



# Generative AI in 2024: A potential lifeline amid workplace turbulence

Insights and challenges from a survey of 400 HR and  
business leaders in US and the UK

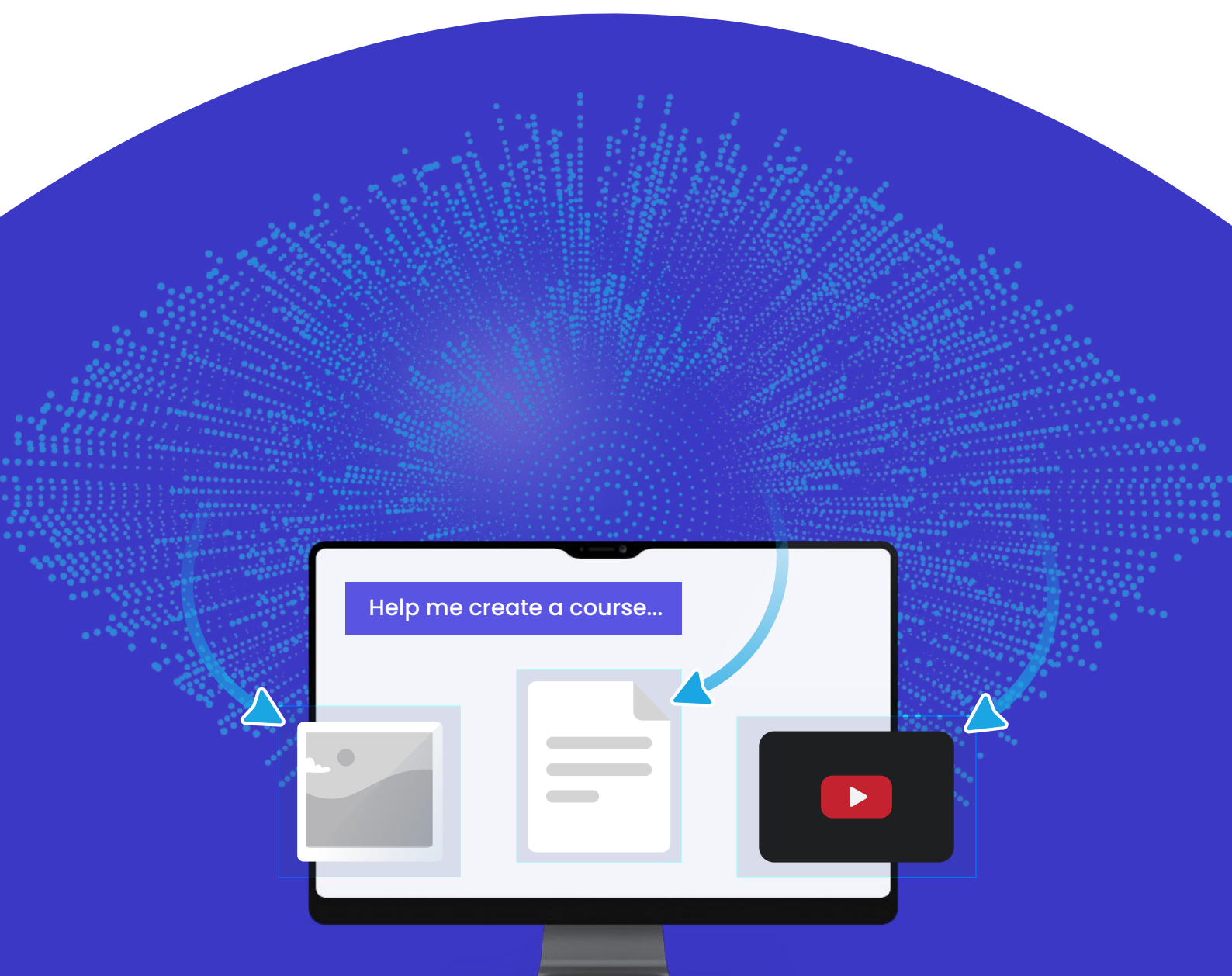
# Executive summary

CYPHER Learning commissioned Sapio Research, a third-party research firm, to conduct a study of 400 HR and business leaders across the US and UK. The study aimed to understand their **priorities for 2024** and their **attitudes toward generative AI as a solution** for building a more resilient workforce.

The World Economic Forum (WEF) predicts **2024 will mark the beginning of “a new era**

**of turbulence,”** classified by a shifting global job market and the need for a more resilient workforce.

Generative artificial intelligence (generative AI) has emerged as a transformative tool to overcome resource constraints, enhance training materials, and narrow the skill gaps that will otherwise widen in this new era.



