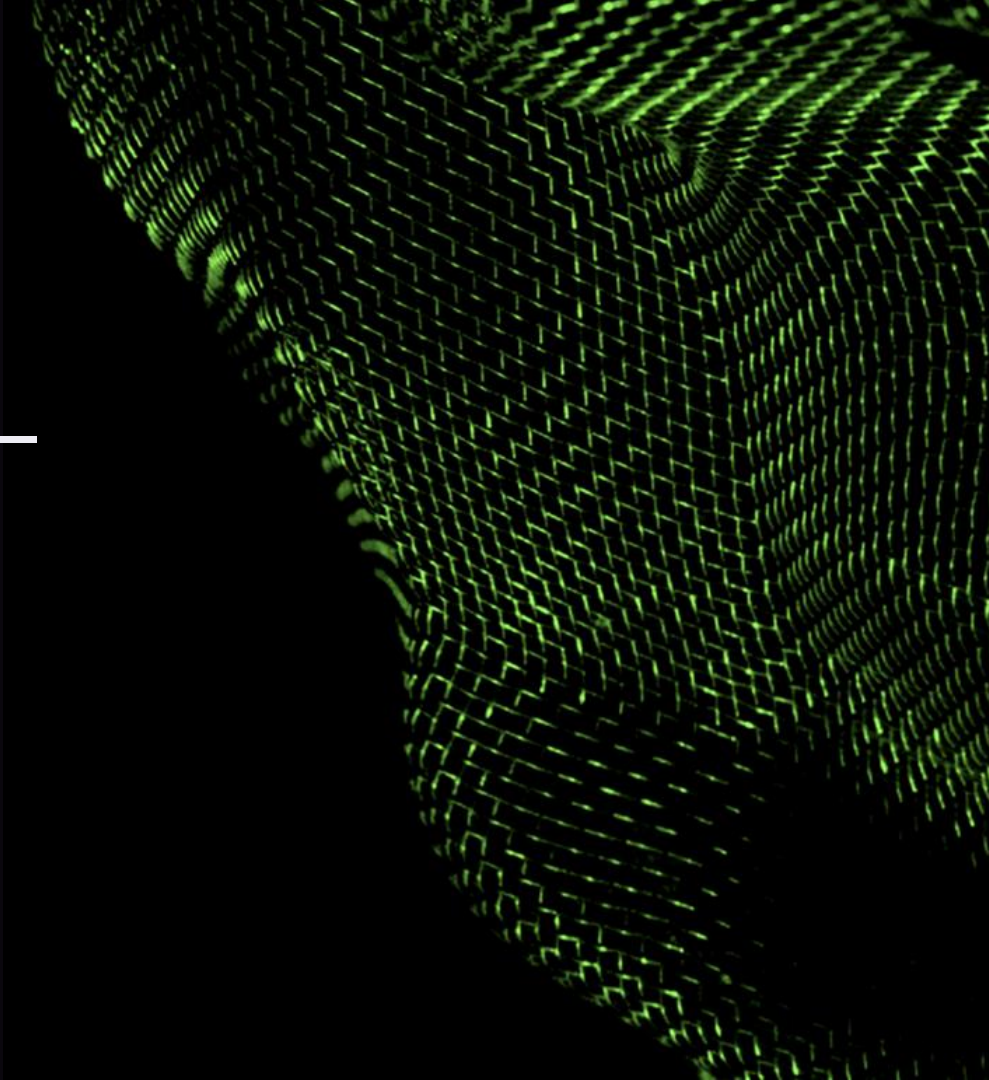




Is **AI** L&D's Extinction Event – or **Renaissance**?

With **Greg Shove**, Section CEO





My name is Greg



- Section CEO
- 7x founder/CEO of tech startups that rode 3 previous tech waves (Internet, E-Commerce, Mobile) with \$250M in exits
- His mission – bring 1M leaders into the AI class by the end of 2026
- Founder of Machine & Partners, a new AI Lab
- Author of Personal Math, a newsletter about working in the age of AI

In the last 12 months, we've talked to over 100 companies deploying AI in their organizations



S&P Global

L'ORÉAL



IBM



moderna



AB InBev



Testing

axel springer



Unilever



Mercer



GE HealthCare

publicis
sapient

Bayshore
HealthCare



What we're not



- ✗ The most well-known
- ✗ The most senior
- ✗ The most resourced
- ✗ The most expensive

What we are



- ✓ We know our stuff
- ✓ We move fast
- ✓ We get results
- ✓ We deliver great ROI

Poll: How often does your team use generative AI?



A

Everyday!

B

**A few times a
week**

C

**We've tried it a
few times**

D

Not at all

**AI is the
biggest
disruption to
learning in
our lifetimes**

AI



**Duolingo launches 148 courses
created with AI after sharing
plans to replace contractors
with AI**

Aisha Malik — 8:05 AM PDT · April 30, 2025



Dr. Philippa Hardman, AI
and education consultant

"My unpopular opinion is that, so far, we have *significantly under-utilized AI* in the world of education."




Section is essentially an L&D company

Section Courses

[BECOME A MEMBER](#)

[ALL COURSES](#)[SPRINT](#)[WORKSHOP](#)[AI](#)[BUSINESS CORE](#)[LEADERSHIP](#)[MARKETING](#)[PRODUCT](#)



WORKSHOP

AI For Team Leaders


BE THE LEADER YOUR TEAM DESERVES (WITH HELP FROM AI)

With Richard Harbridge

April 30, 2025 12:00 PM ET

2 hour workshop

[WORKSHOP](#)[AI](#)



WORKSHOP

Building A Business Case For AI Initiatives


TAKE YOUR AI IDEA FROM JUST-A-THOUGHT TO READY-TO-SCALE

With Dan Slagen

April 30, 2025 3:00 PM ET

2 hour workshop

[WORKSHOP](#)[AI](#)



WORKSHOP

AI Crash Course

GET CONFIDENT ON GENERATIVE AI IN ONE DAY

With Ashley Gross


May 6, 2025 2:00 PM ET

June 10, 2025 ET

1.5-hour Workshop

[WORKSHOP](#)[AI](#)

[LEARN MORE](#)



WORKSHOP

Integrating AI Into Team Workflows


HIT YOUR TEAM GOALS FASTER WITH GENERATIVE AI

With Dan Slagen

May 13, 2025 3:00 PM ET

2-hour workshop

[WORKSHOP](#)[AI](#)



WORKSHOP

Applying Microsoft Copilot


ENHANCE YOUR WORK IN MICROSOFT WITH AI

With Chase Ballard

May 20, 2025 3:00 PM ET

2 hours

[WORKSHOP](#)[AI](#)



WORKSHOP

AI For Research

DELIVER TOP 1% INSIGHTS WITH AI-POWERED RESEARCH

With Amit Rawal

May 28, 2025 12:00 PM ET

2 hour workshop

[WORKSHOP](#)[AI](#)

[LEARN MORE](#)



