





WELCOME TO THE STR WEBINAR

Mining Your Subject Matter Expert's Genius:

How AI Can Help





Welcome to our Webinar

In our first webinar, we talked about subject matter experts (SMEs):

- Why we reach out to them
- What we can expect from them
- Why they need to work with an Instructional Designer to create learning that is:
 - Engaging
 - Effective

We also talked a bit about that relationship.



In our second webinar, we talked more about learning creation:

- The process of creating great learning
- The choices the SME and Instructional Designer (ID) need to make
- How to set your project up for success!

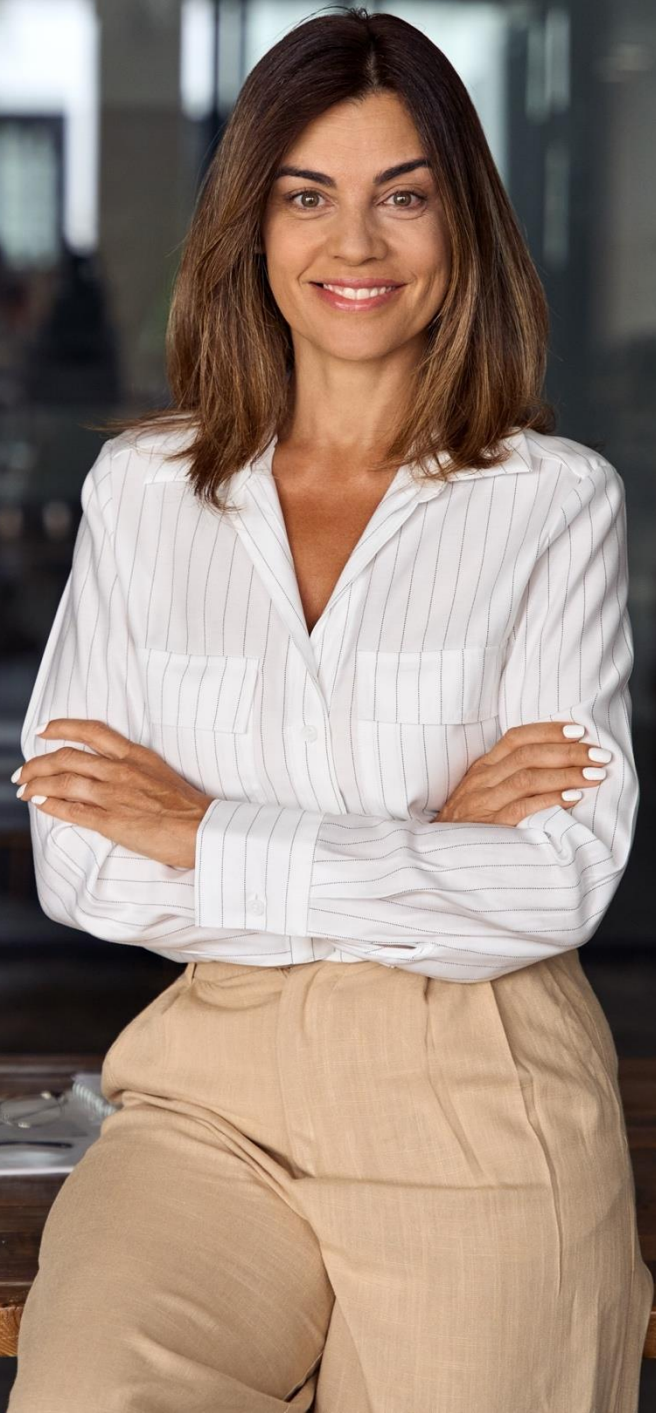
Now, let's talk AI and how to make the most of what it can do for you!



Remember our SME

A subject matter expert (SME) is a person with deep knowledge and expertise in a specific topic.





Remember our Instructional Designer

An instructional designer (ID) creates learning experiences based on best practices from learning science and neurological research.



Remember the Learning Creation Process

Four steps force your subject matter expert and instructional designer to think things through to create effective learning experiences.





Meet Gen AI

A type of artificial intelligence that:

- Creates new, original content
 - Text, images, video, code
- Bases the new content on:
 - Its training
 - Its internet searches
 - Your specific instructions (prompts)
- Is lightning fast and impressively good

The output is based on patterns and predicting 'what comes next.'





Poll or Chat

Where do you think generative AI is most helpful?

1. High-Level Learning Design?
2. Innovation and Creativity?
3. Detailed Learning Design?
4. Development?





Poll or Chat

Where do you think generative AI is most helpful?

