

# Digital Learning Realities 2024

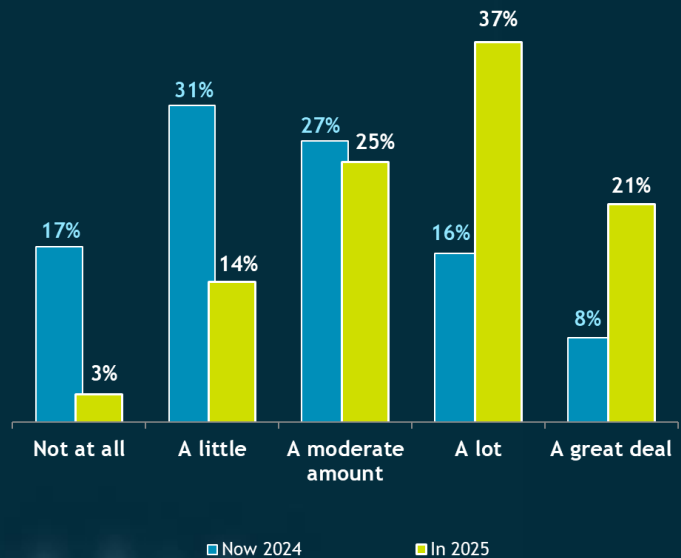
## AI and L&D - AI's Impact Today and Tomorrow

### *Expectations for the impact of AI on L&D continue to run high*

Whilst the impact of AI on L&D is comparatively low today, with only one in four reporting any significant impact from AI, expectations for 2025 are high. Over half expect 'a lot', or 'a great deal' of impact from AI on their learning function next year.

What is interesting is that expectations about the impact of AI have moderated since 2024. In 2023 67% were willing to accept the hype around AI. A year on and that number has shrunk by 20%.

How much impact do you think AI will have on your L&D function? Now and in a year's time? As of July 2024

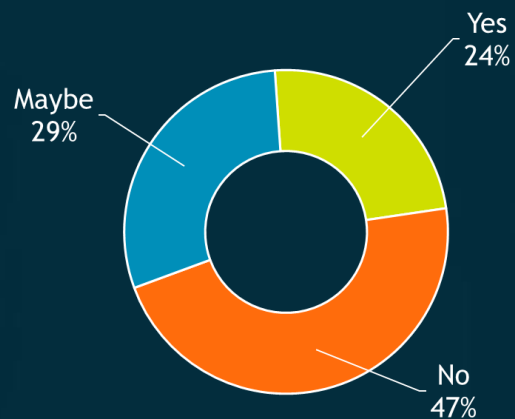


### *But scepticism about the hype around AI in L&D has also grown this year*

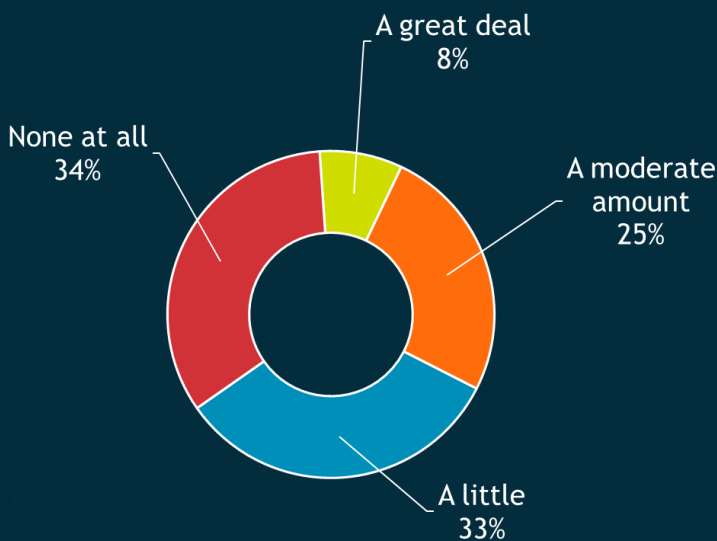
It appears that L&D professionals are less willing to accept the hype around AI in learning. There is an added realism and perhaps more scepticism for the promises suppliers have made about AI, and a growing understanding of the complexity and effort involved by buyers to get AI solutions to really work.

For all the hype, experience is showing there has been a lot of effort to get current solutions off the ground - especially for skills. But this is still a fast-moving space and many learning teams are uncertain about what the future holds and how it will ultimately affect their learning operating model and just what it means for the future of digital learning.

