

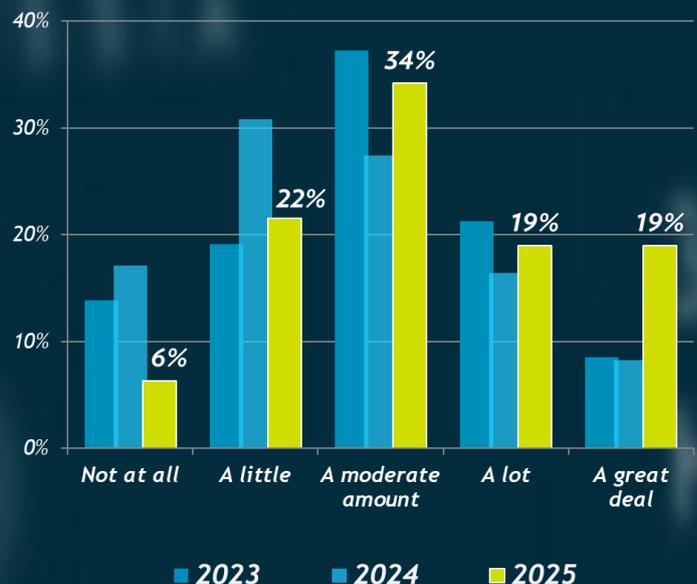
Digital Learning Realities 2025

AI in Learning - The Drivers and Impact of AI on L&D

The impact of AI on L&D teams has reached a new and significant high

AI in L&D has become mainstream. Whilst we might argue about AI's true effectiveness or the strength of its grip on learning operations and the overall learning experience, it would be fair to say that the impact of AI on L&D is now pervasive. Only 6% say AI isn't having an impact on their L&D team, and over half say it is having at least a moderate impact on corporate learning today. The early momentum behind AI's adoption in learning is turning into transformation. Whilst the expectation of scale of impact has moderated as L&D looks out to 2026 compared with previous years, the trend towards AI-enabled L&D teams is clear.

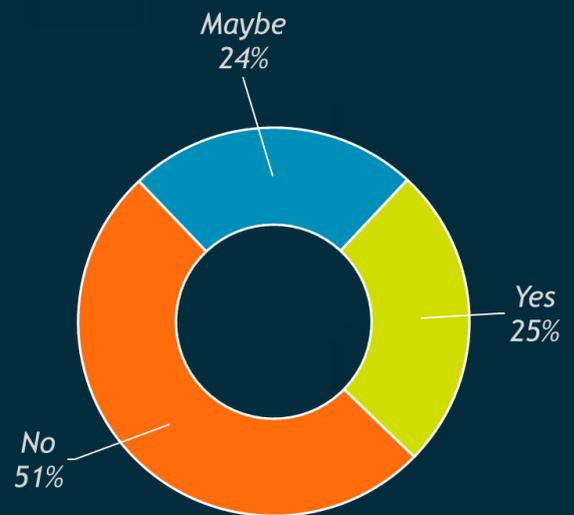
How much impact do you think AI will have on your L&D function in a year's time?



Half of L&D professionals think the claims for AI are living up to the hype

Whilst the inflated expectations of AI appear to have declined over the past three years, there is a clear separation between L&D AI sceptics and AI believers. Someone is twice as likely to believe AI will live up to the hype than to think it's being over-hyped. It's easy to say that the reality will play out in due course, but the reason this statistic is important is it underlines the willingness of L&D to explore and embrace AI innovation, rather than discounting it out of hand. If AI isn't being over-hyped, the concerns learning professionals have about being left behind will drive buying behaviours and maintain interest in AI's transformative potential for L&D teams. Already in our wider research we are seeing the differentiating influence of AI in driving interest for providers with strong AI innovation roadmaps.

Do you think the claims for AI are over-hyped?

