



Mini eBook:
Keeping Up with Learners:
LX Team Edition

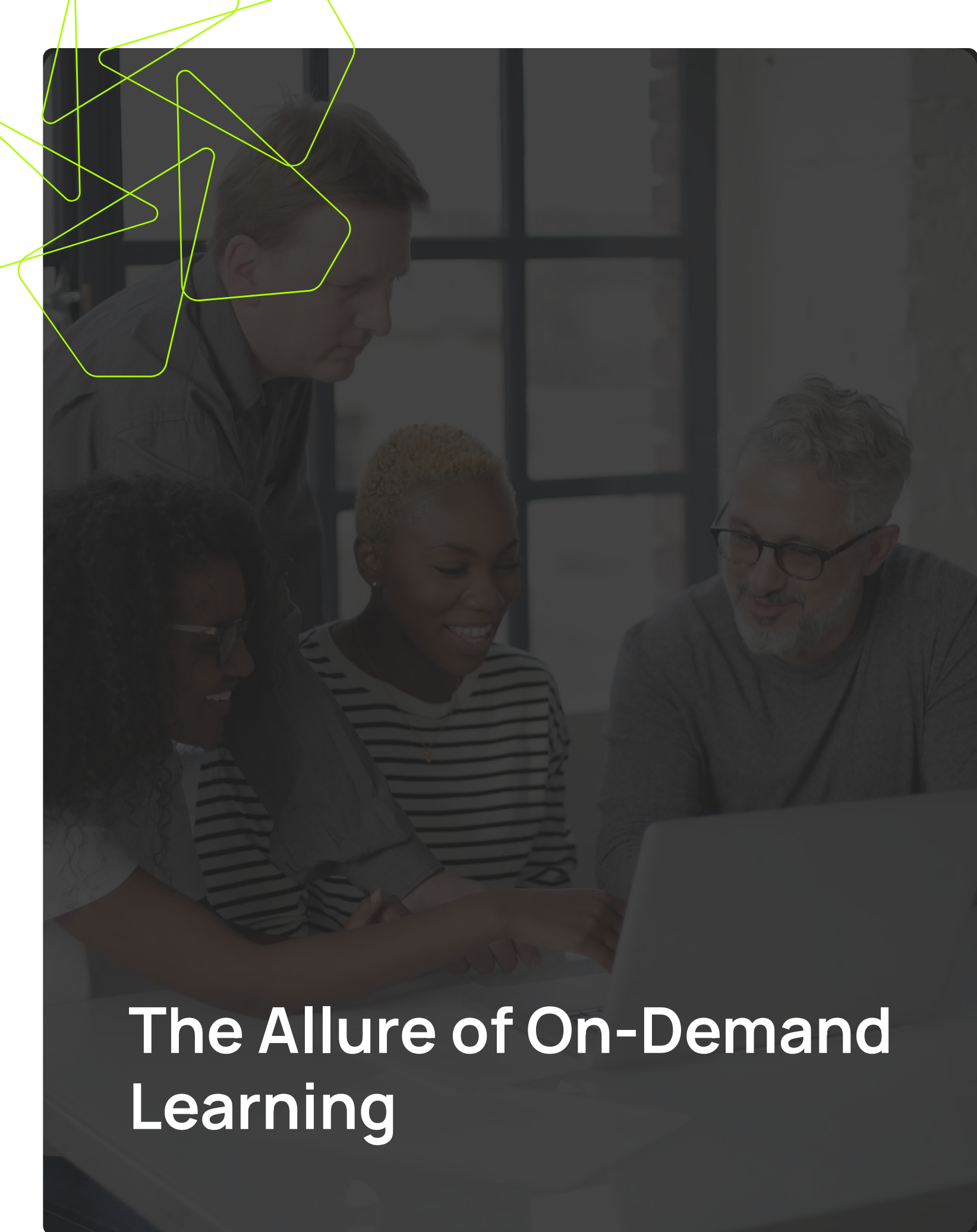
July 2024



Introduction

Let's face it, the days of one-size-fits-all learning initiatives or stuffy classroom-style courses are long gone. Today's learners want flexibility and personalization. LX teams now have a big challenge and an even bigger opportunity to not just keep up, but to change how learning is delivered and designed.

This mini-ebook looks into how LX teams are stepping up to the plate, focusing on the rise of self-paced and on-demand learning.



The Allure of On-Demand Learning

On-demand learning is changing the game. It's all about flexibility—learners can squeeze in a quick learning path during their morning commute or tackle a module after dinner. No more rigid schedules.

Why On-Demand Learning Works

- 1. Flexibility:** Learning happens when it fits best into someone's day. No more juggling schedules.
- 2. Global Reach:** Anyone, anywhere can access these courses, broadening your audience.
- 3. Cost-Effective:** Create once, use many times. It's a smart, scalable solution.



