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# Transformational Learning Strategy in the Age of AI



# Introduction: How Our Learning Needs Are Changing

The age of artificial intelligence (AI) is here. Think about the ways you've started leveraging this technology in the past year. Perhaps you've leveraged ChatGPT to help outline a memo to send to your team, or to craft a first draft of an email.

Or maybe the technology solutions you use every day—whether it's a CRM, a virtual assistant, or a data platform—now incorporate AI features. Regardless of how you use this technology now, almost all of us are certainly going to be using it more over time.



And yet, many businesses are underprepared for how the influx of AI technology may impact their employees in a range of ways. They may have thought about tasks that can be automated to free up employee resources, but how will they provide workers with the [skills](#) they need to work alongside AI and navigate a quickly evolving workplace?

Ironically, another challenge is considering how the same AI technology that is disrupting the workforce can be used for learning and development. For example, what if we can use AI to tailor learning programs for each individual and to create more engaging and adaptive training experiences?

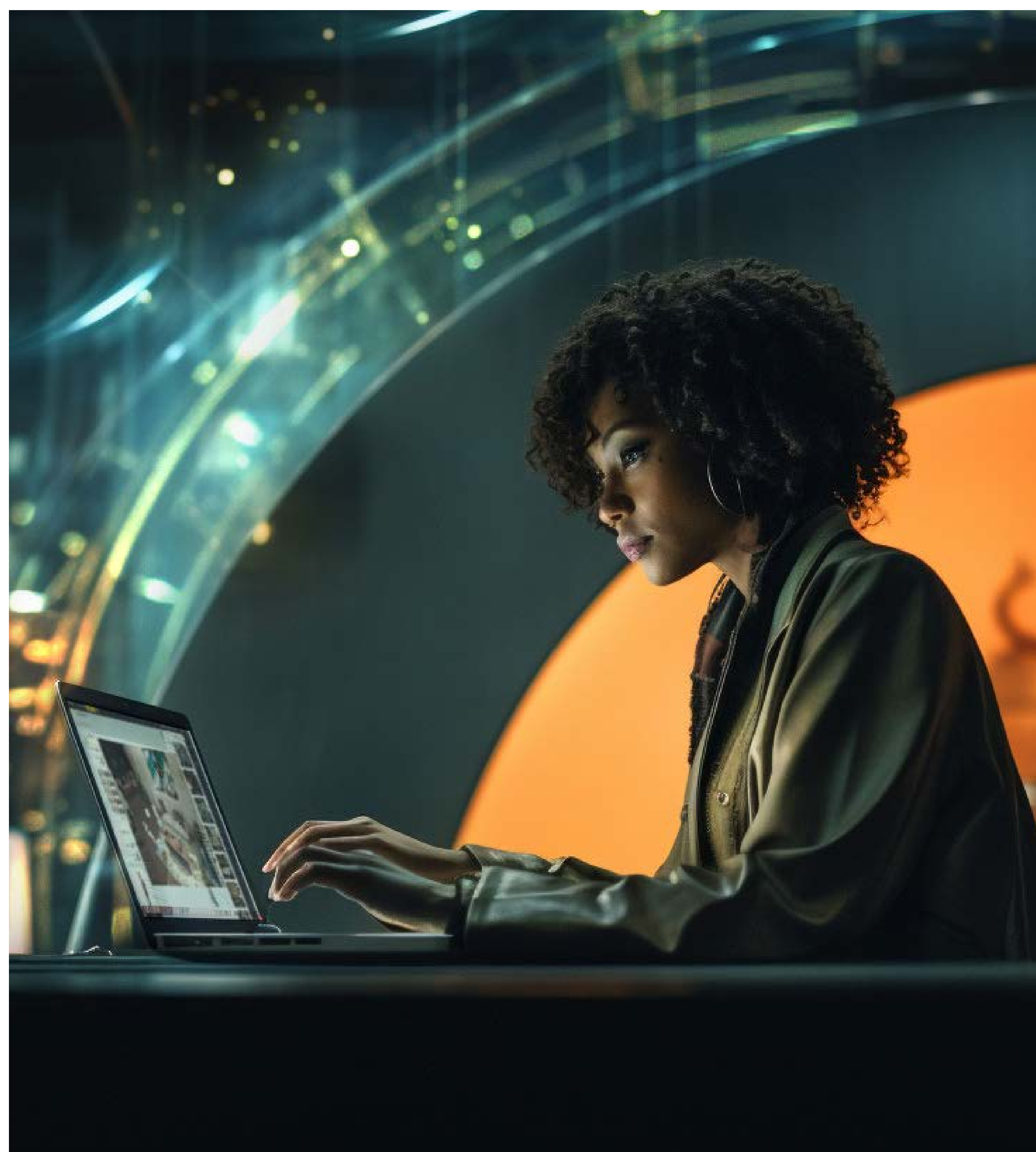
The traditional learning model has had a different look in recent years. Some companies continue to leverage in-person training, in which one or a few folks speak with large groups of employees at one time. This training is not personalized to

