



SWEETRUSH®

The **GenAI** **Playbook:**

An L&D Innovator's Guide to
Leading-Edge Learning Transformation



Table of Contents

Introduction The AI Opportunity	Chapter 1 Before You Build <i>Considerations for a responsible genAI learning strategy</i>	Chapter 2 Refine, Streamline, Train, Repeat <i>Three ways L&D innovators can harness the power of genAI</i>	
Chapter 3 GenAI: The L&D Lookbook <i>Inspiration from leading-edge genAI learning solutions, workflows, and enterprise training</i>	Chapter 4 What’s Ahead for GenAI <i>Insights, ideas, and predictions from our in-house innovators</i>	Chapter 5 Survey the Possibilities <i>Our consultative approach to leading-edge genA learning strategies</i>	

Welcome, learning innovator!

**We meet again in
interesting times.**

The AI revolution continues to transform our work and world on a scale rivaled only by the Industrial Revolution or the early days of the internet.

There are many different types of AI—three, four, seven, even ten, depending on how you parse them. For our purposes, we'll focus on **generative AI**, the technology behind image-, video-, and text-generation tools like ChatGPT, Gemini, Midjourney, and Sora.



Introduction

Though generative AI (aka genAI) has recently been making headlines, it's been with us for years, powering our web searches, pop-up ads, autocorrect, and conversations with Siri, Alexa, and friends.

As we consider AI's place in our lives and work, L&D innovators have been exploring genAI-powered tools to meet a range of training needs, including content development,¹ personalized and adaptive learning, formative and summative assessment,² and even one-on-one coaching.³

As we do so, we're assailed by a growing crowd of hammer vendors declaring that every learning need is a nail.



These are exciting times, and it's tempting to rush into adoption!

But caveat emptor: GenAI learning technologies arise and evolve new capabilities at an exponential pace, and some will go extinct. There's no guarantee that today's hammer purveyors will exist tomorrow—or that any individual hammer is the right tool for the long term. Anyone who claims to have the one GenAI Tool to Rule Them All will swiftly be proven wrong.

1 Gallo, S. (2024, March 25). AI Use Cases in L&D, Part 1: Leveraging AI for Quick and Effective Content Development. [Training Industry](#).

2 Gallo, S. (2024, April 8). AI Use Cases in L&D, Part 2: Supporting Skills Assessments Before, During, and After Training. [Training Industry](#).

3 Gallo, S. (2024, May 1). AI Use Cases in L&D, Part 3: Personalized Coaching and Feedback at Scale. [Training Industry](#).

How can we balance the need for caution with the very real pressure to adopt?

Once again, we found an answer in our annual survey of L&D leaders and professionals.⁴ For the third year in a row, this community rated **agility and adaptability** among the top five skills in demand at their organizations.

Adaptability and agility help us weather the increasingly volatile, uncertain, complex, and ambiguous (VUCA) conditions in life, learning, and business. Those include rapidly evolving technologies (we're looking at you, [No. 1!](#)), tighter development timelines, an uneven economy, mounting demands on our time and attention, and ever more value-conscious stakeholders.

Adaptability and agility—and its cousin, **resilience**⁵—are vital skills that support a mindset durable enough to weather the hype cycle,⁶ yet flexible enough to adjust to an evolving industry and organizational landscape.

We call that a **builder's mindset**, and it helps us adapt and thrive as technologies continue to evolve.

4 Hart, D., et al. (2024). [Learning and Development Trends Report 2024](#).

5 Vojnovski, T. (2022, August 8). The L&D Trifecta: Why Agility, Adaptability & Resilience Top the List of In-Demand Skills. [eLearning Industry](#).

6 Perri, L. (2023, August 23). What's New in the 2023 Gartner Hype Cycle for Emerging Technologies. [Gartner](#).

Rather than applying a single tool to every problem, we survey the learning landscape, the best tools and materials for the job, and how we'll maintain and update our solutions for long-term durability.

If that sounds like a classic needs analysis, you're right! (Jump to [Chapter 5](#) to discover more about our end-to-end strategy mapping.) We trust the human and business needs to lead us to the right technology, whether that turns out to be a leading-edge genAI-infused virtual reality (VR) solution or a screen-free, completely analog classroom experience.

→ THE TOP 5 SKILLS IN DEMAND: 2024 EDITION

1. Artificial intelligence (including generative, quantitative, predictive)
2. Agility and adaptability
3. Analytics and reporting
4. Change management
5. Emotional intelligence, including empathy⁷

⁷ [Hart, D., et al. \(2024\). Learning and Development Trends Report 2024.](#)

”
**AI is coming, whether
we are ready or not. So
we have to prepare and
educate ourselves.**

—L&D Practitioner⁸

● In 2023 alone, the number of jobs requiring
generative AI increased by **2,000%.**⁹

⁸ [Hart, D., et al. \(2024\). Learning and Development Trends Report 2024.](#)

⁹ [Nawrat, A. \(2024, March 11\). Randstad CHRO: Demand for gen AI skills grows by 2000% in 2023. Unleash.](#)

”

Adaptability reigns supreme as we navigate a rapidly changing business environment, allowing us to pivot strategies seamlessly. In this dynamic landscape, these select skills are not merely desirable but imperative.

—L&D Leader¹⁰

”

To thrive in the AI era, companies must empower everyone to grow.”

—LinkedIn Workplace Learning Report, 2024¹¹

Generative AI is rapidly transforming how we work, learn, and live, opening up exciting possibilities we couldn't have imagined a few years ago. As L&D innovators, we have a unique chance to harness this technology's potential to create positive change for learners, organizations, and the world.

¹¹ LinkedIn Learning. (2024). *2024 Workplace Learning Report*.

¹⁰ Hart, D., et al. (2024). *Learning and Development Trends Report 2024*.

Given the fast-paced nature of this field, it's important to approach it with curiosity and openness. By humbly acknowledging that we're all learning together, we can collaborate more effectively and discover innovative ways to leverage generative AI for good.



That's exactly what we're hoping to do with this playbook.

Whether you're just beginning to explore genAI or are already an enthusiast, we hope it will inspire you to start—or deepen—your conversations with stakeholders and peers about ethics, policies, and possibilities for engaging genAI as a learning tool.

In the following pages, we'll share some of the mindsets, standards, and safeguards that can help you and your team innovate responsibly with genAI. We'll consider potential use cases for genAI, how an AI-powered learning solution comes to life, and how genAI pairs with other technologies to bring high-value learning experiences to a wider audience.

Finally, we'll show you how to seize the moment and join your most forward-thinking peers¹² in using genAI to future-prep learners and deliver the skilling opportunities¹³ they crave.

¹² Microsoft and LinkedIn. (2024, May 8). AI at work is here. Now comes the hard part: How to make it work for you. 2024 Work Trend Index Annual Report.

¹³ LinkedIn Learning. (2024). 2024 Workplace Learning Report.

We can't wait to talk shop with you!

Warmly,



Tiffany Vojnovski
Senior Learning Evangelist



Adrián Soto
Director of Immersive
Learning Technologies



Danielle Silver
Solution Architect



Emily Dale
Immersive Learning Strategist



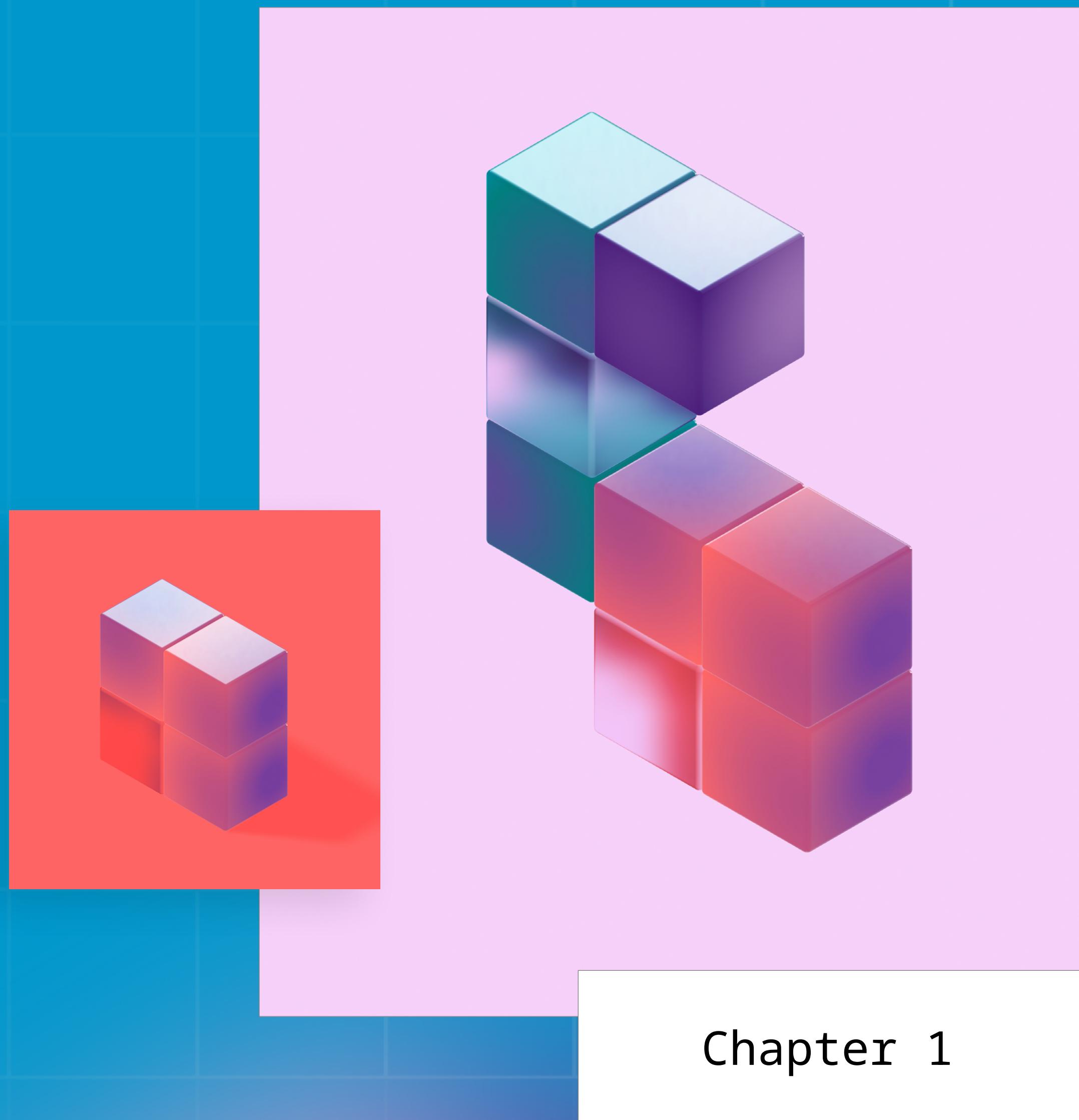
John Cleave
Senior Learning Engineer

Before You Build

Considerations for a responsible genAI learning strategy

First of all, let's address the elephant in the room: Will genAI make L&D departments (and professionals) obsolete?

We're inclined to agree with our Magic 8 Ball: **Very doubtful.**



We’re optimistic about our fellow L&D practitioners’ ability to adapt and upskill to this new technology, and with **3 out of 4 knowledge workers across all generations using genAI at work,¹⁴ many of us have at least been dabbling.**

True, genAI is already transforming our lives and will continue to do so in unpredictable ways. But so did Google, smartphones, and the internet itself—and none of those technologies have made our profession obsolete.

What they *have* done is challenge us to hone our already-acute attention to the learners’ context and reimagine learning for an audience with 24/7 access to smart tools.

That’s just one reason humility is so vital: With increasing access to information, we L&D folks need to keep finding fresh ways to add value. The days of delivering learning solutions that are a straight “tell” to a captive audience are over—and rightfully so.¹⁵

¹⁴ Microsoft and LinkedIn. (2024, May 8). AI at work is here. Now comes the hard part: How to make it work for you. 2024 Work Trend Index Annual Report.

¹⁵ Vojnovski, T. (2022, March 21). Four truths of human-centered learning design. eLearning Industry.



**AI won’t replace
your job, but someone
working with AI will.**

**—Cathy Hackl, CEO of Spatial Dynamics,
and Irena Cronin, CEO of Infinite Retina¹⁶**

AI won’t rewire our brains, at least not overnight. What L&D experts know about the human brain and how adults learn still holds true. In the words of Don Norman, author, user experience expert, and co-founder of the Nielsen Norman Group, “Technology may change rapidly, but people change slowly.”¹⁷

We can leverage genAI as another tool we use to engage learners and challenge ourselves (and our stakeholders) to offer continuous, flexible, adaptive, and relevant learning experiences.¹⁸

¹⁶ Hackl, C., & Cronin, I. (2024). *Spatial computing: An AI-driven business revolution*. Wiley.

¹⁷ Norman, D. A. (2013). *The design of everyday things: Revised and expanded edition*. Basic Books.

¹⁸ Hart, D. (2023, June 26.) L&D trend spotlight: SweetRush’s learner-centered design model. SweetRush.

Of course, a successful **genAI solution requires a great deal of surveying, planning, and blueprinting on the back end**. Below are few of the building codes we need to build genAI-powered learning strategies and solutions that benefit our people, our organizations, and society as a whole:



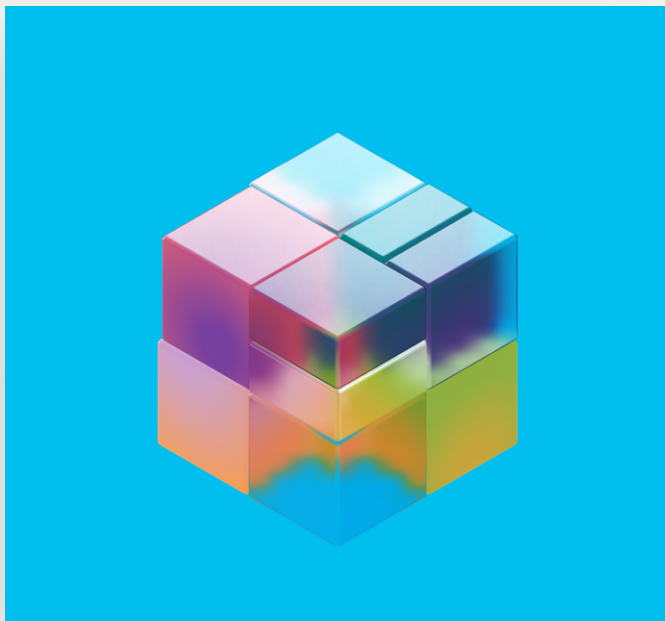
→ **Value**

Value is a priority for our business partners, and genAI tools can help us solve the ongoing challenge to deliver quality learning solutions within ever-tightening budgets and timelines. These productivity increases are often palpable in the near term: A recent global survey shows that organizations that invested in genAI in 2023 are already seeing a return on their investments.¹⁹

GenAI can also help us in our ongoing mission to bring high-touch, high-value learning experiences to a wider audience. (See [“Hilton’s Perfect Pairing”](#) to learn how hospitality leader Hilton uses genAI to bring personalized coaching to a global audience of hotel team members.)

¹⁹ Singla, A., et al. (2024, June 12). The state of AI in early 2024: Gen AI adoption spikes and starts to generate value. McKinsey & Company.

To maximize our impact and avoid redundancies, L&D teams need a clear picture of the genAI tools *currently* in use to help us recommend new solutions that leverage existing resources and create a one-stop shop for our audiences. (See [Chapter 5](#) for more on integrating genAI with existing technological and learning ecosystems.)



→ **Data Protection and Privacy**

In our eagerness to increase value for our business partners, it’s tempting to grab one of the many genAI tools from the marketplace. But without a thorough understanding of how a tool—or a vendor using the tool on our behalf—will use, store, and maintain our data, any quick wins in value and productivity may carry a steep long-term cost. Vulnerabilities can put our people, intellectual property, and reputation at serious risk.

Note: This process **cannot** be a solo adventure! Our legal and IT folks will need to be at the table to unpack the details and assess the risks. Their involvement is mission-critical, so be prepared to embrace it and address their concerns.



→ Human Oversight and Ethics

GenAI has great potential, but it needs human oversight to filter out misinformation and bias. That requires regular evaluation of genAI outputs for quality and compliance with organizational values and ethics, including diversity, equity, inclusion, and belonging (DEIB). For example, our team conducts regular “training” and [Turing tests](#) with genAI-infused learning solutions like Hilton’s innovative large language model (LLM) coaching tool (see next page).



→ Authenticity

Here’s something we don’t hear often enough: **Sometimes a genAI tool *isn’t* appropriate.**

When the human voice, experience, consciousness, or emotions are critical to the learning experience, we need (wait for it!) **a real person**. Human language, culture, and emotional intelligence took millennia to evolve, and it shows.