# Key survey findings

## Talent retention, staff well-being, and upskilling are top priorities for 2024.

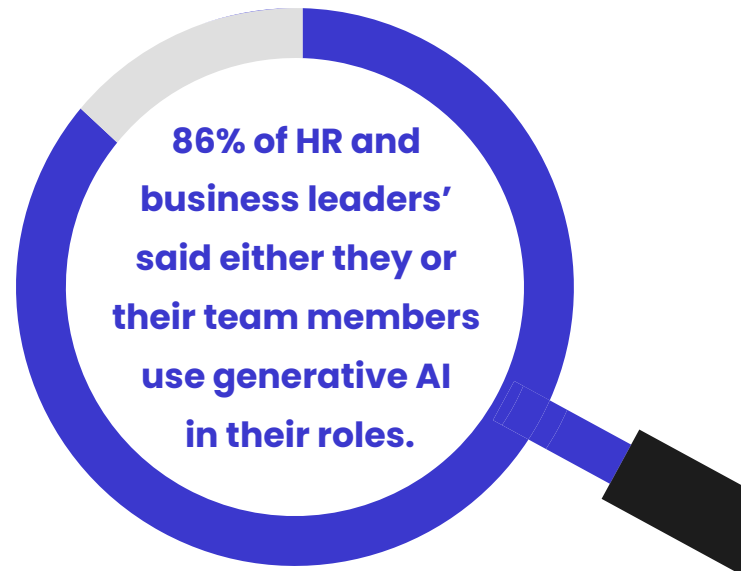
- 40% of survey respondents said talent retention and staff well-being are their two priorities for 2024, and 35% said upskilling is their top priority.

## Yet, many businesses don't have the resources to keep up with demand for training.

- 76% of HR and business leaders report struggling to develop training courses and materials due to resource limitations.
- They see the greatest potential benefit of a larger L&D (learning and development) department as the ability to close skill gaps in their organization.

## As a result, many businesses are looking to generative AI to help them do more with less and expand their L&D capabilities.

- 86% of HR and business leaders' said either they or their team members use generative AI in their roles.
- Respondents' companies already use generative AI to:
  - Gamify training courses (58% of respondents).
  - Create more engaging and enjoyable professional development courses (53% of respondents).
  - Develop assessments that evaluate learner progress (53% of respondents).
  - Save time on course development (54% of respondents).



## But barriers to widespread adoption of generative AI still exist.

- 44% of HR and business leaders express concerns about data security and the accuracy of AI-generated outputs.
- 52% of respondents worry about AI potentially taking their jobs.
- 69% of respondents indicated that while AI could simplify their roles, they lack the necessary skills and knowledge to maximize its potential.
- 57% admit uncertainty regarding how AI could benefit their roles.

## Businesses need a solution to lower barriers to AI adoption, promote more effective training, keep up with course demand, and prepare for a new era of turbulence.

- 87% say that if generative AI were available in a more usable way – built into a commercial tool, for example – they would be more open to using it.
- 77% say they would use AI more if they could authenticate the information it delivers.

# Introduction

**Nearly 25% of jobs will change over the next five years**, according to the World Economic Forum (WEF). With many workers not having the requisite skills to keep up with changes, the WEF predicts that 2024 will mark the onset of a “new era of turbulence.”

This turbulence stems from numerous global macro- and micro-level changes, economic and geopolitical disruptions, growing social and environmental pressures, green and energy transitions, geo-economic changes, and supply-chain shifts.

With the onslaught of uncontrollable variables affecting the global job market, HR and business leaders are increasingly focused on building a more resilient workforce.

Our research found that upskilling, talent retention, and staff well-being topped the list of leaders’ concerns for 2024. However, we found that, by overwhelming margins, these **leaders also report they lack the time, skills, knowledge, and resources to tackle such priorities and other challenges inherent in the “new era of turbulence.”**

This report delves into the findings of our research, offering insights into the challenges faced by HR and business leaders and their evolving attitudes towards **generative AI as a transformative tool in the L&D domain**. It is based on a Sapio Research survey of 400 individuals working in HR/people management and senior business leaders in the UK and US.