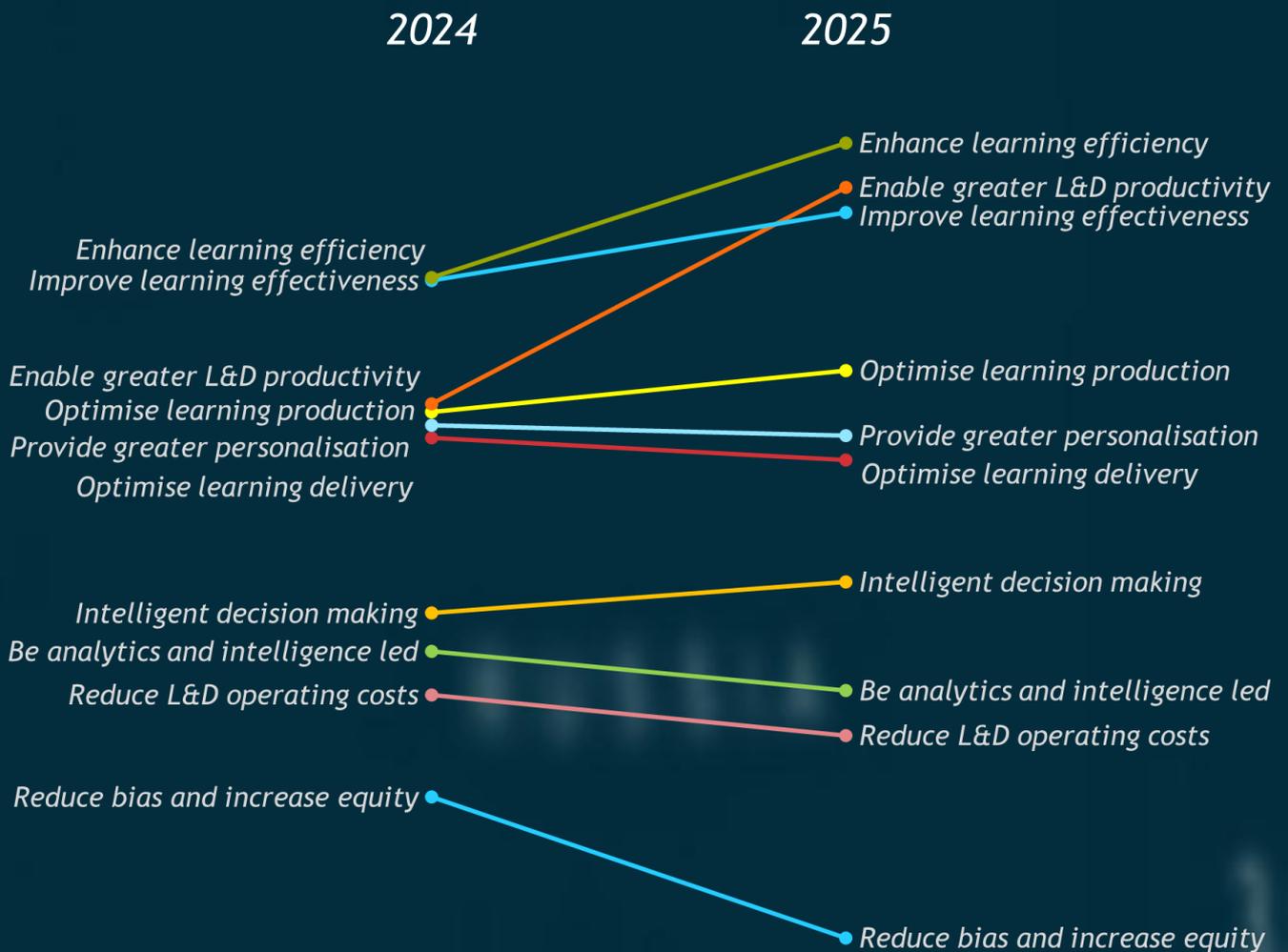


Productivity has become a bigger driver for L&D adopting AI, when the underlying imperative is now 'doing more with the same or less'

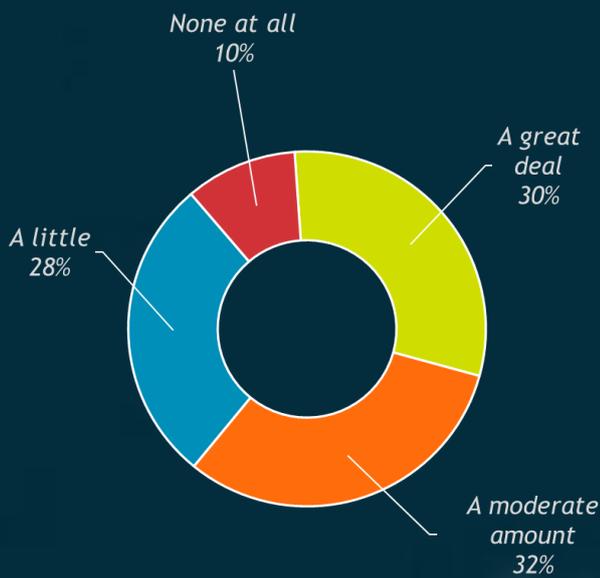
The economics of AI are hard to ignore, and whilst the business case for adopting AI isn't always in place and there isn't always a strong desire from L&D teams to pay for AI, its productivity gains for L&D professionals have become an increasingly important part of the story, particularly in the production and efficiency of learning content. But, truly revolutionising the learning experience through personalisation still seems a distant opportunity. As a result, the transformative impact of AI still seems out of reach, as all but a few are really thinking about radically changing their L&D team and the learning experiences they enable.