Our business
has been
premium,
live + async
learning



What the business looked like in 2022



50+

Human-led courses

30K+

Students educated

30+

Human team – with no
AI experience

200+

enterprise customers

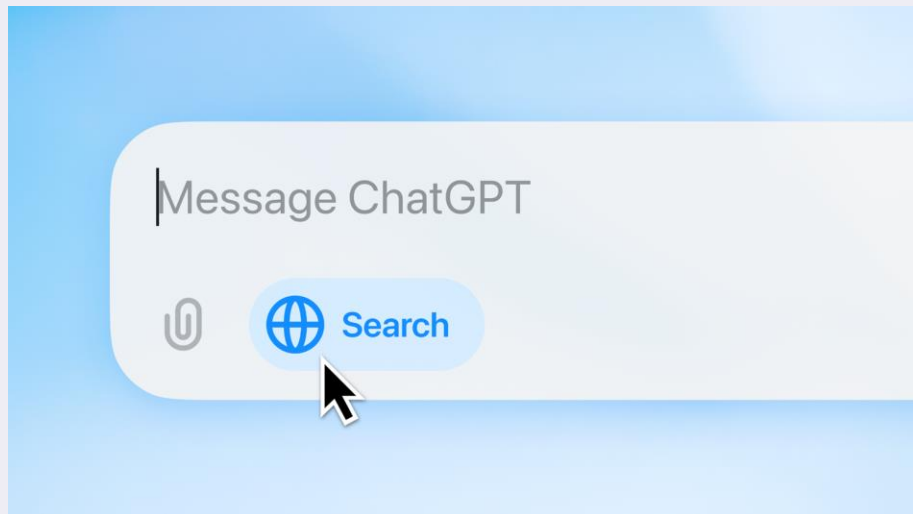


L'ORÉAL

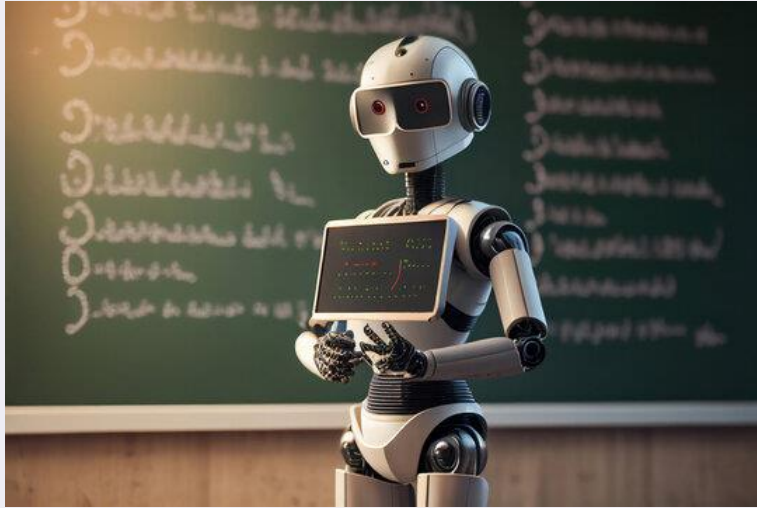
LVMH



So in November 2022, when ChatGPT launched, we faced **the same existential threat** you do today



Would AI be a source of growth... or put us out of business?



Extinction event – AI-powered personalized learning means all live/async formats are worthless



Renaissance – businesses need new partners to create AI-powered personalized learning for EVERY employee



Enterprise AI is here

(and it's not going away)

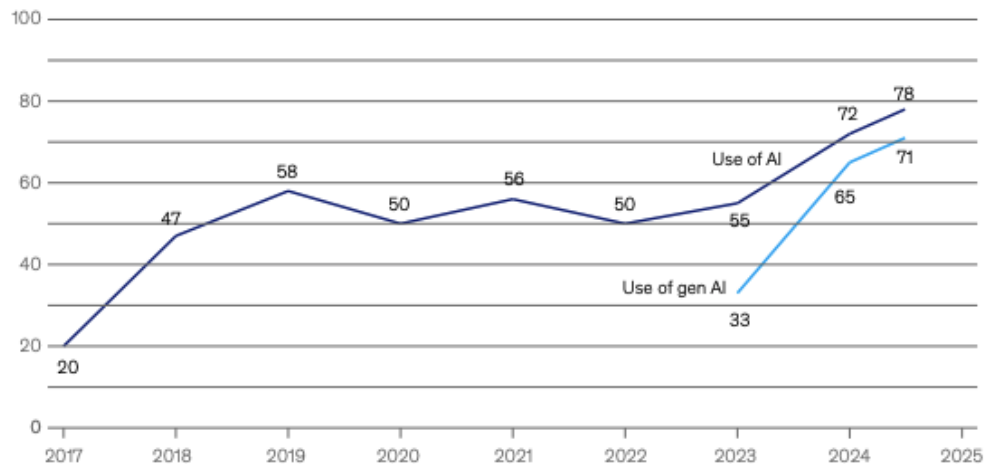


Organizations are (finally) using AI more



Organizations' use of AI has accelerated markedly in the past year, after years of little meaningful change.

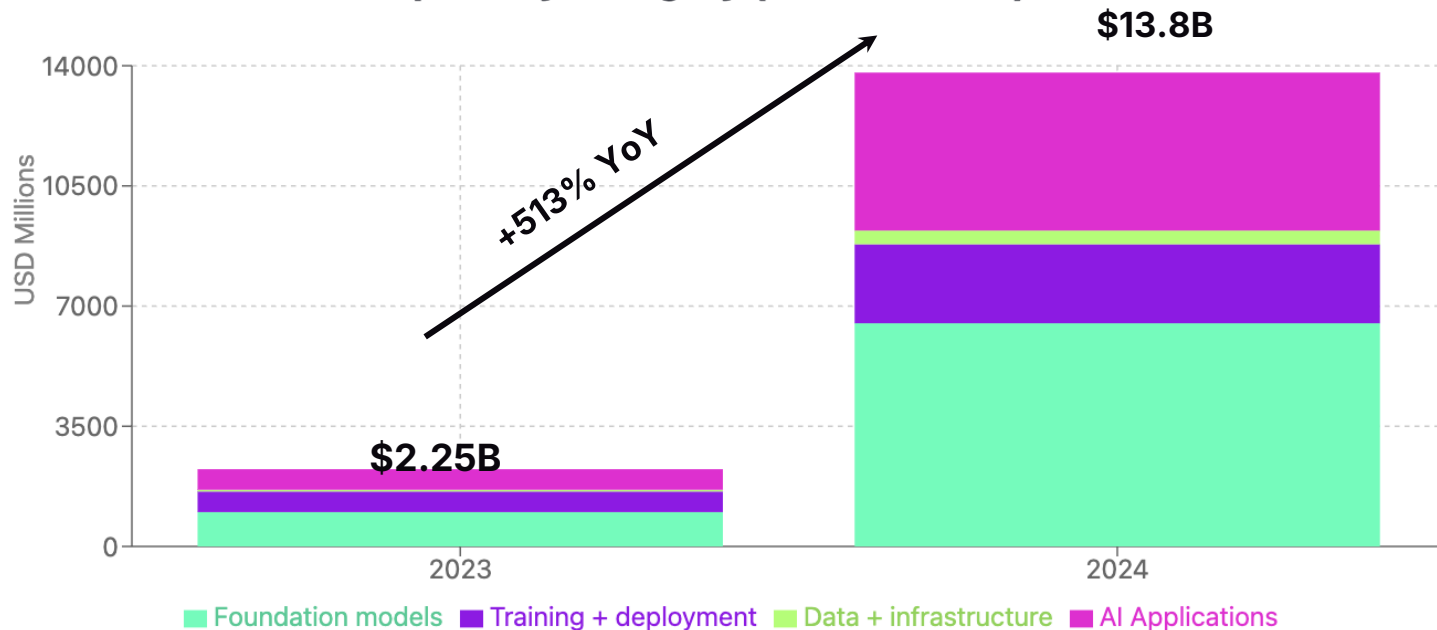
Organizations that use AI in at least 1 business function,¹ % of respondents