## 2024 will mark the onset of a “new era of turbulence”

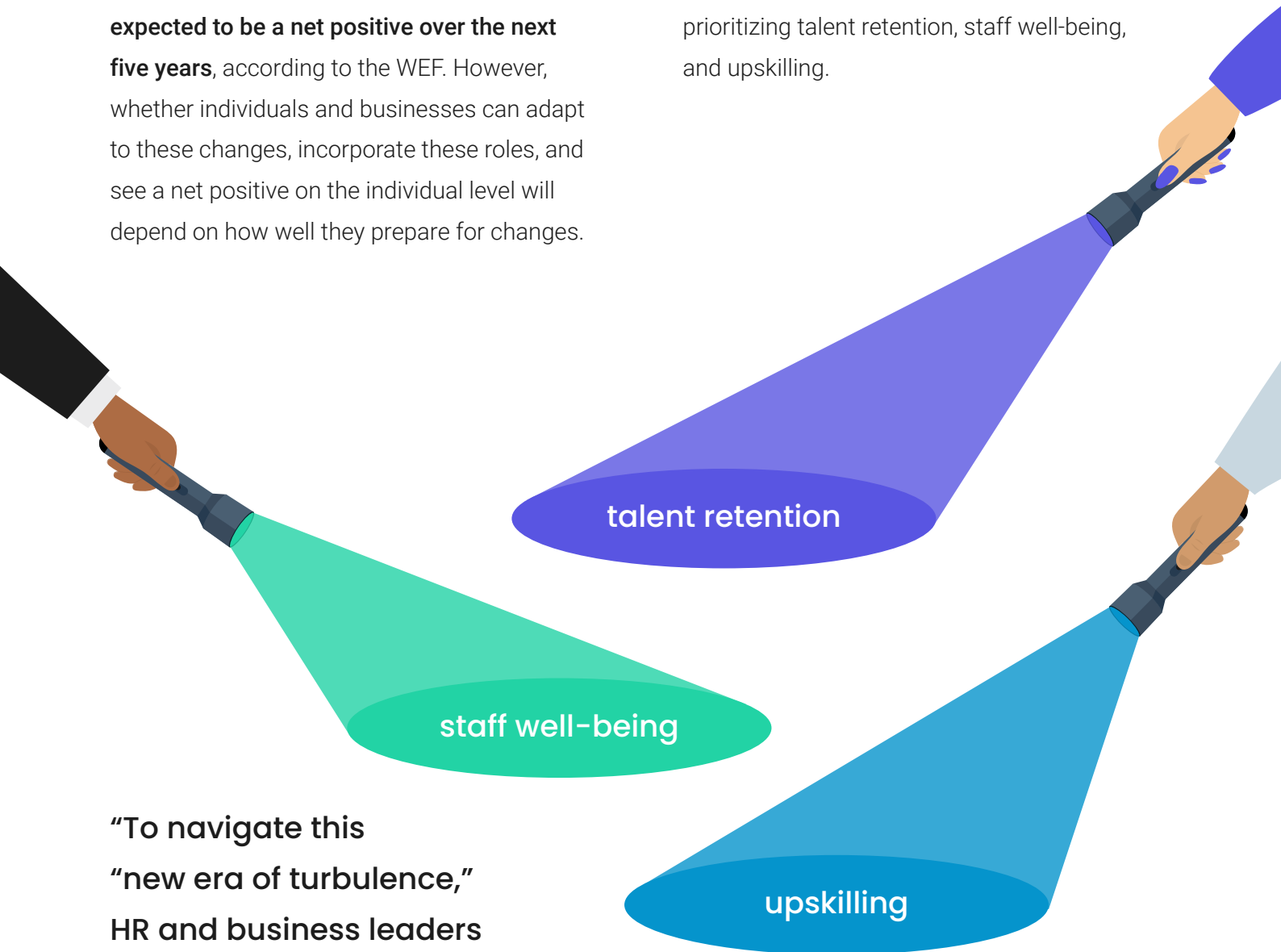


# Upskilling and retention in 2024

Employers estimate that **44% of workers' skills will be disrupted in the next five years**, according to the WEF. Changing technologies, the emphasis on sustainability, and the growing popularity of remote work, among other factors, will contribute to this disruption.

**The impact of most technologies on jobs is expected to be a net positive over the next five years**, according to the WEF. However, whether individuals and businesses can adapt to these changes, incorporate these roles, and see a net positive on the individual level will depend on how well they prepare for changes.

