

# AI WON'T RESCUE BAD LEARNING. IT WILL EXPOSE IT.

## 1 THE OLD WAY: FASTER, BUT FORGETTABLE

They fed their old training into an AI tool and proudly launched a "new" learning experience.

What came back was the same 67-slide course—just created faster.

- ❌ Same passive content.
- ❌ Same forgettable quiz.
- ❌ Same urgent desire to click away.

Employees called it: "The old course with better branding."

Same content.  
Same quiz.  
Same problem.



## 2 ZARA CHANGED THE QUESTION

Instead of asking AI to build courses, Zara asked:

"WHAT IF TRAINING HELPED PEOPLE DO THEIR JOBS?"



**SHE REPLACED PASSIVE SLIDES WITH REALISTIC DECISIONS.**

- Managers practiced difficult conversations.
- Warehouse leads handled safety incidents.
- Customer service reps navigated upset callers.



**SHE ADDED INSTANT SUPPORT.**

- How do I give better feedback?
- What does this policy actually mean?
- How should I respond in this situation?



**SHE PERSONALIZED THE EXPERIENCE.**

- Struggling learners received refreshers.
- High performers moved ahead.

For the first time, training adjusted to people instead of forcing people to adjust to training.

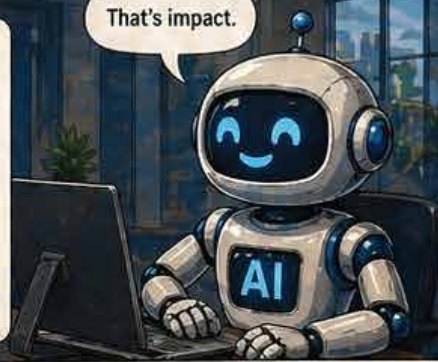
## 3 RESULTS THAT SPEAK FOR THEMSELVES

I actually came back on my own to practice another scenario.

LEARNING PEOPLE WANT.

- ✅ Managers started recommending the tools to new hires.
- ✅ Employees asked for more scenario practice.
- ✅ People voluntarily returned to learning resources without being chased by reminder emails.

That's impact.



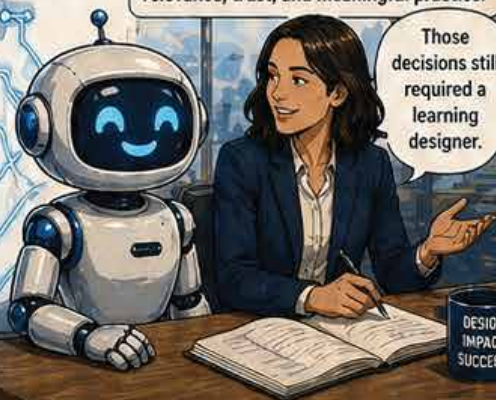
## 4 AI DID NOT REPLACE ZARA—IT AMPLIFIED HER.

It handled speed, scale, coaching, translation, personalization, and content support...

...but it could not decide which behaviors needed to change or how to create relevance, trust, and meaningful practice.

- SPEED
- SCALE
- COACHING
- TRANSLATION
- PERSONALIZATION
- CONTENT SUPPORT

Those decisions still required a learning designer.



## 5 WHAT AI WILL REPLACE

IT WILL REPLACE:

- ❌ CLICK-NEXT COURSES
- ❌ ONE-SIZE-FITS-ALL TRAINING
- ❌ QUIZ FACTORIES
- ❌ CONTENT BUILT FOR REPORTS INSTEAD OF RESULTS

BETTER LEARNING. REAL IMPACT.



## THE TAKEAWAY



Great learning starts with better questions.



AI is a powerful partner, not a replacement.



Focus on behaviors, not just content. Impact, not completions.



Design the change. AI will help you scale it.

USE AI TO MAKE TRAINING MATTER. BECAUSE PEOPLE DON'T NEED MORE TRAINING—THEY NEED BETTER LEARNING THAT HELPS THEM WIN.