There's growing enterprise commitment



Generative AI Spend by Category (Consolidated): 2023 vs. 2024



And the recession will accelerate AI investments

Shopify is saying the quiet part out loud: AI will replace new hiring—other CEOs just won't admit it

BY **SHARON GOLDMAN**
April 10, 2025 at 11:05 AM EDT



Exclusive

CEOs Choose More AI, Fewer Jobs




By Aaron Holmes

Apr 17, 2025, 6:00am PDT

CEOs Are Confident About Growth And Say Tech Will Get Them There

Plus: How To Brew A Mission-Centric Company, Economists Warn Of Recession Potential, Celtics Purchased In Record-Breaking Sale, Execs Trust AI More Than Themselves

By **Megan Poinski**, Forbes Staff. I'm the writer for the Forbes C-Suite newsletter... 

[Follow Author](#)

Published Mar 24, 2025, 12:16pm EDT

The White-Collar Recession of 2025: AI and the Great Professional Displacement

 February 28, 2025  Vernon Keenan  Industry News  0 Comments

Guest

'Gradually then suddenly': Is AI job displacement following this pattern?

Gary Grossman, Edelman
[@garyg02](#)

March 23, 2025 1:15 PM

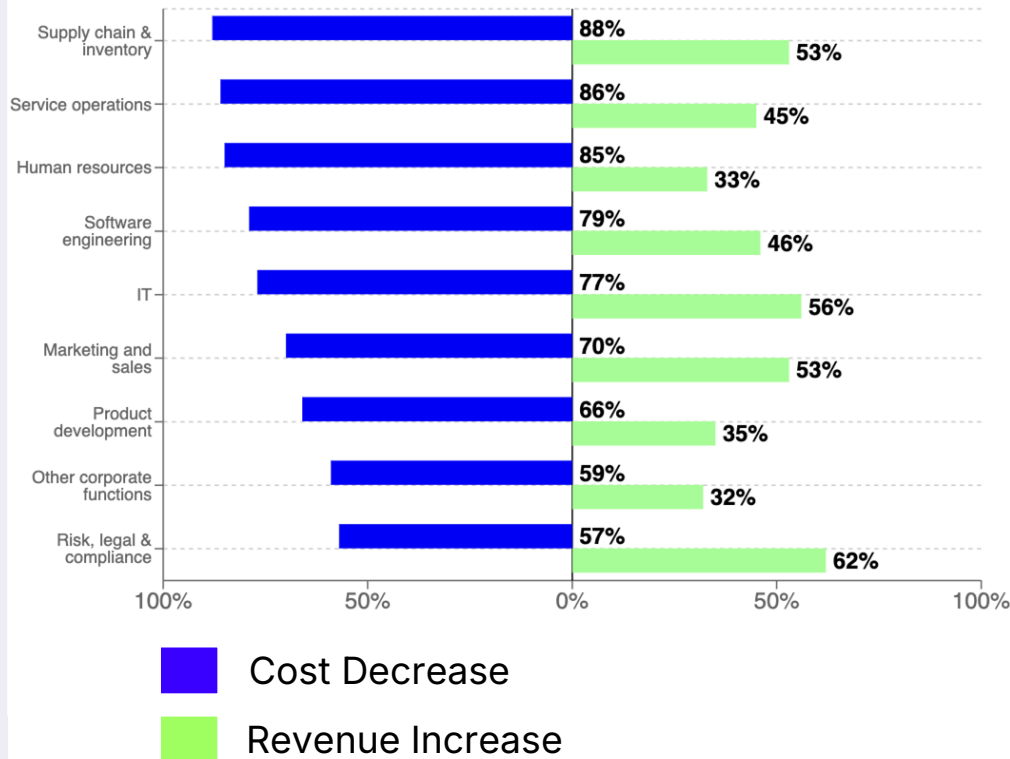
[f](#) [X](#) [in](#)

AI projects are beginning to hit the P&L



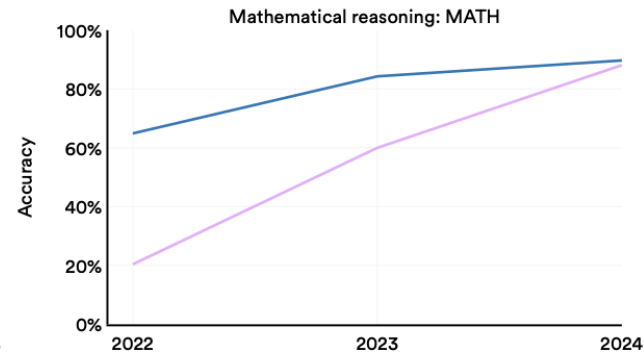
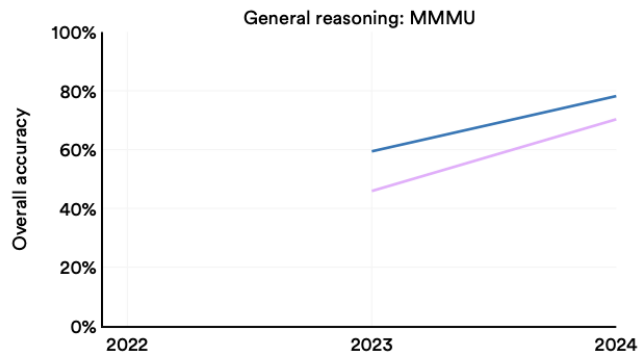
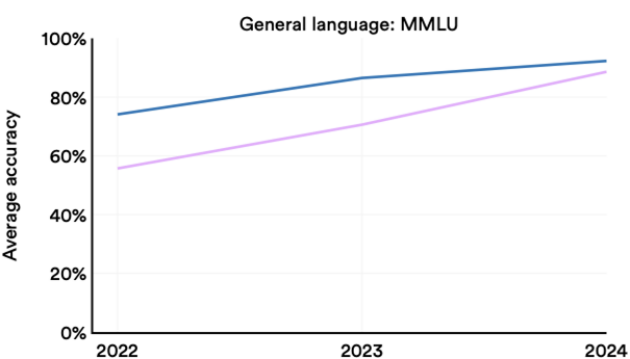
Generative AI Impact by Business Function

Percentage of respondents reporting benefits from generative AI adoption



Source: McKinsey 2025, n=1363

And (despite what naysayers say) AI is getting better fast





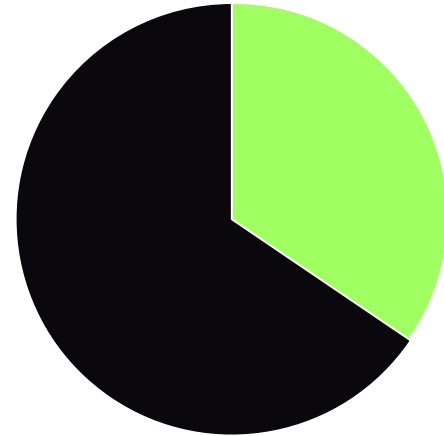
But most organizations are **still**
struggling