Designing Effective On-Demand Learning

To make these learning initiatives effective, you need a solid plan. Two main approaches to consider: fully asynchronous and semi-asynchronous training.

Fully Asynchronous Learning

This is the ultimate in flexibility. Learners go at their own pace, with all content available upfront. The key? Keep it engaging. Think interactive elements, social learning, and reminders to keep learners on track.

Semi-Asynchronous Training

This method combines flexibility with a bit of structure. Learners have set start dates and timed content releases. It keeps everyone moving together while allowing for real-time interactions like virtual meetings and Q&As. Perfect for teams in similar time zones.

Implementing the **ADDIE** Model

To keep pace with modern learners, you need a solid framework. Enter the ADDIE model—your go-to roadmap for creating on-demand learning.

But why is ADDIE so important?

Because it provides a structured, systematic approach that ensures all aspects of the learning process are covered. From understanding what learners need to delivering and evaluating the course, ADDIE helps you create learning experiences that are not just engaging but also effective.

Here's how it fits into Hive Learning's mission to meet learner needs:



1. Analyse

Start with gathering all the info you need. Define the course objectives, understand your audience, decide on the learning model, and see what content you already have. Get this right, and the rest of the process will be smoother.

2. Design

Translate your analysis into a detailed plan. Outline your strategy, delivery model, course structure, and assessment methods. A prototype can act as your blueprint, giving you a sanity check before full-scale development.

3. Develop

This is where the fun begins. Guided by your blueprint, create the course content—text, videos, assessments, and interactive activities. You'll go through:

- Preparation: Identifying the assets you need.
- Pre-production: Planning and blueprinting.
- Production: Creating the content.
- Post-production: Editing and refining.

4. Implement

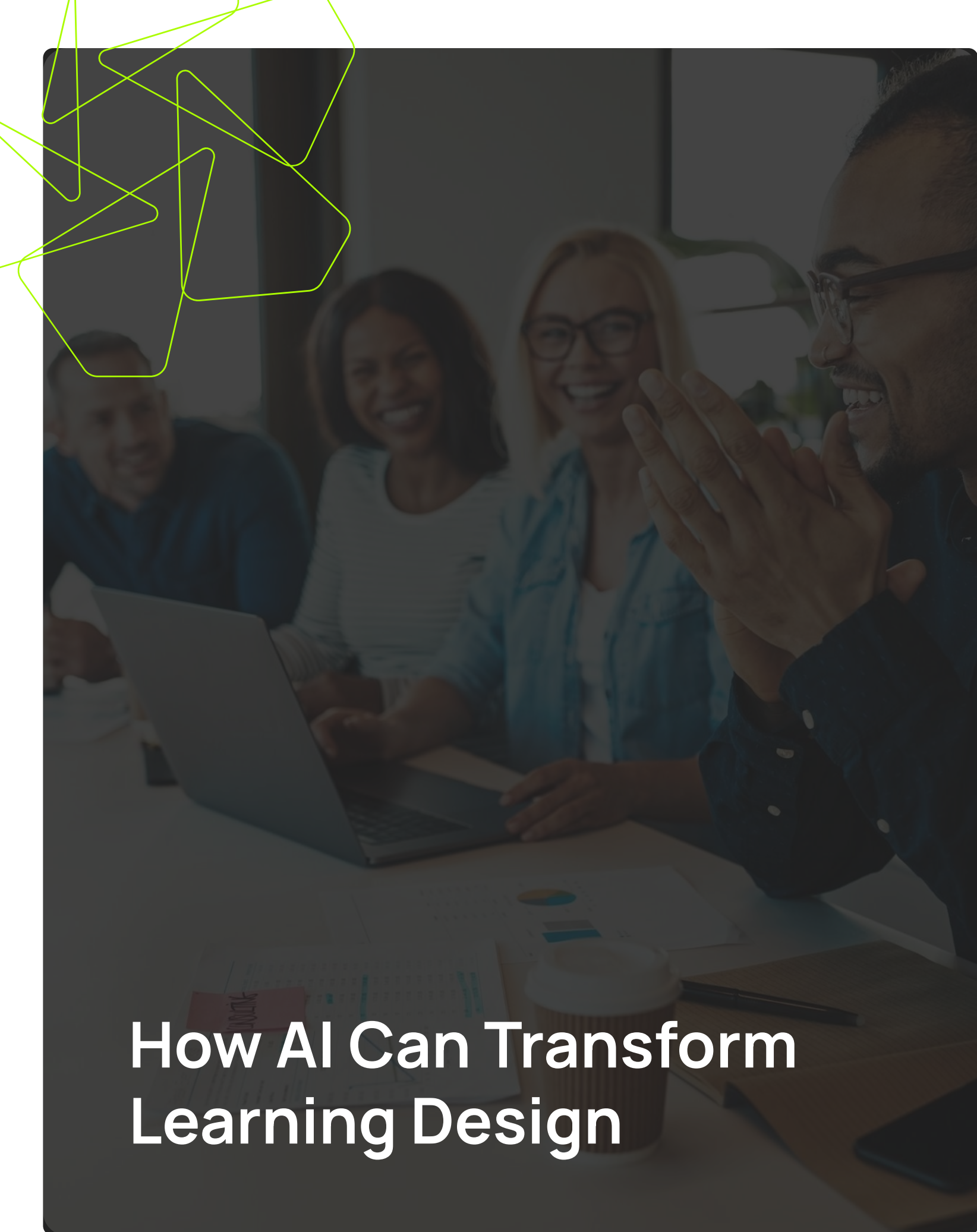
Time to launch. See if your design and development efforts are in line with the goals set. It's also your chance to make tweaks based on real-world use.