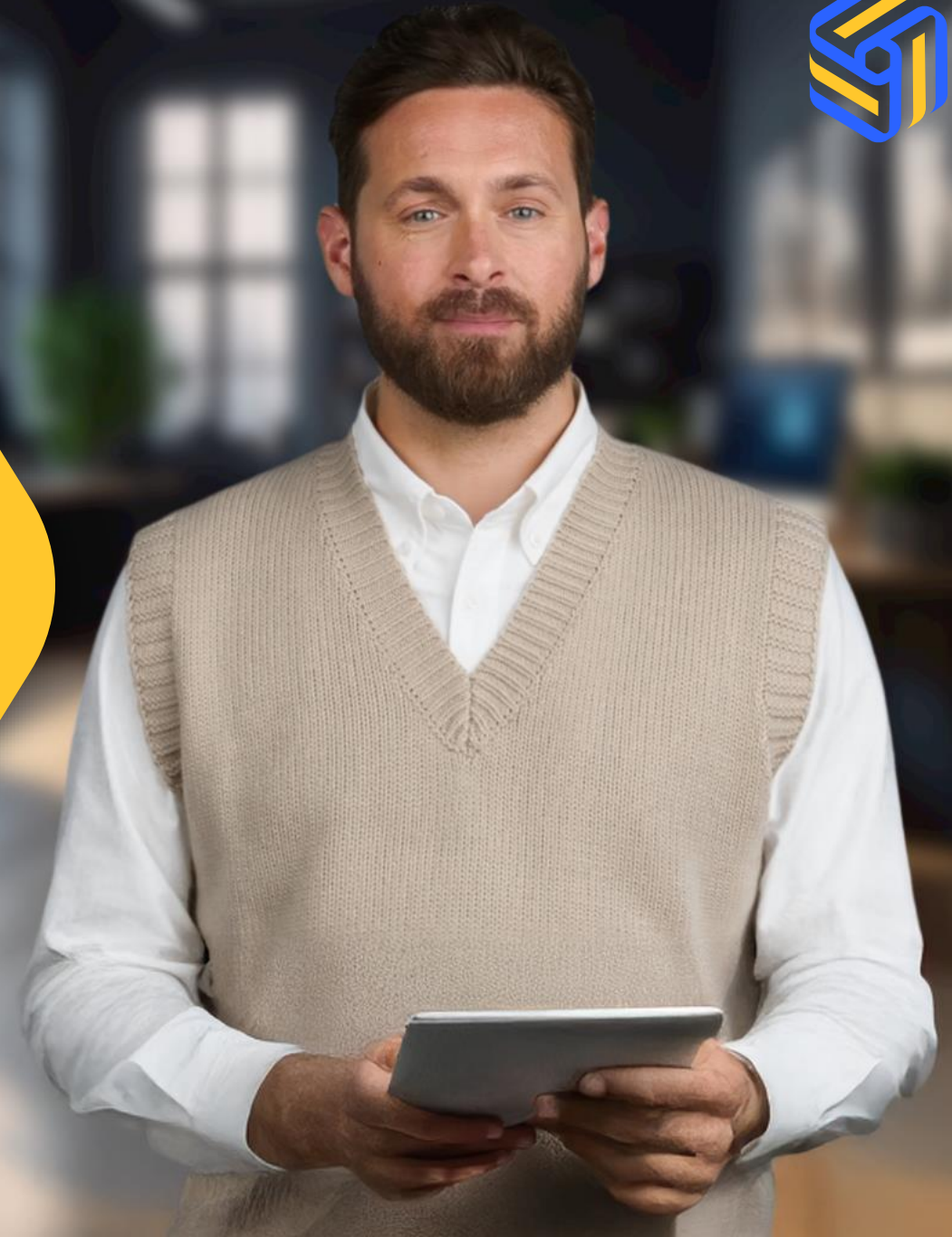
1. High-Level Learning Design?
2. Innovation and Creativity?
3. Detailed Learning Design?
- 4. Development?**





Why Development?

Let's answer that with a video.







Poll or Chat

What did you think of Oliver?



Poll or Chat

What would you normally need to do to produce a presenter video like this?



Poll or Chat

How long do you think it took us to make this video?



AI-Generated Video

Oliver is an AI generated avatar.

