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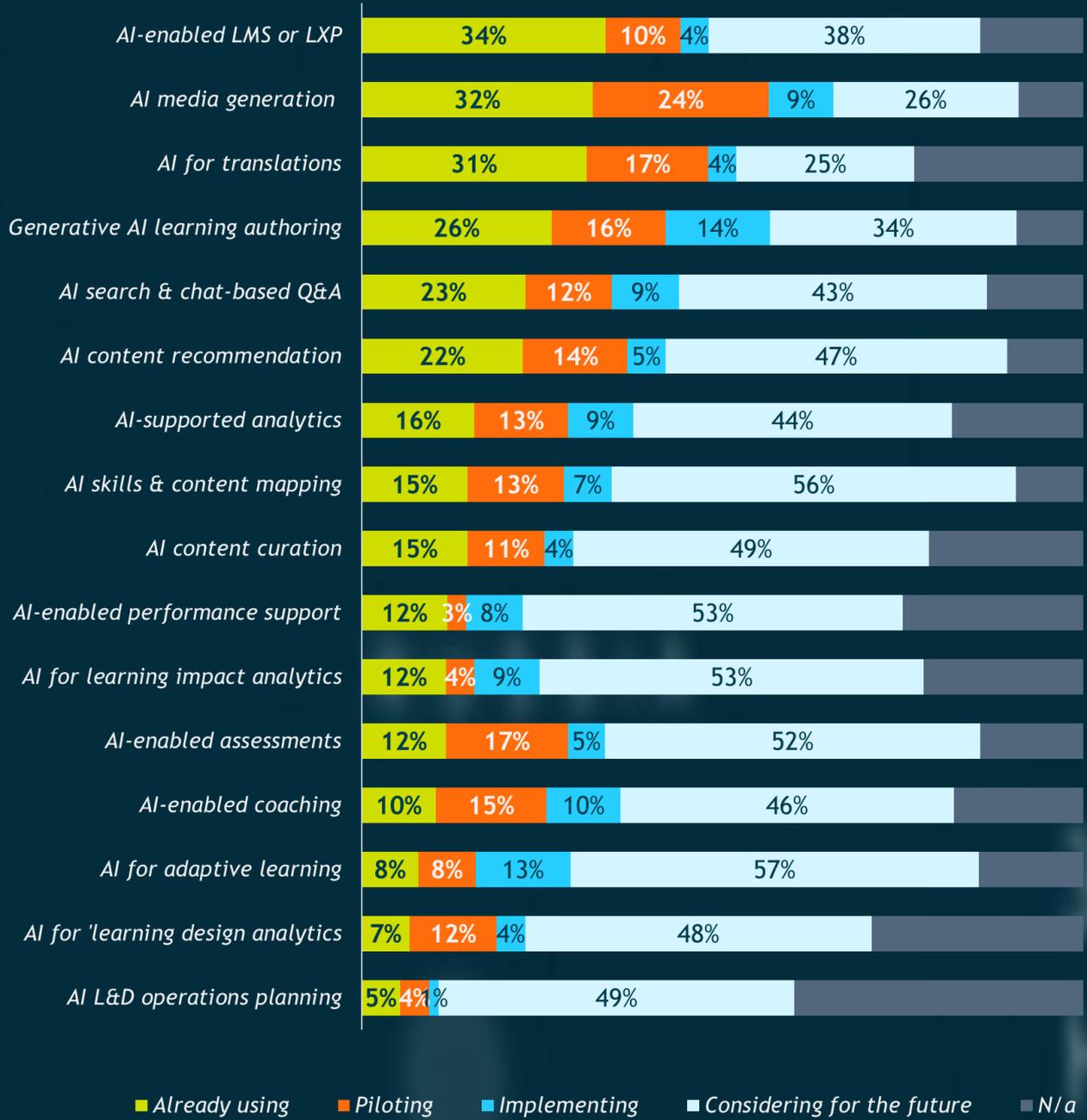
Digital Learning Realities 2025

AI in Learning – AI Adoption and L&D Resourcing

AI-powered Learning Systems start to take the lead in L&D's 'live' AI adoption

Media generation has dominated L&D's adoption of AI, but 2025 has seen the emergence of AI functionality provided by the LMS and LXPs, which means it now pips media generation to the top spot. But overall, the leading themes for AI have remained consistent. Translation, Gen AI in content authoring, search and content recommendations all feature high up in live and most desired functionality for adoption.