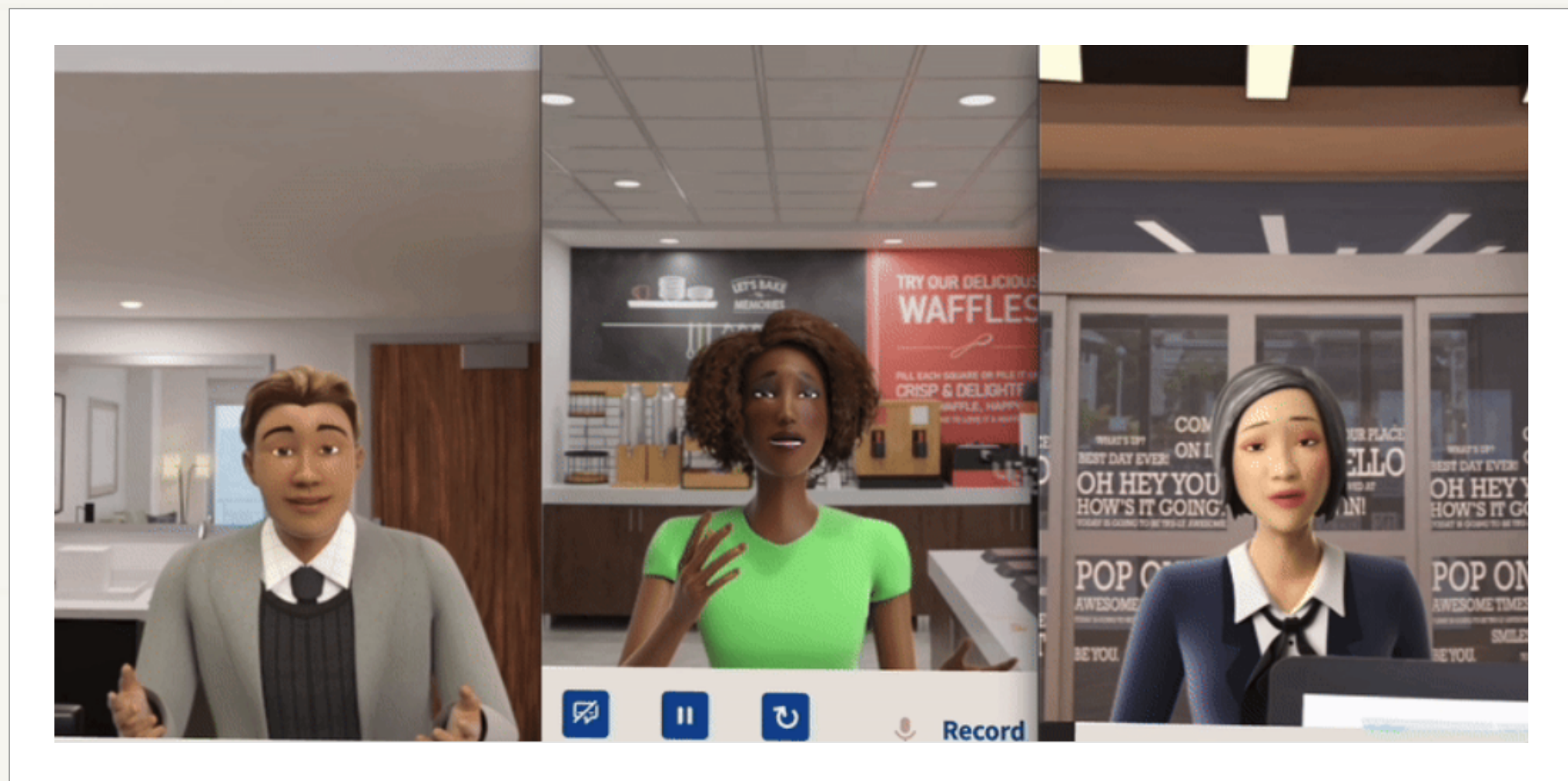
GenAI is no match for our great speakers, writers, and artists. Where it *can* serve a valuable purpose is when we’re seeking to support a task, evaluate performance, gather information on demand, and offer real-time coaching. (See [Chapter 2](#) for more on the different learning and strategic functions AI can help fill.)



Hilton's Perfect Pairing: Generative AI and Virtual Reality (VR)

With the *Delivering on Our Customer Promise* experience, the Hilton-SweetRush team solves a vital business need by offering personalized coaching to Hilton's global family of hotel team members. Thanks to WebXR, a web-based immersive learning technology, learners enter this genAI-powered VR experience through the browser via either a 3D headset or a standard browser window on their tablet or computer.

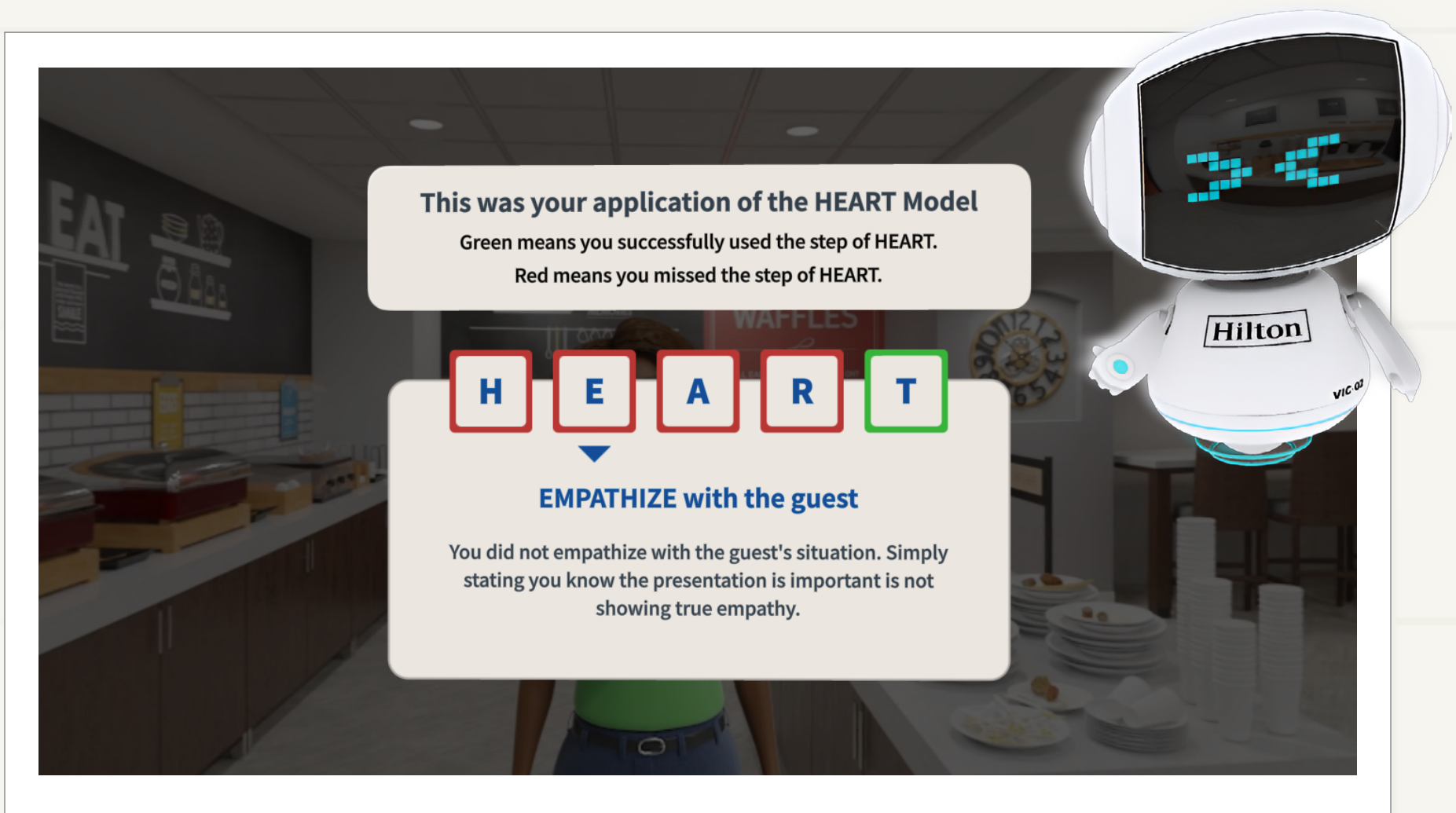
They land in a digital twin of a Hilton hotel, where they meet a concerned digital guest who expresses an issue with their stay.



Using HEART, Hilton’s proven five-step problem-resolution model, learners speak their responses into their device’s microphone. Each guest responds positively, neutrally, or negatively based upon how well the learner has resolved their issue.

Experience is a great teacher, but here’s the AI value-add: **A well-trained large language model (LLM) evaluates the learner’s response against Hilton’s predefined HEART rubric.**

The LLM then generates a pass/fail “grade” and specific, actionable feedback on each step of the HEART model. Robot coach VIC verbally delivers this feedback, displays the highlights on screen, and encourages the learner to try again.



Pairing genAI with virtual reality (VR) increases emotional immediacy, on-the-job transfer, and retention and decreases time to competence.²⁰
(Jump to [Chapter 3](#) for more on the genAI/VR pairing.)

In this safe, virtual practice environment, learners are exposed to a wider range of experiences than they would encounter in several months (or years) on the job. A genAI- and VR-powered solution also supports learners’ ability to learn through experience and develop resilience.²¹

Read on to discover more about the ways genAI can support the learning design and development process and deepen skill development.



²⁰ Likens, S., & Mower, A. (2022, September 15). What does virtual reality and the metaverse mean for training? PwC.
²¹ Vojnovski, T. (2023, September 11). How VR Supports Learning. SweetRush.

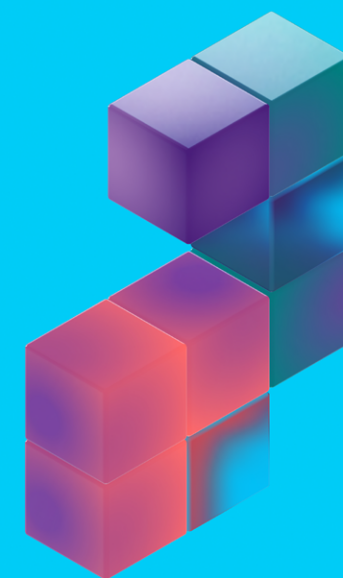
Refine, Streamline, Train, Repeat

Three ways L&D innovators can
harness the power of genAI

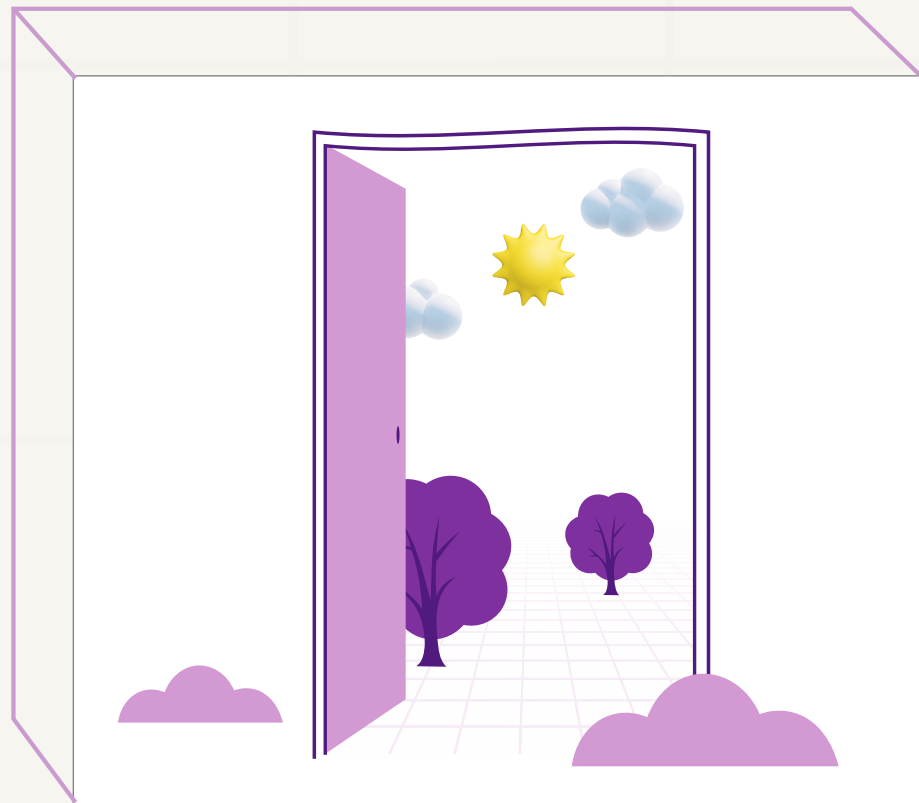
Now that we've covered the building codes, we'd like to
show you the door.

That's not as rude as it sounds, we promise!

We'd actually like to show you **three doors**, each representing
a way L&D teams can leverage genAI. Turn the page to see where
they lead.

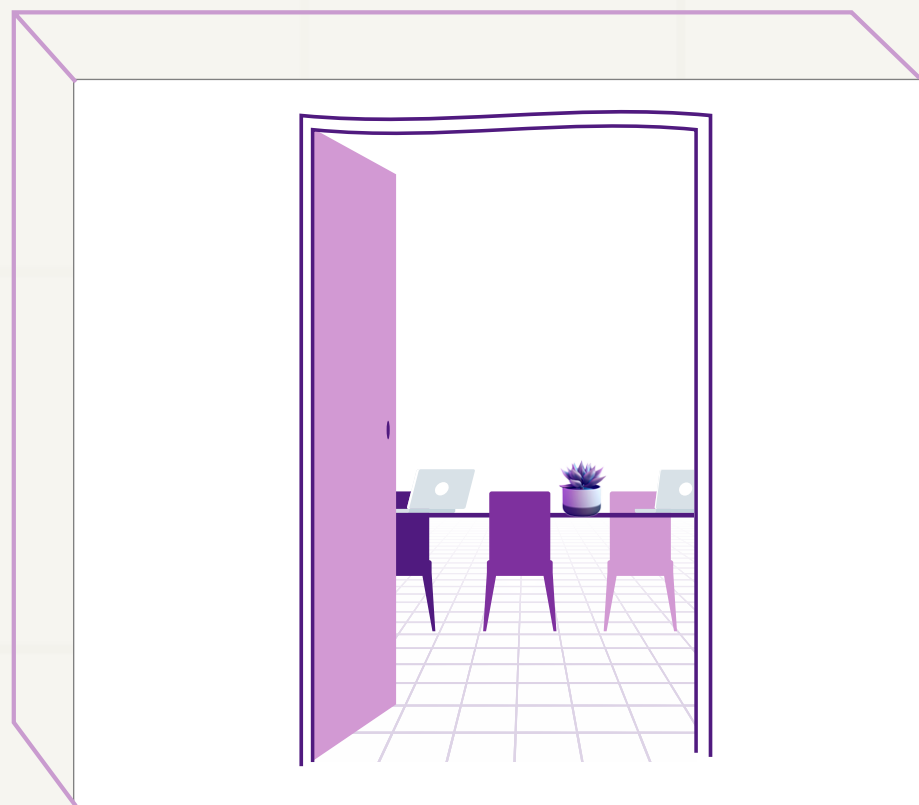


Chapter 2



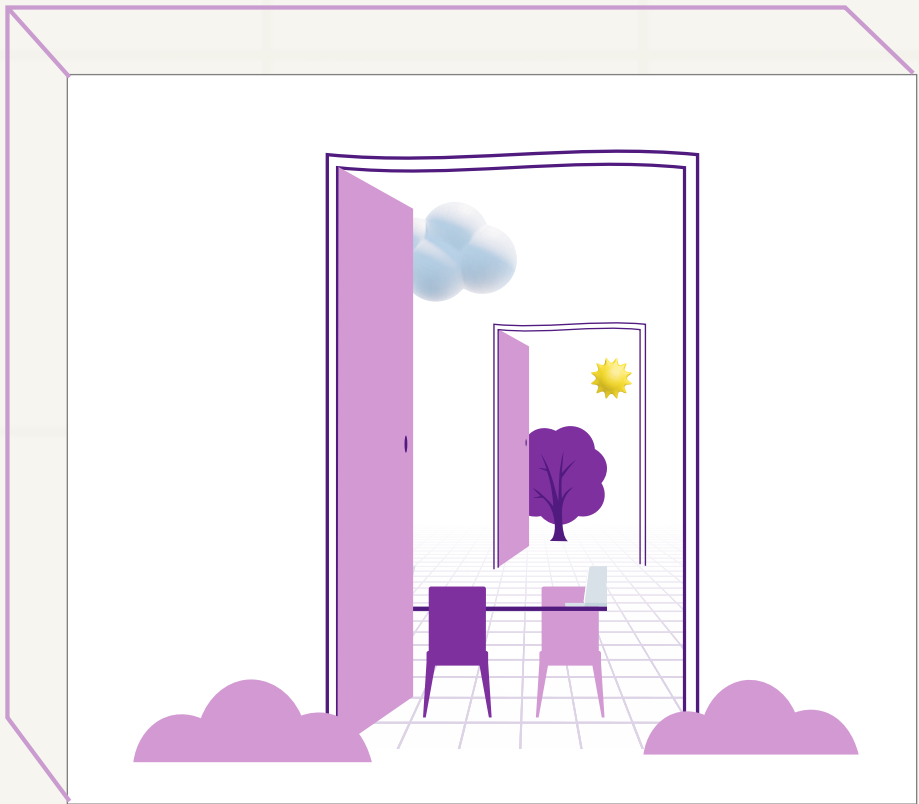
Door 1

To enhance learning solutions (learner-facing)



Door 2

To enhance L&D content production (behind the scenes)



Door 3

To create genAI training programs for an enterprise audience (also learner-facing)

Door 1

Like any team member, genAI works best when it has a clear understanding of its role and purpose.