- Created using Synthesia
- Based on a real human
- He delivers the script we upload
- Changes can be made in minutes (just type them in)
- Multiple avatars and voices to choose from
- Quickly generated



Poll or Chat

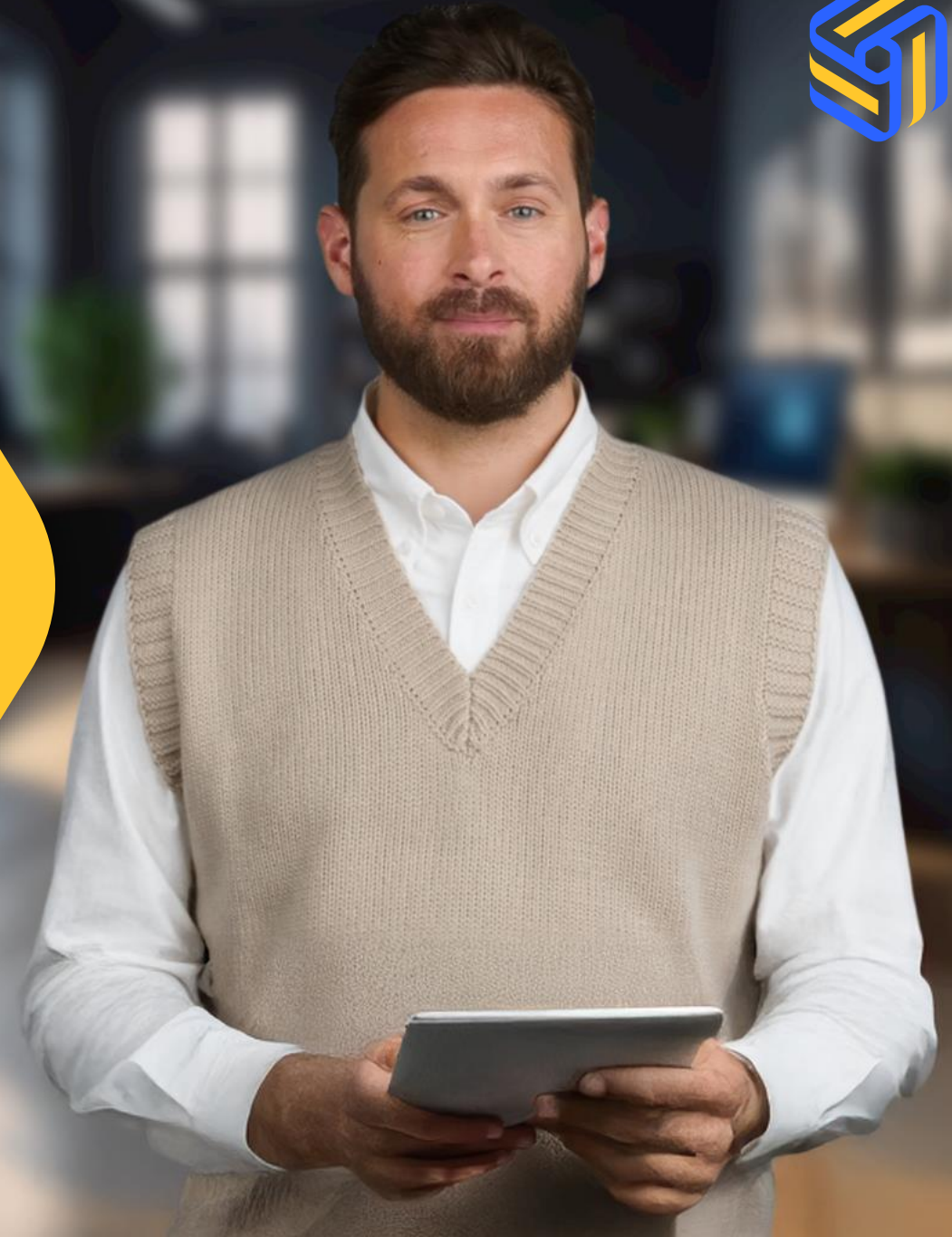
What if you had to translate a presenter video like this? What would that normally take?





With Synthesia...

You ask Synthesia to translate, load the new script, and press generate.





This is huge!

- Video is now an option where it wasn't before!
- This opens up a world of possibilities

Like...

- To open/close and segue between sections
- Simulated conversations
- Simulated panel discussions
- Interactivities



The caveat for video:

- Don't overuse it!
- Maintain best practices!

Video is great!

But what if it's not right for a project?

Can AI still help?





Images in Learning

Images invite engagement. They...

- Illustrate key messages
- Set the tone
- Increase retention

But finding the right images can be time-consuming, expensive and frustrating.