**Because
people hate
change**



LEADERSHIP > CAREERS

New Data: 41% Of Gen Z Workers Are Sabotaging Their Employer's AI Strategy



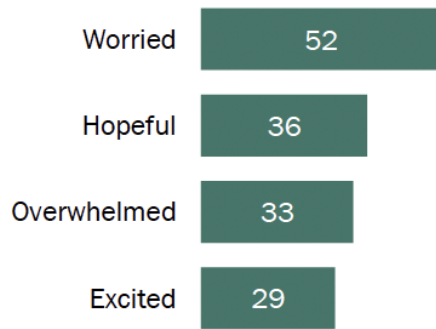
Source: Forbes, Writer

Especially when they're anxious

Workers are more worried than hopeful about future AI use in the workplace



*% of employed adults saying they
generally feel ____ about how AI may
be used in the workplace in the future*



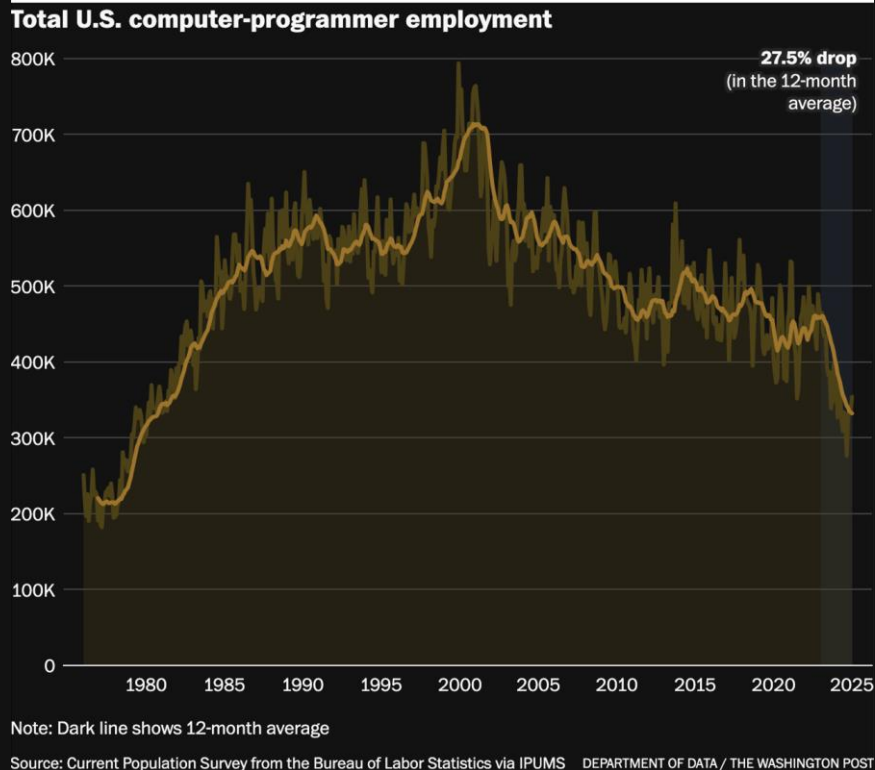
Note: Based on all employed adults, including 17% who have not heard about AI use in the workplace and were not asked this question.

Source: Survey of U.S. workers conducted Oct. 7-13, 2024.

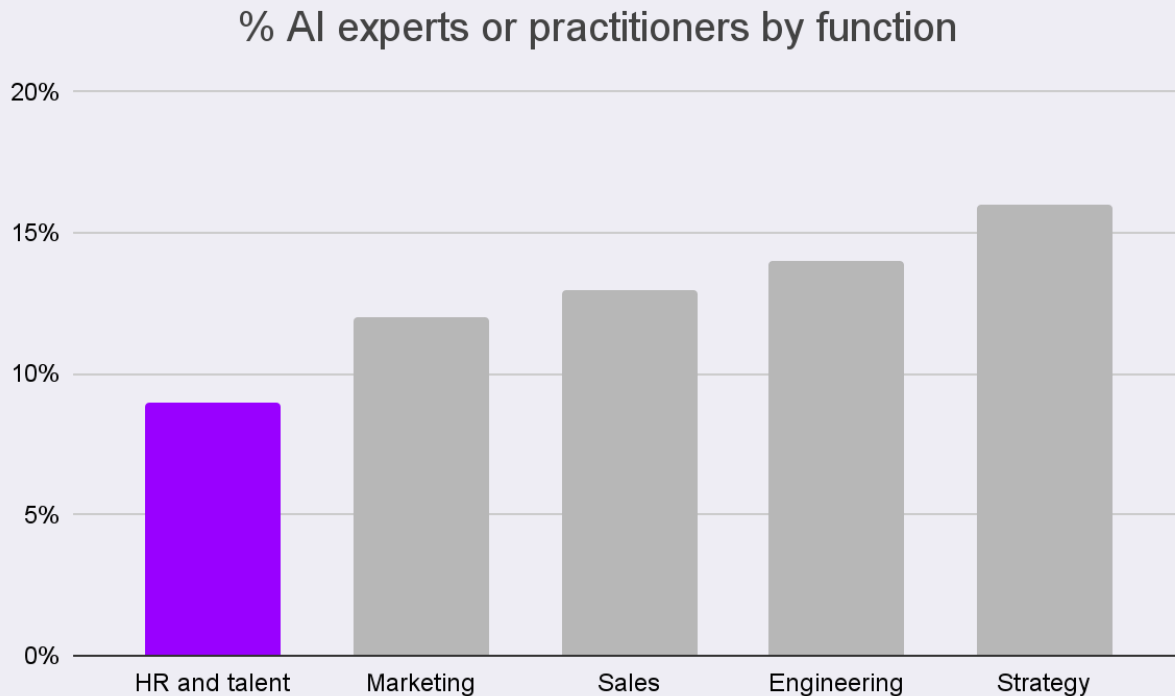
“U.S. Workers Are More Worried Than Hopeful About Future AI Use in the Workplace”

PEW RESEARCH CENTER

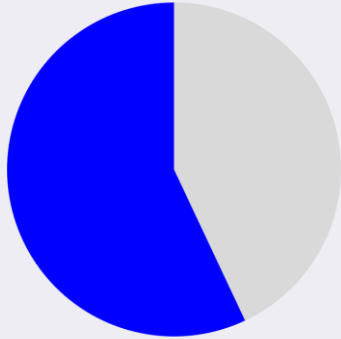
And it's
becoming
clear that jobs
are at stake



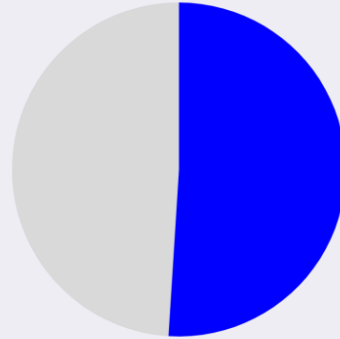
HR / L&D has been especially slow to adopt



Which means they're failing to lead their orgs on AI training



57% of employees have
received no AI training



51% say their company
has no AI policy



Why is L&D behind?

"I can't trust AI to reflect on the relevance of the content to our learners, understand the nuances specific to our organization, or to verify the information it provides to me."