It's not a substitute for humans, but it *can*, **with careful oversight**, help us extend human expertise and intelligence. (Think of it as a bright, eager, but *extremely* literal robot assistant that needs constant training and supervision.)

Thanks to its coachability and bottomless energy, genAI can be an effective and engaging addition to our learning solutions. To help learners access the information and skills they need, we can train it to serve in one of the following **six roles** (see “Training the Trainer” on [page 17](#) for details on training):

GenAI Roles



→ **Tool**

How can I do this faster?
Helps learners [accomplish more](#) within the same time frame



→ **Evaluator**

How did I do?
Evaluates learners' work, providing scoring and feedback after the experience



→ **Coach**

How should I think about this?
Provides real-time performance feedback and opportunities for reflection and regulation



→ **Curator**

What should I do?
Provides content and answers on demand and curates based on learner needs



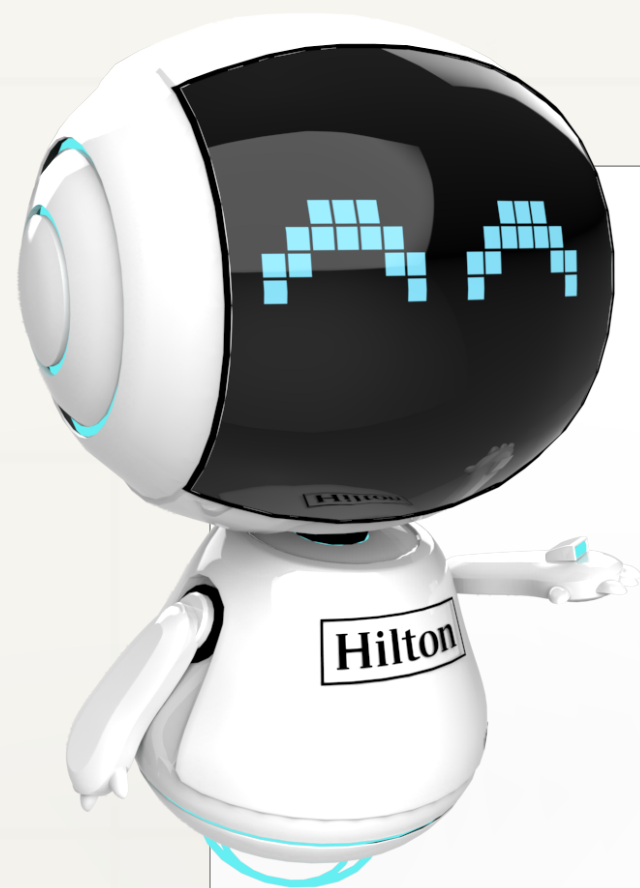
→ **Teammate**

How is everyone doing?
Simulates teammates, providing alternate points of view and "peer" interaction



→ **Simulator**

How do I practice?
Simulates a workflow, conversation, or procedure for authentic practice



Training the Trainer: The Prompt Powering VIC, Hilton's GenAI Coach

We've [already seen](#) how global hospitality leader Hilton leveraged a large language model (LLM) as a soft-skills performance coach. Here's a behind-the-scenes look at how the Lead Learning Experience Designer (LLXD), the Lead Developer, and Hilton SMEs collaborated to craft the prompt behind VIC:

1 Knowledge Database

Consider the vast stores of knowledge and context a Hilton SME brings to a coaching interaction: They know the five-step HEART model of problem resolution inside and out—and through their experience in applying the model and coaching team members to do the same, they've got a wealth of examples of what good, great, and not-so-great looks like in practice.

Creating this treasury of expert knowledge increases the context for every prompt and helps the prompt to generate “relevant, accurate, and useful”²² results. This process, known as Retrieval-Augmented Generation (RAG), extends the already powerful capabilities of LLMs to specific domains or an organization's internal knowledge base²³ and creates a solid foundation for every prompt.

2 Role and Goal

The Hilton-SweetRush team prompted the LLM by telling it who it was and how it should behave. As a manager of a Hilton hotel, its goal was to ensure that hotel team members (learners) are resolving each guest's problem by correctly following the HEART problem resolution model. **This step gives the LLM a personality, backstory, and communication style that feels authentic, not mechanical—and contributes to the “story” that unfolds in each immersive scenario.**²⁴ The team also fed this Role and Goal information back into the Knowledge Database (see No.1) to provide further context for the prompt.

²² Amazon Web Services. What is RAG (Retrieval-Augmented Generation)? Amazon Web Services.

²³ Gallo, S. (2024, March 25). AI Use Cases in L&D, Part 1: Leveraging AI for Quick and Effective Content Development. Training Industry.

²⁴ Vojnovski, T. (2021, November 1). Just the Facts: Five Storytelling Tips for Skeptical Learners. eLearning Industry.

3 Step-by-Step Instructions

Here, the team provided additional context to the LLM by breaking down each step of the HEART model with very specific written descriptions. They then began to feed it with examples of desired responses to help clarify how learners should perform.

This step is essential for an experience focused on nuanced skills like showing empathy: **To respond accurately, the LLM needs numerous examples of what “good” sounds like.** (As the LLM’s understanding of a good response is honed, the team feeds new iterations back into the Knowledge Base.)

4 Constraints

To prevent the LLM from acting in unexpected ways, the team worked with Hilton SMEs to define *nonexamples*. That is, responses that are inappropriate—for example, offering a free night’s stay. These, too, are **fed back into the Knowledge Base to provide additional context.**

5 Pedagogy

Here, the team conditioned the LLM to **give feedback on the learners’ performance to help them reflect on their successes and opportunities**—and correct their missteps during their next attempt.²⁵ As this part of the prompt is refined it, too, is fed into the Knowledge Base.

6 Testing

This vital step of the workflow engaged Hilton’s SMEs to create further examples (and nonexamples) of potential HEART model applications and increase the quality of the feedback learners receive. In the ongoing Testing process, **SMEs test the scenarios and provide the development team with additional knowledge and context**...which, in turn, is fed back into the Knowledge Base for further refinement.

²⁵ Green, M.; Silver, D.; and Soto, A. (2024, March 19). [AI coaching by Hilton and SweetRush: Deconstructed for you! \[Webinar\]](#). eLearning Industry.

Door 2

A well-trained genAI tool can also help us enhance our team's workflow, shaving hours and costs from the design and development process.

As we're increasingly called upon to do more, faster, with fewer resources, this boost to our team's efficiency helps us add the [value](#) our stakeholders crave.



Here are some of the development tasks **genAI** can help with:

- Content analysis
- Creation of learning objectives
- Scenario development
- Generation of assessment questions
- Multimedia creation—including immersive environments

See right for examples of how our internal team has used genAI to enhance our own solution development process.

Adding Value, Ethically: Boosting the L&D Workflow with GenAI

Case 1

In creating a certification course for a client-partner, the SweetRush team custom-created a large language model (LLM) to generate video scripts, readings, and assessments. The LLM was meticulously fine-tuned to reflect the organization's brand, tone, and learning standards.²⁶

Ethics and QA:

A robust prompting system (See [Chapter 3](#) for details) ensured content alignment and traceability, thus helping the SweetRush team.

Human SMEs provided critical input to ensure quality and accuracy.

²⁶ [Montero, C. \(2024, June 17\). Revealing Our Clients' Top 5 Priorities for AI in Learning & Development. SweetRush.](#)



Case 2:

Video content is particularly expensive and time-consuming to create, and it runs the risk of adding costs (reshoots!) if the course needs to be updated.

Our client, an online training provider, wanted to discontinue online filming to streamline the course development process and reduce production costs.

Utilizing an AI video generation tool, our SME crafted a realistic avatar. Once created, each course script integrated seamlessly with the tool, creating talking head-style videos within minutes. These videos then moved into post-production treatment with the SweetRush team.

Ethics and QA:

Integration between course scripts and the video generation tool ensures that content is immediately updated.

A human SME provided video content to ensure quality and accuracy—and a human face for the course.

Door 3

• **76%** of working professionals say they need AI skills to remain competitive in the job market.²⁷

• **66%** of organizational leaders say they wouldn't hire someone without AI skills.²⁸

• **57%** of L&D leaders and professionals rate AI as the No. 1 skill in demand at their organization.²⁹

Yet only

• **39%** of workers who currently use AI have received training from their organization.²⁷

• **25%** of organizations are planning to offer AI training to their employees.²⁷

^{27, 28} Microsoft and LinkedIn. (2024, May 8). AI at work is here. Now comes the hard part: How to make it work for you. 2024 Work Trend Index Annual Report.

²⁹ Hart, D., et al. (2024). Learning and Development Trends Report 2024.

Data tells a story—and the story behind Door 3 is all about opportunity.

This is the moment for L&D innovators to demonstrate our vision and value by providing the genAI training and skilling programs our learners and leaders crave.

An enterprise-wide genAI training program might leverage the learner-facing genAI [behind Door 1](#), the behind-the-scenes workflow-enhancing genAI behind [Door 2](#), both, or neither.

What it *must* do is provide every learner with foundational genAI knowledge, including how it works, what it can and cannot do, best practices, and their organization's AI ethics and security policies. Once learners understand the basics, they're ready to delve into role-based training focused on the specific genAI tools they can use to enhance *their* workflow and deliverables.

As learning leaders, we're uniquely positioned to lead the genAI skilling conversation at our organizations—even when this technology is new to us. ([Discover how](#) to join forces with genAI SMEs to deliver transformative genAI training.)

If you're feeling inspired by genAI's potential to streamline budget and timelines and enhance learner engagement, **you may be wondering if there's anything it can't do.**

Like any tool, the answer is a resounding yes!



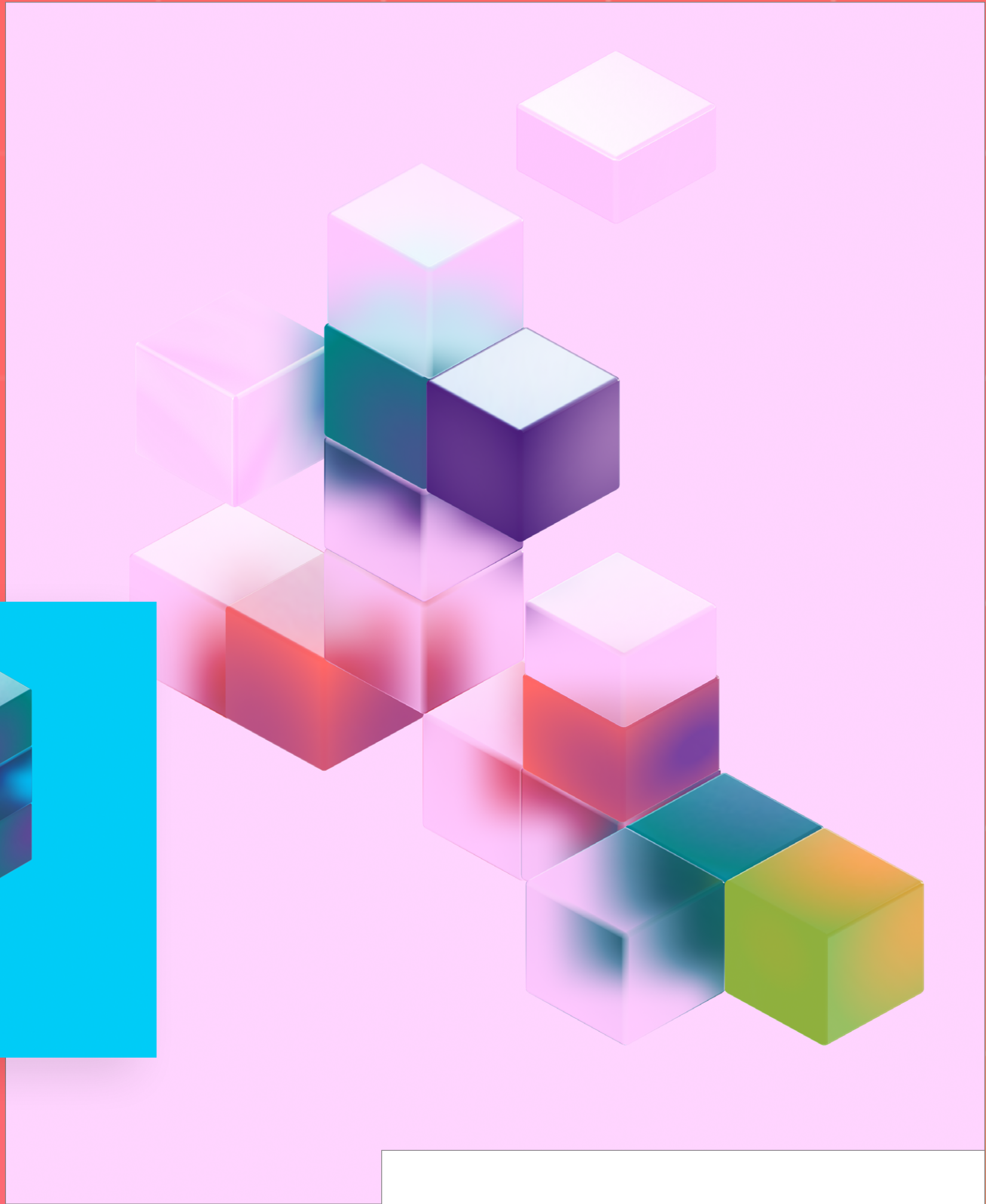
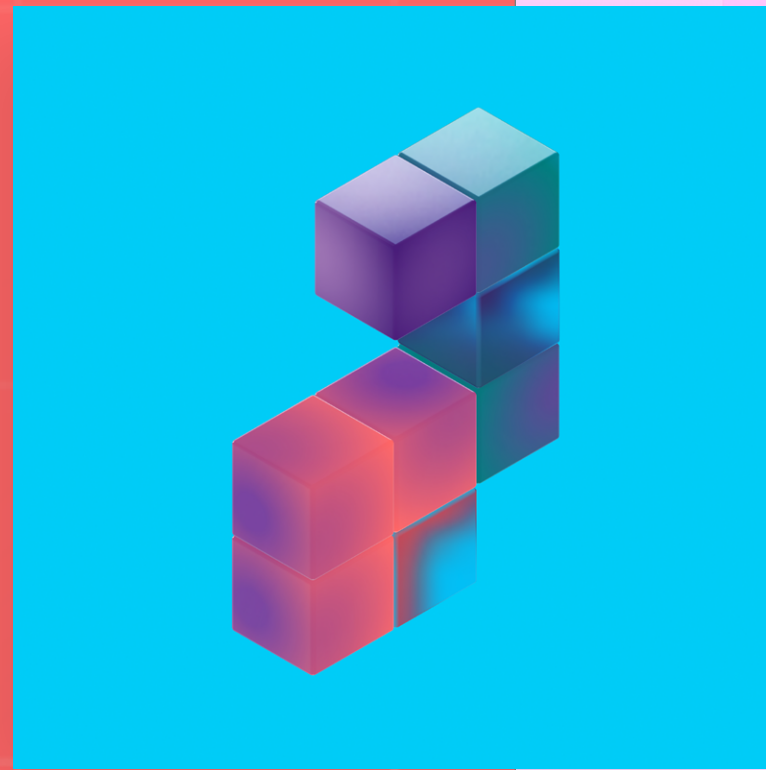
Director of Immersive Learning Technologies Adrián Soto shares that genAI can be inappropriate for:

- 1.** Delivery of very straightforward or standardized content, e.g., compliance training.
- 2.** Use in remote worksites due to the need for an active internet connection. (If your team—or your learners—work in these locations, don't despair; these connectivity needs will eventually be solved.)
- 3.** Occasions when the human voice, experience, consciousness, or emotions are vital to the learning experience.