Images and AI

Gen AI can create:

- Specific images in seconds
- Based on your prompt

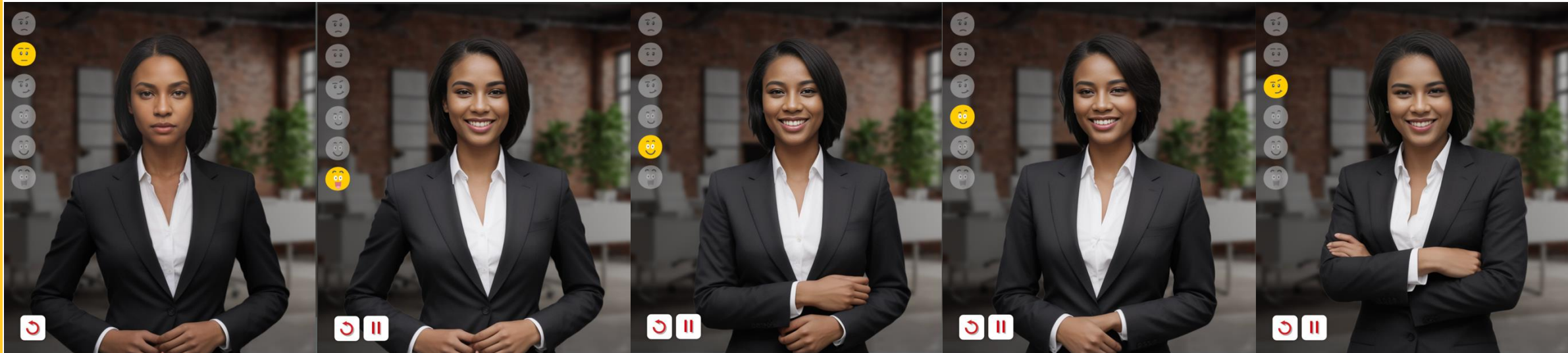
The more specific the prompt, the better than image





Images and AI

- Same person — different emotions





Podcasts

Generative AI will:

- Turn a document into a podcast script
- Generate digital voices delivering the script

Step through — SEE NOTES.



Chatbot

- Your content drives the conversation
- Used in some places for on-the-job skills training
- Potential for follow-up skills coaching

I'd like to get a chatbot working and include it here.

WHERE IS THIS COMING FROM? - KD



In Short...

Generative AI allows you to go from this...

2 Understanding current threats



Figure 7

Show description ▾

Now you know what information assets you have, you'll look at how those assets can be compromised.

You will learn about some different kinds of threat, the vulnerabilities that they exploit and some countermeasures that can be put in place to guard against them. When we use those terms we mean:

- **vulnerability** – a point at which there is potential for a security breach
- **threat** – some danger that can exploit a vulnerability
- **countermeasure** – action you take to protect your information against threats and vulnerabilities.

Threats can take many different forms, including unauthorised access to data with the intent of committing fraud against individuals or businesses. At its most extreme, there is the potential for the systematic disruption of computer networks and services, putting cyber security threats on a par with those associated with terrorism. The UK government set up the National Cyber Security Centre to act as the UK government's single authority on cyber security – improving our understanding of the threat, reducing the harm from cyber attacks and providing a unified source of advice and support.

In a 2018 report, the UK government's National Cyber Security Centre highlighted that cyber security threats to UK businesses continue to grow, with particular emphasis on ransomware and distributed denial of service (DDoS) attacks.

New threats are being discovered all the time and they can affect any and every operating system, including Windows, Mac OS, Linux, Android and iOS. Additionally, there are growing threats due to potential vulnerabilities in the growing number of Internet of Things devices being connected to our networks. To protect ourselves it is important to keep ourselves up to date with the latest cyber security news.

Next, you will explore how vulnerable systems can be identified using the Shodan search engine.

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1.6 What are your own safeguards?

2.1 Identifying vulnerable systems



In Short...

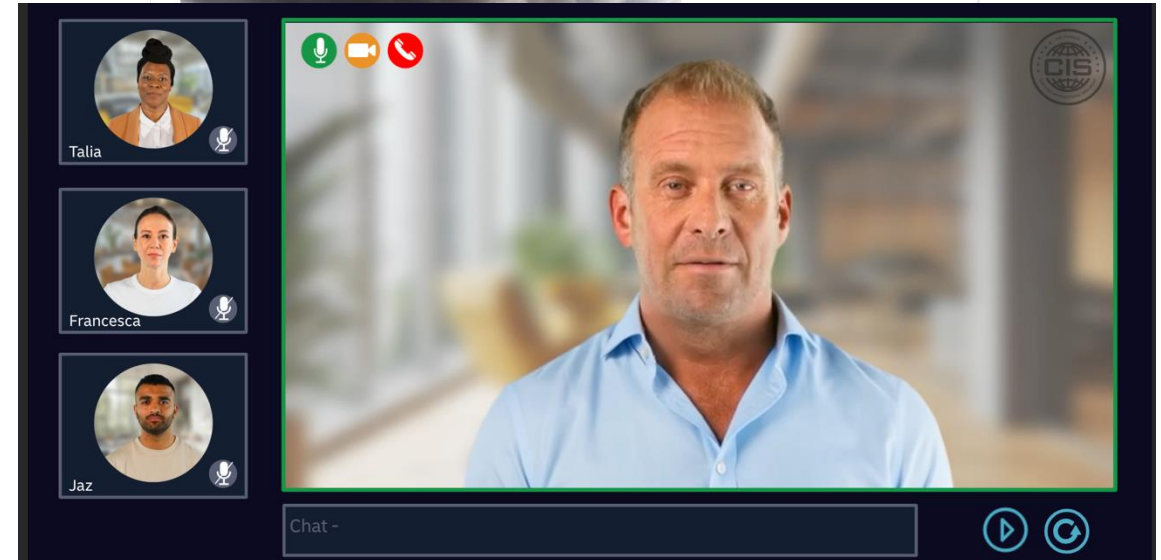
Generative AI allows you to go from this...

