Gearing Up for AI and Hyper-Personalized Learning & Development

What Is Hyper-Personalized L&D?
As organizations embrace customizations in their learning and development programs, we are now approaching Hyper-Personalization of the Learner's Experience (LXP), with the help of advanced technology.

What is Hyper-Personalized Learning & Development? **Hyper-personal learning applies data and AI-driven approaches to deliver highly-tailored learning experiences.** Nowadays, you may already see AI and Hyper-personalization being used for Onboarding, Leadership Programs, and for other Technical or Behavioral Trainings.

Try to imagine a learning & development program where the customizations are automatically adjusted based on your knowledge-level of the topic, based on your interests, strengths & gaps, your learning style, and your learning pace. And as you advance in the learning of the topic, so does the program, to help you continuously challenge yourself into growing more.

It's about Maximizing Artificial intelligence (AI) for the Hyped LXP, as it plays a crucial role in ensuring that the Learner's Experience is tailor fit to their needs and wants. It leverages on the following:

Data-driven TNA Insight: Through AI, you can efficiently analyze learner's data on their history, performance records, and individual & career developmental plans. This information helps in the detection of individual needs of learning and the compilation of a comprehensive learner profile.

Adaptive Learning Paths: AI algorithms can create dynamic learning paths that adapt to the progress of a learner. It may suggest extra resources or change its teaching method. AI can recommend advanced challenges to keep you engaged.

Personalization of Content Creation: AI can personalize learning content by creating highly targeted content for learning, gathering relevant resources, and even changing the format of delivery to suit tastes from text to video to simulations.

Intelligent Recommendations: AI can recommend courses, learning material, and even mentorship opportunities on the basis of the needs of the learner and his or her career aspirations. Overall, AI can make microlearning experiences more personalized by giving the learning content in very small chunks and an engaging format, with gamification elements that allow for high motivation and knowledge retention.

Importance and Impact of Hyper-Personalized L&D
AI and Hyper-Personalized L&D will bring about these key benefits to any organization that adopts it.

Optimized LXP leads to Optimized CX
It makes the learning process more engaging through individual preferences. Hyper-personalization helps drive up participation and motivation precisely because the learning content is tailored to what will interest them. Engagement becomes natural to the learner.

In a case by Unilever, the chart below shows a hypothetical outcome as they have already started investing in AI in Learning & Development in 2021, which allows for Hyper-Personalization of the LXP of its employees. It can show growth areas in Internal (Employee Engagement & Talent Retention) and External (Indicated in Review Growth) Customer Satisfaction. All of these were made to align with the "Future-Fit" people strategy, where technology played an important role in redefining and refilling the skills needed by their talents.
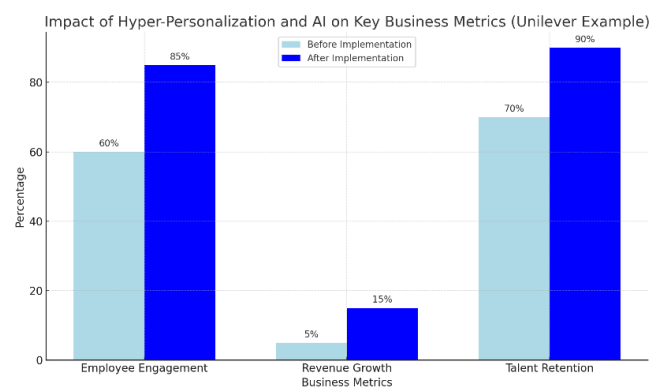
Source: Unilever HQ, April 2021

Cost-Efficient
Finally, management can rest easy knowing that they are able to maximize the learning technology in the organization because the system caters exactly to what they need based on their roles, while considering their preferences, learning pace and style.

In the case of IBM-United States, adapting AI and Hyper-Personalization in their Learning & Development since the early 2010's has shown reduced training costs. Their platform on "Your Learning" maximized the use of hyper-personalized learning paths where they reported a 30% reduction in training costs by shifting from classroom-based training to the personalized, AI-driven learning system. The efficiency gains and reduced need for physical training resources contributed to these savings.

Feature	Impact
Personalized Learning Paths	Increased Learning Efficiency
AI-Driven Recommendations	Reduced Training Costs
Reduced Need for F2F Training	Reduced Training Costs
Improved Knowledge Retention	Reduced Training Costs
Data-Driven Insights	Optimized Resource Allocation
Overall Impact	**30% Reduction in Costs**

Source: IBM 2023, IBM Newsroom 2024

Improved Learning Outcomes
Just like in designing Training Programs, organizations would now be able to channel efforts toward employee-specific skill acquisition, based on their Job Roles and Responsibilities. This will enable a mixture of standardized and personalized learning experience, ultimately contributing to efficient workforce capability.

