

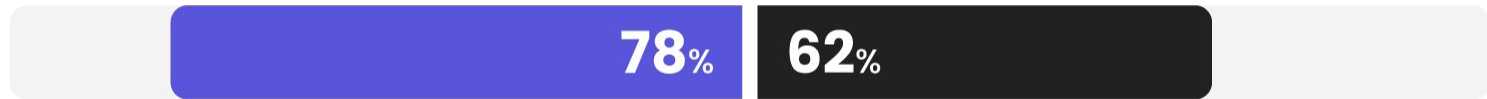
BRIDGING THE AI DIGITAL DIVIDE

Graham Glass

Founder and CEO
CYPHER Learning

How is AI perceived among L&D professionals?

AI's impact on roles



78% of workers think **AI will have an impact on their role within the next two years** – with 38% thinking they will have to retrain as their jobs will be obsolete.

62% of workers say **new technologies are reshaping their role for the better** - with 46% saying AI specifically is making their job easier.

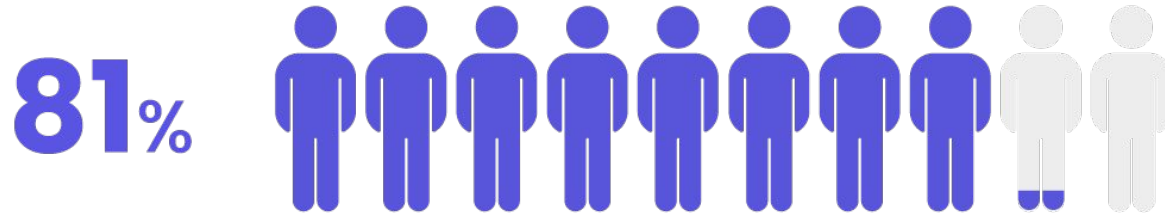
AI skill development



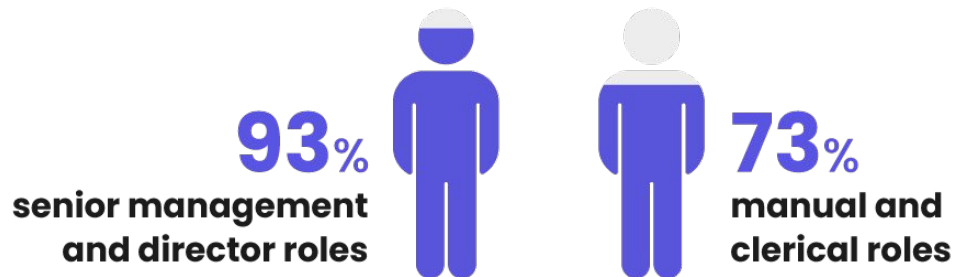
73% of workers say they believe **having AI skills will be important to their role over the next five years**, but only 25% have had training in this area.

53% of workers **enjoy experimenting with AI**, with 41% of workers having used GenAI at work - but 33% think AI in the workplace should be banned.

How AI is changing the skills landscape



81% of workers say the introduction of **new technology has already impacted the skills required to perform their role today** with 46% saying that change has been “major” or “totally transformative.”