To this — without a significant increase in costs

The latter provides:

- Deeper engagement
- Greater retention
- Better results
- Increased ROI on your L&D budget

2 Understanding current threats



authority on cyber security – improving our understanding of the threat, reducing the harm from cyber attacks and providing a unified source of advice and support.

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1.6 What are your own safeguards?

2.1 Identifying vulnerable systems



Let's look at how AI can help in the earlier stages.
But first, something to bear in mind...





Gen AI is seductive...

The writing is impressive!

So impressive that it seduces you into thinking it is giving you exactly what you want and need.





But when you look deeper...

The reality may not live up to expectations.



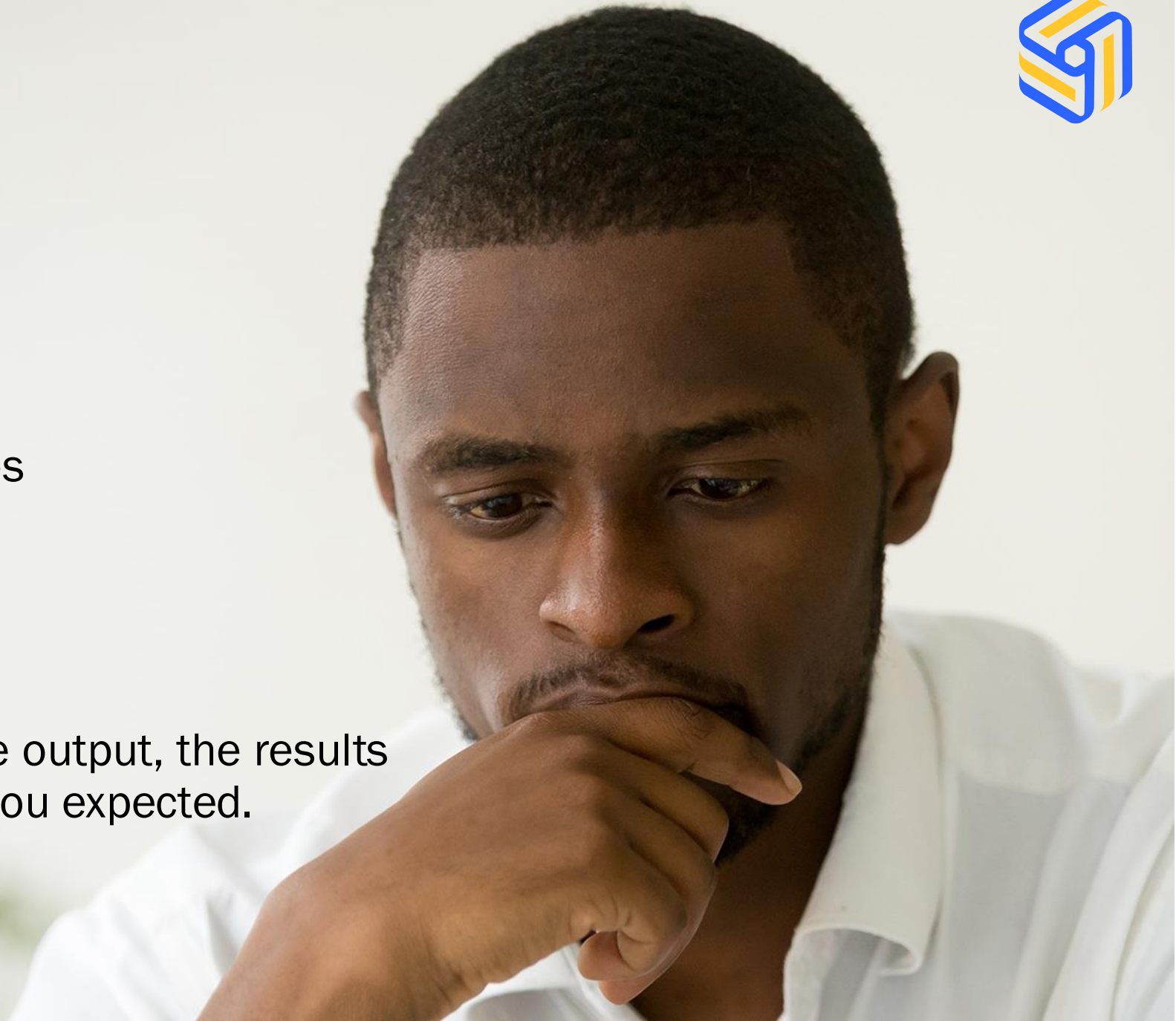


Gen AI...

...can easily:

- Take a data dump
- Organize and outline it
- Write learning objectives
- Write learning modules
- Specify test questions

But when you examine the output, the results are often not as good as you expected.





Gen AI often:

- Focuses on the wrong thing
- Brings in outside information
- Goes off on tangents
- Hallucinates
- Has trouble sequencing to build understanding
- Forgets to define new terms

Knowing that, you can still take advantage of it!



You need to...

Think of gen AI as being like a child on a playground.

Growing more competent every day...

But you need to watch it every second!

Here's where and how we use it in the early steps of learning creation.





Getting up to speed on a subject

That stack of documents?

This is what an ID needs to know to work well with the subject matter expert.

Gen AI can quickly summarize them.

It can also help IDs get up to speed with background material.





But be sure to...

...have your subject matter expert take a quick look at the output.

Make sure it:

- Focuses on the right concepts
- Draws the right conclusions

...so your ID will as well.





A High-Level Learning Design

- States the purpose and business rationale for the learning
- Sets learning objectives and outcomes
- Organizes content focus and flow

Gen AI can draft these, based on source documents and your input.

1

Topic Overview

BUSINESS RATIONALE:

Sales Executives who have completed this topic and are equipped with the skills to sell to senior management are likely to improve their win rates, thus benefitting DHL with sales efficiency and increased business.

TOPIC OUTCOME:

As a result of completing this topic, the learner will know how to sell to senior management.

TOPIC LEARNING OBJECTIVES:

After completing this topic, the learner will be able to:

- Describe what they need to do to successfully engage with senior management, and compare this with operational or middle management level
- Prepare to have a sales conversation with senior management
- Recognise the senior management perspective on the key business issues and insights that affect their customers
- Have a business-focused sales conversation with senior management, using appropriate language

LEARNER EXPERIENCE:

After completing this topic, the learner will feel:

- Clear on what they need to do before meeting with senior management
- Worthy of the conversation with senior management – they will have earned the right to be at the table
- Confident they can sell to senior management

OUTSIDE THE SCOPE OF THIS TOPIC:

The following subjects are relevant to this topic, and will be touched on, but **not covered** in detail:

- Gaining access to senior management (the topic assumes that a first meeting is already booked)
- Stakeholder mapping, as this is covered in the *Gaining Consensus* topic
- Sources of business insight, as this is covered in the *Insight Selling* topic
- Building a business case

CONTENT FLOW:

1
Navigating the
hierarchy
(e-learning)

2
Preparing for a
meeting
(e-learning)

3
At the meeting
(e-learning)



The caveats...

- It tends to write from the trainer's perspective
 - Effective learning is designed from the learner's perspective
 - The language should reflect that
- It doesn't reflect organizational context
 - This makes it feel generic, which can be off-putting

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To get closer to the mark...

Your prompt should include:

- Asking it to think like an Instructional Designer
 - It knows what this means
- The purpose of the training
 - For the learner and for the company
- The desired outcomes of the training
 - Humans need to decide this
- A learner profile
 - Who is the learner and where are they now?
- Specific direction to write with empathy for the learner
 - It is getting better at simulating empathy, but you have to tell it to do that

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Then the ID needs to...

Examine every word of the output.

- Is it exactly what they want?
 - Or is it just pretty words that sound good?
- Does it focus on the right things?
- Are these the right choices for learning objectives?
 - Will they achieve the outcome you stated?
 - Bloom's Taxonomy verbs aren't interchangeable!

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The ID also needs to...

Study the flow:

- Does it create buy-in up front?
- Does it build understanding from where the learner is now to where you want them to be?
 - Are they the right steps in the right sequence?
- Does it define new concepts at the right time and build on them?