In a traditional classroom setup, where the session elaborates on a particular topic, most of the time, it may not be as deeply customized. Hyper-personalized L&D enables targeted discussions that are tailor-fit to the specific needs of the individual. This leads to a bigger impact on improving learning outcomes and knowledge retention. With this kind of technology, practical outcomes can be set at the start of the design process, where it considers the profile of the learner. This step can typically happen internally, where it will be setup by the organization and then externally, by the learner themselves, when they create their own accounts, and their preferences will be asked.

Adopting It in your Organization
AI-powered, hyper-personal learning is one of the aspirations in L&D. Assisted by AI, an organization will be on top in concocting a future-proofed L&D strategy that empowers employees and maximizes results-oriented learning to lead the business to overall success. Although this can be a daunting system to take on, organizations can start the preparations by doing the following:

1.) Define the goals: First, you need to clearly develop what do you exactly want to achieve out of hyper-personal L&D systems. For example, for the first year of implementation, your focused goal is to increase Employee Engagement and Retention by highlighting the accessibility and overall non-monetary benefits of the system such as Enhanced Employee Engagement, Increased Autonomy and Empowerment and Data-Driven Insights on Employee learning journey, just to name a few. On the second year, your goal is now to enrich the data by constantly feeding AI the information about the preferences of your workforce vis-à-vis the goals of the business and how it impacts their individual capabilities.

Goal-setting is very important to ensure that the preparation efforts will have a focus, and the design phase activities will be aligned with one another.

2.) Gather learner data: You need to collect data on your learners in respect to skills, interests, and learning styles. This is usually done by integrating existing HRIS into the L&D system. Just like any other system, the more data you feed into the system, the more information it can churn out.

3.) Start looking at AI-powered L&D tools: Research and assess various L&D platforms incorporating AI to personalized learning. When selecting the best system for your organization, you should create a list of non-negotiables that you will stick to. Compare different systems from one another and gather information on its use cases. Some of widely-known platforms that utilize AI and Hyper-personalization of content are LinkedIn Learning, and Degreed. For other companies, they choose to develop their in-house LMS with platform providers, especially of their organizations' skillset is highly technical, and industry-specific.

4.) Design a Hyper-Personal Learning Implementation Strategy: When designing the platform imagine yourself as the user, and see how seamless the experience will be. Consider how the learner's experience will have an effect on whether they will utilize the system again, what will they usually look forward to experiencing when they use it, and how will it evaluate their learning milestones.

Take the case of Tata Realty in 2020, they outlined the plan for its implementation on the aspects of content creation, delivery methods, and progress tracking. This hyper-personalization implementation design goes beyond traditional content curation by continuously adapting to an employee's progress, work context, and even engagement preferences, thus maintaining

relevance and boosting adoption. Tata's implementation strategy also involved multiple content providers and social features, creating a learning ecosystem that fosters both self-paced learning and social engagement, which aligned learning with real-time business needs and personal career growth. With all these considered, they've increased their LMS' adoption rate from below 20% during 2020 and moved up to 85% by 2024. *(Source: Tata Consultancy Services)*

5.) <u>Get into User-Testing and invite different profiles to pilot</u>: User-testing is always part of any system implementation. This allows the developers and designers to further see what they might have missed in the development/design process.

Preparing for the AI / Hyper-personalization Adoption
Lastly, as organizations prepare to adopt this innovation in the L&D strategy, I believe that L&D practitioners and HR leaders should possess the following capabilities and competencies: 1) <u>Data Literacy</u>, understanding how to analyze learner data and derive actionable insights, to get more value out of the solution; 2) <u>Digital Integration Skills</u>, including the ability to seamlessly integrate AI tools with existing systems; and 3) <u>Design Thinking Skills</u>, to ensure that as learner's behaviors and preferences change, they are able to continuously improve on the policy, the process, the content and on the platform, for benefit of the users.

These capabilities will enable them to leverage AI effectively to personalize learning, improve outcomes, and enhance the overall learning experience.

In the end, AI-driven Hyper-personal L&D is no longer a concept of the future; it is the future of impactful learning and development. It holds the potential to unlock all the potential in a workforce, and truly pave the path toward a more engaged, skilled workforce in the very near future.

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Denise is a Senior Consultant under the Human Capital Strategies (HCS) Sector of Nomura Research Institute (NRI) Singapore - Manila Branch. She has over 12 years of experience in Strategic Human Capital Management, where she specializes in Organization Development, Learning & Development and Digital Learning Management.

Denise is a Certified HR Practitioner (CHRP) and an experienced Trainer with her roots as a Professional School Teacher. She graduated with a degree in BS Child Development & Education with minor in Special Education (Cum Laude), at Miriam College in 2010. Prior to NRI, Denise had managed and led HR teams from several major corporations, which included Retail, Distribution and Petroleum Trade Industries.

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