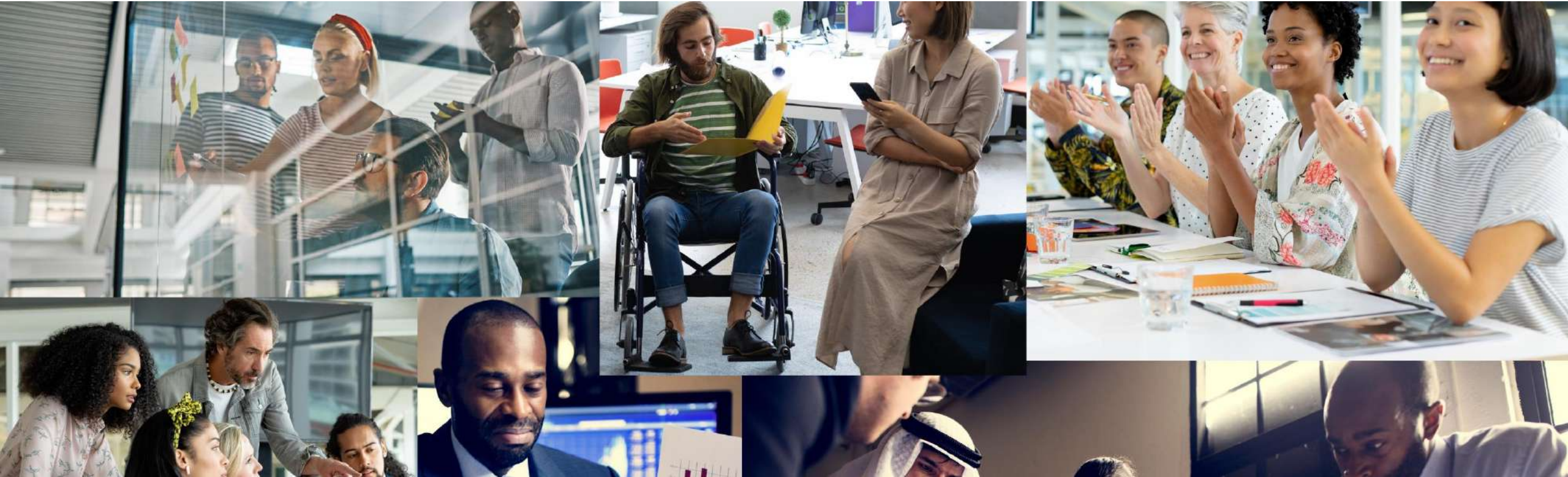
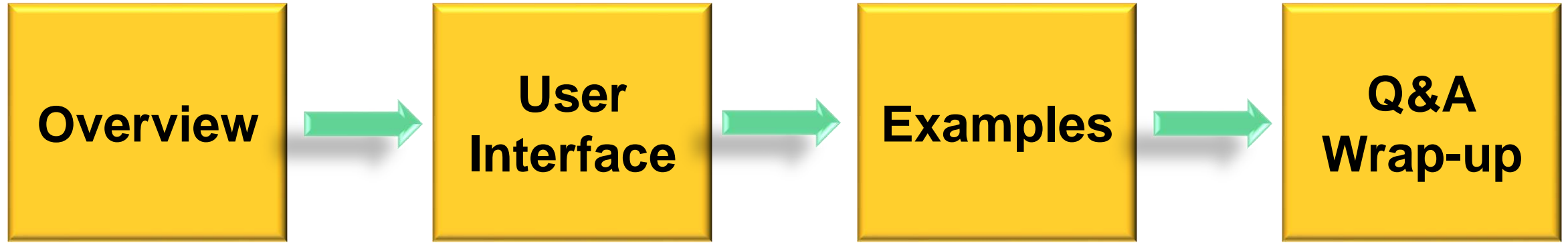


