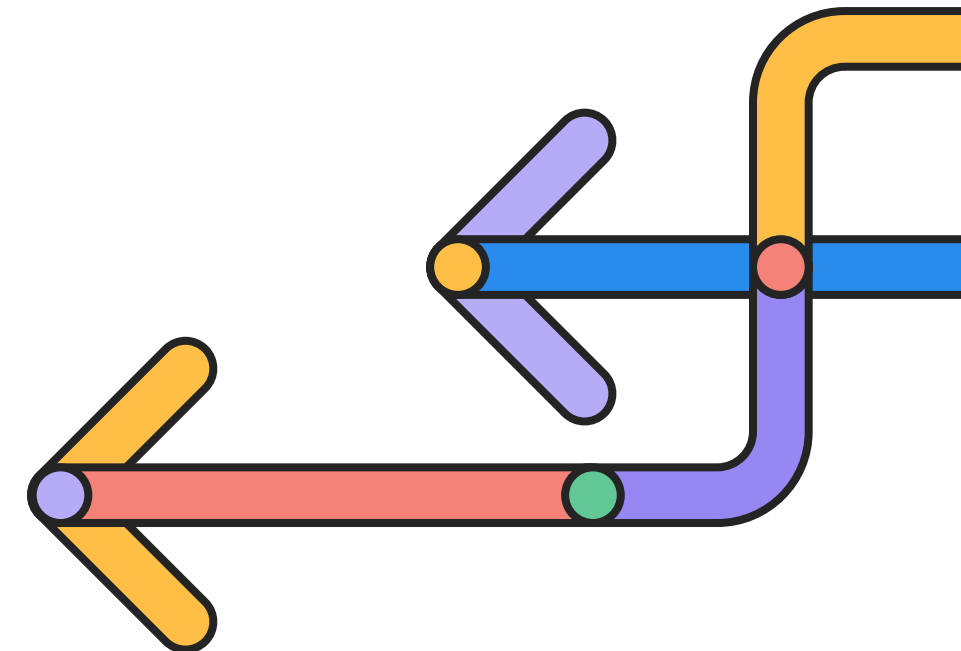
Conclusion

Learning teams need better tools to help them keep up with organizational demand and further impact the business. BrainStorm is here to help you do just that. Learn how we're helping L&D teams achieve greater results with a better tool stack.

> Learn how we're helping L&D teams achieve greater results with a better tool stack.
>
> Podcast interview with Ashley Dekerlegand, Director of Customer Education @ Quickbase ⊕

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