Learning that sticks:

Combining AI and Storytelling in L&D Strategy

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Introduction

There's no two ways about it, AI is shaking up the way we think about professional development. From personalised learning paths to instant feedback and smart content recommendations, gone are the days of one-size-fits-all slide decks or death-by-PowerPoint.

But here's the twist: not even the smartest algorithm can replicate the power of a good story. Or, for that matter, the power of human connection. Shared experiences – the good, the bad and the ugly – are some of the most effective learning tools we have at our disposal, and without them we risk a mass of dull, emotionless, mass-produced learning content that fails to land.

So, surely, there's a compromise? A happy medium? Blending AI with storytelling brings warmth, context, and emotional connection into the mix.

Imagine a compliance course that doesn't put people to sleep because it tells a relatable story, adapts to the learner's pace, and even throws in a timely joke or two.

By combining data-driven insights with the age-old magic of narrative, we're not just making learning more efficient – we're making it stick. Because let's be honest: no one remembers a slide deck, but everyone remembers a good story.

The Elevator pitch...

Put simply, stories are what we know best....

video arts™
Longer lasting learning

For over 50 years, we've been developing story and character driven e-learning courses that engage learners and bring about positive behavioural change for businesses across the globe.

From the very beginning, everything we do has been about building effective programmes that actually deliver impact for you and your learners – from our flexible delivery methods that cater to your existing software and workflows, to the short, bitesize nature of each of our courses, ensuring no one gets bored or falls asleep 😉

Find out more about our story on _our website_.

The Benefits of Storytelling

In a nutshell, storytelling gives learners something to connect with; it gives life to facts, adds context to concepts, and makes abstract ideas easier to grasp.

When we hear a good story, we're not just passive listeners, we imagine, relate, and remember. That emotional connection makes the lesson stick.

Furthermore, the natural human interest in narrative keeps learners motivated and focused.

Even complex topics can feel more approachable and...

...memorable when presented through a well-told story.

Sure, chucking a load of information about cyber security into an e-learning course might do the trick, but exploring it through characters we care about, with a thrilling storyline that keeps the learner not just entertained but invested in the outcome until the very end...surely it's a no brainer?😉

The Impact of AI

AI can be used in learning in <u>two key ways</u>:

▶▶ To do things at greater speed.

▶▶ To improve the quality of the learning.

> What a lot of learning providers are doing right now is using AI to rapidly generate and roll out content. This is great for saving time, but there are naturally some concerns around whether this, in time, will render the vast majority of e-learning content bland and 'same-y'.

A better use of AI is to **focus on the second example** and, instead, **leverage AI's strengths and creativity** to put learners into their own stories as they learn.

An example of this would be through the use of **AI chatbot integrations** (of which we have a lovely one...), which allow for **personalisation** that enhances the relevance and real-life application of the learning, leading to better, **more lasting outcomes.**

Storytelling & AI: Finding the Perfect Blend

While both storytelling and AI have their benefits, their greatest strengths lie when used together. AI should be used to enhance rather than replace.

Instead of relying on AI to do all our thinking for us, therefore risking slightly lacklustre, generic content, it has far more potential when used as a support system. A great example of this is (funnily enough) Video Arts' chatbot integration 🤓 but we'll get to that in a bit...

While generative AI can be a powerful storytelling tool in itself, a better use of its skills is to harness this creative capability to deepen engagement with learners and make the lessons even stickier. It can do this by literally putting the learner in the story (well, not literally but you get the idea...), offering a level of personalisation that we've not experienced until now.

Take real-world application of skills, as an example...

With generative AI...
We can now create **simulated environments** with integrated AI coaches that allow learners to practice without the pressure in a safe, **judgment-free zone.** With topics like mental health and EDI, this can be a **real game changer**.

But, of course...
All of these fantastic capabilities still rely on the foundation being solid – the foundation being a **good story**. It's all well and good having cool features and state-of-the-art tech, but we'll be the first ones to remind you that **if people are bored, they learn nothing!**

So, as we've said...
Focus on creating this solid grounding for your learning first – get the story right, then let AI add a bit of extra flavour. The result? Richer, more robust learning programmes that actually make a difference to your business outcomes.

Say hello to our new integrated AI coach!

Our chatbot integration leverages AI to enhance what Video Arts already does well: tell funny stories that help people to learn.

While the base of our **award-winning formula** remains the same – combining **famous faces** with humorous storylines, and **TV-quality production** that has you thinking you're watching a Netflix series rather than taking an **e-learning course** – the **chatbots** add an extra layer of personalisation that **solidifies the learning.**
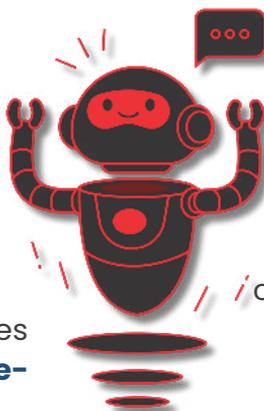
Allowing learners to **role-play real-life scenarios** – be it de-escalating an angry customer, starting a mental health conversation, or handling workplace conflict – the chatbots remove the fear of awkward silences or **"getting it wrong."**

Instead, they allow for **safe, practical learning that sticks**.

Get in touch for a free demo today. »
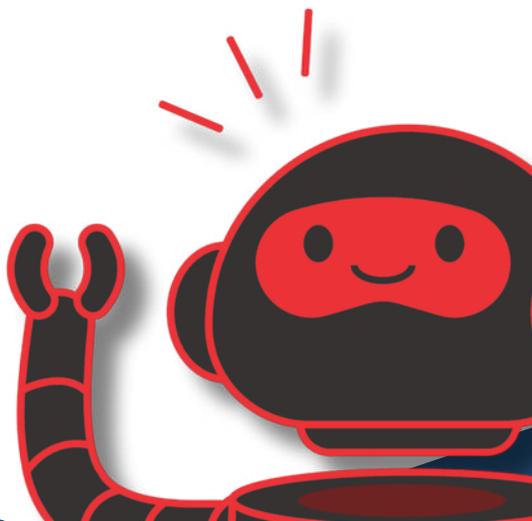
Need help getting started?

Explore our course collections and see how we intergrate storytelling in each one!

AI Anxiety

Mental Health & Wellbeing

Human-Centric Leadership

Diversity & Inclusion

Management Essentials: Motivating your Team

Embracing a Learning Culture

Get in touch to discuss your needs and explore the full library!

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