As we continue on our builder's-eye tour of genAI tools and solutions, we'll look more closely not only at how they work, but also at when and why they're appropriate. Continue to Chapter 3 for some genAI project inspo and the workflow and skilling needs they meet.

GenAI: The L&D Lookbook

Inspiration from leading-edge genAI
learning solutions, workflows,
and enterprise training



Chapter 3

Door 1

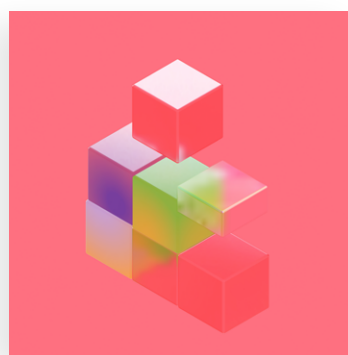
What Does a GenAI-Enhanced Learning Solution Look, Sound, and Feel Like?

From PB&J to Posh and Becks, we love a power couple—and virtual reality (VR) + genAI is one of our L&D favorites.

Here's what each brings to the table:



→ **VR** invites learners into an immersive, 360-degree digital practice space where they can safely practice high-stakes skills via immediate, gripping scenarios that are *almost* like the real thing. Learners might enter via a headset—or with browser-based WebXR technology, a tablet, laptop, or desktop computer.



→ **GenAI** adds variability and adaptiveness to VR experiences: Digital characters, situations, and feedback respond to what learners say and do. There's no "script": Any scenario or interaction can (and does!) unfold in myriad ways.

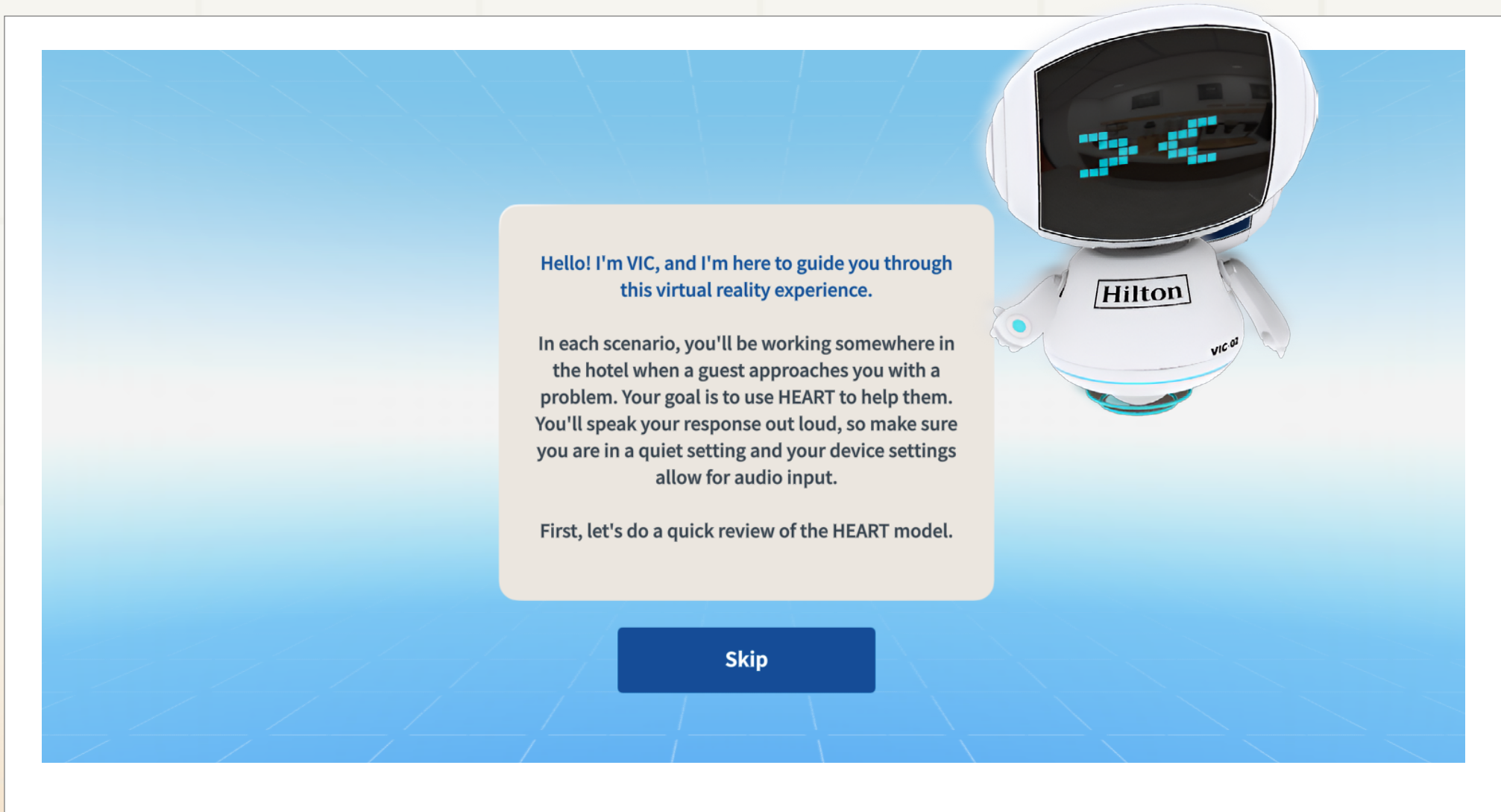
Together, this dynamic duo helps L&D innovators bring engaging, effective learning experiences that help distributed learner audiences like Hilton's practice and perfect high-stakes skills.

We've already introduced *Delivering on Our Customer Promise*, Hilton's genAI-powered, WebXR-based soft skills coaching experience. In [Chapter 1](#), we took a high-level look at how this innovative solution and its robot emcee and coach, VIC, meet a vital business need: preparing hotel team members to resolve guest issues using Hilton's proven five-step HEART model.

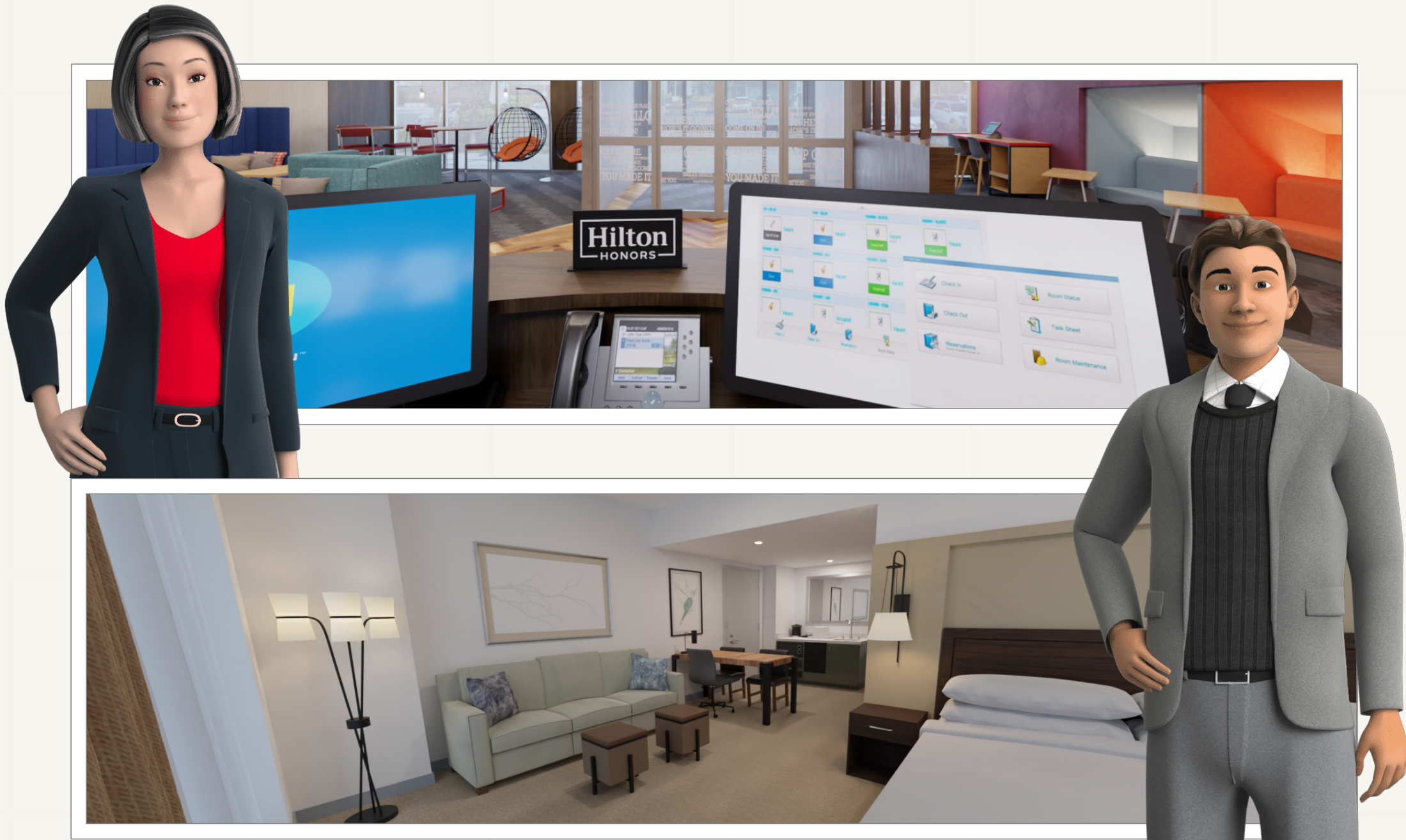
In [Chapter 2](#), we delved into the prompt the Hilton-SweetRush team uses to "train" the large language model (LLM) powering VIC.

Let's take a learner's-eye tour of this exciting VR + genAI solution:

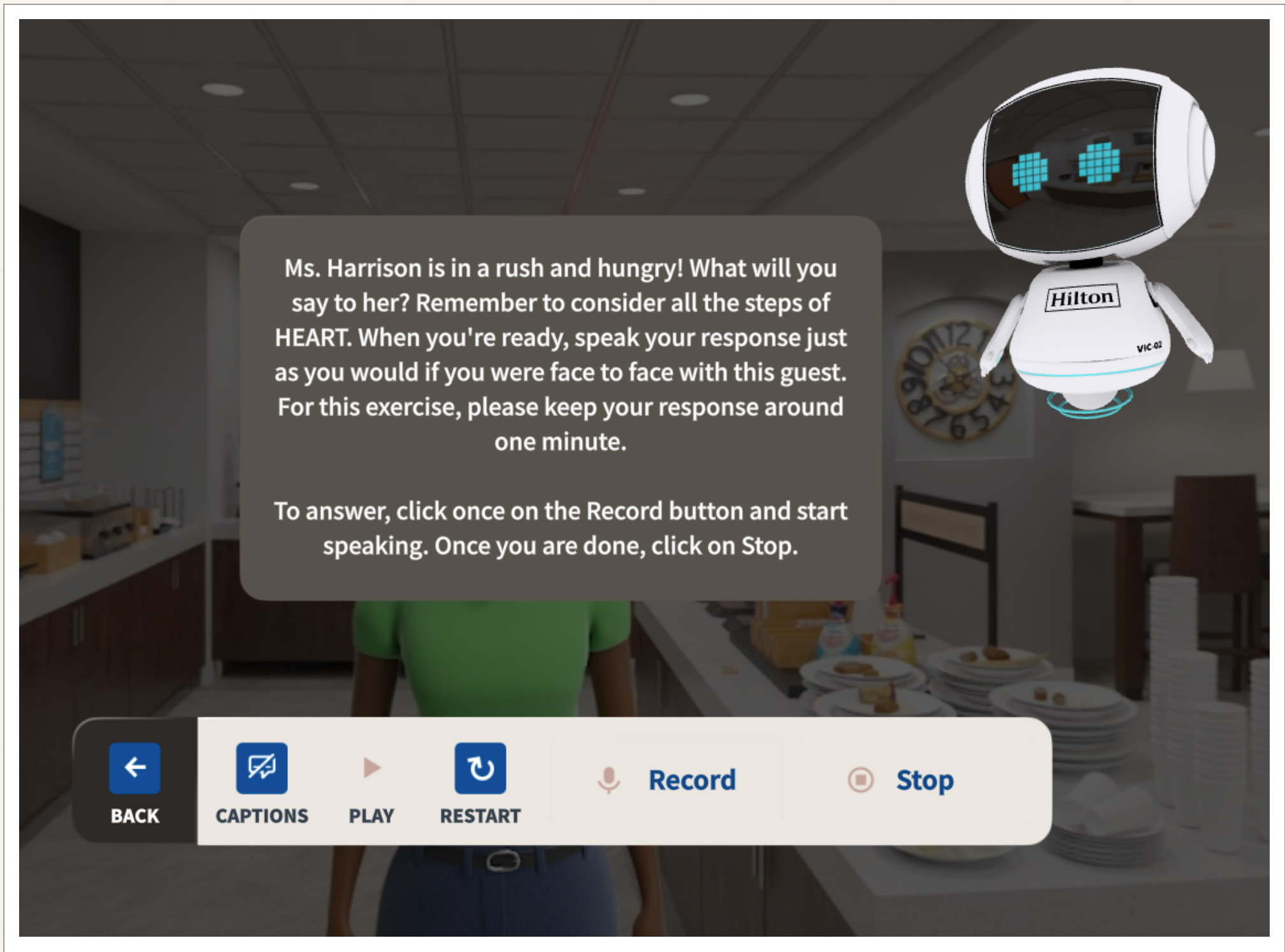
Learners enter the experience via VR headset, computer, or tablet and are immediately welcomed by endearing robot coach VIC, who provides a quick review of the HEART model of problem resolution and invites them to choose a guest scenario.



A click transports the learner to a Hilton property, where they land face-to-face with a digital guest who expresses a concern or unmet need.

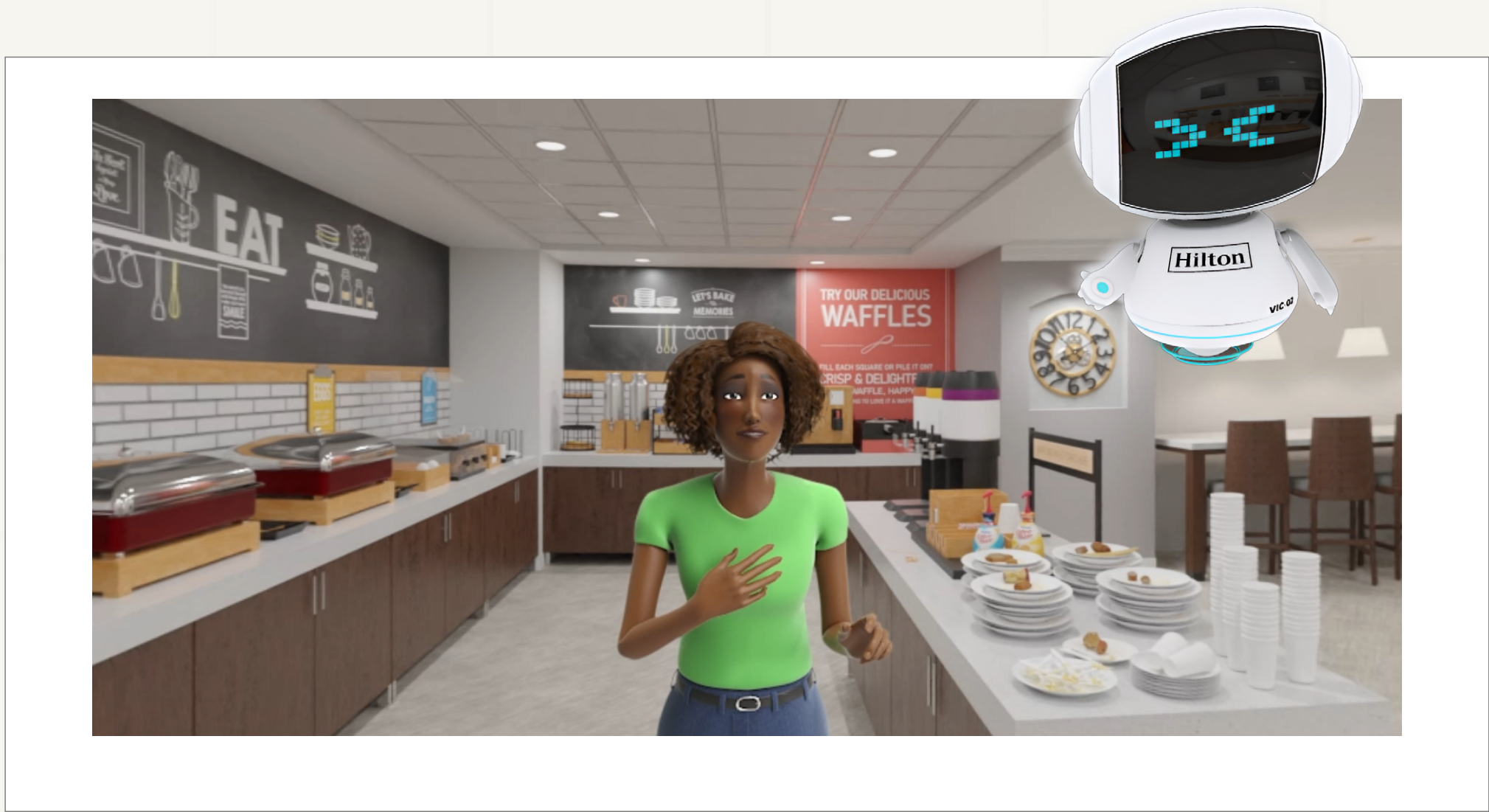


When the guest finishes speaking, VIC recaps their concern and directs the learner to record their response.