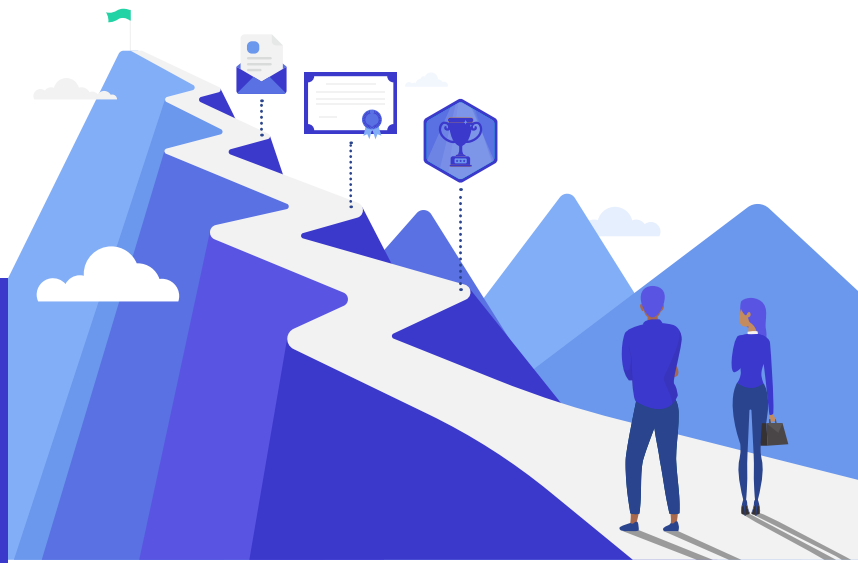
HR and business leaders recognize that they need to **build a more resilient workforce to easily adapt to anticipated and unanticipated changes**. They also recognize they must implement systems and strategies that allow them to easily pivot when those changes happen. To navigate this "new era of turbulence," HR and business leaders are prioritizing talent retention, staff well-being, and upskilling.



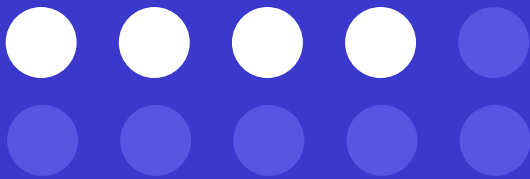
**"To navigate this "new era of turbulence," HR and business leaders are prioritizing talent retention, staff well-being, and upskilling."**

# Prioritizing upskilling and retention

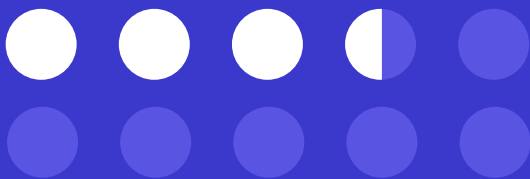
The survey results reflect a clear trend among industry leaders. Of the survey respondents,



**40%** said talent retention and staff well-being are the top priorities for 2024,



while **35%** of respondents said upskilling is their top priority.



Upskilling has shown to have numerous benefits such as enhanced employee performance and increased productivity. However, the most important benefits of upskilling leading into 2024 are its **ability to**

**ready employees for technological changes, create a pipeline of skilled workers to take on leadership roles, and give companies a competitive advantage.**

Upskilling also increases employee satisfaction by providing workers with professional growth opportunities, recognition and appreciation, and enhanced job security.

Parallels between organizational success and employee satisfaction have become increasingly evident in the past few years – most notably, the correlation between increased employee satisfaction and enhanced productivity and improved employee retention. **More than three-quarters of employees (77%) said they are more likely to stay with an employer that prioritizes training and development,** according to a Censuswide survey<sup>1</sup>.

<sup>1</sup><https://www.cypherlearning.com/resources/research/business/corporate-hand-d-survey-report-2023-stuck-in-the-middle>

**Of the industry trends, employee turnover is forecasted to be 50-75% higher than companies have previously experienced,** according to Gartner<sup>2</sup>. Increased employee turnover not only has high cost implications, but it also disrupts productivity, organizational culture, and morale, necessitating creative solutions for counteracting these macro trends on an individual business level.

Those who prepare for this “new era of turbulence” may be setting up their organization to have a competitive advantage in the years ahead. Hence, numerous HR and business leaders recognize the need to equip their teams with essential skills to navigate the uncertainties of the future.

The WEF's prediction underscores the inevitability of change, and as such, the emphasis on talent retention, staff well-being, and upskilling for 2024 is well-placed.

Upskilling has shown to positively impact talent retention and staff well-being. As such, the implementation of effective upskilling and training programs stands out as a scalable approach for HR and business leaders to effectively achieve their objectives for 2024.