Unleash Generative AI for Impactful Learning Content

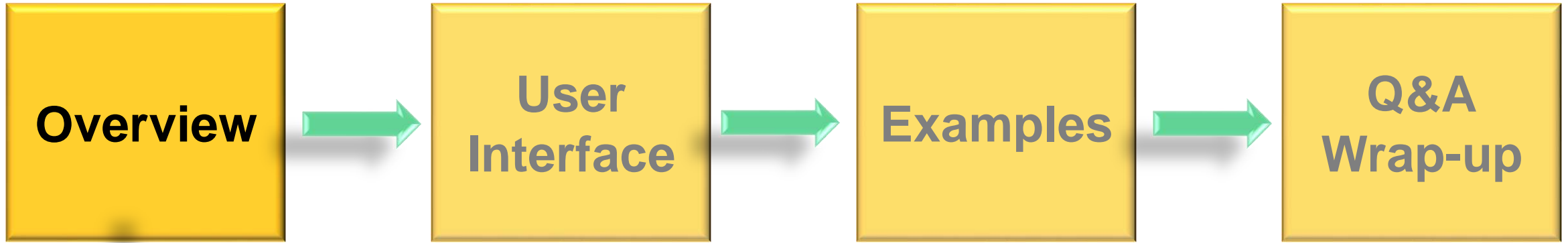


Gary A. DePaul, PhD

Our roadmap



Our roadmap



1. Welcome
2. Learning objective
3. HR and ID usage
4. Generative AI overview
5. Strengths and limitations
6. AI tools

Objectives

Leveraging generative AI, enhance deliverables for ID projects

Access different generative AI resources

When using generative AI, work around limitations and problems



Generative AI overview

Generative
Pre-trained
Transformer

Chatbot
Experience

Most are free
with email account

Massive data:
Common crawl
Wikipedia
Books & articles
Various Internet sources



Example ID usage

Generate

Learning objectives
Assessments
Nonproprietary content
Course descriptions
Activities and case studies
Storyboards
Images
Video scripts
Text to voice
Text to video
Marketing

Content: summarize and rewrite

Help create and design PowerPoint slides

Coach

ID tasks
Improve grammar
Presentations

Strengths and limitations

Generative AI pros and cons

Pros	Cons
Human-like conversations (prompts)	Limited dataset (ex: ChatGPT ended in 2021)
Provide a unique perspective	Sometimes hallucinates
Can create: Poems, code, scripts, music, emails, letters	Still experimental and learning
Available 24/7	Loss of proprietary data
Improved privacy	Biases
Language translation	Doesn't always do what you want