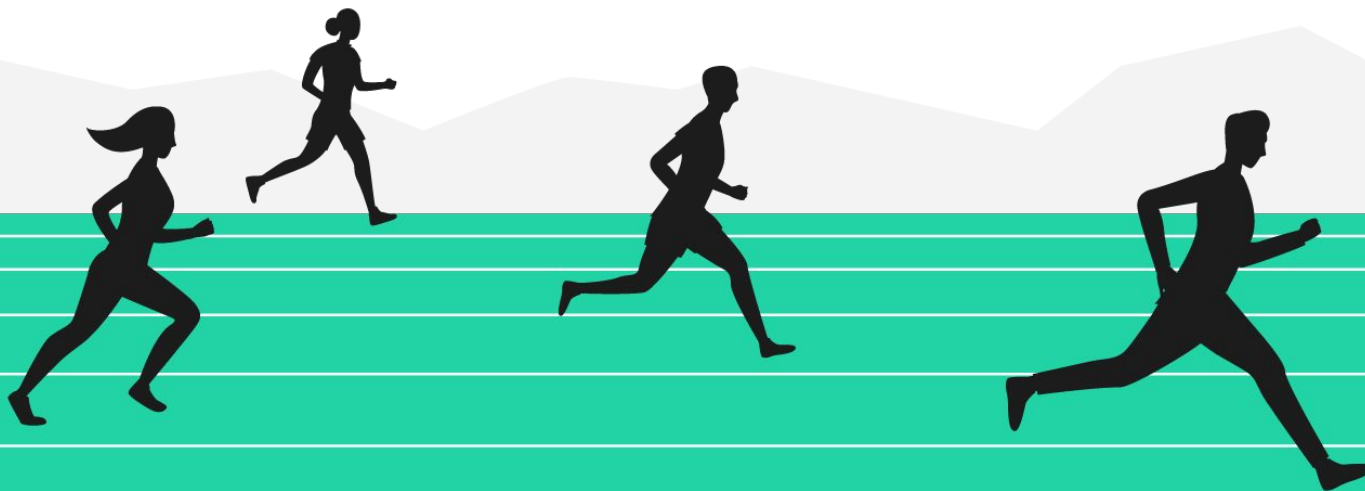
Employees are worried

52%

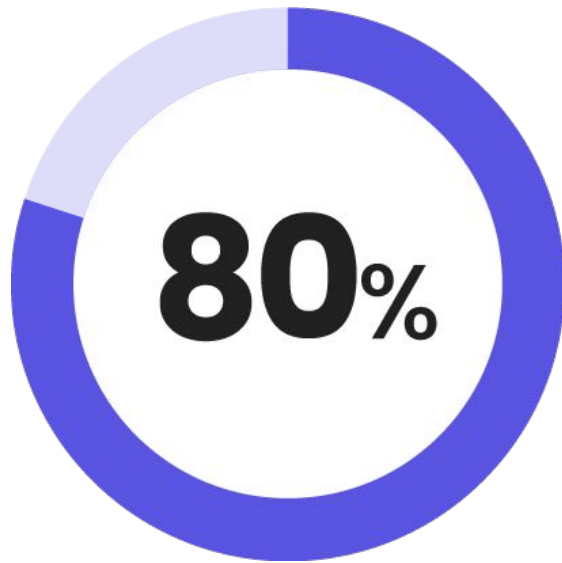
Are worried about being left behind

57%

Of those over 55 feel they are aging out the workplace

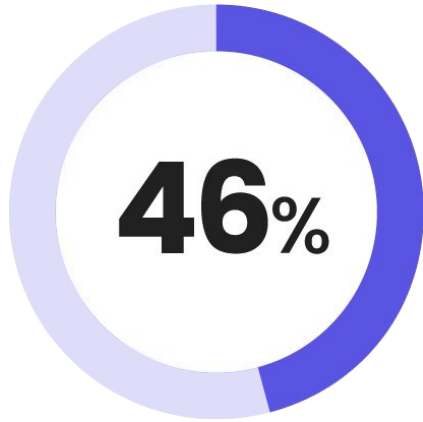


Employees understand the importance of AI

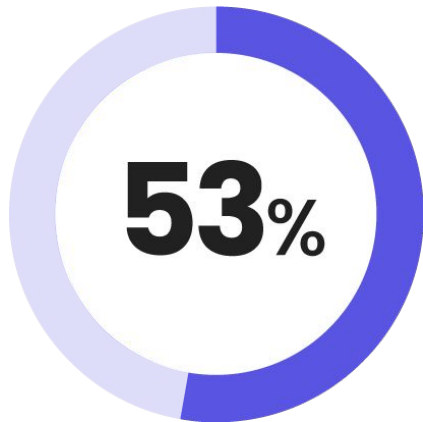


80% of workers believe **companies that move quickly** on incorporating new technologies **are going to have a competitive edge.**

Employees need your help



say it is **impossible to keep up with new tech and digital skills** needed to do their job.



say the training they receive on technology **quickly goes out of date.**

Where do you see yourself?

67%

See AI as a friend vs foe

72%

of 18 - 44 year olds
are enthusiastic

53%

of over 55 year olds
are enthusiastic

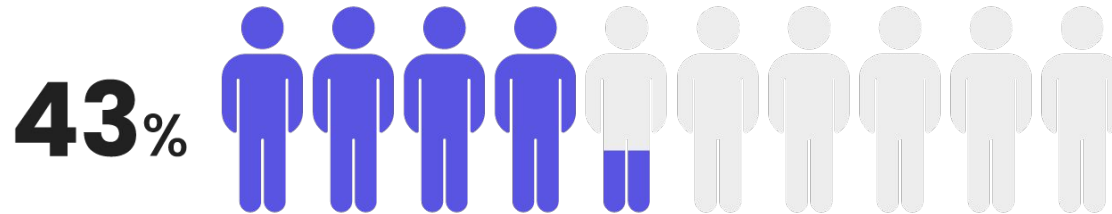
27%

41%

41% used GenAI
for work

27% used AI for work
in the last month

Where do you see yourself?