With LMS and LXP solutions struggling to race to innovate in previous years, perhaps it was just a matter of time before the top spot changed. Still, a revolution in the learning experience with more personalised, and richer learning experiences still seems a way off for most L&D teams with adaptive learning, performance support, AI-enabled coaching languishing at less than 10% live adoption. For all the promise of these AI experiences, they have yet to gain much traction. That's despite an explosion of contextual coaching tools appearing in employee listening, employee engagement and recognition tools in other parts of the employee experience which threaten to replace learning solution in a critical part of people development. The boundaries between the solutions which can enable learning are blurring, and those with the richest data are likely to be the winners.
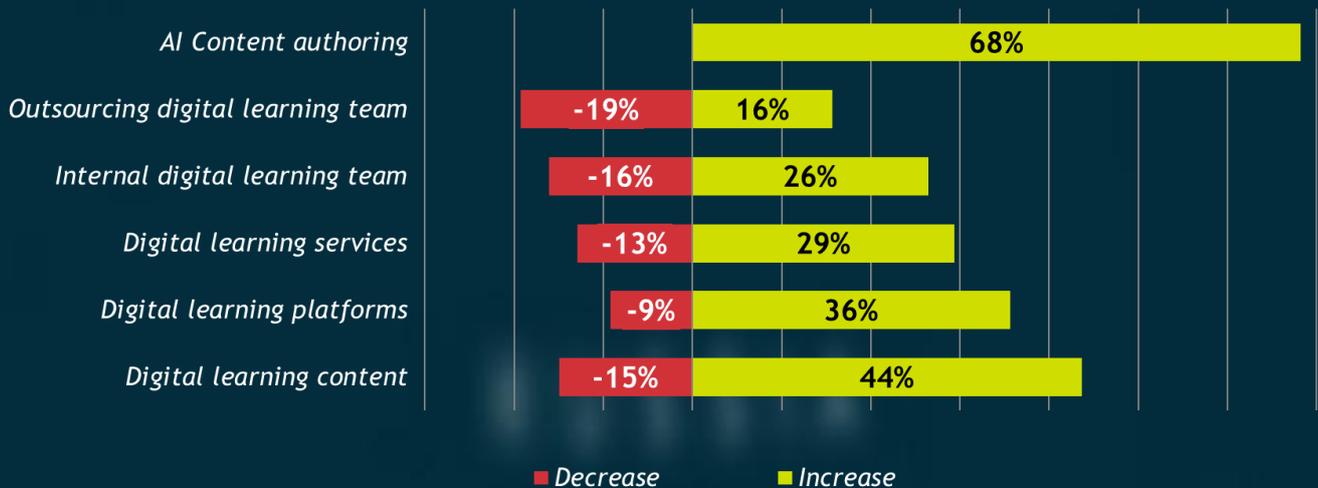
What AI-L&D tools or systems are you using, piloting, implementing, or considering?

Tool/System	Already using	Piloting	Implementing	Considering for the future	N/a
AI-enabled LMS or LXP	34%	10%	4%	38%	
AI media generation	32%	24%	9%	26%	
AI for translations	31%	17%	4%	25%	
Generative AI learning authoring	26%	16%	14%	34%	
AI search & chat-based Q&A	23%	12%	9%	43%	
AI content recommendation	22%	14%	5%	47%	
AI-supported analytics	16%	13%	9%	44%	
AI skills & content mapping	15%	13%	7%	56%	
AI content curation	15%	11%	4%	49%	
AI-enabled performance support	12%	3%	8%	53%	
AI for learning impact analytics	12%	4%	9%	53%	
AI-enabled assessments	12%	17%	5%	52%	
AI-enabled coaching	10%	15%	10%	46%	
AI for adaptive learning	8%	8%	13%	57%	
AI for 'learning design analytics	7%	12%	4%	48%	
AI L&D operations planning	5%	4%	%	49%	

Legend:
- ■ Already using
- ■ Piloting
- ■ Implementing
- ■ Considering for the future
- ■ N/a