Strengths and limitations

ChatGPT 3.5

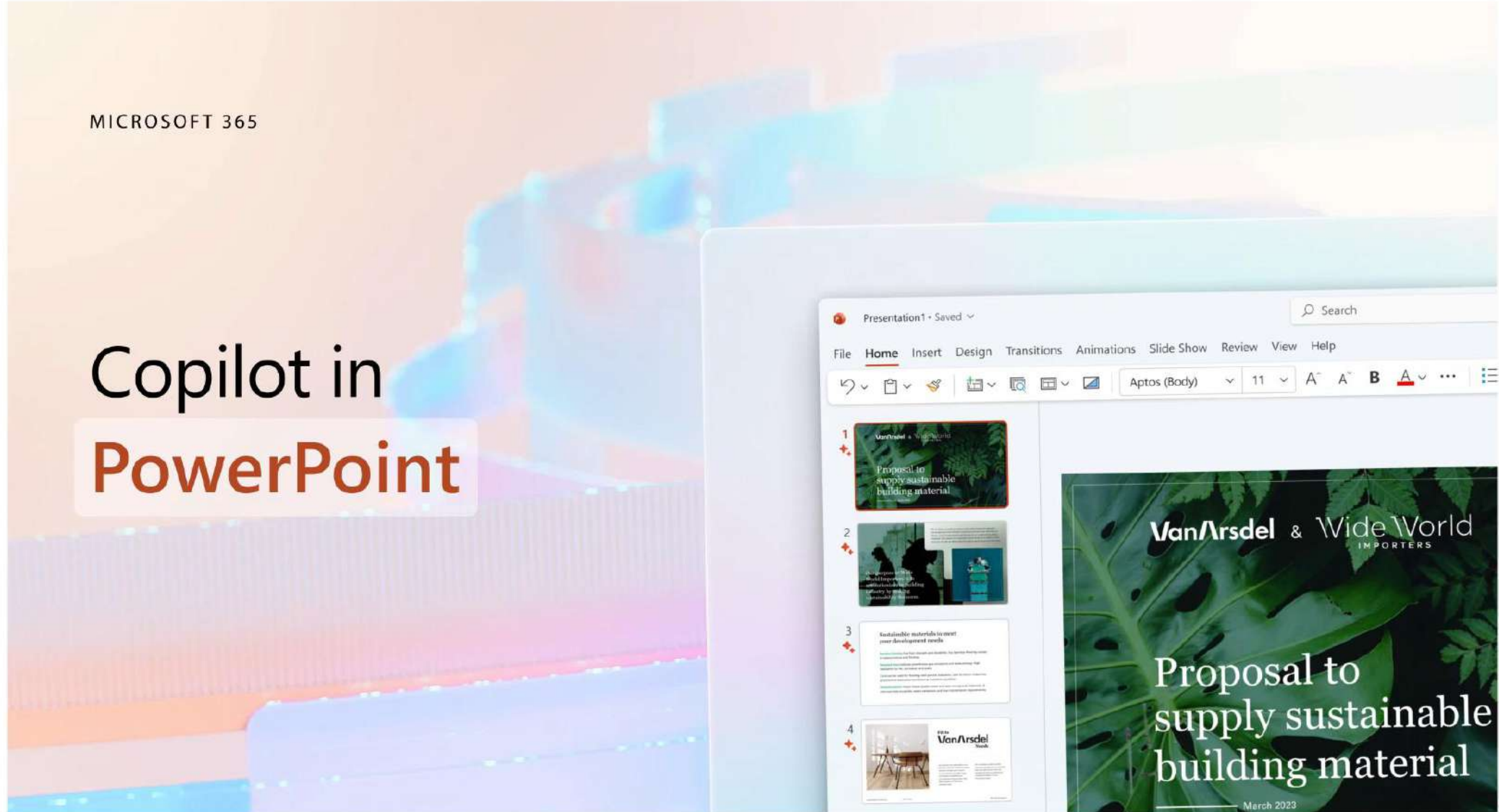
Pros	Cons
ChatGPT is better at generating text, such as long-form articles and emails	Web access is available only to ChatGPT Plus and Enterprise users
Better privacy protection	Lack emotional intelligence
Generate knowledge on a wide range of topics	ChatGPT doesn't let you share conversations with images

Strengths and limitations

Google Bard

Pros	Cons
Better user interface	Doesn't generate text as well as ChatGPT
Bard can retrieve images from the web	Limited plugin or tools
Export responses to Google Docs and Gmail, and share conversations	Limited responses on several topics
Integrates with YouTube	Cannot summarize YouTube videos yet
Available in more languages than ChatGPT	
Updated information	