43% say it is **taking away some boring admin chores.**

46%

Say AI makes their job easier

52%

18-44 yos

27%

over 55

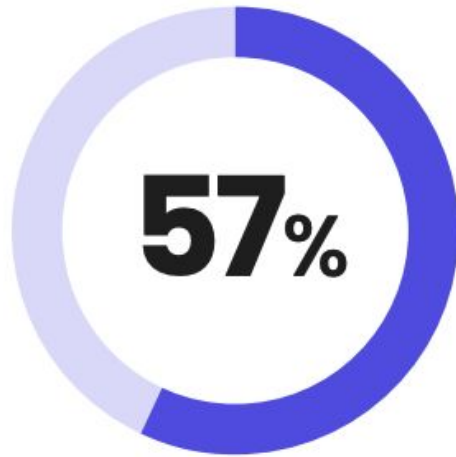
30%

clerical and
manual workers

73%

senior management
and CEOs

Myth: Everyone needs prompt training

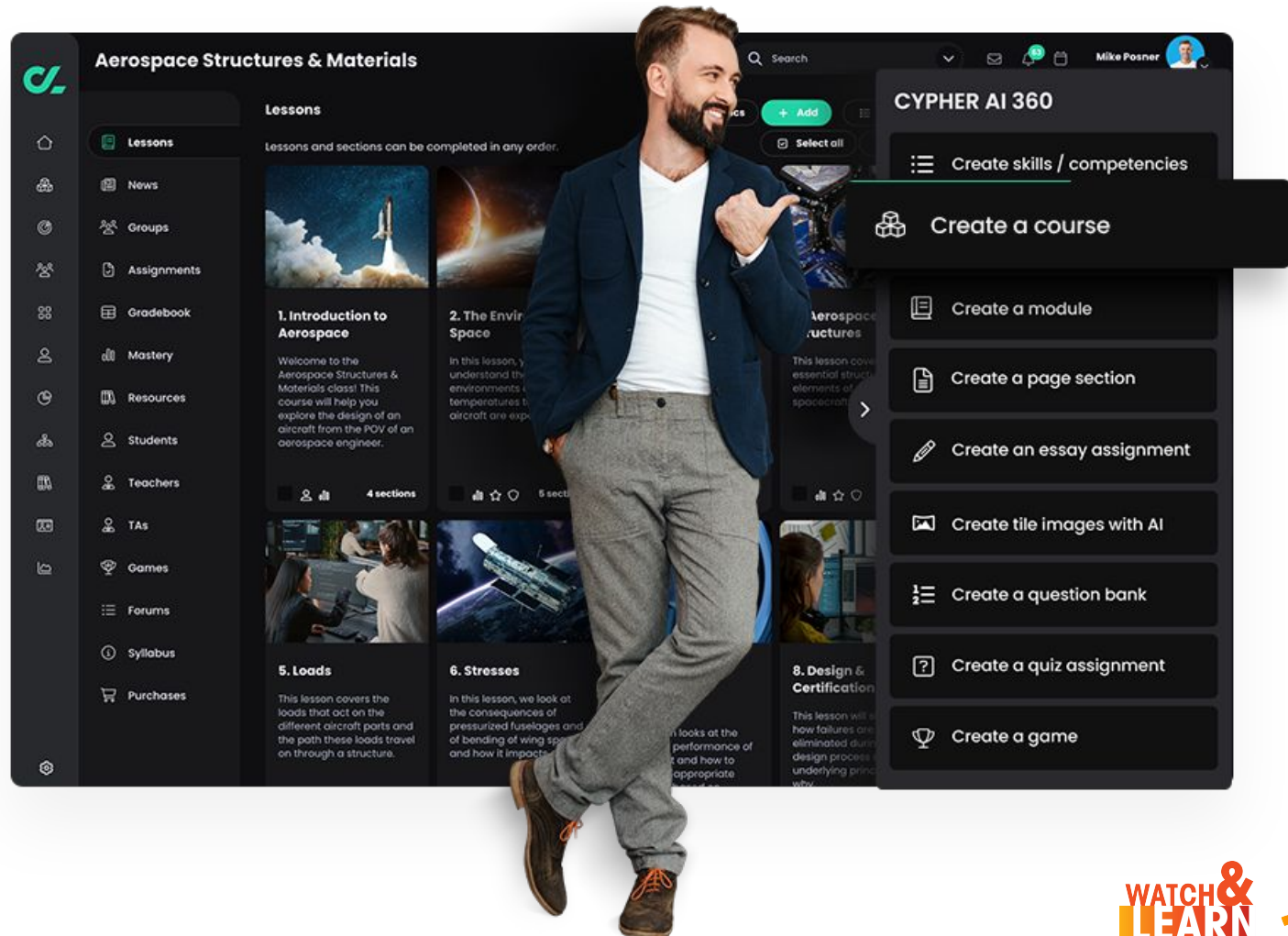


57% **would like to use AI more,**
but say they **need training** to
create effective prompts.