- Instructional Designer, Fortune 500 Company, CLN Learning Conference

The bad news: CEOs are getting impatient

Duolingo's CEO:
Use AI or else

I've said this in Q&As and many meetings, but I want to make it official: **Duolingo is going to be AI-first.**

AI is already changing how work gets done. It's not a question of if or when. It's happening now. When there's a shift this big, the worst thing you can do is wait. In 2012, we bet on mobile. While others were focused on mobile companion apps for websites, we decided to build mobile-first because we saw it was the future. That decision helped us win the 2013 iPhone App of the Year and unlocked the organic word-of-mouth growth that followed.

Betting on mobile made all the difference. We're making a similar call now, and this time the platform shift is AI.

AI isn't just a productivity boost. It helps us get closer to our mission. To teach well, we need to create a massive amount of content, and doing that manually doesn't scale. One of the best decisions we made recently was replacing a slow, manual content creation process with one powered by AI. Without AI, it would take us decades to scale our content to more learners. We owe it to our learners to get them this content ASAP.

AI also helps us build features like Video Call that were impossible to build before. **For the first time ever, teaching as well as the best human tutors is within our reach.**

Being AI-first means we will need to rethink much of how we work. **Making minor tweaks to systems designed for humans won't get us there.** In many cases, we'll need to start from scratch. We're not going to rebuild everything overnight, and some things—like getting AI to understand our codebase—will take time. However, we can't wait until the technology is 100% perfect. We'd rather move with urgency and take occasional small hits on quality than move slowly and miss the moment.

We'll be rolling out a few constructive constraints to help guide this shift:

We'll gradually stop using contractors to do work that AI can handle

AI use will be part of what we look for in hiring

AI use will be part of what we evaluate in performance reviews

Headcount will only be given if a team cannot automate more of their work

Most functions will have specific initiatives to fundamentally change how they work

Duolingo will remain a company that cares deeply about its employees. This isn't about competing with AI. It's about removing bottlenecks so we can do more with the outstanding Duos we already have. We want you to focus on creative work and real problems, not repetitive tasks. **We're going to support you with training, mentorship, and tooling for AI in your function.**

It's a big change, but I'm confident this will be a great step for Duolingo. It will help us better deliver on our mission for Duos, it means staying ahead of the curve in using this technology to get things done.

--Luis

The good news: This is a HUGE opportunity



86%

Of employers expect AI to significantly transform their businesses by 2030

50%

Of employers cite skill gaps as the biggest obstacle to adopting AI

77%

Of employers plan to upskill their workforce to better work alongside AI by 2030

The L&D + AI opportunity

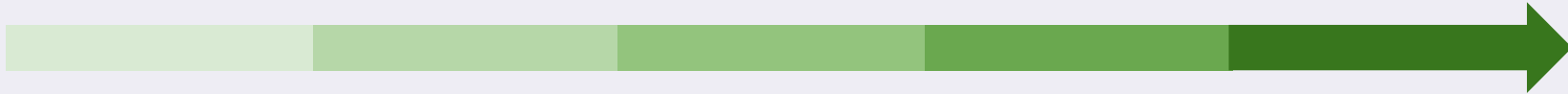


**Mass
production
of content**

**Global
relevance +
scalability**

**Personalized
learning for
every employee**

**Fully AI-
transformed
organization**



BASIC

ADVANCED



The L&D + AI playbook: Optimize, then Transform



PHASE 1



Optimize L&D's effectiveness and scalability

Leaders expect AI to help teams
work smarter and achieve the
output of three people

Driving L&D efficiency with AI



How can AI make your existing efforts more efficient and cost-effective?

Automated Training Curation: AI creates custom learning paths for employees/departments

Automated Transcription and Translations: AI generates subtitles/translations for training videos

AI powered Industry Research: AI extracts relevant insights from L&D industry reports

AI-powered Needs Analysis: AI reviews performance data to identify knowledge gaps

AI Chatbot for Employee Training FAQs: AI chatbot answers common training-related questions

AI Copy: AI generates summaries of courses to advertise in learning center



Use case #1:

Customize training



OUR SCENARIO

I'm training marketing managers on leadership skills, like giving constructive feedback or managing creative conflicts. I want to use AI to quickly generate realistic, role-specific scenarios they can practice to prepare for real-world challenges.



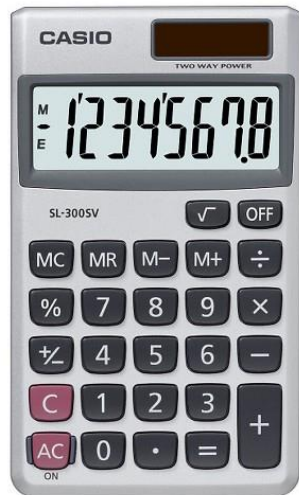
Use Case #2:

Localize content



OUR SCENARIO

I need to provide training materials for teams in France, Japan, and the U.S. Translate content while adjusting tone and examples to reflect cultural nuances.



Use Case #3:

Analyze feedback

OUR SCENARIO

I just completed a training session and have hundreds of feedback responses. I want to use AI to quickly analyze sentiment, identify trends, and pull actionable insights to improve future workshops.



Use Case #4:

Create scripts



OUR SCENARIO

I need to write a script to accompany a training deck for facilitators who will lead workshops. Generate clear, role-specific talking points and instructions that line up with the slides.



SHARE IN THE CHAT

How are you using AI to make your team more efficient (and if you aren't, what's holding you back?)

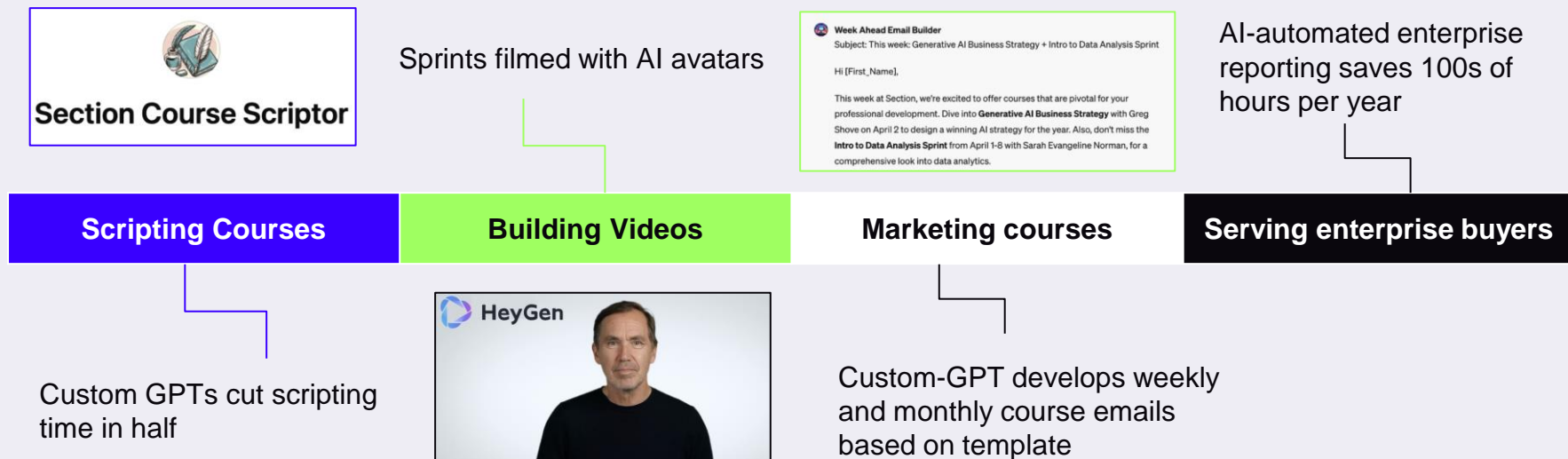
Optimize in action:

The Section case study

We redesigned our L&D workflows to adopt AI



We currently have **50+ AI-enabled workflows** in flight across the team after 18 months



We built an AI Course Scriptor



Problem:

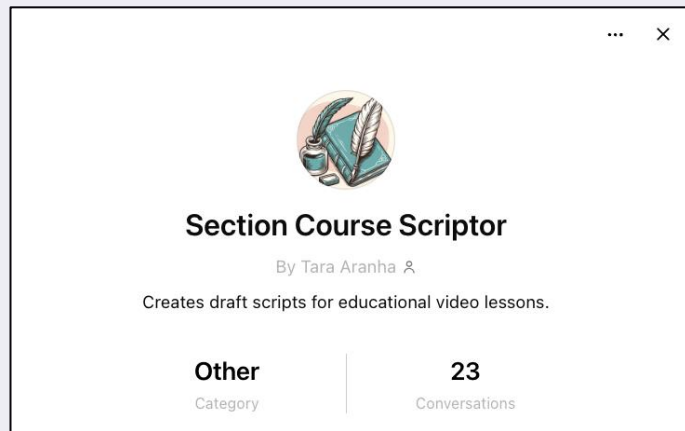
Course scripting was expensive, time consuming and cumbersome

Solution: AI augmentation

- Outline builder
- First draft builder
- Revisions editor via Grammarly integration

Results:

- Reduced Costs (\$35K vs. \$18K)
- Reduced Development Time (13 weeks vs. 6 weeks)



We use avatars to teach popular AI courses

Human Instructor



SPRINT

The Brand Strategy
Sprint

SELL A PROMISE, NOT
JUST A PRODUCT



AI Avatar



SPRINT

AI Crash Course

GET CONFIDENT ON
GENERATIVE AI IN 5 DAYS

Brand Strategy Sprint

1.5 days in studio

10 week scripting process

1 language, no personalization

120 day production cycle

Maybe annual updates

65 NPS/\$150k

AI Crash Course

No studio

4 weeks of scripting with Custom GPTs

10+ languages, personalized components

30 day production cycle

Real-time updates

65 NPS/\$25k





By optimizing with AI, Section can produce **10x more courses**, 75% faster, and $\frac{1}{5}$ of the cost



PHASE 2



Transform L&D into the AI workforce transformation partner

Get the organization from anxious
and confused to empowered and
competitive

Technology is not (the main) roadblock to AI readiness



% of Organizations Highly Prepared for Generative AI in Each Area

Q4 2024, n=2,773 leaders surveyed



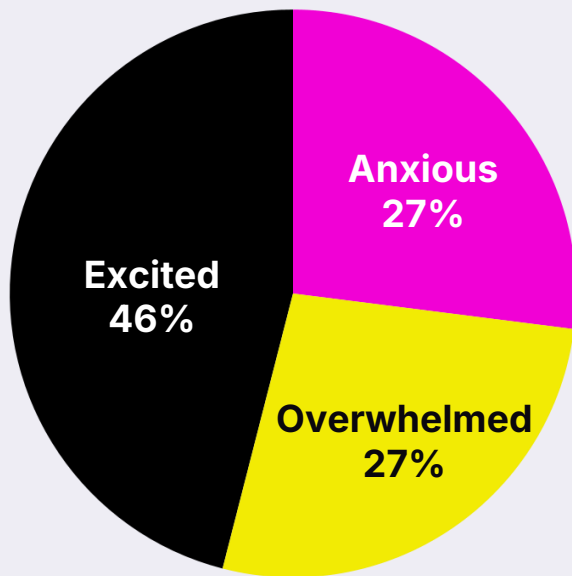
Source: Deloitte's State of Generative AI in the Enterprise Q4 Report, January 2025.

Technology is not (the main) roadblock



Which of the following describes how you feel about AI's implications for you?

March 2025, n=5,013 knowledge workers surveyed

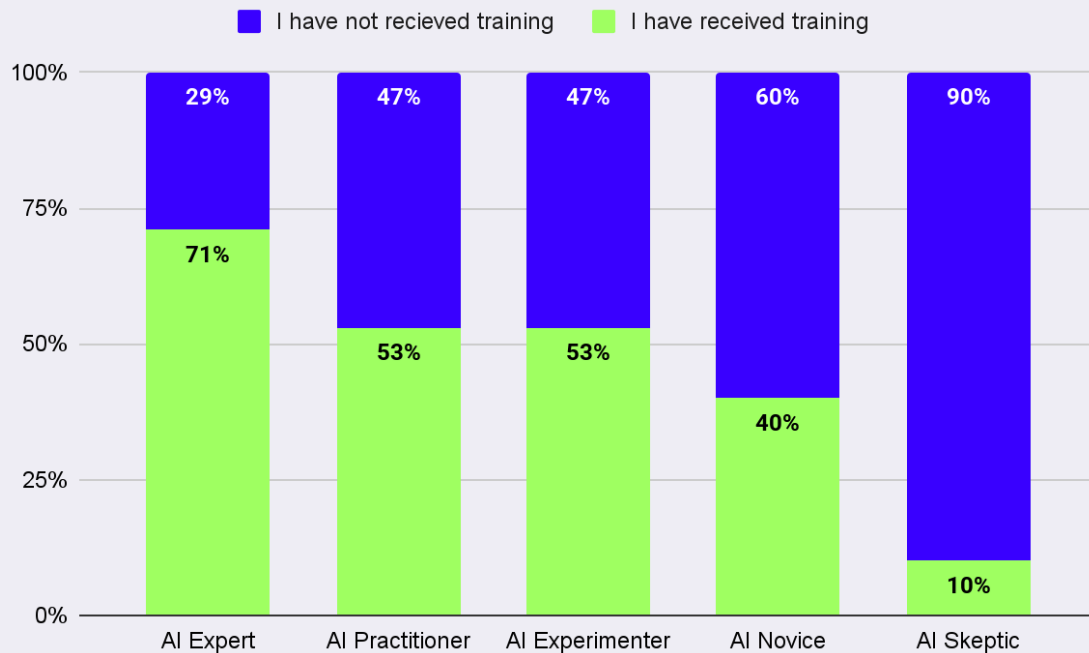


Our research: AI proficiency must be engineered



Have you received any training or support from your company on how to use AI?

March 2025, n=5113



L&D can lead this transformation



From (Today)		To (Tomorrow)
10% or less of employees with AI expertise	→	50%+ engaged with meaningful use cases
Employees anxious and overwhelmed by AI	→	Confident, proficient workforce
Failed AI pilots	→	Pilots that prove feasibility and value
Lots of AI cheerleading	→	Grounded, business-led adoption



How to think about your role in AI transformation

How can the AI moment position you as a transformation partner to the business?