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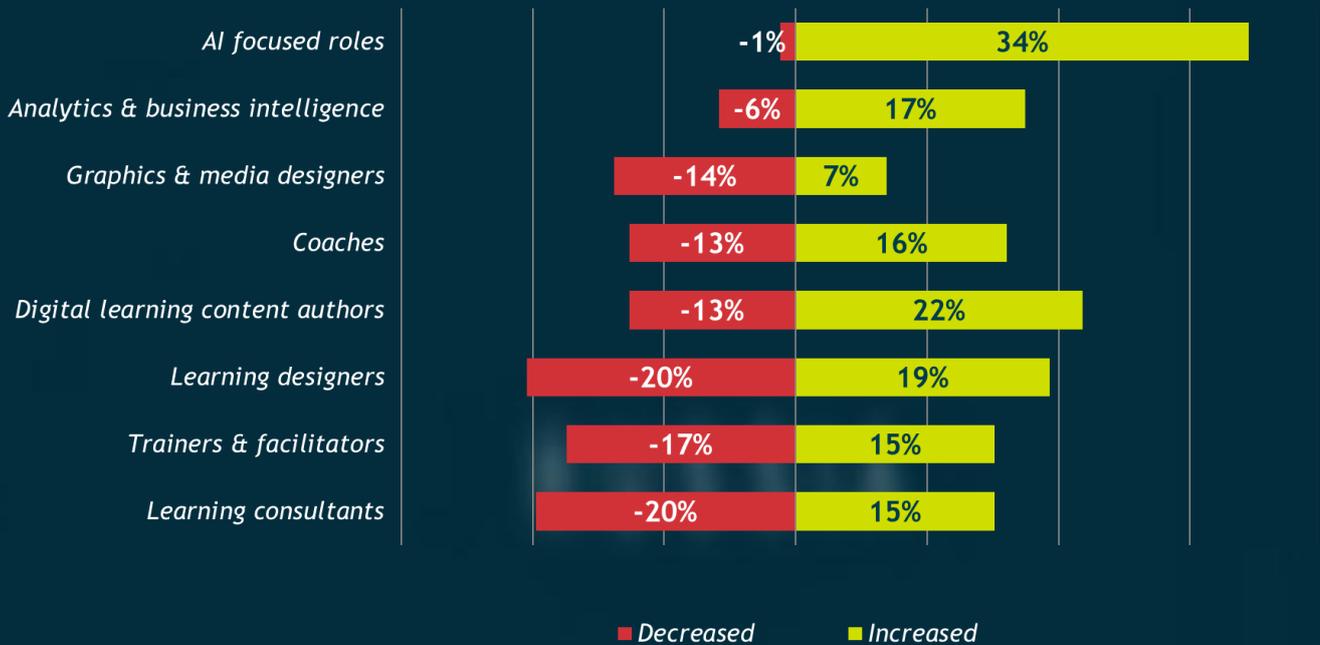# AI content authoring dominates L&D digital learning buying priorities

AI-enabled content authoring is the only area where L&D teams are unequivocally investing in digital learning. Outsourcing and expanding the internal digital learning team are coming under increased pressure, with AI offering both a tempting alternative cost saving opportunity for e-learning design and development. AI is disrupting where organisations are investing in learning.

How do you expect your investment in digital learning to change over the year ahead?

Category	Decrease	Increase
AI Content authoring		68%
Outsourcing digital learning team	-19%	16%
Internal digital learning team	-16%	26%
Digital learning services	-13%	29%
Digital learning platforms	-9%	36%
Digital learning content	-15%	44%