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



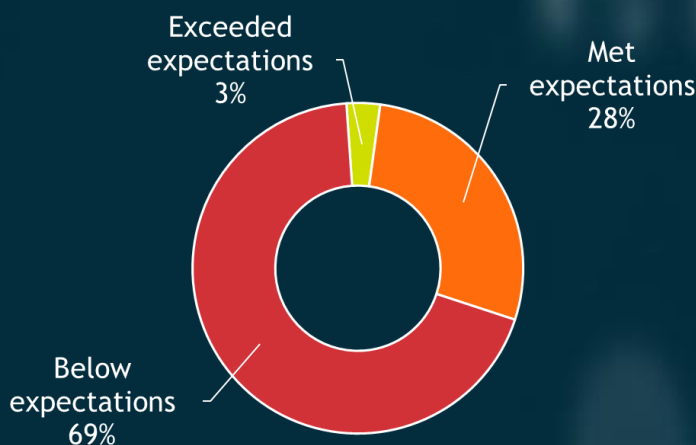
How much are copilots changing how learners access and interact with knowledge and learning in your organisation?



## Copilots and AI are starting to disrupt the learning experience

One of the most significant impacts of AI on learning is the emergence of copilots and how these new touch-points disrupt learners access and interaction with learning. The LMS has seldom been the launch point for learning that learners wanted. They always wanted something more direct and immediate. In that respect AI assistants like those found in Microsoft 365 Copilot are already starting to change the game. Today two in three learning professionals are seeing copilots change the access and interaction between learners, knowledge and learning. The implications for learning systems (LXP and LMS) and digital learning content are seismic as learning systems potentially become more headless and largely unseen.

How well does your current LMS or LXP meet your expectations for AI?



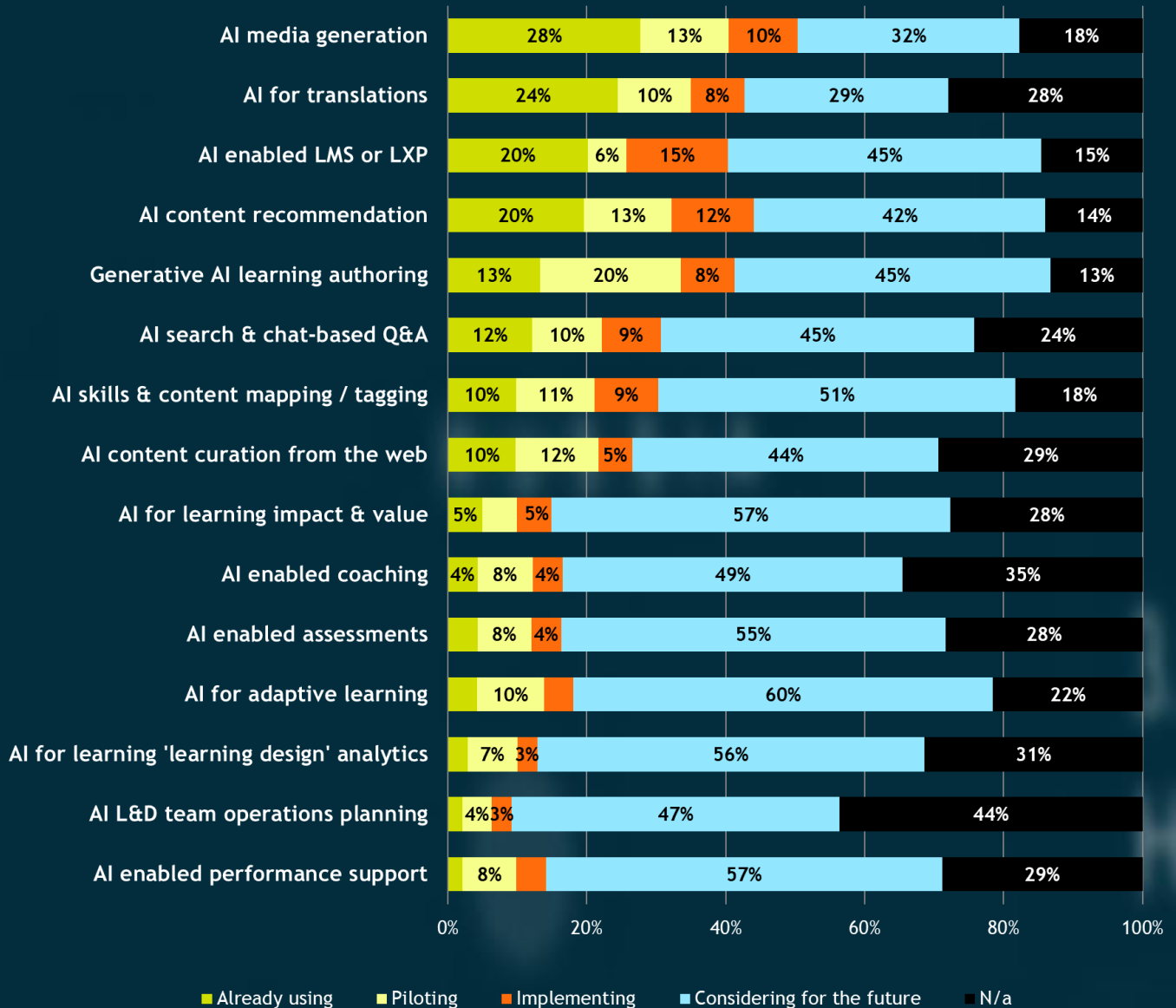
## LMS and LXPs are failing to keep up with L&D's expectations for AI in learning

