



WHITEPAPER

# The AI powered employee training playbook

Smart tips to create high-volume, high-impact eLearning without overextending your team

articulāte

**TICTAC**<sup>®</sup>  
LEARN

## INTRODUCTION

# How has AI evolved for course creation?

### **The beginning: initial hopes and fears**

Generative AI burst onto the scene with a whirlwind of possibilities—and a few existential crises. For course creators, AI's promise was tantalizing: faster content, image, and video creation with a few keyboard clicks. But with big hopes also came big fears, like, “Will AI replace me?”

### **The realization: course creators need custom AI tools**

Eager to test the waters, eLearning developers dove into off-the-shelf, publicly available tools like ChatGPT to see how much heavy lifting AI could do. The speed was undeniable, but quality? Not so much.

Turns out, even the best tools won't perform if they aren't built for the jobs we're doing.

Generic tools churn out generic content—often adding extra work instead of reducing it. To truly support course creation, AI tools need instructional design training and context guided by human expertise.

### **Present and future: purpose-built AI as an essential partner**

For course creators, AI success comes down to choosing the right tool for the job, and knowing how to use it. That means selecting AI solutions built for instructional design, and learning how to apply them effectively.

The question isn't whether AI can help—it's how you can effectively partner with AI to solve L&D challenges and create impactful, employee-focused training.

### **What we've learned (so far)**

1. AI isn't stealing L&D jobs, nor is it a one-click wonder.
2. Human expertise and well-crafted prompts are critical to quality results.
3. Context matters—custom AI tools tailored to your



# Build training faster and collaborate smarter with AI

Employee learning and development is at a crossroads. As the demand for training grows, traditional processes often leave course creators stretched too thin to keep up—let alone to deliver engaging and dynamic materials. In the coming pages, we'll explore a new way forward with AI: one that maximizes your team's impact while reducing bottlenecks and inefficiencies.

## What you'll gain by implementing these e-book strategies:

- **More time for what matters most:** Reduce time spent on repetitive administrative tasks and free up bandwidth to refocus on designing engaging, learner-centric training.
- **Faster, better results:** Streamline workflows to speed up development without compromising quality.
- **Greater collaboration across teams:** Enable seamless partnerships between SMEs, L&D, and other stakeholders to meet the growing demand for training.

# AI Enablement Strategies for Non-L&D Teams

How to scale training production by enabling  
more teams to contribute course content



## THE PROBLEM

# Training demand outpaces production capacity

Demand for employee training and upskilling is off the charts. Business needs are evolving at warp speed, and yesterday's skills are becoming obsolete faster than ever. The result? A massive need for responsive, effective training.

## Here's what the numbers say

- 1.1 billion jobs may be “radically transformed” by 2030 due to technological changes. <sup>(1)</sup>
- 52 percent of workers say they need to learn new skills in the next year. <sup>(2)</sup>
- 70 percent of workers surveyed feel unprepared for the future of work. <sup>(3)</sup>

Yet many organizations simply aren't equipped to meet the increased appetite for training.



## THE SOLUTION

# Empower any team to draft quality course content

### Broaden your pool of training contributors

Here's the good news: your organization is sitting on a goldmine of untapped expertise.

Subject matter experts (SMEs) have the knowledge your employees need—but capturing that expertise is often a long, clunky process. HR or L&D teams had to interview SMEs, absorb their insights, and then transform those lessons into effective training materials. Why? Because SMEs lacked the instructional design know-how, time, or tech skills to create courses themselves.

With AI built for , SMEs and other team members can create professional, engaging courses—with no instructional design experience required.

The table below shows opportunities to partner with and enable subject matter experts to create training with AI designed for eLearning.

Non-L&D Team	Subject matter expertise
Legal and IT teams	Compliance training and cybersecurity courses
HR teams	Onboarding, company culture, and leadership training
Marketing, sales, and product teams	Branding communications, sales enablement, and product training
Operations teams	Standard operating procedures (SOPs) and productivity tools training

# How to set non-L&D contributors up for success

Set SMEs up for success and get strong course content from the start by using AI support tailored for eLearning. Purpose-built tools should include:

## 01. Guided approach

An intuitive, step-by-step framework walks users through building a course.