In other words...

Don't be seduced by pretty words. Look deeper!

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That's a lot of work!

Gen AI will generate an acceptable HLD, if...

- The ID invests the thought, time and attention to...
 - Work around the caveats
 - Make sure it's right

Either way, the subject matter expert needs to agree and sign off.

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AI in the Innovation & Creativity Step

We use it to brainstorm ideas.

The caveat:

- Gen AI is not creative — it pulls from a bank of tried-and-true ideas

But it can:

- Be a springboard for a human-generated creative idea!



High-Level
Learning
Design

Innovation &
Creativity

Detailed
Learning
Design

Development



Can Gen AI write a Detailed Learning Design?

Yes, if you want simple text-based learning.

The same caveats and guidance about prompting apply.

However, simple text-based is not particularly engaging or effective

2 Understanding current threats



Figure 7

Show description ▾

Now you know what information assets you have, you'll look at how those assets can be compromised. You will learn about some different kinds of threat, the vulnerabilities that they exploit and some countermeasures that can be put in place to guard against them. When we use those terms we mean:

- **vulnerability** – a point at which there is potential for a security breach
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Remember...

- 50% of employees rate their organization's e-learning 'fair to poor'
- 42% of L&D professionals consider creating engaging content to be their top challenge
- Only 23% of L&D departments have confidence in their ability to create engaging e-learning

Could text-based designs be the culprit?





Great learning experiences include...

- Short, engaging activities (in both digital learning and workshops)
- Lots of learner interaction



High-Level
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This shows how the activity will be set up. See slides 7-9 for each round.

The quarterly target set for your team is €600K higher than your current forecast. How will you reach this target?

You decide rather than asking all your Sales Executives to bring in more business, your best chance of reaching this target is to ask only your best performers to bring in more business.

Is this a good idea?

Good idea!

Not-so-great idea...

This shows the feedback screen.

NOTE: When they answer this and other questions in the sequence (see slide 7), they see the feedback in this box. Also...

If off-course, the spaceship moves to the side, the moon moves offscreen, and other space objects come into view. Other objects might be planets, comets, a cow (jumping to the moon), space dog or space monkey, a superhero.... We can make it cute. A light on the panel flashes 'Off course!'

Either way, an emergency klaxon sounds.

OFF COURSE

LOW FUEL

Creating these interactive designs...

Includes specifying:

- Prototype images
- Text
- Audio
- Interaction instructions
- Feedback instructions

Can gen AI do all that?



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OFF COURSE

LOW FUEL

So far...

- Trying to pull what we need from AI takes far longer than our IDs just writing it
- Plus, AI output is not as fun or engaging

Gen AI cannot do a great DLD yet.

Humans are better.



What about video scripts?

Gen AI (including Synthesia) can write a usable video script very quickly.

The caveat:

- It can be dry and a bit vanilla (is that good enough?)

To make it better:

- Make sure it captures exactly what you want to say
- Prompt it to:
 - Keep the language simple and approachable
 - Be conversational so it feels natural (the way people really talk)





Best practices for using AI in learning creation

- It's a virtual assistant, not a staff member!
 - Don't turn your project over to gen AI and expect great results
 - Keep your SME and ID in control!
- Train staff on how to write effective prompts; there is an art and science to this
- Use AI wisely:
 - To improve engagement and outcomes!
 - NOT to create substandard learning more quickly and cheaply!





The Next Logical Step — Agentic AI

Agentic AI is a type of artificial intelligence that:

- Makes decisions based on the current environment and desired goals
- Learns from its decisions
- Takes action on its own — it makes things happen

While generative AI is reactive...
Agentic AI is proactive.





Poll or Chat

Where do you think Agentic AI might be useful in L&D?



Poll or Chat

Where do you think Agentic AI might be used in L&D?

- Managing customized learning paths
- Learner intervention
- Sophisticated simulations
- Coaching



Finally, we asked ChatGPT...

“Think like an L&D manager. Why, in 100 words or less, might an L&D manager want to engage a third party with an impressive track record for their learning experience creation?”

It generated a paragraph, which we then asked it to convert to bullet points.





Per ChatGPT...

Why use a 3rd party content creator:

- Access to high-quality, innovative learning experiences
- Leverages specialized skills and proven methodologies
- Brings fresh, external perspectives to content design
- Accelerates development timelines and delivery
- Enhances learner engagement and outcomes
- Aligns training with business goals and performance metrics
- Frees internal teams to focus on strategic priorities
- Ensures content remains current, relevant, and effective





THANK YOU!