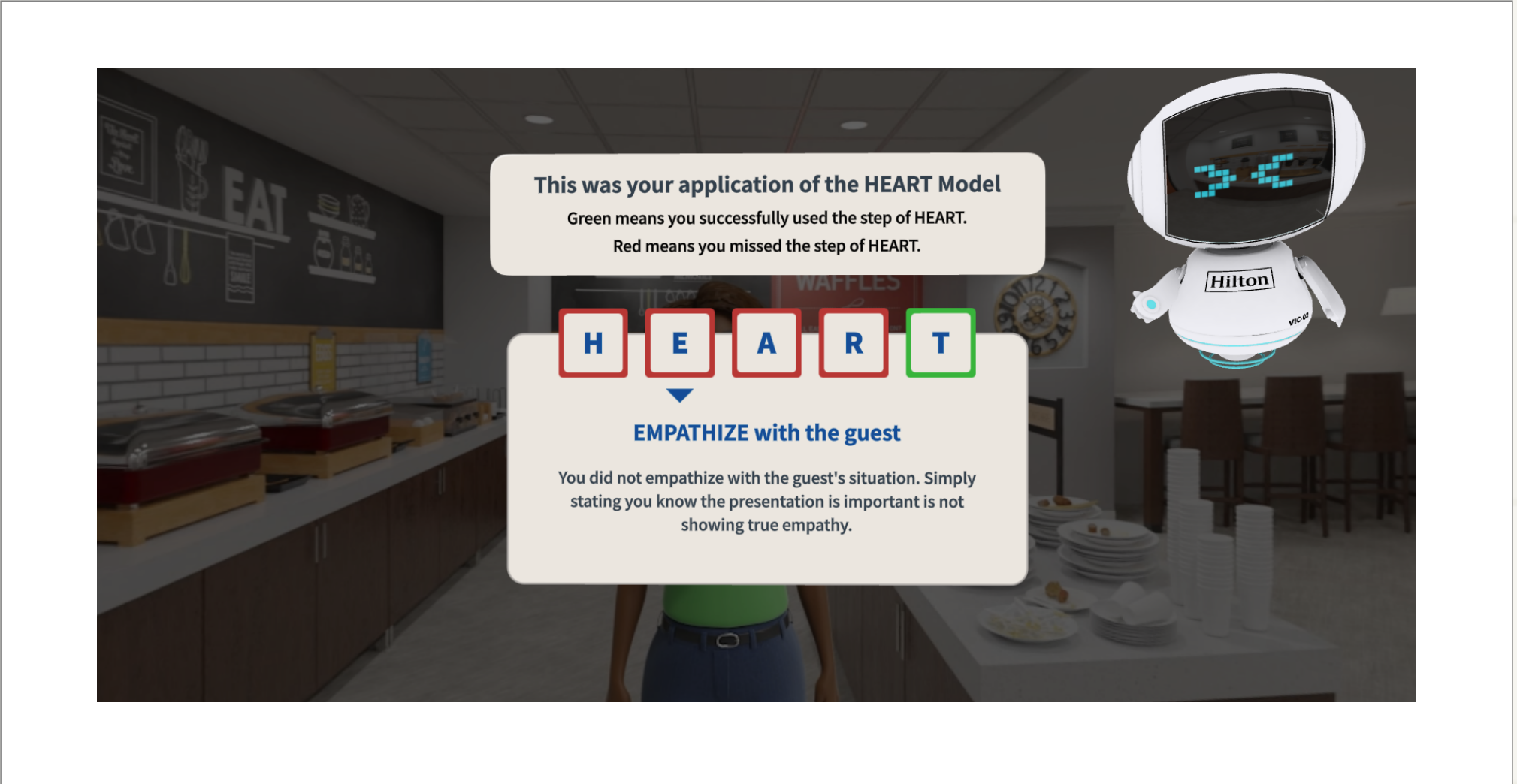
Via the built-in microphone on their device, the learner responds to the guest, attempting to use all five steps of the HEART model. On the back end, the LLM converts the learner's speech to text and evaluates their response against a rubric.

Why speak aloud? The Hilton-SweetRush team wanted every learner to experience the urgency and realism of these situations—and ensure that their problem-resolution skills would transfer to their daily work with guests.³⁰ Each learner must find their own way—and words—to apply the HEART model.



Meanwhile, the guest reacts to the learner’s attempt at problem resolution. If the learner has successfully applied the HEART model and resolved the concern, the guest reacts positively. If the learner has missed the mark, the guest responds with continued (or escalated) frustration. Finally, if the learner has succeeded on a few, but not all, HEART steps, the guest may respond neutrally.

³⁰ Likens, S., & Mower, A. (2022, September 15). *What does virtual reality and the metaverse mean for training?* PwC.



VIC then steps in to deliver real-time feedback and a pass-fail grade on the learner’s performance of each step of the HEART model. After reflecting on their successes and opportunities, learners can opt to try the scenario again or select a new one.

(Prefer a video tour? [Join](#) Hilton learning innovator Martess Green and the SweetRush Immersive Technologies team for an exclusive look inside this exciting experience.)

New Developments: Fresh Approaches for GenAI Soft Skills Coaches

As we continue to build our genAI coaching capabilities and create new solutions with our innovative client-partners, we’ve developed some fresh, exciting features.

Here are a few to inspire you:

Options and Gamification

Learners choose their participation style when they land in a genAI-powered, WebXR adventure: Delve immediately into a face-to-face management scenario (with a further choice of a new or seasoned employee) or build skills with binge-worthy mini-games.

Mini-games challenge learners to think fast as they click fun shapes, each presenting a management question or issue from a direct report. Using their device’s microphone, they speak their responses aloud and receive feedback from a genAI coach.

Complex, Nuanced Character Backstory and Challenges

Great management is all about relationships, and great managers know their team members as professionals *and* people. Before diving into a management scenario, learners get acquainted with the digital team member’s “origin story” and a brief summary of the current interaction.

Learners click to take their place behind the virtual desk and start the conversation. The digital team member’s verbal reactions, facial expressions, and gestures provide immediate feedback on learners’ attempts at connection and guidance. Because this interaction lasts as long as it needs to, learners have plenty of opportunities to flex their approach.

Afterwards, they get a full recap, with detailed feedback on what they said and didn’t say, and what they might do differently next time. No two situations unfold the same way in this adaptive adventure.

Sentiment Analysis

We often focus so heavily on *what* to say that we might not be fully aware of *how* we say it. This experience helps learners understand how they sound to others with feedback on the tone of voice they use during their interactions with digital team members. Thanks to their immediacy and realism, these immersive management scenarios provide powerful insights about how learners sound in their on-the-job interactions.

GenAI, Flying Solo

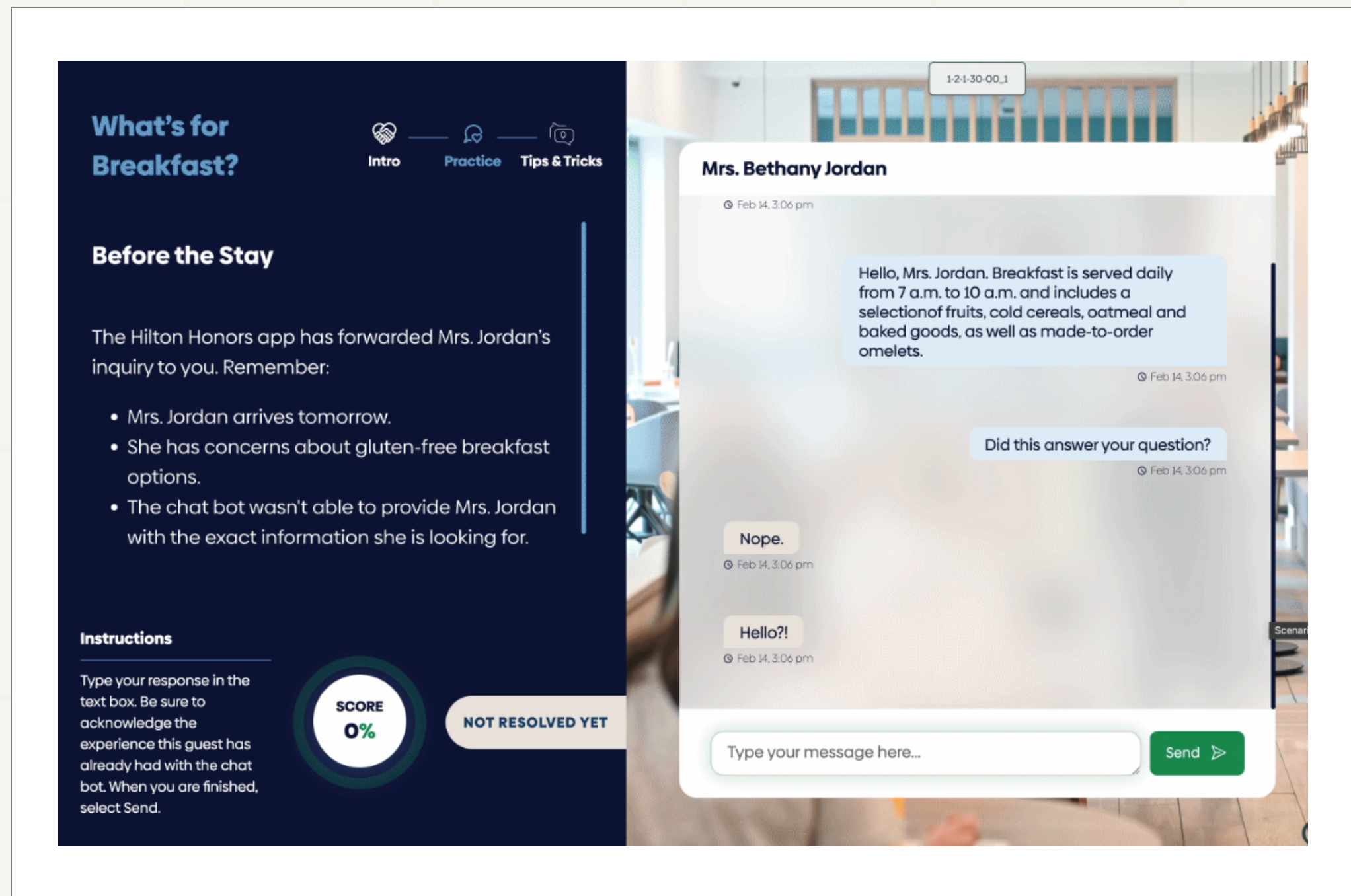
There's no question that the genAI + VR pairing is an L&D power tool: Like a lightsaber, it's fun to use and incredibly effective.

But sometimes, a simpler tool allows us to be more precise. After all, we wouldn't bring our lightsaber to a job that calls for a razor.

Speaking of razors, the Hilton-SweetRush team brought **Occam's razor**, or the principle that the most likely solution to a problem is the simplest, to another vital soft-skills business need: **Hotel team members needed training on how to utilize Hilton's real-time messaging app to communicate effectively with guests before, during, and after their stay.**

To master this skill, learners must experience a variety of guest requests and concerns—and plenty of trial and error—with feedback and coaching to help them improve over time. Yet Hilton couldn't risk guest relationships or satisfaction by having learners message with real guests before they were ready.

Enter the *Hilton Messaging Mastery* experience. This safe, authentic, digital—but not 3D—practice environment helps learners **develop and practice these skills through simulated genAI text chats.**



Learners begin each simulation with a briefing on the timing of the digital guest's stay, the nature of their inquiry or concern, and whether the message is arriving before, during, or after the guest's stay.

Instructions share some key information for the learner to consider as they type their response. As always, the digital guest's reaction provides immediate feedback about how the learner's response has landed.

On the back end, an LLM analyzes the learner’s response and compares it to a detailed rubric. Unlike the LLM powering VIC, there’s no need for speech-to-text technology: It’s all text, all the time!

The LLM then provides the learner with a percentage-based score and detailed on-screen feedback about successes, opportunities, and tips for improvement. A flag marking the thread as “Not Resolved Yet” indicates the conversation is incomplete—and needs to be resolved to the guest’s satisfaction.

The results: This safe, effective, and authentic practice prepares learners to engage guests via chat in Hilton’s warm, proactive, and professional style.

Door 2

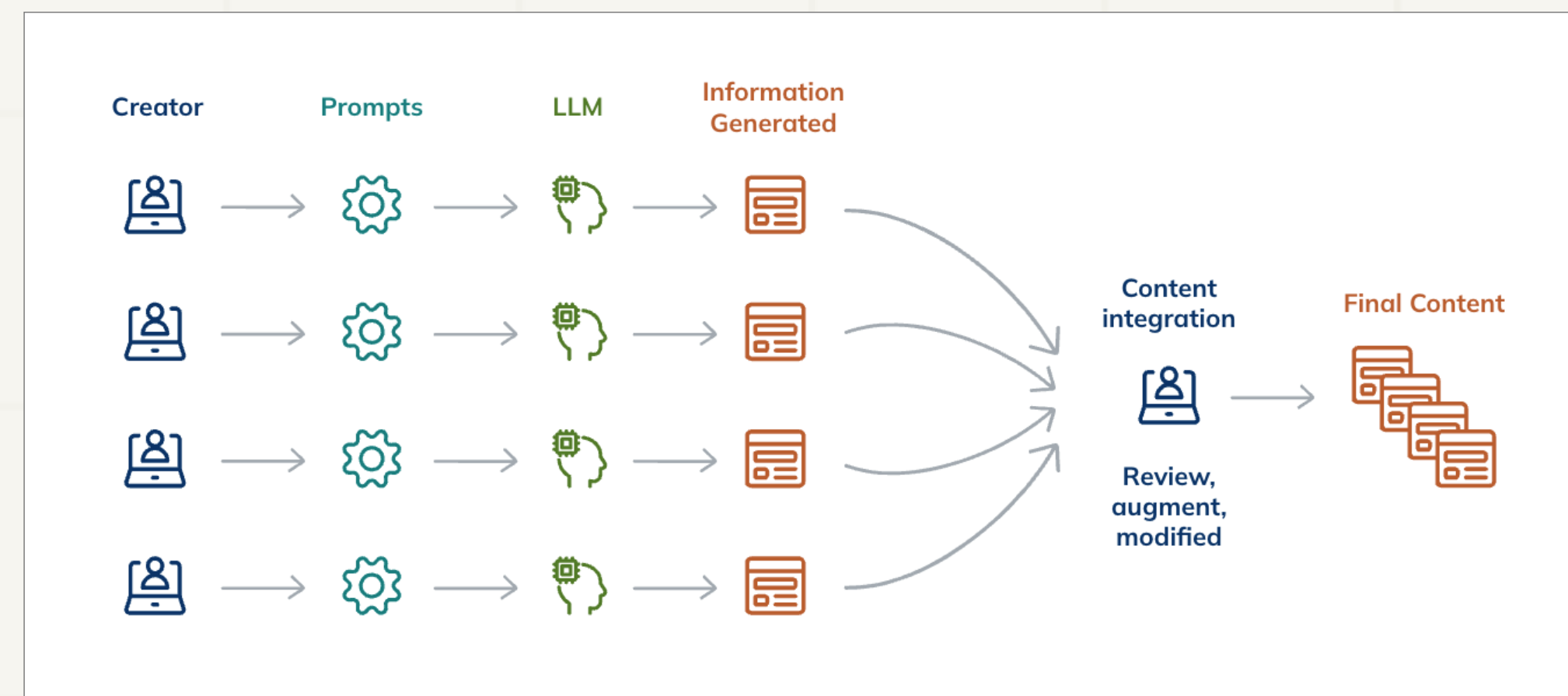
How Can GenAI Enhance L&D Content Production?

There’s rarely a moment when our teams aren’t asked to do more with less, and faster—and genAI can help with that.

Consider a routine L&D team task: creating content for a course. The flowchart on the right represents how most team members (among the 75% reported by Microsoft and LinkedIn Learning³¹) are currently using LLMs like Gemini or ChatGPT.