Diagnosing user needs

Ex. More time interviewing employees

Change management

Ex. Advising the c-suite on employee reactions to AI

Org-wide AI deployment

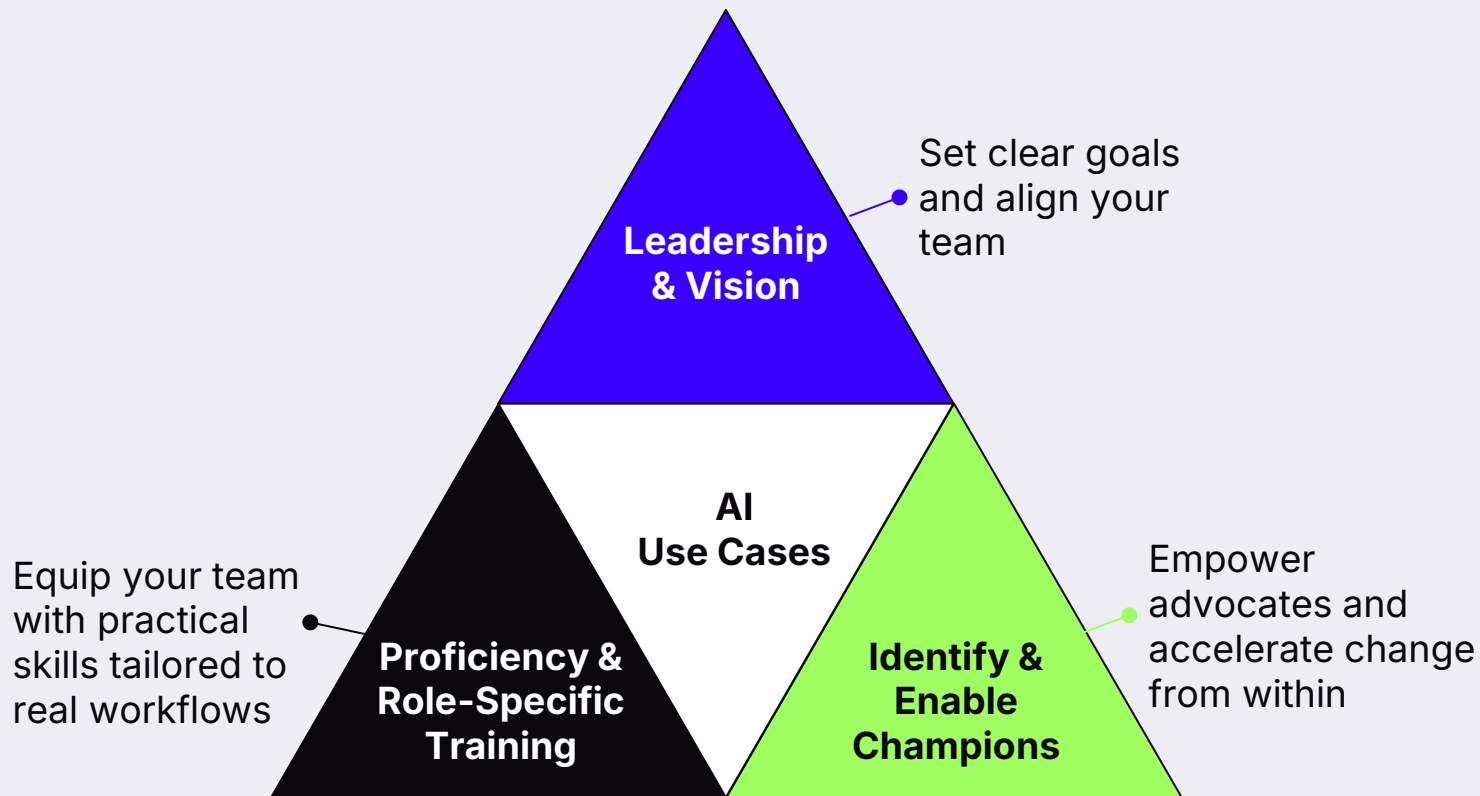
Ex. Owning AI deployment from org readiness to workflow redesign

Innovative approaches to learning

Ex. AI avatars, hyper-personalization, AI coaching, training simulations, etc.



The AI Workforce Transformation Model



Quickly train and certify brand-safe employee compliance with policies



TRAINING

Course that quickly trains the entire organization on your POV and guidelines for how to use AI



CERTIFICATION

Certify understanding and compliance via AI-powered diagnostic

Build base-level proficiency



Run foundational
AI training live +
on demand... then
embed in LMS for
reference

AI capabilities and limitations

Basic, intermediate, and advanced prompting

Responsible usage (mitigating hallucinations, bias, security risks)

Make it relevant to roles



Run foundational
AI training live +
on demand... then
embed in LMS for
reference

AI capabilities and limitations

Basic, intermediate, and advanced prompting

Responsible usage (mitigating hallucinations, bias, security risks)

Then layer in
functional training
to help employees
find personalized
use cases

Marketing

Writing

Sales

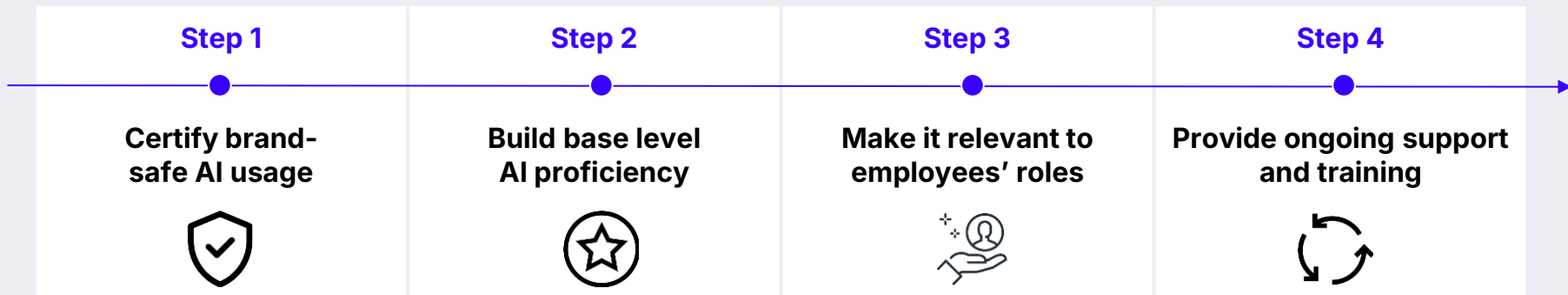
Product

Finance

**Data
Analysis**

Coding

Make AI training ongoing, not one-time



Use AI to rethink and transform the learning process



ProfAI BETA

Time to write your own prompt from scratch. Here's the scenario:
Your boss wants you to create a brief report for project stakeholders on potential risks for a large-scale construction project in a foreign country.

Write a prompt to help you accomplish this.

PROMPT



| Your prompt goes here...

SUBMIT



ProfAI BETA

Time to write your own prompt from scratch. Here's the scenario:
Your boss wants you to create a brief report for project stakeholders on potential risks for a large-scale construction project in a foreign country.

Write a prompt to help you accomplish this.

PROMPT



Make headlines for my company.

⚡ SHOW AI OUTPUT



Good attempt. You described a clear task, but you didn't give enough context to help the AI understand what the product is all about!



RETRY

TRY ANOTHER ONE

Will L&D lead this transformation?