**Mining Your Subject Matter Expert's Genius:
How AI Can Help**





Who are STR?

Since 2008, STR has delivered Sales and other programs that drive measurable behavioral change and align employee efforts with long-term strategy, achieving results like a 1000% ROI for our very first client.

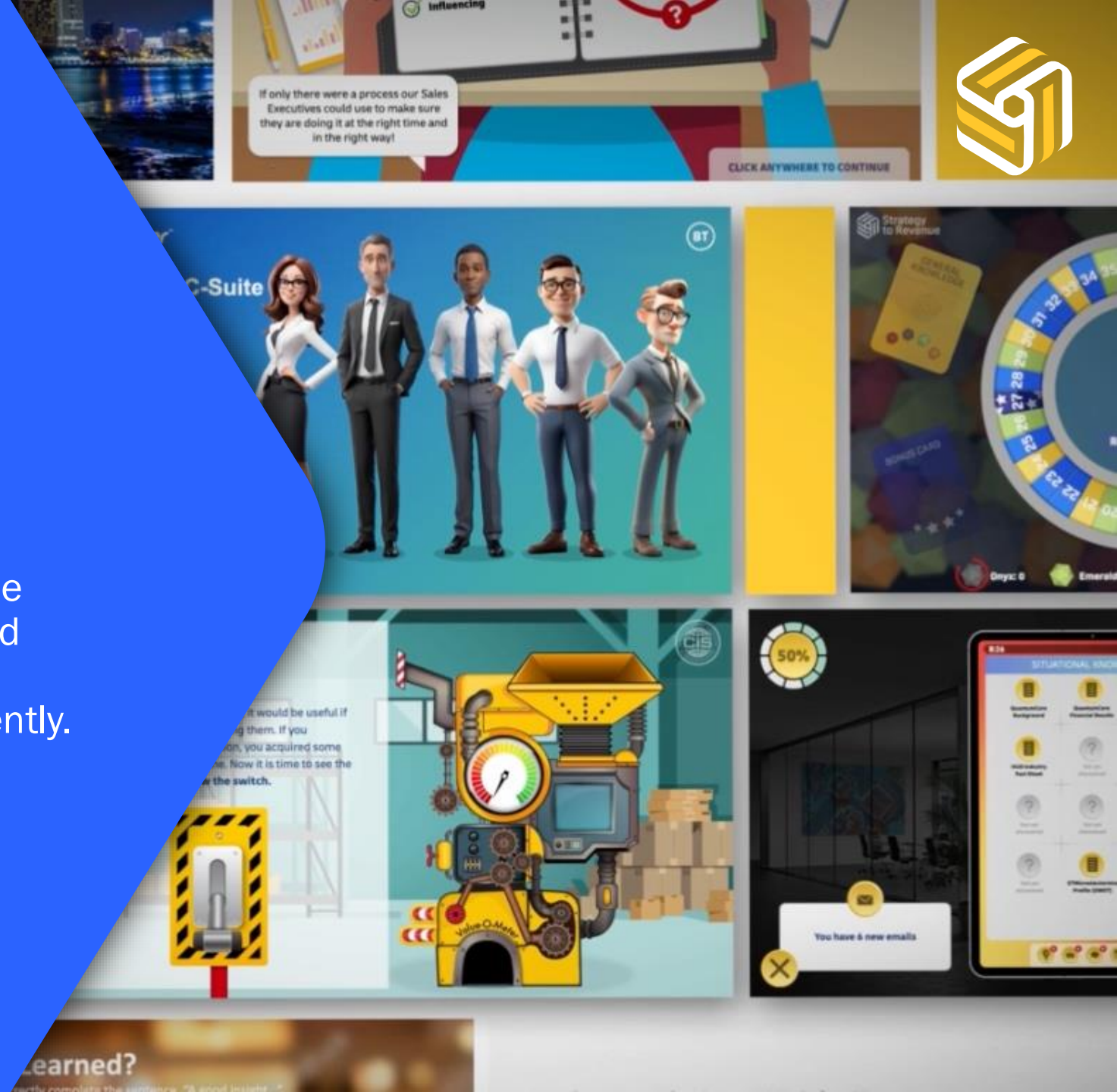
Our approach extends way beyond Sales, helping all functions connect with strategic objectives and adapt through continuous learning. STR's learning programs close skills gaps, foster alignment, and deliver real business impact.



What do we do?

We design and develop learning content specifically targeted to your organization's needs, strategic goals, and unique culture.

Tell us what you need, and we will create the right learning to engage your employees and achieve your objectives, using the latest technology to get it done quickly and efficiently.





Get in Touch

Any questions, comments or enquiries? Let us know:

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