## 02. Built-in prompts

Integrated AI prompts should help users consider the audience and learning objectives.

## 03. Editing assistance

AI-powered editing keeps writing efficient and auto-suggestions elevate course quality.

## Benefits at-a-glance

AI doesn't just simplify content creation for SMEs. It transforms the way L&D teams work, giving L&D the bandwidth to focus on higher-value tasks. This shift helps to:

- Cut redundant steps to speed development times.
- Ease the burden on L&D and enable SMEs to directly contribute course content.
- Improve course quality by reserving L&D teams for higher-value instructional design tasks.

Read on to discover strategies that experienced course creators can use to increase their impact.

# Smart Ways to Amplify L&D Experts' Impact

4 strategies to advance training design,  
resources, and outcomes with AI



# How to maximize L&D efforts and expertise

With AI in the mix, SMEs can create solid course drafts faster than ever, giving HR and L&D teams a head start. That frees training pros to focus on what they do best: building dynamic learning experiences that drive results.

When used strategically, purpose-built AI can empower experienced course creators to push boundaries and achieve their most ambitious design goals.

**In this chapter, you'll discover four ways instructional designers and training specialists can harness AI to amplify their work, optimize resources, and create a greater organizational impact.**



## AI STRATEGY ONE

# Create customized multimedia assets at lower cost

The struggle to source relevant, quality media assets is real—and it costs course creators significant time and money. Here's how AI can help solve these pain points.

Asset	AI capabilities	Benefit
Custom image generation	Generate custom visuals tailored to your specific training scenarios. Choose a preferred style and apply it consistently across the course.	<ul style="list-style-type: none"><li>• Save time and money on stock photos.</li><li>• Improve course relevance and outcomes.</li><li>• Create more inclusive training that better represents and resonates with diverse learners.</li></ul>
On-demand narration and sound effects	Produce natural sounding narration and immersive sound effects with a few clicks.	<ul style="list-style-type: none"><li>• Add depth and engagement to learning experiences—no recording studio required.</li></ul>

## Examples generated by AI Assistant

The image and narration below were both generated using [AI Assistant](#). AI Assistant lets you choose your preferred image or narration style. Image style options include cinematic photo, watercolor, vector illustration, and more. You can also filter AI narration voices by gender, age, and accent.



## AI STRATEGY TWO

# Shift creator focus from admin to interactivity

Simple admin tasks are a waste of experienced course designers' skills and time. Put that L&D expertise to better use by focusing on tasks that require more strategic thinking or advanced eLearning design. Let AI take care of the low-hanging fruit.



**What do you think?** How would employee engagement and knowledge retention improve if your employee training could incorporate more custom interactions like this [retail microlearning example](#)?

### Spend less time on this:

- Copying and pasting, organizing, or formatting content
- Writing simple summaries, quiz questions, and static content
- Checking for typos and text errors

### And more time on this:

- Building dynamic eLearning interactions such as exploratory media, games, real-world simulations, and sophisticated branching scenarios
- Blending custom audio, video, 3D models, graphics, and illustrations to develop immersive experiences
- Tailoring content and learning pathways to employees' individual needs and goals

## AI STRATEGY THREE

# Unlock creativity + improve course quality

### Brainstorm ideas

Instructional designers often face the challenge of developing fresh, engaging approaches to present complex material. AI shines here as a brainstorming partner and creative catalyst. Try prompting AI to help you ideate:

- **Compelling storytelling scenarios** that make abstract concepts
- relatable and memorable
- **Relevant examples** tailored to specific industries or learning goals
- **Gamification** ideas to encourage active participation

### Polish content

AI isn't just for generating ideas—it's also a tool to fine-tune your messaging. Stuck on wording? Quickly jot down your ideas in plain language, then ask AI for help adopting an engaging voice, landing the right tone, or bridging information gaps. This capability is particularly valuable when translating technical knowledge from SMEs into learner-friendly content.