However, **our research found critical constraints in leaders' ability to reach those goals.**



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<sup>2</sup><https://www.gartner.com/en/articles/great-resignation-or-not-money-won-t-fix-all-your-talent-problems>

# Resource constraints in training and upskilling

Our findings reveal a critical challenge—resource scarcity—in the path towards effective training and upskilling. A striking 76% of HR and business leaders report struggling to develop training courses and materials due to resource limitations.



**76% of HR and business leaders** report struggling to develop training courses and materials due to resource limitations.



One of the central challenges facing organizations today is their inability to allocate resources for effective training and upskilling initiatives due to:

## Talent shortages

In our survey, respondents saw the greatest potential benefit of a larger L&D department as the ability to close skill gaps in their organizations. However, in the absence of extra staff, those gaps remain.

This struggle is, in part, both a cause and effect of the “global talent war” currently at bay throughout the US and world. The limited supply of workers with the skills needed by employees triggered the onset. Without the right people to create training courses and materials for new employees, this war continues as a vicious and proliferating cycle. Some estimate that, by 2030, more than 85 million jobs could go unfilled because there aren't enough skilled people to take them, according to [Korn Ferry](https://www.kornferry.com/insights/this-week-in-leadership/talent-crunch-future-of-work)<sup>3</sup>.

**According to the WEF, six in 10 workers will require new training before 2027, but**

**60%**

**only half of workers are seen to have access to adequate training opportunities today.**

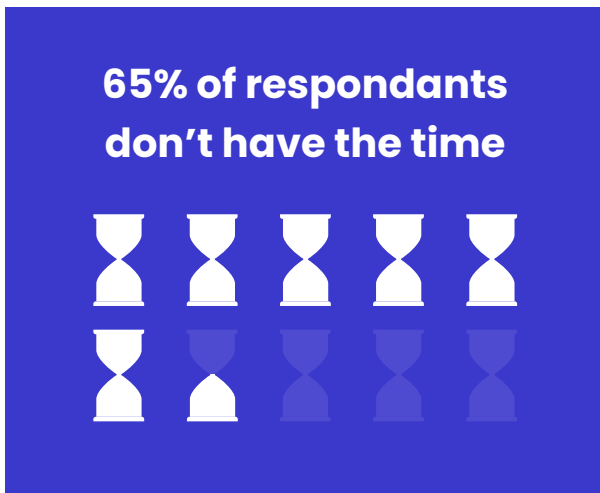
**50%**

<sup>3</sup><https://www.kornferry.com/insights/this-week-in-leadership/talent-crunch-future-of-work>



## Time constraints

**65% of respondents** acknowledge the crucial role of cross-skilling and upskilling in closing skill gaps but **don't have the time to develop relevant training courses.**



Heavy workload demands on employees require the juggling and prioritization of tasks. When there are fast-approaching deadlines for revenue-generating opportunities, oftentimes, operational goals like course development and training get pushed back.

## Increased costs

HR and business leaders emphasize the need for expanding L&D departments to focus on upskilling, cross-skilling, and staying ahead of industry trends. However, larger L&D departments bring greater costs.

There is a delicate balance between allocating funds toward developing a more skilled workforce and toward revenue-generating initiatives. The necessity to optimize resource allocation demands that an increase in L&D initiatives be efficient and effective.



# Generative AI as a solution

For organizations striving to do more with less, **generative AI offers a potentially powerful helping hand**. Of the HR and business leaders surveyed, 86% said either they or their team members use generative AI in their roles.

Our research highlights how this technology is being employed to **create engaging courses, develop assessments, and save time**—a testament to its adaptability and effectiveness in enhancing L&D.

The top use cases in which respondents leverage AI are to gamify the learning experience, create more engaging and

enjoyable professional development courses, develop assessments that evaluate learner progress, and expedite course development.

## Gamification

**58% of respondents' companies use AI to gamify training courses.** Gamification in learning has shown to increase engagement<sup>4</sup> and aids in accessibility in the classroom, promoting a more positive learning experience.



58%

Use AI for gamification

<sup>4</sup><https://ssec.si.edu/stemvisions-blog/5-benefits-gamification>



**86% of HR and business leaders** said either they or their team members use generative AI in their roles

## Engaging course creation

**53% of respondents' companies use AI to create more engaging and enjoyable professional development courses**, fostering a more effective learning experience.

**Generative AI can build courses in a fraction of the time** it takes via traditional, manual methods. This frees up more time to focus on making the course engaging and enjoyable. It also can pull from a wider range of sources than professionals previously thought to turn to. It then uses these inputs to tailor to the specific needs of learners.