³¹ Microsoft and LinkedIn. (2024, May 8). AI at work is here. Now comes the hard part: How to make it work for you. 2024 Work Trend Index Annual Report.

Typical LLM Usage



In this workflow, each team member enters their own prompts into the LLM, using their respective levels of expertise to refine the outputs. They each drop their individual pieces of the project into the shared file or workspace. Then, at the end, the project lead comes in and integrates all of the pieces.

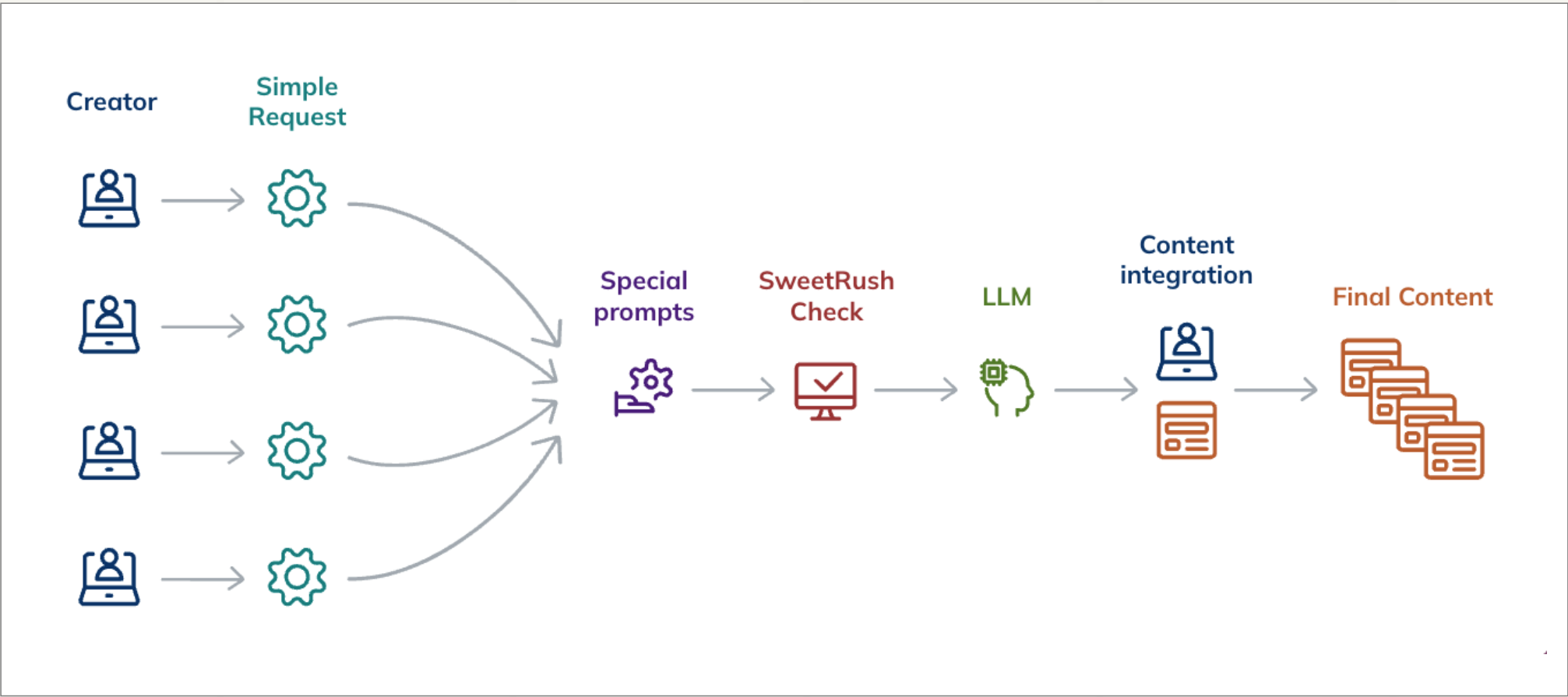
This practice might shave off some time for each team member, but there’s plenty of room for improvement. Here are a few issues with this workflow:

- Each team member is reinventing the wheel by creating their own prompts from scratch. Not so efficient...and not much of a value-add.

- Team members will have differing levels of expertise with LLMs. Suppose one team member is a power user who has created a [knowledge base](#) for this project that provides additional context for the LLM and generates targeted, relevant content (with plenty of [human oversight](#)!) every time. This team member's output will be of much higher quality than that of another team member who has less practice with LLMs. In turn, the variance in quality and context makes it challenging for the project owner to integrate each team member's contributions into a unified and high-quality whole.

To add the value our stakeholders are craving, we need to get the entire team prompting at the power-user level. Here's what that workflow looks like:

SweetRush LLM Usage



Consider a workflow in which *everyone* starts with the most high-quality prompts. Their task: Create content for a course on baking cookies for SweetRush Bakery, Inc.

Each team member would begin with the same client- and project-specific [knowledge base](#) to incorporate context on the learner persona, SME persona, branding, language, structure, and style. With this preexisting context in place, each individual team member is more prepared to jump into their part of the project and prompt the LLM for the information they need. Thanks to the extra context, every team member's output is closer in quality, structure, level of detail, and tone.

Even with each team member focused on a different content piece—say, chocolate chips and other add-ins, baking time and temperature, and icing and decorating—the project owner will have a much easier time integrating the final content.

Looking to add value and subtract time from your custom learning workflow? **Let's chat.**

Door 3

What Does a Great Enterprise GenAI Training Program Look, Sound, and Feel Like?

The people have spoken: They want training on how to use genAI,³² but **only 25% of organizations are meeting this need.**³³ Meanwhile, **most hiring managers are looking for candidates with AI skills.**³⁴

If you're seeing a gap here, it's no illusion.

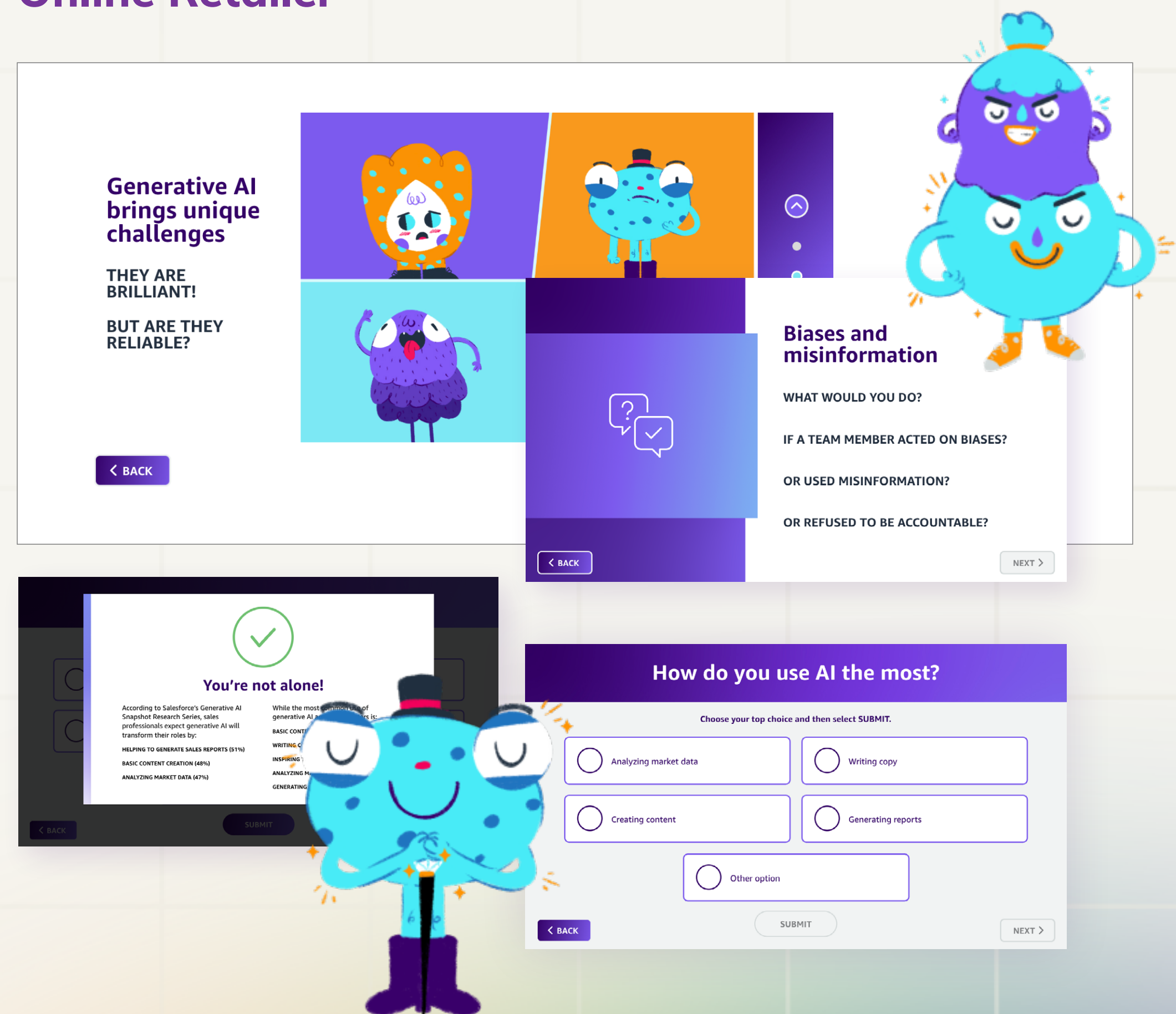
This is our moment to help our business partners and stakeholders bridge this gap and secure the future of our organizations with a genAI training program, aka **Door 3**.

In an M.C. Escher-like twist, you can get to Door 3 via Door 1, Door 2, or both. There's great [value](#) in leveraging learner-facing genAI (Door 1) and incorporating genAI into your team's workflow (Door 2) for your genAI training program.

Every organization's genAI implementation needs, policies, and applications are unique. Following is a sampling of some custom genAI training solutions we've created for our client-partners at world-class companies.

Through in-depth needs analysis and consultation, we ensure that **each solution integrates with the organization's current set of genAI tools and helps its people develop role-relevant skills.**

Humanizing AI Sales and Marketing at an Online Retailer



³² LinkedIn Learning. (2024). 2024 Workplace Learning Report.

³³ Gallo, S. (2024, March 25). AI Use Cases in L&D, Part 1: Leveraging AI for Quick and Effective Content Development. Training Industry.

³⁴ Gallo, S. (2024, April 8). AI Use Cases in L&D, Part 2: Supporting Skills Assessments Before, During, and After Training. Training Industry.

This role-specific, comprehensive eLearning experience for the retailer’s sales and marketing teams empowers employees to leverage genAI tools ethically and responsibly to build consumer trust.



This upbeat, engaging course features:

- Nuanced learning scenarios that explore complex genAI ethics and empower learners to mitigate bias
- Expert-led content that provides in-depth insights into responsible genAI usage
- Practical guidance to equip learners and teams to navigate ethical dilemmas and gray areas

Foundational GenAI Training for a Professional Services Company

1 Envision

The learning journey launches with a video showcasing fellow employees’ diverse perspectives on genAI and building learners’ anticipation with a walk-through of the program and tools.

2 Explore

Learners land in branching interactive scenarios that illustrate genAI fundamentals, best practices, and common pitfalls. They experience firsthand the impact of their choices, such as how inputting biased data can lead to a biased design, and develop the foundational knowledge they need to continue their journey.

3 Experiment

Next, learners choose one of several real-world work scenarios and dive into an interactive simulation of a poorly crafted genAI prompt. They use their foundational genAI knowledge to correct these prompts and immediately observe the impact the corrected prompt has on work quality. A genAI coach assesses their work and delivers detailed real-time feedback on their prompt engineering skills.

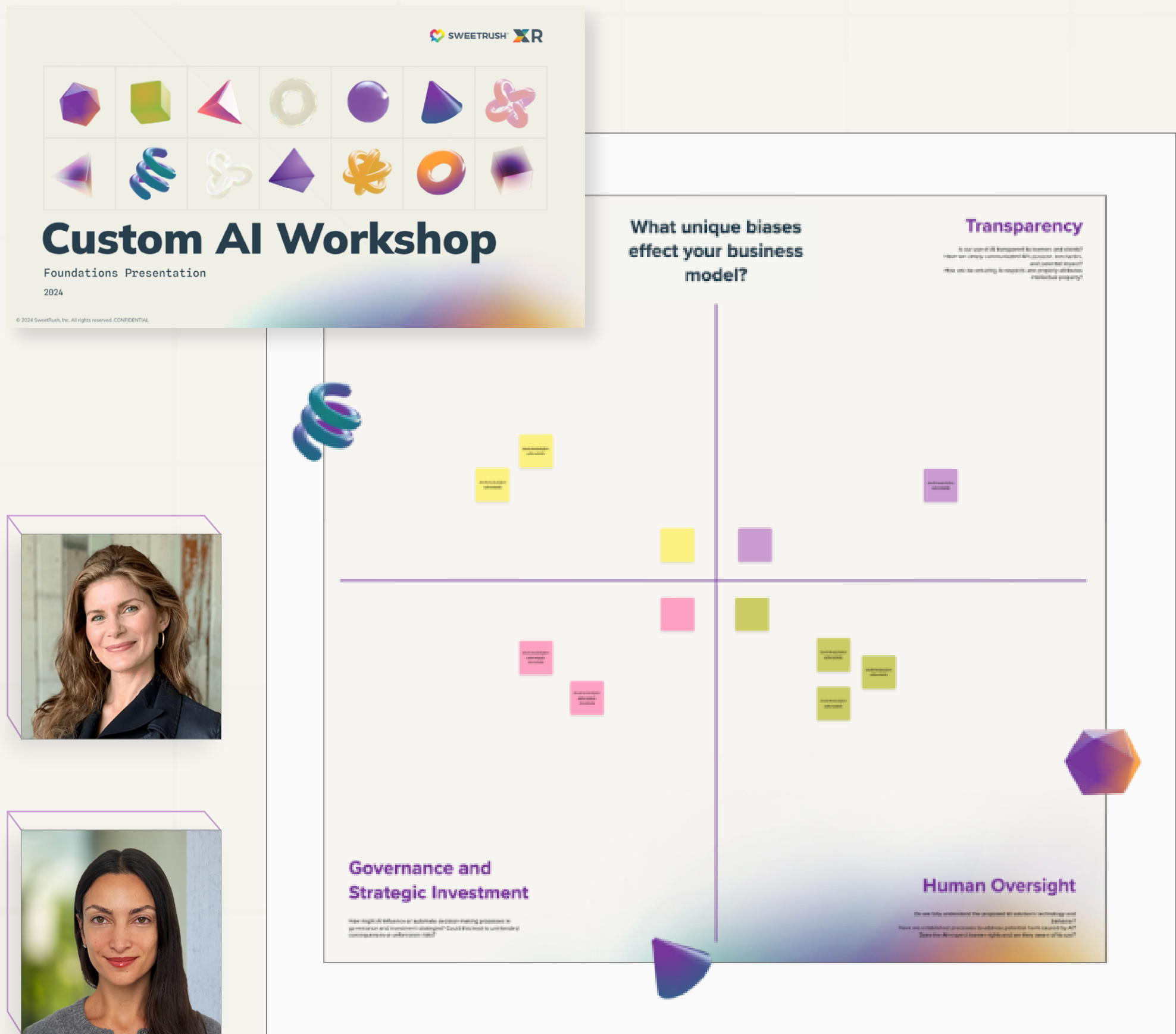
4 Equip

Equipped with foundational knowledge, learners now explore an interactive resource library of enterprise-wide genAI tools. Dynamic pop-ups reveal brief descriptions of genAI tools and workflows, interactive infographics, and job aids.

5 Empower

Now that learners understand the genAI tools available to them at their organization, they’re ready to discover how they can use genAI in their own role and workflow. A curated, personalized genAI toolkit helps them visualize these resources and learn how to use them to streamline their work and improve project outcomes.

SweetRush Custom AI Workshop



L&D leaders, teams, and stakeholders are important members of our learner audience, and we offer a dynamic, modular workshop that empowers these teams to develop a holistic and human-centered genAI development practice. There's never a dull moment as we work to transform our visions into actionable roadmaps and working prototypes.