■ Decrease   ■ Increase

The impact of this change in focus for investment in digital learning and the switch to AI in content and media development is having knock-on effects on the nature of the learning team. AI-focused learning roles and analytics / intelligence-focused roles are expanding, whilst more established roles are coming under increased scrutiny. And in the case of learning designers, trainers and general learning consultants, on balance a net decline. The skills that got you this far in your learning career are not necessarily the ones that will power it into the next decade. The reinvention of learning that is coming – let alone that which is already here because of AI - requires a reinvention of learning leaders and learning professionals. To thrive in the future, L&D teams will need to extend neglected skills and grow new ones.
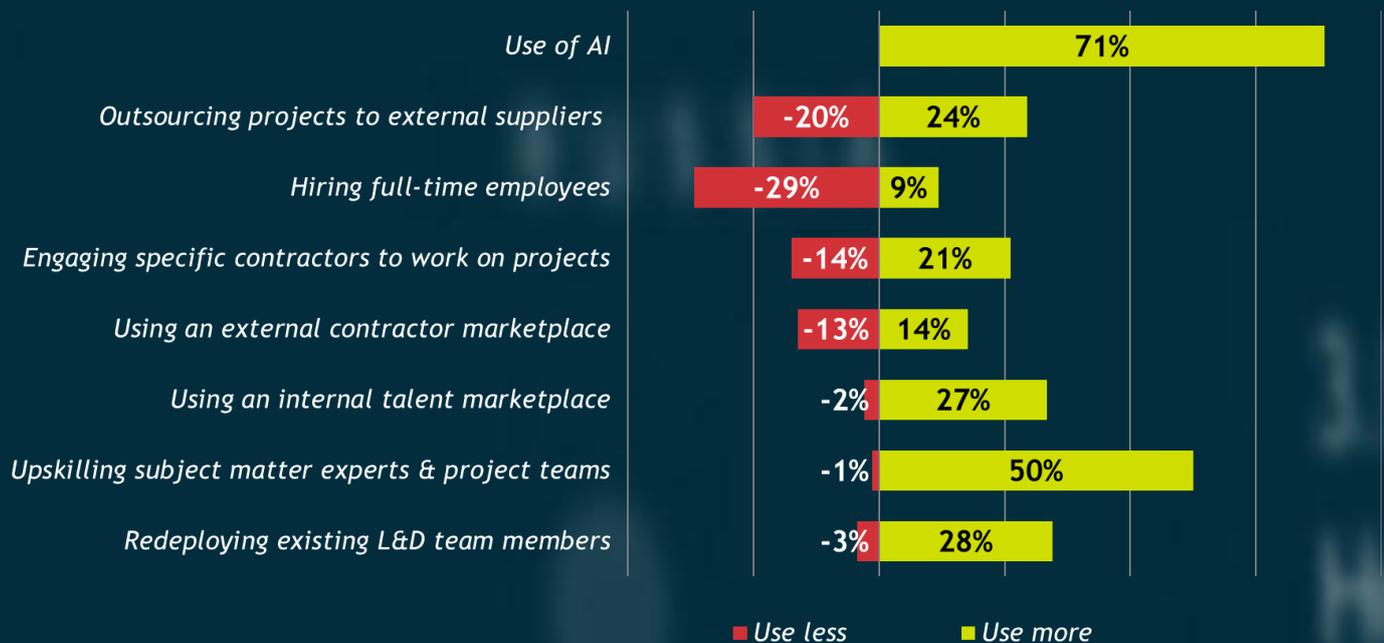
How has your learning team headcount changed over the past year?

Role	Decreased	Increased
AI focused roles	-1%	34%
Analytics & business intelligence	-6%	17%
Graphics & media designers	-14%	7%
Coaches	-13%	16%
Digital learning content authors	-13%	22%
Learning designers	-20%	19%
Trainers & facilitators	-17%	15%
Learning consultants	-20%	15%

■ Decreased   ■ Increased

AI will devolve learning activity across organisations and L&D teams need to see themselves as an enabler as well as an expert in learning

In the grand scheme of AI's impact on learning teams perhaps greatest is going to be putting L&D into a place where they are both learning expert and learning enabler, but at a greater scale of agility and effectiveness than ever before. Learning projects are going to always be here. Where there is change, there is learning that needs to be navigated. It's difficult to see the predictable drivers of learning ever changing - new systems, new starters, new products, new process, new legislations, new markets, new roles and promotions, new technologies, new equipment and new skills and situations. These are the constants, but they are accelerating. What is different is the way L&D harnesses new technologies to deliver better, more targeted, effective and efficient learning that really works and drives higher results. Clearly, that now means the use of AI. Nearly three in four expect to use AI as a resource to support their projects. Half expect to upskill experts outside of learning teams to deliver learning projects. Learning teams' position in organisations is changing, and four themes are closely related in causing that change: Learning scalability; Speed; Devolved learning activity; AI.

How are you planning to resource L&D projects in the year ahead?

Category	Use less	Use more
Use of AI		71%
Outsourcing projects to external suppliers	-20%	24%
Hiring full-time employees	-29%	9%
Engaging specific contractors to work on projects	-14%	21%
Using an external contractor marketplace	-13%	14%
Using an internal talent marketplace	-2%	27%
Upskilling subject matter experts & project teams	-1%	50%
Redeploying existing L&D team members	-3%	28%

■ Use less ■ Use more

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