5. Evaluate

Keep evaluating throughout. Reflect on the course's effectiveness, learner performance, and feedback. Use this to make continuous improvements.

Evaluation ensures that your course remains relevant and effective, adapting to changing learner needs and incorporating feedback to enhance the learning experience.

By following the **ADDIE model**, LX teams can ensure they are not only meeting the needs of today's learners but also creating engaging and effective learning experiences that stand the test of time. This structured approach is your best bet to keep up with the fast-evolving world of learning and development.



How AI Can Transform Learning Design

Now, let's talk about AI. AI can significantly improve how learning programs are designed, making them more tailored and effective. Here's how:

Enriching Analysis

AI can speed up the analysis phase by quickly processing large amounts of data to identify learner needs and trends. Tools like AI-driven surveys and data analytics can provide deep insights into what learners want and need, ensuring that your learning hits the mark.

Personalizing Content

AI can sift through heaps of information—whether it's your company's brand guidelines or a brain dump from a subject matter expert—and turn it into something that's both business-aligned and learner-focused.

But wait, it gets better. Imagine having an AI-powered coach. This virtual coach can meet learners where they are, guide them through the content, and even assess their understanding—all in real-time. It's like having a personal tutor available 24/7 without the need for scheduling face-to-face meetings.

Automating Routine Tasks

Let's be honest, some parts of course design can be a bit tedious. AI can take over these routine tasks, like ingesting context or organizing content, freeing up more time for LX teams to focus on the creative aspects of learning design.

Predicting Outcomes


AI can help predict learner outcomes based on historical data and current performance. This can be incredibly useful for identifying at-risk learners early on and providing them with the support they need to succeed.

Why Experiment with AI?

Trying out new tech can be daunting, but don't be afraid to experiment with AI. Here's why:

- **Stay Ahead of the Curve:** AI is quickly becoming a staple in many industries. By integrating it into your learning design now, you stay ahead of the curve and position your team as innovators.
- **Boost Efficiency:** AI can handle the heavy lifting, allowing your team to work more efficiently and focus on creating engaging content.
- **Improve Learner Outcomes:** Personalized learning experiences lead to better engagement and outcomes. AI helps you tailor your content to meet individual needs.





Dan's **LX Journey**: Behind the Scenes

Now for the fun part. We've talked about how learning is changing, but let's hear it from someone in the trenches. Meet Dan. He's the Content Design and Delivery Practice Lead at Hive Learning, and he's seen it all. Here's the scoop from Dan:

I'll start with a disclaimer; I'm writing this without any help from Gen AI. Having spent the past 16 months deep in the rabbit hole of AI-powered learning content, I like to resurface now and then, and go back to basics.

Not because AI can't write. It's not too bad at that. It's more that putting pen to paper, or in this case keyboard to screen, is how I remind myself just how much things have changed. And what we need to keep striving for as learning designers.

Back when Gen AI all began, I was a sceptic, I have to admit. "AI can't write as well as my team and I", "AI won't ever get the nuances of learning design the way my team can". That's what I thought.

But as we dove head first into the rabbit hole, we started to find just what a difference it could make to our work.



In February 2023, time and demand were our worst enemies. There was always:

- Huge demand for learning content*
- Never enough time to fully follow processes like the ADDIE model to the extent we'd like*
- A real dilemma over when to be creative and when, in the interests of time, to stick to tried and tested methods of learning design*

Sound familiar? I've heard the same from lots of L&D teams.

Back in February 2023, we mostly created off the shelf content. We had a pretty good formula for design, and learners always gave us good feedback. But as clients rolled out our content, we always watched on with a sense of "what if?".

What if we had more time to really personalize that content to the client, their learners, and their lived experiences?

What if we could really test the content we designed to figure out what learning experiences would lead to better engagement and learning outcomes?