the employees' specific teams and needs, but is rather a sort of blanket training or 'one-size-fits-all' approach. The same is often the case for e-learning, in which similar sessions take place via video conferencing or 2D learning content modalities, like video and slide presentations.

These traditional learning models have limitations in delivering efficient and effective training, especially at a time where training needs are large and rapidly evolving.

These challenges include:

- ✘ Long training cycles
- ✘ Disengagement from employees and/or employers
- ✘ Distributed workforces



- ✘ Many traditional learning models that teach routine skill development cannot evolve fast enough to meet reskilling needs, when AI's application for routine tasks is increasing.

These factors hinder employees' ability to apply their learning effectively, and organizations' ability to meet their reskilling and upskilling needs.

As organizations strive to adapt to evolving market demands and workplace technologies, the need for scalable, versatile and results-driven learning solutions becomes paramount. In an uncertain economic environment, furthermore, businesses are looking to reskill and upskill their workforce in the most time-efficient and cost-effective ways.

## What Is Immersive Learning?

In this whitepaper, we'll take a closer look at one solution by examining how immersive learning is transforming the calculus for many organizations when it comes to talent development.

[Immersive learning](#) is a solution that has the potential to change how training is delivered, acting as a bridge between learning new skills and executing them, and in turn, helping transform talent development for enterprises across industries.

What exactly is Immersive learning? Immersive learning creates interactive environments for [scenario-based learning](#) and skills development. Accenture [defines](#) it as an advanced form of active learning that uses technology to create fully simulated environments where learners interact with the experience—as close to the “real world” as you can get.



## Benefits of Immersive Learning

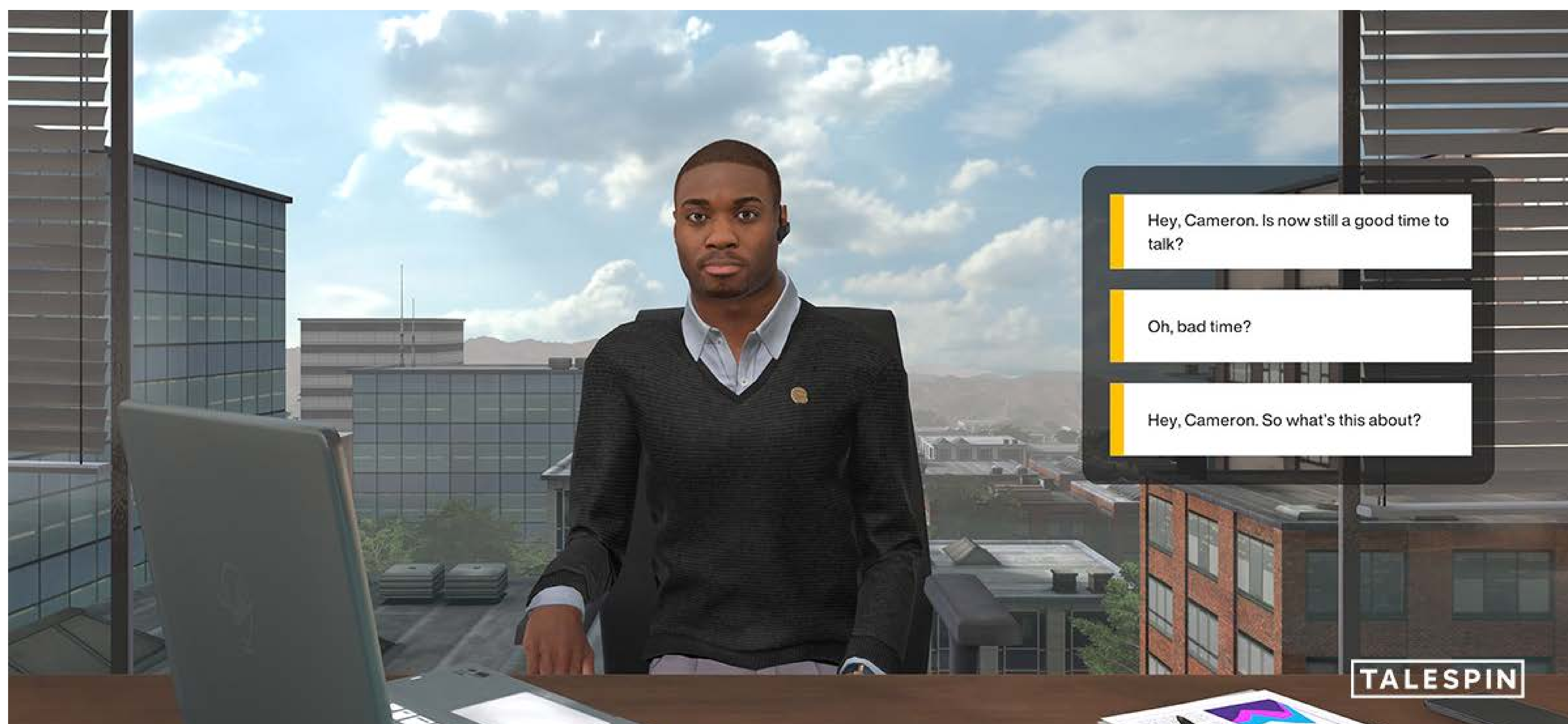
Immersive technology is gaining traction as a learning modality due to its numerous [benefits](#).