How L&D can use AI to bridge the AI digital divide



Leveraging AI to create courses



EDUCEM

400x

improvement vs
traditional methods

2,561

courses created
in 4 weeks

Traditional methods would have taken **over 18 months**, involving **higher costs** and **three times more personnel**.

106

courses created per day,
10 per hour

Traditional content creation requires **40 hours per single hour of educational content**. CYPHER AI 360 enabled the creation of an average of 106 courses per day, or approximately **10 courses per hour**.


15%


reduction in
annual dropout rates

Access to affordable, modern education is estimated to **boost enrollment by 10%**.

CYPHER AI 360 became the central hub for all educational activities, fostering collaboration among teachers, and serving as the go-to platform for resources and communication.

Leveraging AI creates learning moments for your employees

 Learn



Watch how Eric uses AI to learn SEO

Hello, Julie

What would you like to learn?

Teach me more about SEO

Fun facts about SEO

Watch videos that explain SEO

Learn the key takeaways of SEO

Teach me about SEO techniques

SEO

Introduction

- In-Depth Keyword Research Techniques
- Enhancing Content for SEO
- Optimizing Meta Tags for Search Engines
- Crafting SEO-Friendly URL Structures
- Effective Internal Linking Strategies
- Conducting Comprehensive Backlink Analysis
- Advanced Link Building Strategies
- Leveraging Social Media for SEO
- Guest Blogging Best Practices
- Building Relationships Through Influencer Outreach

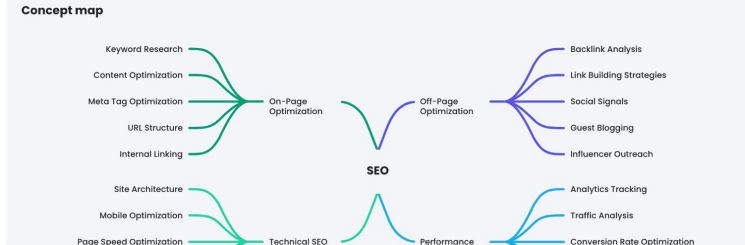
Related Subjects

- Long-Tail vs. Short-Tail Keywords: Understanding Impact on SEO
- The Role of User Experience (UX) in Search Engine Optimization
- Semantic SEO: Leveraging Search Intent and Contextual Relevance
- The Evolution of Search Engine Algorithms: History and Future

Introduction

Search Engine Optimization, commonly known as SEO, is a pivotal digital marketing strategy that focuses on enhancing the visibility of websites in search engine results. By optimizing various elements such as content, keywords, and technical aspects, SEO aims to improve a website's ranking on search engines like Google. This involves understanding how search algorithms work, analyzing user intent, and creating content that appeals to both search engines and users. Effective SEO practices not only drive organic traffic but also increase the credibility and user engagement of a website, making it an essential component for businesses striving to establish a strong online presence.

Concept map



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graph LR; subgraph On_Page [On-Page Optimization]; OR[Keyword Research]; CO[Content Optimization]; MTO[Meta Tag Optimization]; US[URL Structure]; IL[Internal Linking]; end; subgraph Off_Page [Off-Page Optimization]; BA[Backlink Analysis]; LBS[Link Building Strategies]; SS[Social Signals]; GB[Guest Blogging]; IO[Influencer Outreach]; end; subgraph Technical_SEO [Technical SEO]; SA[Site Architecture]; MO[Mobile Optimization]; PPO[Page Speed Optimization]; end; subgraph Performance; AT[Analytics Tracking]; TA[Traffic Analysis]; CRO[Conversion Rate Optimization]; end; On_Page --- SEO((SEO)); Off_Page --- SEO; Technical_SEO --- SEO; SEO --- Performance;
```

Next section

Message to Copilot

Have questions about AI?

Ask and follow me on LinkedIn
([@grahamglass](#)) to get your answers.