53%

Use AI for course creation

## Assessment development

**53% of respondents' companies use AI to develop assessments** that evaluate learner progress, enabling data-driven insights for L&D strategies.

Generative AI pulls from a vast array of sources and is able to **create assessments and question banks in minutes**. Previously, some companies may not have had the time or resources to create these assessments.

53%

Use AI for developing assessments

## Time efficiency

**54% of respondents' companies are using generative AI to save time** on course development. Developers can **use generative AI to produce diverse learning materials**, including text, images, videos, and interactive modules. This allows them to allocate more time to strategic L&D initiatives.

54%

Use AI to save time



# Barriers to generative AI adoption

Despite its promise, **generative AI faces some formidable barriers to widespread adoption.**

Some HR and business leaders, while open to AI, remain cautious because of concerns.

## Data security and accuracy



44%

**44% of HR and business leaders express concerns about data security and the accuracy of AI-generated outputs.** AI systems rely on mass amounts of data to improve their algorithms. The collection and processing of this data has caused some people to call into question how it is used and who has access to it.

To quell these concerns and responsibly implement generative AI, **transparency and compliance are required.** As businesses decide which technologies to implement, they should ensure that their systems abide by the current regulations and are transparent in how they store and use business data.

HR and business leaders, while open to AI, remain cautious due to concerns about data security, accuracy, and the perceived impact on the workforce. Additionally, a skills gap and uncertainty about AI's role hinder its full utilization.

## Workforce impact apprehensions



52%

**52% of respondents worry about AI potentially taking their jobs.** This is, in part, because a narrative has emerged in the public that generative AI will negatively impact the job market.

Today, businesses estimate that 34% of all business-related tasks are performed by machines. Originally, this number was predicted to be around 47% for 2023. Task automation for the next five years is expected to be 42%, yet the number of jobs as a whole will be a net positive number.

However, to effectively implement generative AI, HR and business leaders must take a nuanced approach to workforce augmentation and **remain committed to upskilling and cross-skilling employees to remain flexible in the face of change.**

## Skills and knowledge gap

69%

**69% of respondents indicated that while AI could simplify their roles, they lack the necessary skills and knowledge to maximize its potential.** This necessitates the education needed to improve business operations.

As new technologies emerge in the age of generative AI, HR and business leaders must work to create programs that inform employees **how to use these technologies to improve their workflow and output.**

## Uncertainty about AI's role

57%

**57% of respondents admit uncertainty around how AI could benefit their roles.**

Of course, not all positions are likely to be impacted equally – for example, jobs with a high degree of physical labor or hands-on interaction will be affected differently than administrative or creative functions. However, one thing that is likely: **generative AI will create efficiencies that enhance productivity and empower professionals across all sectors to elevate their performance.**

By bridging the knowledge gap and demystifying generative AI, leaders can empower their workforce to embrace AI solutions that drive innovation and efficiency.



# CYPHER Learning's answer to resource challenges in training and upskilling

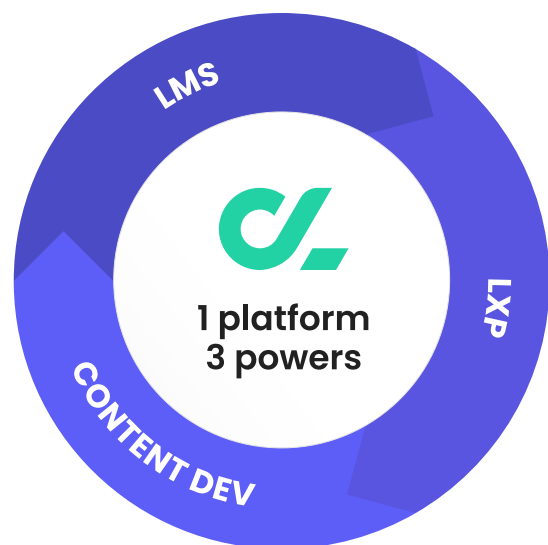
## The L&D decades-long challenge: Long delivery times, high course demand, never enough resources

In today's accelerated landscape, the time and budget to develop and deploy high-demand courses are increasingly scarce commodities. Plus, allocating resources for seamless delivery and timely updates adds another layer of complexity. **It's costly. It's convoluted. It's complex.** With traditional LMS content creation, businesses are forced to cobble together a complex and confusing technological learning ecosystem to meet learner expectations.