Here's a sneak peek at the contents:

- Critical topics, from genAI learning functions and prompt engineering to data security and development of custom LLMs
- Interactive Mural activities to spark creativity and shared understanding
- Plans for bias mitigation, data collection, and copyright tracking

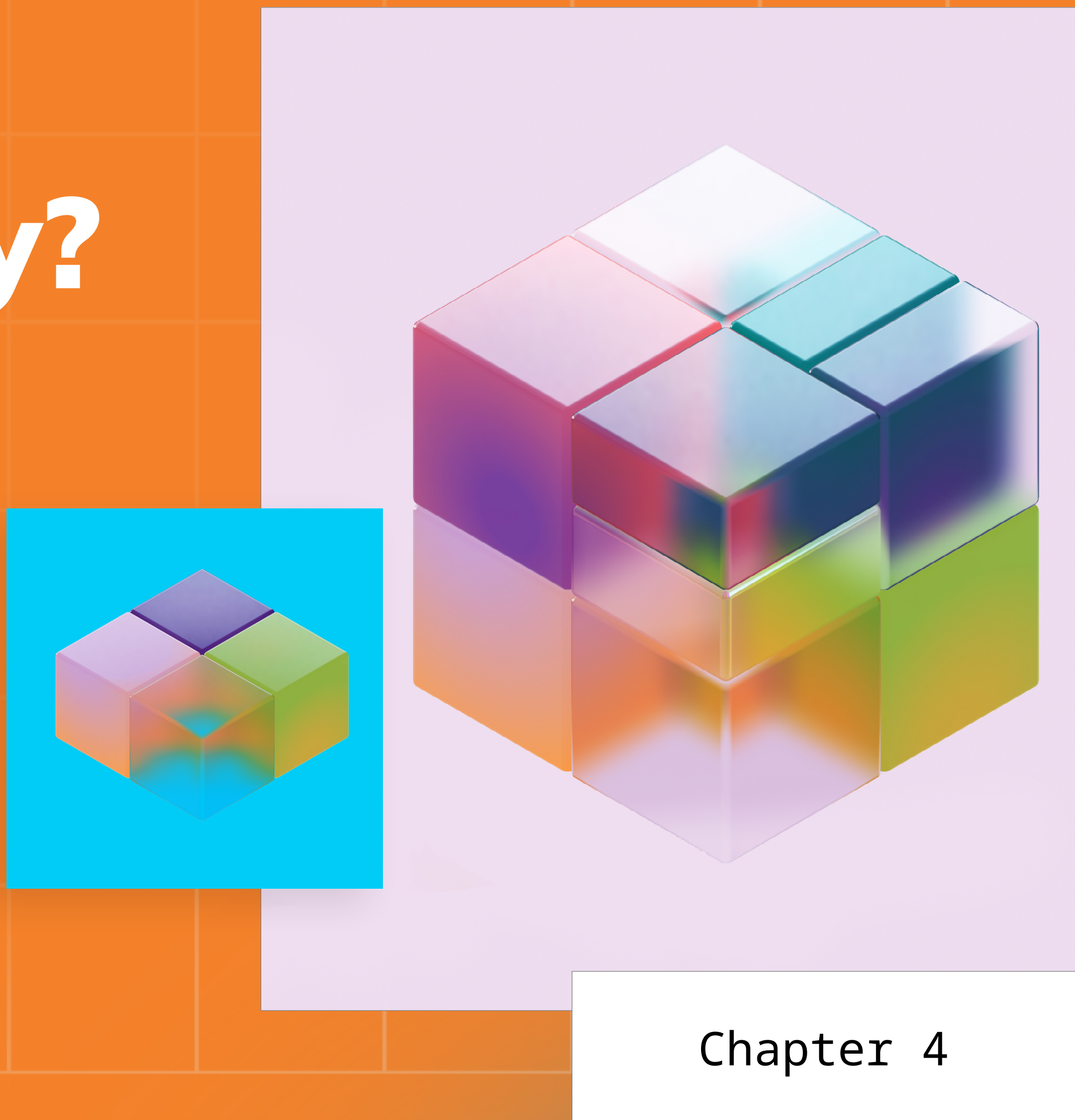
Want to experience a workshop of your own? [Tell us](#) what you have in mind, or simply read on to discover how the workshop experience fits into the larger consultative journey.

What's Ahead for AI Technology?

Insights, ideas, and predictions from our in-house innovators

Technology is evolving by leaps and bounds, and it's a challenge to imagine where it might land in the next few months—let alone the next year.

To help envision the AI-infused future of L&D, we interviewed the folks who are surveying, researching, and building within this constantly shifting landscape every day.



Chapter 4

Here's what they had to say.



Arturo Schwartzberg

Co-Founder, Chairman

From your seasoned perspective, how do you view AI and our world of learning and development?

Now that I'm in my mid-70s, I've experienced a march of mind-boggling technologies. Quaint now, but I recall the awe of receiving real-time printed communications via fax. And then computers and the internet and smartphones, and so the march of the unbelievable continues.

Yet AI stands out. In my work at SweetRush, I'm surrounded by technology and technologists, and we're leveraging tech all day, every day. And yet I also like dirt roads and lean rustic and soon hope to fix my record player. **But I'm a pragmatist and know there's no putting the genie back in the bottle, and so I'm enamored and terrified by the power of AI and accept it is happening.** Here in San Francisco, I see cars turning the corner with empty driver's seats, and I know it's the future. I feel good about supporting our client, Cruise, because logically I know humans get sleepy, drunk, and distracted and are good at making poor decisions.

AI is rapidly maturing, and its effect on our business (and how we drive) will be titanic.

**And yet we are adapting,
and it's just another tool we'll
use as we bring our human
intelligence and our knowledge
of how people learn and
change to help our clients
win and be successful.**

—Arturo Schwartzberg, Co-Founder, Chairman

We're already doing so much AI training work: It's a new, open world of training necessity. And then there are the AI agents that can act independently, adapt and make decisions, initiate actions, and build stories—even visually—around concepts.

Once again, I am grateful to be part of something so remarkable. The new world is not the old world of pre-scripted chatbots, but rather empathetic and context-aware agents who, in a few years, it's said, will be a million times smarter than I, as is my wife now, so I am prepared. Off we go into a new AI world. It's happening, so bring it on! This rambling passage was written 100% by a sleepy, distracted, but (thankfully) not drunk human.



Adrián Soto

Director of Immersive Learning Technologies

What would be your dream project?

One of my primary interests lies in observing the creative integration of diverse technologies to create innovative and awe-inspiring solutions. Our work predominantly involves digital content deployed through web platforms and is accessed on computers and virtual reality (VR) headsets. This content encompasses a combination of visual techniques, voice analytics, AI services, and other advanced technologies that enhance its overall appeal.

However, there is one specific area that has always captured my attention and presented itself as an unfulfilled aspiration: the fusion of digital elements with real-world scenarios.



—Adrián Soto, Director of Immersive Learning Technologies

My dream project would combine cutting-edge digital technologies with tangible elements such as location-based information or Internet of Things–based (IoT-based) technologies. Some examples include location-relevant content or the creation of customized physical controllers that meet the unique needs of individuals, especially those with disabilities.



Dani Silver

Solution Architect

What potential AI developments, functions, or features are you most excited or curious about?

I'm incredibly excited about the power of AI to revolutionize branching simulations. We're now able to create deeply immersive conversational simulations that go far beyond simple multiple-choice prompts. Imagine learners using their own voices to interact with realistic avatars—it's an incredibly powerful way to practice soft skills. Whether for leadership training, coaching dialogues, difficult conversations, interview skills, or any scenario where interpersonal interaction is key, these simulations provide a safe space for authentic practice. AI enables us to offer learners highly personalized feedback based not only on what they say but also on how they say it.

An added benefit is that these experiences are completely scalable. We can now deliver impactful learning experiences that are accessible anytime, anywhere, without the need for facilitators or complex logistics. This opens up a world of possibilities for reaching learners across industries and geographies.

Dani Silver, continued...

What would be your dream project?

My dream project would be to harness the power of AI-driven simulations to tackle sensitive and crucial topics like diversity, equity, inclusion, and even anti-hate initiatives.

—Dani Silver, Solution Architect

In our increasingly interconnected world, where diverse perspectives and backgrounds often collide, these immersive experiences could offer a safe space to practice navigating difficult conversations with respect, empathy, and understanding. Imagine being able to role-play scenarios that challenge biases, encourage dialogue, and ultimately foster a more inclusive and compassionate society.



Emily Dale
Immersive Learning Strategist

What potential AI developments, functions, or features are you most excited or curious about?

What would be your dream project?

I'm excited about the intersection of LLMs and VR to create more immersive, dynamic, and intuitive training experiences. Because LLMs are capable of understanding natural language and human speech, they open up new possibilities for how learners occupy, navigate, and interact with virtual worlds. Imagine walking aroundinside a digital twin of your work environment, performing tasks, exploring its features, and asking questions out loud as you go. Anytime you are curious, stuck, or just want an explanation, you can ask your ever-present tutor and they will give you an answer. The LLM behind the tutor could be trained to support the learner in a variety of ways, such as coaching, mentoring, instructing, or evaluating, thus allowing the learner to freely ask questions without filtering or compartmentalizing their respective queries. The tutor could even spontaneously take the form of a customer, patient, or client to support role-play for the practice of soft skills like negotiation or therapeutic interactions and communications.

This kind of shapeshifting of roles in an already immersive environment opens up new possibilities to scale “experiential learning,” adapt to learners’ natural whims, and allow them to assimilate knowledge among acts of listening, practice, reflection, and play.

Emily Dale, continued...

A natural evolution of this kind of learner-centered experience could be a fully personalized VR learning library encompassing both professional skills and personal interests. For instance, imagine a dome interface where a learner can seamlessly switch between VR training modules for their job and experiences designed to improve their tennis swing, play an instrument, or learn a language. This kind of centralized “personal school” would enable learners to integrate their passions and work life and foster connections between their diverse areas of interest without the need to compartmentalize or sacrifice one for the other.

Ideally, these kinds of AI- and XR-enabled holistic learning environments enhance our curiosity and motivation, create new opportunities for social learning, and allow us to better integrate our professional, emotional, intellectual, and creative selves.

—Emily Dale, Immersive Learning Strategist



Andrés Villalobos
AI Development Strategist



What would be your dream project?

My dream project is to revolutionize education through AI-powered personalized learning paths. I envision a system that adapts perfectly to each learner, making education more engaging, efficient, and effective.

Imagine an AI that starts by thoroughly assessing a learner’s current knowledge and skills. **I want to go beyond traditional tests, incorporating interactive simulations and even virtual reality experiences to gain a comprehensive understanding of each individual’s capabilities.** My AI wouldn’t just measure what someone knows; it would decipher how they learn best. Prefer visuals? Hands-on enthusiast? The AI would tailor its teaching methods to suit each unique learning preference.

As learners progress, I see the AI becoming a personal curator, hand-picking the ideal mix of resources from an extensive content library. A learner might watch a video on one topic, dive into an article on another, and practice through a simulation for a third. The difficulty would adjust in real time, always providing the right level of challenge without causing frustration.

An AI tutor that’s available round-the-clock is ready to answer questions, offer explanations, and provide encouragement. This personalized support system would be there whenever a learner needs it, offering instant, tailored feedback.

Andrés Villalobos, continued...

The AI would continuously analyze each learner’s progress, anticipate potential obstacles, and fine-tune the learning path accordingly. It might discover that someone learns best in short morning sessions or needs extra practice with specific concepts.

My goal isn’t just to make learning easier—it’s about unlocking human potential.

”
By adapting to each person’s unique needs and abilities, I believe these AI-powered personalized learning paths could help everyone reach their full potential, fostering lifelong learning and continuous personal growth.

—Andrés Villalobos, AI Development Strategist



John Cleave
Senior Learning Engineer



What’s ahead for AI in L&D and our lives in general?

Over the coming months and years, we will see much hype around how AI can (allegedly) solve all of L&D’s problems. Vendors and L&D pundits assert daily that it will replace instructional designers, programmers, and L&D managers; transform L&D processes; automate content development; provide adaptive learning; and so on.

Few of these claims are backed by evidence or solid examples. Though there’s little doubt that AI holds much potential, I suspect many of the efforts to incorporate AI into L&D will fail to move the needle. **AI lacks learner empathy, an understanding of skills and proficiency, and models of how people need to be smarter to fulfill organizational needs.** If a training problem is difficult for human L&D professionals—who possess said empathy, understanding, and models—it is vastly more difficult for an algorithm.

I predict that over time, after trial and error, the L&D industry will recognize where AI can help and where it can't. Following the trough of disillusionment,³⁴ AI will settle into the niches for which it's best suited.

—John Cleave, Senior Learning Engineer

”

For example, I believe that generative **AI will be especially suited** to performing laborious L&D tasks, such as summarizing large volumes of content to help an instructional designer organize what needs to be taught, auto-tagging content in a learning or content management system, and providing tutoring and a chance to practice communication skills in simulations.

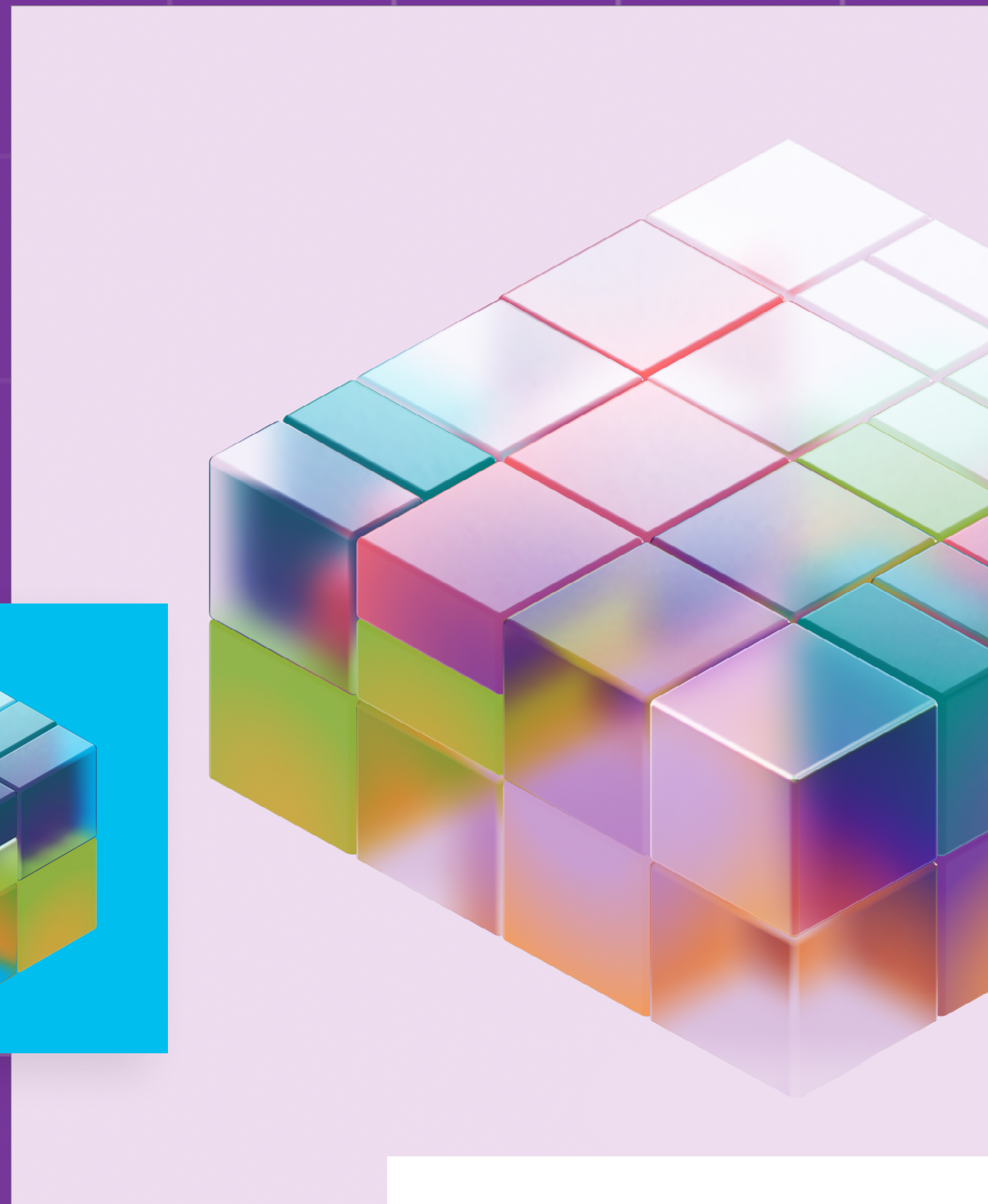
I believe **AI will fail** at auto-generating content without extensive human editing, providing truly adaptive learning systems, or performing training needs analysis because, as I've said, this is hard even for humans to do well. **If a human has to extensively redo what AI has done, there is little saving of effort, and hence little value added.**

Jump to [Chapter 5](#) to discover how the team uses their diverse lenses and perspectives to survey the genAI learning landscape with innovative client-partners in a wide range of industries.

³⁴ Perri, L. (2023, August 23). What's New in the 2023 Gartner Hype Cycle for Emerging Technologies. *Gartner*.

Our Consultative Approach to Building Your GenAI Learning Strategy

We've talked about approaching genAI with a builder's mindset and scrupulous attention to security, human oversight, and ethics. Here's how that looks when we show up to survey the possibilities with you.