In a world where attention is fleeting, a more engaging and efficient approach to skills development and knowledge retention is crucial.

Research highlights VR training's ability to deliver such a reality. A [PwC report](#) found that VR-trained individuals exhibit 275% more confidence to apply what they learn, a 40% boost over traditional methods and 35% over e-learning. VR-trained individuals were also more 4x more focused than e-learners and 1.5x more focused than classroom learners.

Companies are harnessing VR training for various use cases like leadership development, employee onboarding, and customer experience training. These environments offer tailored training akin to the real-life situations employees face on the job.

For example, in soft skills training simulations, learners engage in role play with AI-powered virtual human characters. These simulations allow them to practice critical workplace conversations, take part in coaching sessions, and receive real-time feedback and skills measurement—all in a safe environment where they can make mistakes without judgment or real-life consequences.



*Immersive learning engages learners in role play with virtual humans.*

## Key advantages of immersive learning include:

- **A Safe Place to Fail:** Difficult conversations or tasks can be replicated in a setting where users can make mistakes and hone their skills before they take those skills into real-world conversations with customers or colleagues.
  - **Emotional Engagement:** Unlike passive e-learning, VR elicits real emotions through interactions with virtual human characters, fostering empathy and emotionally realistic training experiences.
  - **Realistic Environments:** Immersive learning helps create the most lifelike environments possible, ensuring greater engagement from participants.
  - **Instant Feedback:** Virtual scenarios allow companies to provide employees with real-time training feedback, encouraging skill improvement in real-time.
  - **Skills Gap Identification:** VR platforms provide skill analytics, aiding companies in addressing employee development needs at the individual, team and organizational level
  - **On-Demand Training:** VR facilitates on-demand training—vital for remote or disparate workforces.
  - **Cost Efficiency:** VR proves cost-effective at scale, especially with [AI and no-code content creation tools](#) continuously decreasing training costs.
- Incorporating immersive learning into training programs helps propel businesses forward—as numerous benefits converge to create a win-win experience for both employers and employees alike.



## Adopting Immersive Learning Solutions

For companies looking to move quickly when it comes to incorporating immersive learning into their training program, many turn to [off-the-shelf](#) VR training content libraries.

An immersive equivalent of off-the-shelf e-learning content libraries, off-the-shelf VR content is generally developed by subject matter experts, based on best practices for accomplishing a particular learning objective, and follows standards related to the training subject matter.

For example, an off-the-shelf learning module for [effective behavioral feedback](#) would follow a common feedback framework that is typically deployed for this training topic.

This type of content is designed to be broadly applicable and can be used to address common training needs for job roles across industries.