**The extra frustrating part?** Every time a new tech component, tool, or subscription is tacked on to the content development or delivery technology stack, businesses end up adding even more training and hiring even more staff to implement, manage, and maintain it. **The result?** An even larger and more complex tech stack requiring more time and money that is thrown into a black hole of diminishing returns. This is why adoption is poor, scalability is lost, processes are slow, and tracking training impact on talent continues to elude businesses.

## However, there's hope.

CYPHER goes beyond LMS. We unify the two siloed and confusing worlds of content development and delivery. We believe in simplicity, giving time back to trainers, and enabling resources to be reclaimed. **We offer 1 unified platform with 3 powers: LMS + LXP + content development - all enabled by AI.**



To address the challenges business leaders face while fostering AI adoption, we introduce AI 360 with CYPHER Copilot (CYPHER AI 360). This purposely packaged bundle of AI features offers critical benefits to businesses to finally solve the decades-long struggles to achieve efficient, scalable, and measurable personalized training - now and into the future.

## From time constraints to effective content creation

CYPHER enables organizations to efficiently bridge skill gaps by streamlining the development and delivery of training materials. With human intelligence alone, quick turnaround times for training programs are nearly impossible to hit. CYPHER AI 360 takes care of up to 80% of the course creation process and decreases the time to delivery.

In a recent customer survey, 83% of respondents said they can deliver a course in less than 15 working days with CYPHER AI 360 (compared to 14% before CYPHER AI 360). **This means more time to train and do other things.** Customers benefit with drastically reduced content development times, are able to respond to training needs swiftly, and get a faster return on training

## From obsolete courses to easily updated training and upskilling

Just keeping up with course demand is hard enough. Adding in the need to keep courses relevant with the newest knowledge and skills is a whole other layer of complexity. Upskilling employees with outdated courses holds your company and staff back from effectively achieving learning and business goals.

**CYPHER AI 360 makes it easier to frequently update courses.** Using CYPHER AI 360, 82% of customers surveyed said they can now update

courses at least 1x per year, compared to 53% before. This ensures that employees get the most out of their training.

## From increasing costs to resource savings

**CYPHER helps organizations expand their training and upskilling capacity without straining their financial resources and budgets with automation and scalability.**

With CYPHER, you can set up actions that should be performed when learners enroll in groups, complete training courses, or fall behind on mastery levels. This automation saves administrators time and money and allows them to spend more time growing the business. Plus, **CYPHER's cloud-based platform is infinitely scalable and grows with your business.** In a recent survey, 77% of CYPHER customers said creating a course cost them less than \$1K with CYPHER AI 360. Typically, it costs more than \$10K to create a course.

## From security and accuracy concerns to peace of mind

**Control content credibility with CYPHER AI cross-check,** which uses multiple AI technologies that check against one another to decrease the risk of AI hallucination and false positives. With CYPHER's packaged and purposeful generative AI, you can have greater confidence in AI material.

## From workforce impact apprehensions to leveraging AI as a workforce enabler

**CYPHER AI 360 is purposeful, packaged, and built to help people, not replace them.**

CYPHER Copilot is the enabling technology that helps users with 80% of the course creation process. However, human intelligence is still needed for the last 20%. That's why it's called Copilot, not autopilot.

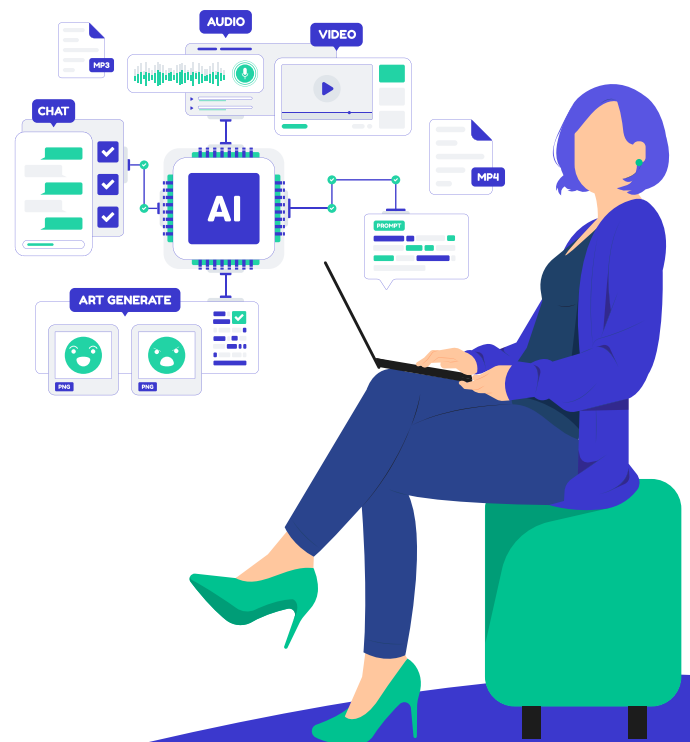
## From skills and knowledge gaps to AI-enabled competency mapping