Where the
workforce is on AI



Anxious and
overwhelmed

Where CEOs want
them to be



Confident and
proficient





Closing thoughts

Your role in this moment



1



Increase L&Ds effectiveness and scalability

Leaders expect AI to help teams work smarter and achieve the output of three people

2



Transform L&D into the AI workforce transformation partner

Get the organization from anxious and confused to empowered and competitive



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*One million titles,
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(If you explore just one thing, make it our personal notification service. We think it's very cool!)

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Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

YOUR ACCOUNT

Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

It's a great time to
get started





AI moving so
fast - so you
will need to
repeat



OPTIMIZE
Every 3 months



TRANSFORM
Every 6 months

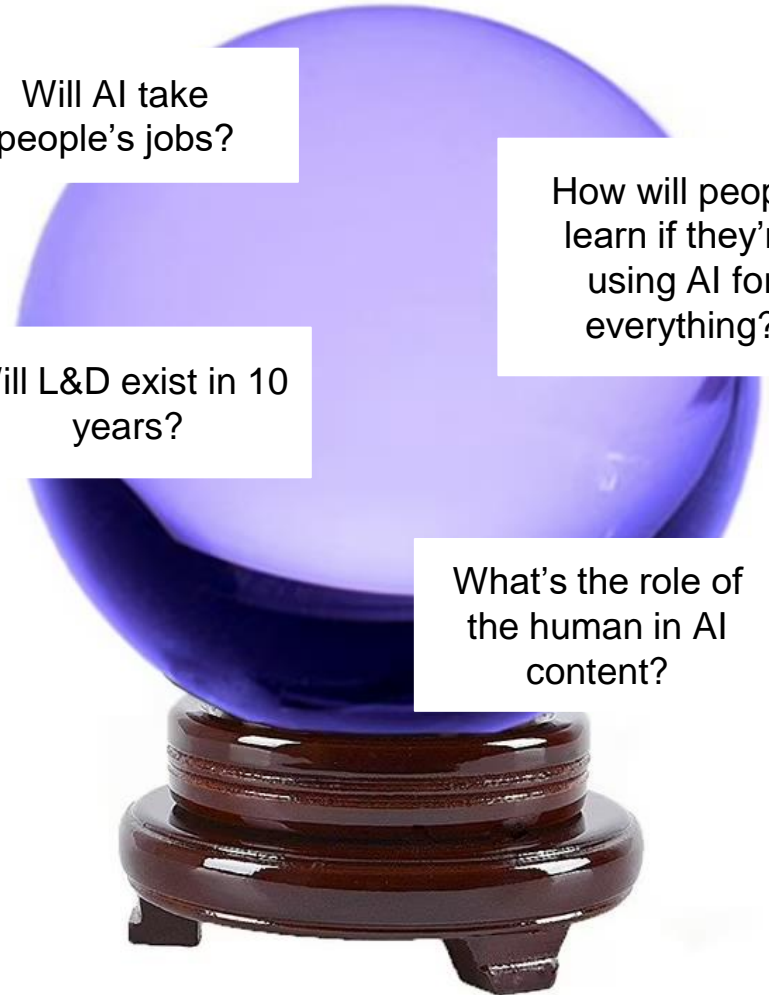
**There's lots to
think about ...
but don't let it
slow you down**

Will AI take
people's jobs?

How will people
learn if they're
using AI for
everything?

Will L&D exist in 10
years?

What's the role of
the human in AI
content?



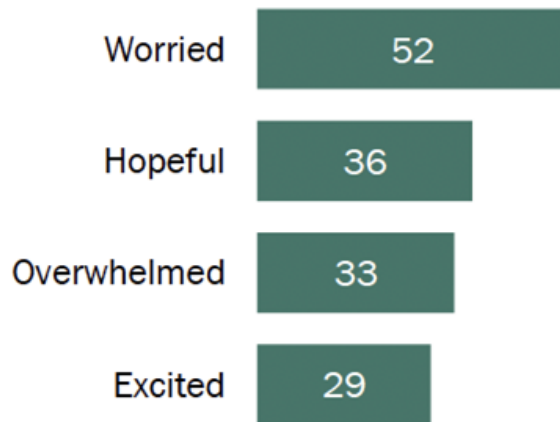
**You will need
to act**



You will need to lead

Workers are more worried than hopeful about future AI use in the workplace

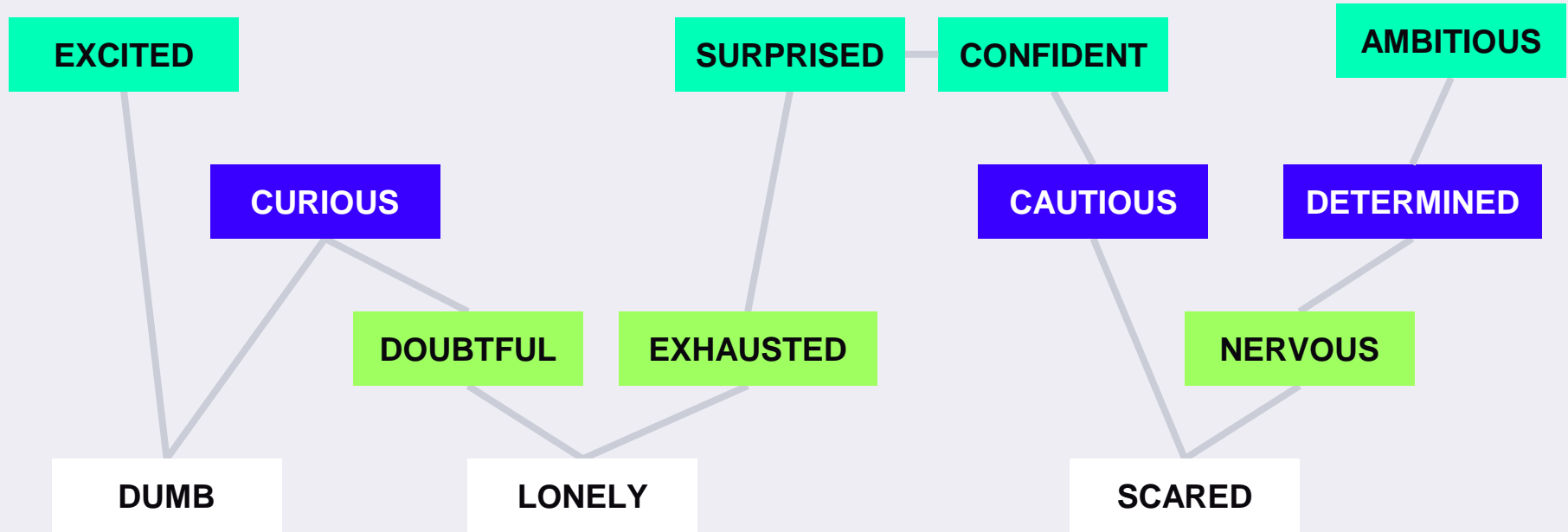
*% of employed adults saying they
generally feel ____ about how AI may
be used in the workplace in the future*



**You will need
to commit**



Be prepared.



Coming up: In-person events for **heads of AI**

July 10: Chicago

July 31: Toronto

Coming soon: New York
City, San Francisco,
London, Boston

Want to join? Email
events@sectionai.com