Generative AI tools

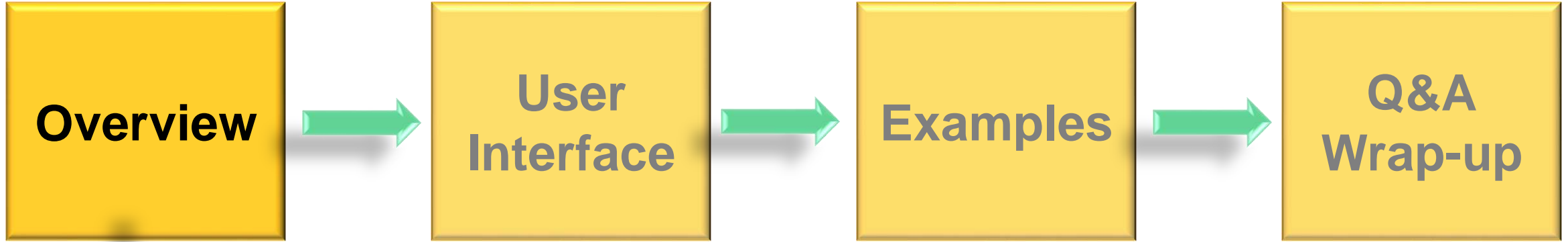


Generative AI tools

Tool	Type	Link	Cost
ChatGPT	Chat	https://chat.openai.com	3.5 = free / 4.0 = cost
Google Bard	Chat	https://bard.google.com	Free
Bing Chat	Chat	https://bing.com	Free
MS Designer	Image creator	https://designer.microsoft.com	Free
chatPDF	PDF summaries	https://www.chatpdf.com	Free
7taps	Microlearning creator	https://www.7taps.com	Free (limited) / cost
WELLSAID	Text to Voice	https://wellsaidlabs.com	Free (limited) / cost
D-ID	Text to Video	https://www.d-id.com	Free (limited) / cost
MS PowerPoint	Presentation coaching tool	Desktop tool	Cost