CYPHER AI 360 automatically maps courses to competencies, allowing for personalized learning at scale. Manual mapping is so time-consuming that many trainers don't implement competency focus, leading to static, uniform training that neglects certain learners. This tool not only **enhances efficiency** but also unlocks unprecedented potential for scalable, tailored learning.

## From uncertainty about AI's role to demonstrating AI and human results, today

Practical applications of AI are being demonstrated today. We **close the time, speed, and cost gaps with CYPHER AI 360.**

Using CYPHER AI 360, 83% of customers surveyed say they can now deliver a course in less than 15 working days, compared to just 14% before. **77% of customers say it will cost less than \$1,000 to create a course with CYPHER AI 360**, compared to 32% before.





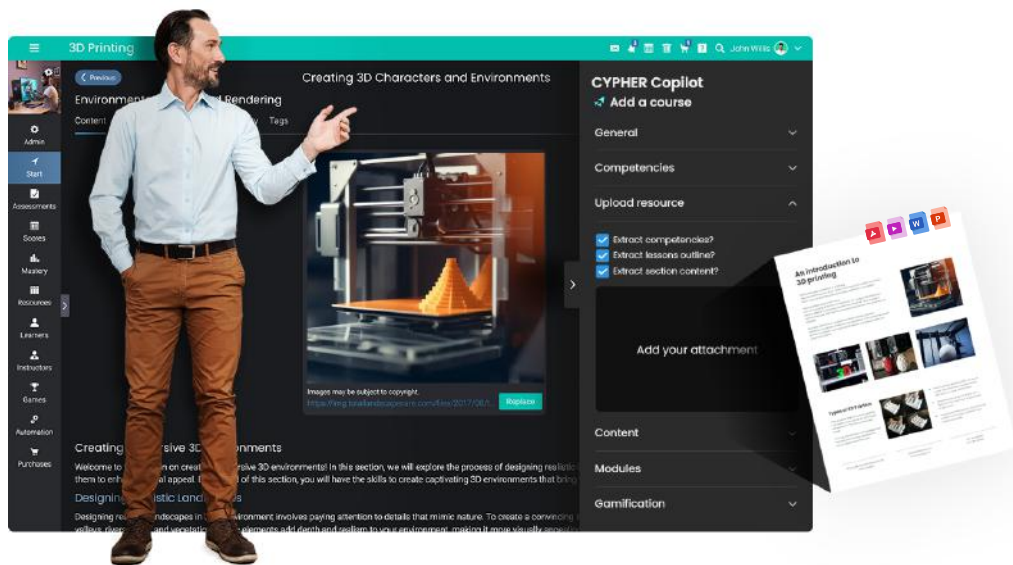
# Conclusion

The journey toward a more skilled and resilient workforce in the face of the "new era of turbulence" is fraught with challenges. However, with the right tools and a strategic approach, HR and business leaders can successfully navigate this transformation. Generative AI, as exemplified by CYPHER AI 360, offers a pathway to enhance L&D and address the evolving needs of organizations. It is a bridge between the urgency of upskilling and the practical solutions required to meet this imperative, ensuring that businesses remain agile, competitive, and ready for the challenges ahead.

CYPHER AI 360 is a controlled, purposeful, and packaged AI bundle that will give every stakeholder more control over input and output of AI-generated content. CYPHER Copilot is the

enabling technology that helps users with 80% of the course creation process. It is fully integrated into and across the CYPHER platform, streamlining content development and delivery to save time and resources. **The most cutting-edge controllable AI-powered capability?** CYPHER AI 360, enables HR, business leaders, and L&D to upload their own resources (videos, PDFs, etc.) from which AI can create tailored courses using their organization's brand, style, terminology, and imagery. This gives the business more control over the material, and all material is kept private.

CYPHER AI 360 can lower generative AI barriers to adoption and create extremely customized training to better prepare the workforce for the fast-approaching changes.



To learn more, visit us at

[cypherlearning.com](https://cypherlearning.com)