What if we could rip up the formula we followed and experiment with brand new types of content?

Answering these questions could help us make content more engaging, and learning more sticky. But in February 2023, we couldn't answer them easily. Time, capacity and demand were the main blockers.



Now with Gen AI in our toolkit, we answer them much more often. Why? Because it turns out, Gen AI is giving us back time.

My scepticism about Gen AI's ability to write wasn't entirely unfounded. I still find myself correcting it often, and doing a thorough edit of whatever it's created. It is getting better, though.

But what Gen AI can do for LX teams is get us from a blank sheet of paper to something in a fraction of the time it used to take.

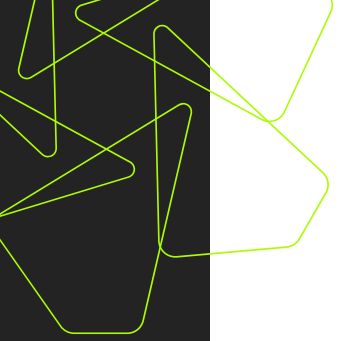
The result? We can now give AI an idea, it'll take that idea and put it into words. Today, the time we would have spent writing content, we now spend coming up with that amazing idea.

It's freeing our team's time to get really creative with the learning experiences we offer. So much so, we changed the name of our team.

Before Gen AI, we were known as the "Programs" team. We created programmatic, off the shelf content, so the name fit.

But now, we're less interested in writing a catalogue of content, and more interested in understanding how we use Gen AI to craft personalized, engaging learning experiences. It's not just about what information the content contains, it's also about how learners experience that information. Hence our new team name, "Learning Experience".

Gone are the days where we'd write 500 words that simply teach learners something - what some call "sage on the stage" - a bit like a teacher at the front of a classroom. Instead, we try to figure out how we can convey the same information in a more engaging, relatable and interactive way.



An extra bonus has been this approach reinforces the value of learning designers and experts, and why AI isn't about to replace us.

As we've found, AI isn't that great at coming up with creative new ideas for learning content. In fairness, that's not what it's designed to do anyway. (I won't bore you with the detail, but large language models are trained on lots of content that already exists. So, inherently, it's less capable of coming up with an idea that nobody's ever tried).

But those ideas are what matter in learning. We know that creative, innovative ideas for how learners experience ideas is what gets them engaged. The more we wow learners, the more engaged they are about what they're learning.

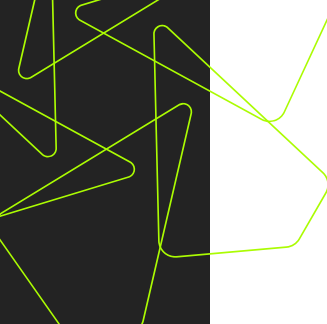
For us, it's all about getting the learner to go, "Ahah!"

- "Ahah! I never knew that"*
- "Ahah! I never thought of it that way before."*
- "Ahah! That information is speaking specifically to me and my experiences".*

Getting learners engaged is the key reason we came up with the AHAH Principle at Hive.

AHAH stands for:

AI-assisted, Human-led, AI-resourced, Human-checked



In a nutshell, it's a way of saying that to wow learners, learning experience designers need to be part of the process. Because by itself, Gen AI isn't currently able to wow people. But with AI doing the heavy lifting of content writing, it allows learning experience designers to do what they do best. Design amazing learning experiences.

I'm getting close to my word count for this section of the guide, but let me give you my one key takeaway when it comes to LX and Gen AI.

Don't fear AI. It won't replace you. But if you dive into that rabbit hole head first, you will find it empowers you to be your best, creative selves. All those ideas, all that expertise you have? AI allows you to realise it.

Afterall, I trust you to know what your learners need more than AI.

A side effect here at Hive Learning is that I no longer spend my time coming up with best practice formula for my team to follow when it comes to learning design.

Instead, I spend my time engineering prompts for our AI powered products and tools, like BuzzCurator, that empower my team to build what they know will wow their learners. (Prompt engineering is a whole other thing, let us know if you're interested!)

The upshot? The LX team at Hive is no longer constrained by time, capacity or demand. In fact, we're in more demand now than we've ever been. But the most important part is we're able to deliver better, more engaging, more creative, innovative learning solutions with AI. It's unlocked our ability to wow learners and, hopefully, give them more of those "Ahah!" experiences.



Conclusion

LX teams need to keep evolving to meet changing learner needs.

The move towards self-paced and on-demand learning calls for fresh approaches and tools. By using models like ADDIE and integrating AI, LX teams can create flexible, engaging, and effective learning experiences that meet today's diverse learner demands.



Are you feeling inspired (or maybe even excited) about the future of learning design? We are too! Why not reach out to Hive Learning and see what cool things we've been cooking up for Learning Design teams?

[Reach out to us today!](#)