The vast majority of learning systems have largely failed to ride the wave of AI, and almost 70% of learning professionals believing their LMS or LXP is below their expectations for AI. With advances in AI in all systems becoming a significant differentiator between providers, the next two to three years is going to become a moment of truth for many suppliers and their buyer relationships. The opportunity for AI to enable enhanced learning experiences, cost of operations, personalisation and business agility solutions means even AI's mid-term impact is as significant as any change we have seen in learning systems in the past 30 years.

## Adoption of AI in learning has only truly progressed for a small minority of L&D teams

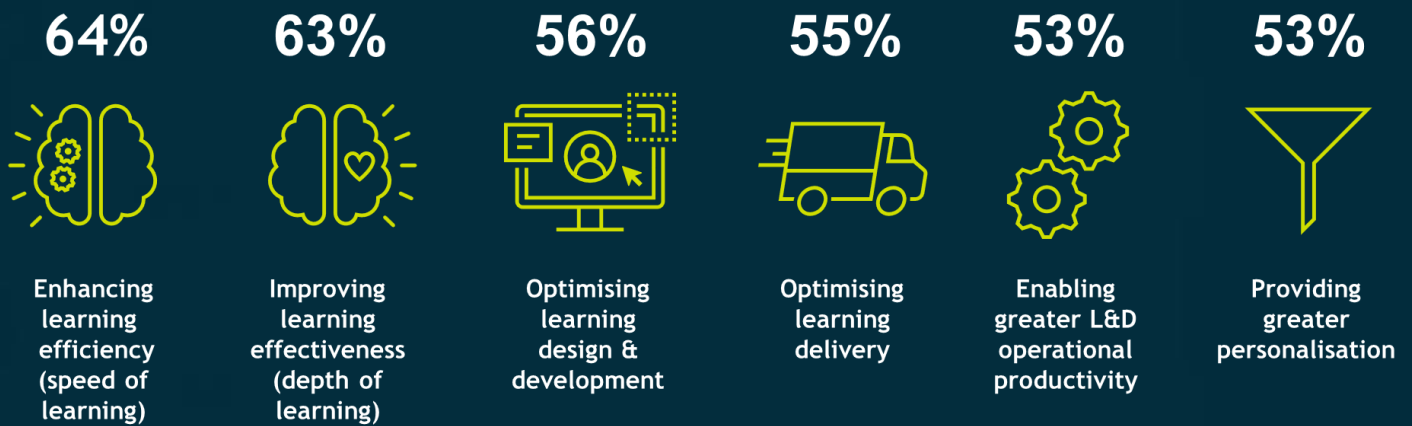
For all the hype, the truth is that only a small minority of corporates have progressed in their adoption of AI, with media generation, translation, learning content recommendations and AI-enabled learning experience being the lead use cases. AI-enabled learning systems, learning design and content authoring are building real momentum within L&D teams, but these are early days. Interestingly for all the popularity of ‘skills’ as a HR and learning strategy less than one in three have made any real progress. The promise of skills-powered organisations is high, but few have even tagged and mapped skills to learning content, so far.

What AI enabled L&D tools or systems are you using, piloting, implementing, or considering?



*The main reasons for adopting AI are learning efficiency, learning effectiveness, learning team productivity and greater personalisation in the learning experience*

Whilst the adoption of AI in many corporates is driven by the mindset of doing more with what we have, or less, the main drivers for many L&D teams for adopting AI are not explicitly to cut costs. Costs are has slipped to ninth out of the ten drivers for using AI in learning. In this year’s survey enhancing learning efficiency, improving learning effectiveness, personalisation, L&D productivity, optimising learning delivery and content design and development are seen as the key opportunities.



**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](http://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 January 2024 to July 2024. 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 434 individuals. 85% of respondents are based in Europe, and over 51% have a global role.

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