**On the next page, explore some sample prompts to polish writing to perfection.**



# Transformative writing prompts

AI can adapt your content's tone to fit different audiences. Here are some sample prompts:

## Engaging and conversational

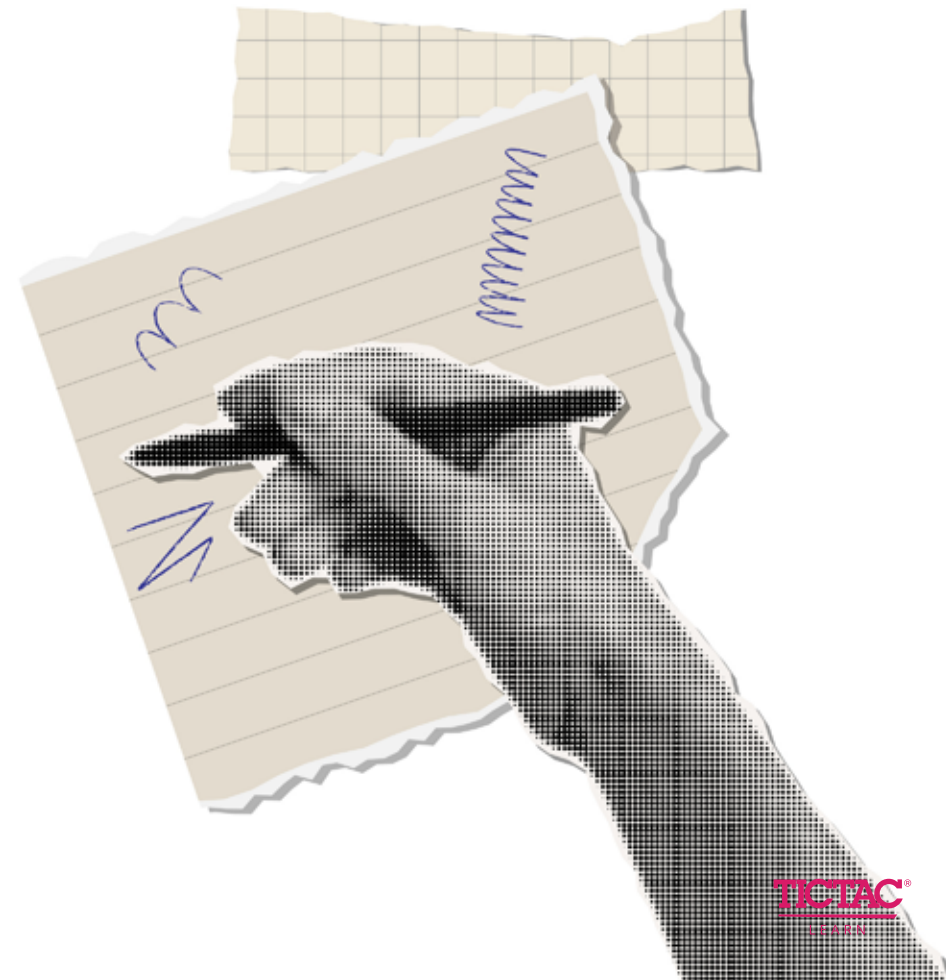
"Rewrite this paragraph in a friendly, conversational tone to appeal to new hires."

## Professional & authoritative

"Adjust this content to sound formal and authoritative for an executive training program."

## Encouraging & Inspirational

"Make this section more motivational to inspire learners tackling a challenging topic."



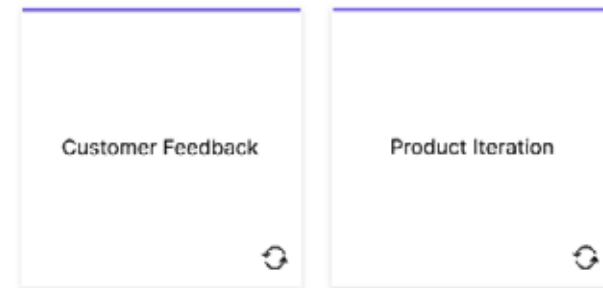
## AI STRATEGY FOUR

# Reach the best results with lightning-fast iteration

AI embedded in your eLearning tools allows for seamless iteration and enables you to test, adapt, and refine in just a few clicks. You can experiment until you find the best design—without wasting time on copying and pasting from external solutions.