*Off-the-shelf VR learning content helps employees practice common training scenarios.*

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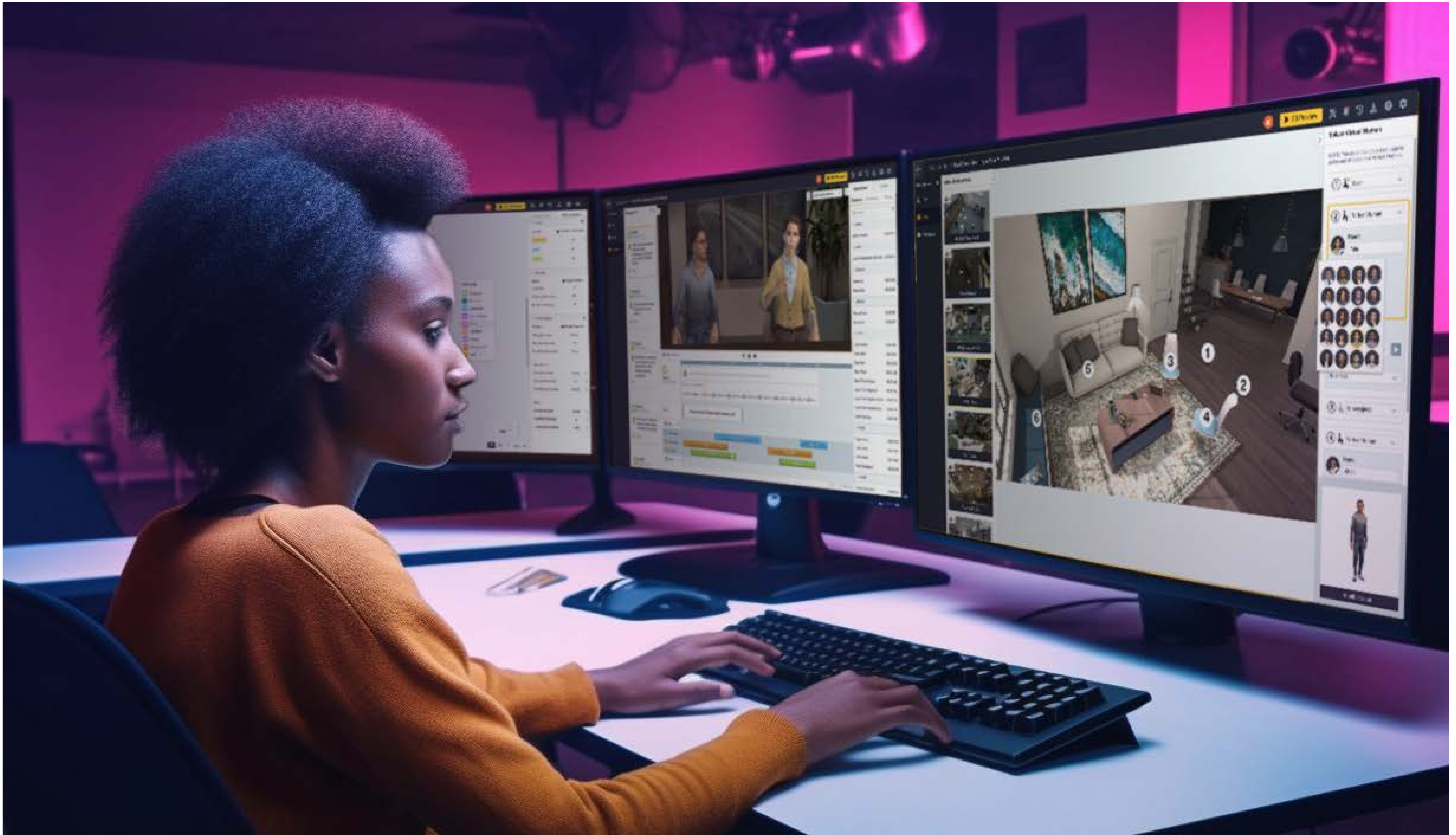


This includes onboarding, compliance training, managerial skills development, and communication skills development.

Off-the-shelf immersive learning content is cost-effective and it can be quickly and easily implemented into existing training programs. This makes it an attractive option for small to mid-sized companies that may not have the resources to build large custom VR learning programs right out of the gate.

It is also a great fit for enterprise organizations looking for an affordable entry point to adopt immersive learning, serving as an excellent starter, or pilot content offering for an immersive learning program.