Chapter 5



We're learning partners first.

We love to build—but there's more to us than bricks and mortar.

We start with curiosity about your business and learning needs and explore those with you to find the right solution. The best fit may turn out to be an exciting genAI experience... or it might be something else entirely.

If, for example, a podcast, video, or an eLearning course would work better, we'll say so! Some of our best friends are custom [audio](#) and [learning](#) creators—and we'd love to introduce you.

Our team has a wide and wonderful range of capabilities, and we're united by our passion for creating engaging, effective ways to help learners meet the rapidly unfolding future (and present!) of work.

We'd love to build with you—and we promise you'll be in good hands.

Check out our industry awards (right) and [reviews](#) from current client-partners



Brandon Hall Group Awards

187 TOTAL — 130 GOLD (2017–2023)

In 38 categories, including:

- Learning strategy, measurement, results
- Sales training, leadership, compliance, new hire onboarding
- Virtual worlds, games, video, mobile, custom content
- Blended learning, certification, competencies & skill development
- Change transformation, innovation, upskilling, hybrid learning
- Diversity & inclusion
- Human capital citizenship



10 CLO Gold Awards



eLearning Industry CHOSEN #1
Immersive Learning



eLearning Industry CHOSEN #1
AI Tools Expertise



Top 20 Experiential Learning Technologies
Training Industry



Top 20 Custom Content Development Company
Training Industry



Top 20 Staffing and Temporary Resources Company
Training Industry



We can consult with you on L&D *and* broader business strategy.

We're committed to [needs analysis](#), and it shows.

We want to understand your specific needs, use cases, learners, and work environments so that we can recommend the optimal learning experience for your needs.

Whether you choose to use learner-facing genAI, want to leverage it for your own workflow, or both, we're ready to help! Together, we'll explore your current AI infrastructure and help you integrate your learning solutions with your organization's existing tools, workflows, and policies.

We call this beginning-to-end consulting process **strategy mapping**, and it's just one of the ways we help you enhance your workflow and learning experiences with genAI.



We're technology-agnostic.

When a vendor-partner is a hammer purveyor, they're bound to see your learning needs as a nail. You might get lucky, and they might truly *be* a nail!

But your partner's immediate response to your needs shouldn't be "I have a great hammer for that!" It should be.

"Let's identify the right tools for the job—together."

Working with a more varied genAI toolbox helps us recommend the most effective solutions for your organization's needs and existing infrastructure. We'll work—and evolve—with the genAI infrastructure, tools, and policies you have in place at your organization.

If that sounds complicated, don't worry—we love a challenge! In fact, we're known, in the words of one client-partner, for building leading-edge learning experiences that work "with, through, over, around, and under" existing technology ecosystems and infrastructures.



We're dedicated to research, development, and human oversight.

Some things are best out of the box—like pizza, video games, and Thin Mints.

You've probably noticed that genAI learning tools haven't made the list. That's not by accident: As learning researchers and scientists [first](#), we believe that *no* genAI tool is ready to be used right out of the box.

As much as we love putting these bright, eager, but extremely literal [robot assistants](#) to work, we don't send any genAI learning solutions out into the world without a chaperone. See the next page for more on why training, testing, and human oversight are imperative.

An AI model’s responses are based on weighted associations and patterns it finds between words given the terabytes of text it has been fed. It doesn’t possess inherent common sense and can’t discern the bigger picture behind a prompt. This is why meticulous training of AI and vigilance regarding its application are essential to ensure that AI responses contribute toward the intended behavioral change.

—John Cleave, Senior Learning Engineer³⁵

³⁵ Cleave, J. (2024, February 12). Unlocking the potential of AI coaching in learning and development. eLearning Industry.

Regular Turing tests³⁶ are one of the ways we ensure the quality, consistency, and accuracy of genAI coaching and training solutions.

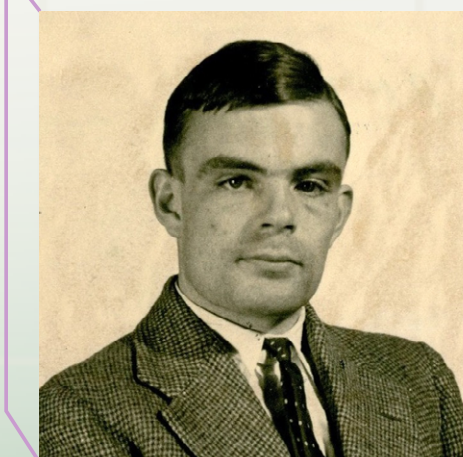
In these studies, we:

- Compare responses to prompts from human subject matter experts (SMEs) and genAI models trained to mimic them.
- Involve human judges to assess the origin of each response (human or genAI).³⁷
- Identify areas where genAI can augment human expertise and opportunities for further development.

This rigorous evaluation process ensures that our AI solutions:

- Enhance human expertise rather than replace it.
- Maintain a human-centered and ethical approach.
- Develop culturally attuned and responsible AI training that reflects our values—and those of our client-partners.

As always, humans are at the heart of our research: We’re continually examining new ways to improve genAI to deepen and extend the reach of human expertise, perspective, and insight.



Alan Turing

³⁶ Oppy, G., & Dowe, D. (2021, October 4). The Turing test. In E. N. Zalta & U. Nodelman (Eds.), *The Stanford Encyclopedia of Philosophy* (Winter 2021 Edition). Metaphysics Research Lab, Stanford University.

³⁷ Cleave, J., Dale, E., & Hedstrom, A. (2024). AI-generated versus human-generated training content: A SweetRush Turing Test exploratory study [Unpublished manuscript].



We share our expertise (literally!).

Rome wasn't built in a day, and neither was a genAI learning strategy.

To add genAI to your learning portfolio, you need experts who can help you answer mission-critical questions, to help you decide on:

- Whether to use genAI
- Which genAI approach to pursue, and how to pursue it
- Policies and processes to protect data and intellectual property
- A plan for continuous human oversight to ensure that AI-generated content is accurate, high-quality, and free of bias

Given the race to attract new talent with genAI skills,³⁸ you may not have access to these experts at your organization...yet.

That's where our talent pool of AI consultants comes in. The same SMEs who make your projects shine are *a/so* available on a contract, temporary, or long-term basis. See right for our areas of expertise.



A Smörgåsbord of SMEs: Our AI Specialists



AI Learning
Experience
Designers



Machine
Learning
Engineers



NLP
(Natural
Language
Processing)
Specialists



LLM
Experts



Legal
and Data
Protection
Specialists



Statistical
Analysts



Data
Analytics
Experts



Symbolic
Machine
Learning
(SML)
Specialists



Reinforcement
Learning
Specialists

38 Nawrat, A. (2024, March 11). Randstad CHRO: Demand for gen AI skills grows by 2000% in 2023. Unleash.



Got an AI need all your own? **Let's talk!**

How do you know whether you need a SME to augment your team or a full project team to support you?

SweetRush Director of Talent Solutions [Rodrigo Salazar](#) describes the **difference in builder's terms:**

If you want to remodel your home, sometimes hiring an [individual](#), such as an electrician or a plumber, is the right thing to do. However, if you have a larger project that requires a team effort and lots of coordination, then you will likely want to hire a [contractor and a crew](#).³⁹

Whether you need an individual expert or the whole crew, we've got you [covered](#).



Custom AI Workshops



If you're curious about what AI could look like for your organization, we can help you explore! Our dynamic, interactive workshops are designed to empower you to develop a holistic, ethical, and human-centered AI practice. (See [Chapter 3](#) for details on the workshop experience.) We cover critical topics like prompt engineering, data security, and bias mitigation, and we'll help you transform your vision into an actionable roadmap.

Want to learn more? [Share your needs](#) with us, and we'll create a workshop to help you find your own AI journey.

³⁹ [Salazar, R. \(2015, April 9\). Hire a Temporary Learning Consultant or Outsource to a Team? How to Make the Right Choice. SweetRush.](#)

The L&D Call to Action

The people have spoken: They want training on how to use genAI,⁴⁰ but **only 25% of organizations are answering this need.**⁴¹

Yet the number of jobs requiring genAI skills is growing exponentially,⁴² and most leaders won't consider candidates without AI skills.⁴³

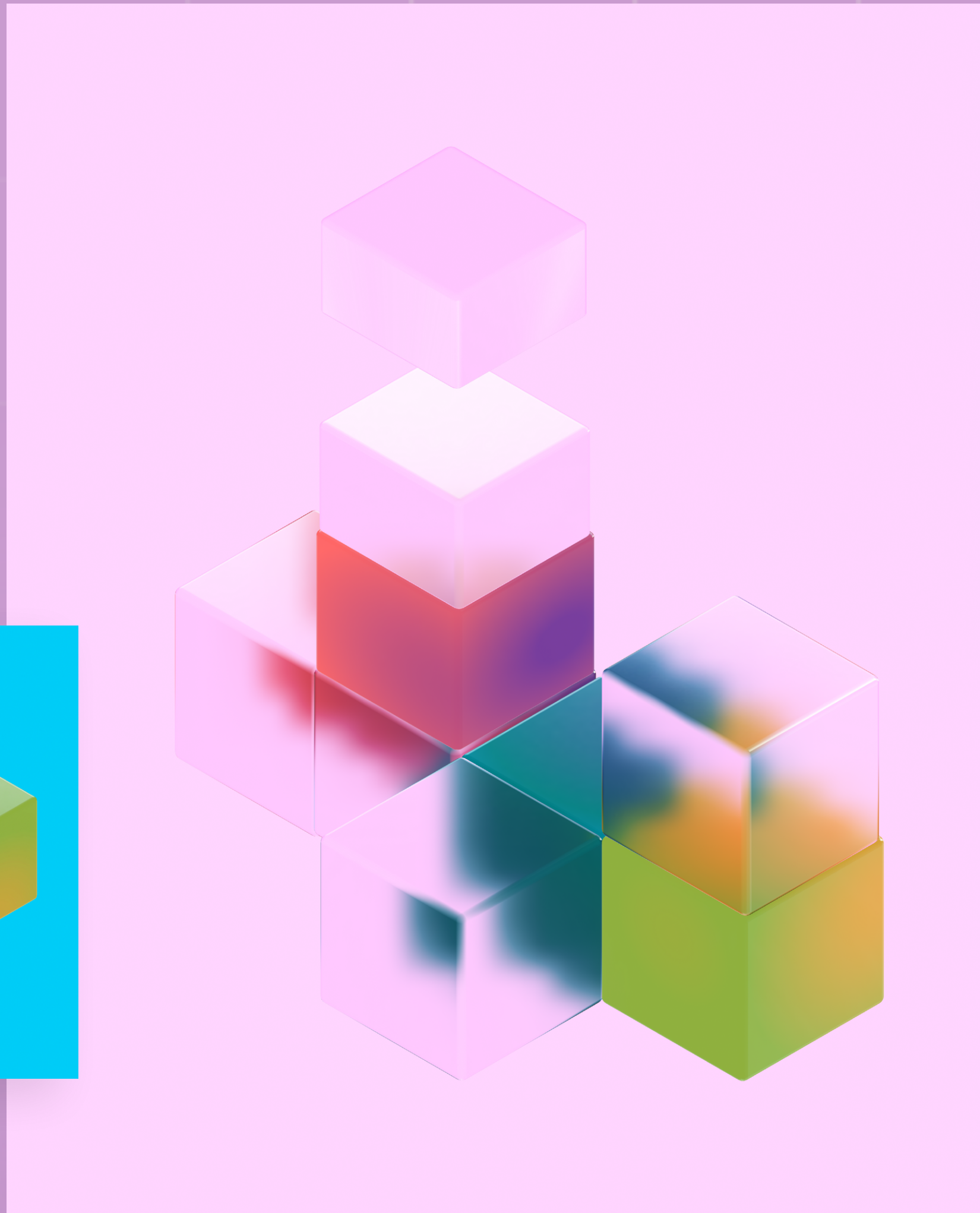
The risk is clear: By leaving the need for genAI training unmet, our organizations are setting themselves up for a severe skill deficit.

⁴⁰ LinkedIn Learning. (2024). 2024 Workplace Learning Report.

⁴¹ Microsoft and LinkedIn. (2024, May 8). AI at Work is Here. Now Comes the Hard Part: How to make it work for you. 2024 Work Trend Index Annual Report.

⁴² Nawrat, A. (2024, March 11). Randstad CHRO: Demand for gen AI skills grew by 2,000% in 2023. Unleash.

⁴³ Microsoft and LinkedIn. (2024, May 8). AI at Work is Here. Now Comes the Hard Part: How to make it work for you. 2024 Work Trend Index Annual Report.



Friends, this is our Rubicon: It's the critical moment to invite our leaders and stakeholders to bridge this ever-widening skills gap to ensure the survival and growth of our organizations.

We've talked about approaching genAI with curiosity and a builder's mindset characterized by agility, adaptability, resilience⁴⁴—and, yes, optimism. A recent study by BetterUp + Stanford describes this approach as a **pilot's mindset**.⁴⁵

Folks with a pilot's mindset feel more empowered to “drive” their experience with genAI and more optimistic than those who feel taken along for the ride. They're also 3.6 times more productive at work.⁴⁵

⁴⁴ Vojnovski, T. (2022, August 8). The L&D Trifecta: Why Agility, Adaptability And Resilience Top The List Of In-Demand Skills. [eLearning Industry](#).

⁴⁵ Hancock, J., et al. (2024, June 20). The Pilot Mindset: Leading Your Team to Thrive with AI [Handout]. The Pilot Mindset Virtual Event, BetterUp.

Whatever you choose to call it, this mindset is an absolute must-have for every organization.

As we invite our learners to upskill in genAI ethics, usage, and tools, we model a healthy partnership between humans and genAI...and allay our people's fears of being replaced.⁴⁶

Used responsibly, genAI can help us scale high-quality, high-touch learning experiences—and bring about more positive change than ever before.

When paired with immersive learning technology, genAI can help us distill life's most teachable moments and develop competence and insight that normally takes months or years to acquire.⁴⁷

We hope you're feeling inspired by this transformative moment and the opportunity for L&D innovators to lead a responsible, practical, and optimistic approach to AI technologies and tools.

Whether you think of it as breaking ground or taking off, we'd love to talk strategy and next steps!



Tiffany Vojnovski
Senior Learning Evangelist
SweetRush
LinkedIn: [/tiffanyvojnovski](#)

⁴⁶ Microsoft and LinkedIn. (2024, May 8). AI at Work is Here. Now Comes the Hard Part: How to make it work for you. [2024 Work Trend Index Annual Report](#).

⁴⁷ Vojnovski, T. (2024, February 5). Experience Required: How Virtual Reality Supports Learning and Skilling in a VUCA World. [SweetRush](#).

In Our Clients' Words

”

SweetRush makes my life easier.

SweetRush excels at finding and providing true expertise and in nurturing their team members, providing them with the necessary support to thrive, while also employing strategic resourcing practices.

This has made my life easier in knowing I have a partner that is deeply committed to the project's success.

—**Program Manager**, IT and Technology, 10,000+ employees

”

Great thought leaders willing to push, and be pushed, in new and exciting ways.

Excellent and responsive team, great innovators, inclusive leadership. All of this has made me and my team feel at home, as if SweetRush were an extension of our internal team members.

—**Product Manager**, Online Education, 10,000+ employees

”

With a tight deadline, the SweetRush team was great to work with.

They listened to our asks and executed quickly to a high standard. We've given trainings on this topic before, and we've consistently heard that this is the most comprehensive, best-designed, and easiest to follow training.

—**Strategy and Operations Program Manager**, IT & Technology, 10,000+ employees

Teach Your People About AI!

Empower Them. Improve Their Performance. Get the Job Done.

With A Collaborative,
Innovative Partner *You Can Trust*



SWEETRUSH®

IN SERVICE OF LIFE POTENTIAL™

A Learning Leader for 20+ Years



 www.sweetrush.com  info@sweetrush.com

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CUSTOM LEARNING

Bespoke solutions designed to motivate, build skills, and change behavior. Give us the opportunity to show you why our clients call us the best.



TALENT SOLUTIONS

Need temporary talent? We understand your needs and can quickly match you with the right L&D professional—because we do this work, too.



XR

VR, AR, AI: A new world of opportunity. Curious? Confused? Let us be your guide and show you how these technologies can work for you.



LMS CONSULTING

Are you getting ROI or just headaches from your LMS or LXP? We can help you get the most out of your investment.



VOICE OVER

SweetRush Voice Over (SRVO) is your audio team, at your service. Pick your talent, submit a script, and we handle the rest. We make voice over easy, so you can focus on what matters.



GOOD THINGS

Nonprofits, we stand in awe of what you do. Let us show you how learning and communications can amplify your impact.

We hope this read
sparked your curiosity!

Want to learn more?



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