What we appear to be witnessing is a more gradual evolution of what has always been done, and truly transformative thinking is very much at the fringes. That reticence to think radically may yet be the undoing of many L&D teams, as their position in organisations risks becoming yet more commoditised.

What is driving your adoption of AI for learning in your organisation?



How much is AI influencing your future L&D resourcing plans?

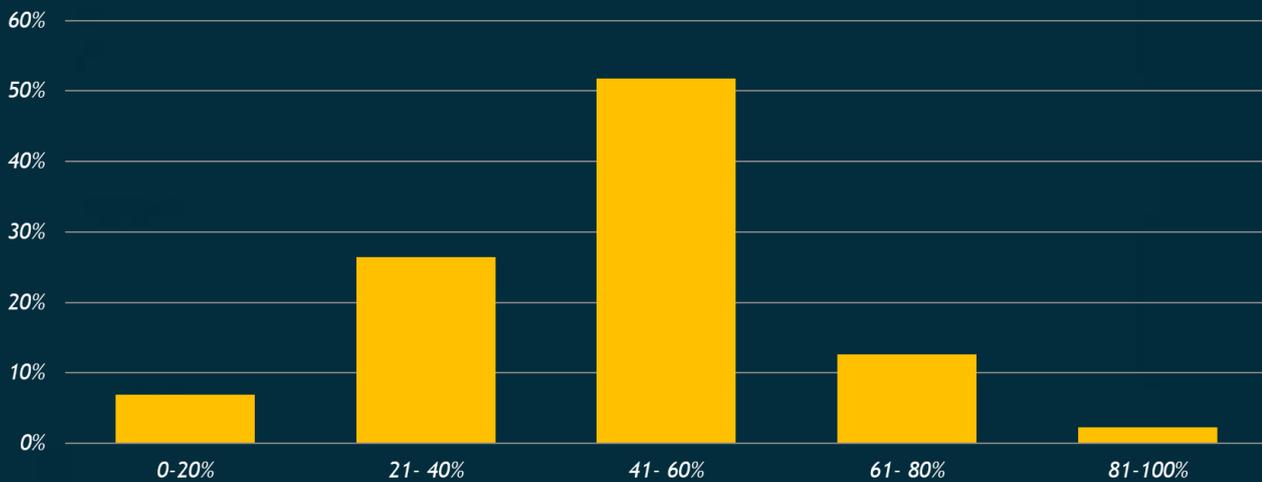


*The proportion of L&D teams that report AI having a ‘great deal’ of influence on their future resourcing plans has **DOUBLED** in the past year*

Last year only 14% of L&D teams said that AI was having a great deal of influence on their future resourcing plans. This year that figure has DOUBLED. AI is shaping the L&D team, its skills, roles and position in organisations. AI is bringing significant disruption to how and where workers get learning and support - and this is beginning to be empowered by teams who have not owned learning in the past. L&D’s monopoly as the strategic owner of organisational learning is under threat. The innovations in learning from AI aren’t only available to L&D teams, they are available to all. Disruption of the L&D function is coming from more directions than simply from within the L&D team and learning function.

Half of L&D teams think that around half of what they do today could be replaced by AI and still be effective

By 2030 how much of what L&D does today do you think could be replaced by AI and still be effective ?



The perception is telling. 65% of our L&D respondents believe that between 40% and 60% of what they do today in L&D could be replaced by AI and still be effective. And perhaps this is at the root of many of the other data points in this infographic. The ability of AI to support, replace and augment L&D across its operations is huge, let alone the transformation of learning experiences. Our wider more detailed Fosway research uncovered in our *AI in Learning collaborative project* shows that much of AI that is live and in suppliers' roadmaps is focused on content for the foreseeable future. But a small niche set of providers is also transforming the learning experience, with fresh, at-scale thinking which signals more radical progress for AI in learning for 2026. The winds of change for learning are just beginning to blow - and a storm is likely to follow.

Sources of Information & Background

As Europe's #1 HR industry analyst, Fosway is uniquely positioned to help the industry with independent research on these issues. More information and insight on our research will be made available on www.fosway.com

Fosway Group conducted the survey of its corporate research network and Learning Technologies Show conference attendees in partnership with Closer Still between April 2025 to August 2025. Responses were gathered from CHROs, Talent & L&D Directors, Managers and Learning, Talent & HR Technology professionals.

Results are drawn primarily from enterprise organisations in Europe and the survey includes responses from 333 individuals. Over 75% of respondents are based in European organisations, and over 50% have a global role.

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