Learn more: [VR Learning Adoption Guide](#)



*No-code VR content creation tools enable organizations to create custom VR training programs.*

## No-Code VR Learning Content Creation Tools

[Custom immersive learning content](#) can be created through VR application development efforts, or the use of learning content creation tools. As immersive learning has grown in popularity in recent years, solutions for the latter are now available on the market similar to the way e-learning content authoring tools are available.

These tools make it possible to design and publish interactive immersive learning modules featuring 3D graphics, simulated role play with virtual humans, and virtual environments—all accomplished with drag and drop features and no coding necessary.

Now companies have the ability to leverage [no-code VR content creation tools](#), enabling learning designers to create and deploy scenario-based VR learning experiences. Companies can create customized training at scale at lower costs than ever before—which is particularly useful as individuals face growing skills gaps and the need for large scale workforce reskilling increases.



## How Does AI Factor Into Immersive Learning?

As with other industries, AI technology is increasing the power, flexibility, and personalization of immersive learning solutions, empowering companies to create more tailored VR training content at lightning speed.

Generative AI's transformative [potential](#) in immersive learning comes from its capacity to generate content at scale and to personalize it at the individual level. By drawing from existing data and creating original content in real-time, generative AI can tailor learning content to individual learning journeys and skills development needs.

For example, AI is being used to:

- [Write narrative dialogue](#) for learning simulations
- To create immersive learning experiences at [speeds and price points](#) that were previously not possible
- Score learner performance in immersive learning modules in real-time
- To generate the virtual worlds VR simulations take part in at faster speeds, including the creation of virtual human characters and environments

Immersive learning is already providing organizations with faster and more effective ways to upskill and reskill employees. AI-powered



immersive learning will do so on a scale that can keep pace with workplace transformation.

Learn more: [Webinar - Where Learning Design and Generative AI Meet](#)

## What the Future Holds for AI and Immersive Learning

Automation and AI are impacting jobs, highlighting the need for people and companies to learn and improve. Immersive learning tackles this challenge by offering a better and quicker way to learn. It helps individuals gain the skills needed to stay relevant as AI changes the job market and changes the role of [human capital](#) in the workplace.

In recent months, the VR technology market has seen serious momentum. Apple [entered](#) the market with the launch of its Vision Pro headset. While Apple's arrival may be fashionably late, the company may play a major role in continuing to make immersive technology a part of people's lives.

Established players like [HTC Vive](#), [Lenovo](#), [Meta](#) have also brought new solutions to market, with both VR hardware and VR applications continuing to become easier to use and more impactful for people.

VR learning as a training modality stands to benefit from all of these improvements, giving organizations better and better options for their creating VR training programs.

This next phase of growth will also likely be closely tied to personalized VR learning experiences that are [tailored](#) to individual needs and preferences. The aforementioned no-code application developments and integrations of generative AI into immersive learning will continue. This will be transformative in shaping workplace training, making more personalized and engaging learning experiences accessible to learners around the world.



## Final Thoughts

The transformational potential of immersive learning in the age of AI is real. As businesses navigate the changing business landscape driven by AI advancements, the need for more efficient and effective training solutions is critical; immersive learning bridges the gap between acquiring new skills and executing them, offering engaging and tailored training experiences.

From enhanced engagement and safe practice space to learning personalization and cost efficiency, the benefits of VR training are plentiful. As more companies understand the ways they can incorporate immersive learning into their training programs, whether through [off-the-shelf VR content libraries](#), or through [no-code content creation tools](#), they will see the tangible impact these solutions have on their workforce—and on their bottom line.

These benefits will only be enhanced by AI. This technology's ability to create lifelike interactions and personalized content enhances training, essential for bridging the skills gap driven by rapid technological advancements. The entry of tech giants like Apple into the VR space is set to accelerate consumer adoption, further fueling growth in the industry.

Looking ahead, there's no question that personalized learning experiences and generative AI technology will fundamentally change workplace training. The immersive learning train is gaining steam and more businesses are jumping on. The question is: Will you and your company be on board?

*For more information on how you can take your training to the next level, contact Talespin:*

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# The future of work starts here

Want to learn more about how you can get started on your VR learning journey? [Reach out](#) to a Talespin representative or visit [Talespin's Blog](#) for the latest updates and news