- 1** Rearrange course modules to optimize flow and engagement.
- 2** Experiment with various formats, like flashcards, clickable process steps, or expandable information rows.
- 3** Test alternate visual layouts to find the most aesthetic and effective presentation for your content.
- 4** Quickly localize course content for multilingual or multinational employees.

- 1** Identify your strengths and understand what customers like.
- 2** Improve your offering and fill unmet needs. Negative feedback spotlights opportunities.
- 3** Boost your bottom line. Both points above help you build a better product



With Articulate's [AI Assistant](#), creators can easily click to convert static text into various interactive formats.

## CASE STUDIES

# Real life examples: AI strategies in action

Check out these two case studies to explore how other organizations have successfully incorporated AI into their employee training development strategy.

### 01: Rugby organization empowers everyday contributors

Discover how the Irish Rugby Football Union (IRFU) uses AI to reduce the skills gap for course creation, leading to the following results.

- Cut quality first draft creation time from 3 days to 15 minutes
- 75 percent faster time to train SMEs on course creator tools

[Read the case study](#)

### 02: Healthcare company streamlines high-quality content creation

Unpack how a top healthcare company maximizes productivity, improves course quality, and streamlines tech with AI built for eLearning. Key results include:

- 18 percent faster course creation
- Reduced tech stack from multiple tools to a single tool for course development

[Read the case study](#)

“

To achieve better learning outcomes, we need concise content. But we live in a clinical world, and text-heavy slides are a big issue for us. With AI assistance, we could quickly clean up text, rewrite copy, and bring in voiceover and other elements to improve understanding and knowledge retention.

Senior instructional designer from a [top healthcare system](#)





# Conclusion

Final takeaways

## KEY TAKEAWAYS

# Smarter together

**AI is a tool, and its true power lies in how we wield it.**

Generic, one-size-fits-all AI solutions often fall short and deliver subpar results that fail to meet the unique needs and challenges of workplace learning.

But when used strategically and tailored to the specific needs of eLearning, AI becomes a gamechanger. This e-book outlined relevant and impactful ways to streamline workflows, bridge resource gaps, and unlock exciting new solutions to training challenges.

Here's how implementing these e-book tips can transform your training development process and outcomes:

### Training development before AI

- Lengthy SME interview and review process
- Course creators bogged down by simple production tasks and low-value administrative work
- Sourcing quality images, narration, and sound effects is difficult and costly

**Slower development times,  
fewer courses delivered  
at lower quality, and greater  
employee skill gaps**

### Training development after AI

- SMEs contribute high-quality first drafts, streamlining course creation and review
- Course creators focused on high-value tasks like strategy and advanced design
- Creating custom images, narration, and sound effects is easy and costeffective

**Faster development times,  
more courses delivered  
at higher quality, and reduced  
employee skill gaps**



**As you move forward, remember: AI is not a replacement for human expertise; it's a partner that amplifies it. The future of e-learning development is here, and it's collaborative, efficient, and full of creative possibilities.**





## **All digital learning solutions in one place – and the help you need to make it work**

TicTac Learn is the leading provider of digital learning solutions in Northern Europe – helping people, businesses and organisations grow is in our DNA. We're committed to making an impact.

We offer digital learning solutions for companies and organisations of all sizes, regardless of the stage of digital transformation. We have hands-on experience from most industries. Whether you need complete project solutions or just parts thereof – we're here to help. Always offering you the most efficient and user-friendly software to achieve your educational goals.

**[www.tictaclearn.net](http://www.tictaclearn.net)**

**TICTAC<sup>®</sup>**  
LEARN