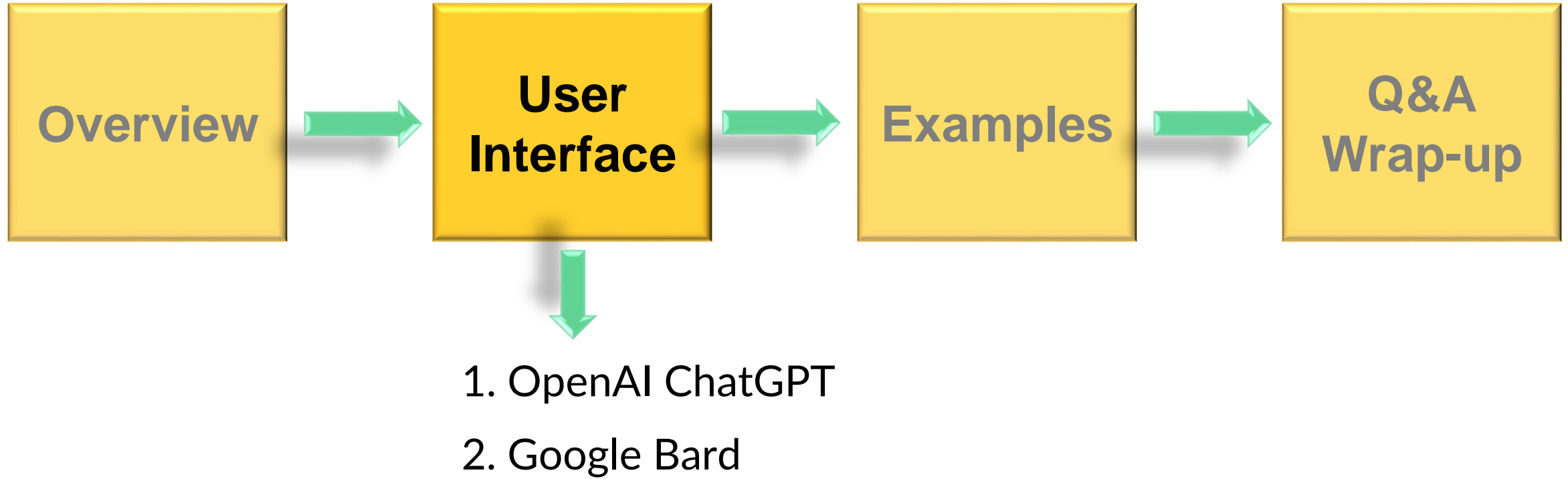


Our roadmap

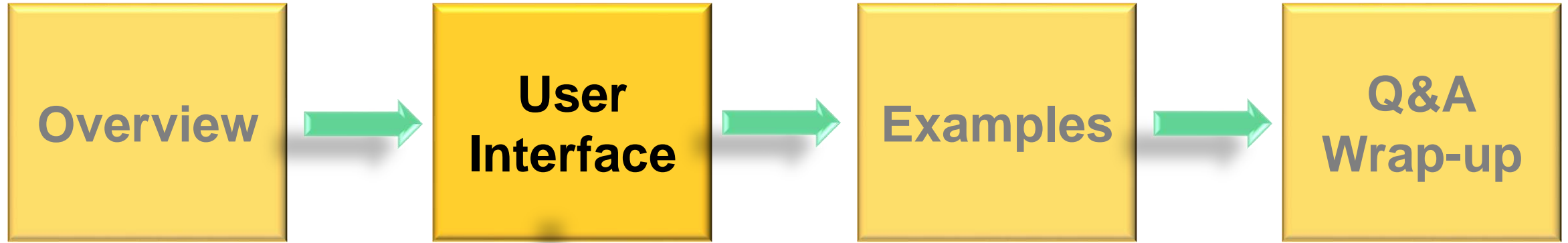


- ✓ 1. Welcome
- ✓ 2. Objectives
- ✓ 3. Your experience
- ✓ 4. Generative AI overview
- ✓ 5. Strengths and limitations
- ✓ 6. AI tools

Our roadmap

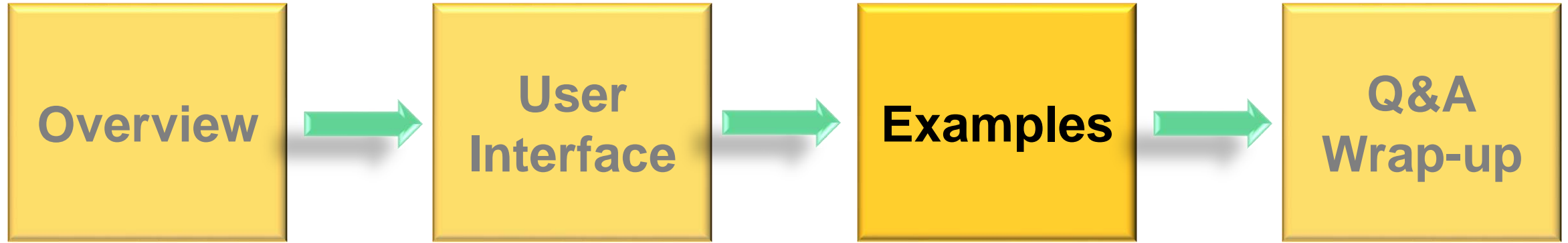


Our roadmap

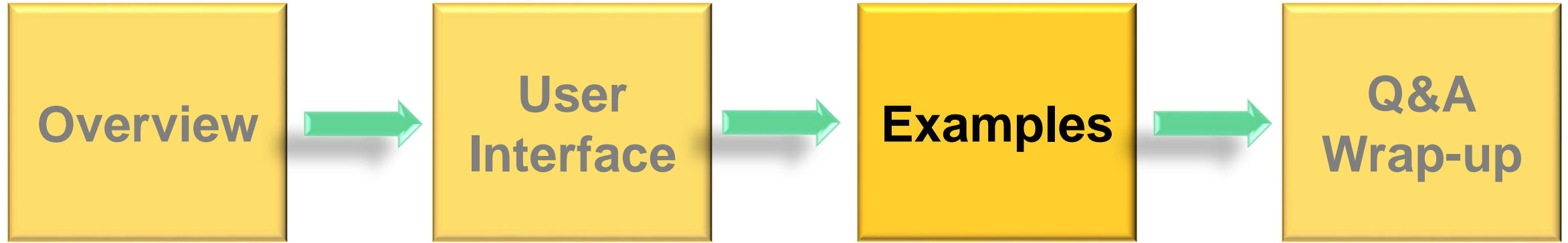


- ✓ 1. OpenAI ChatGPT
- ✓ 2. Google Bard

Our roadmap



Our roadmap



Talent Acquisition

Outline

Case Study

Marketing

Content Summary

Learning Objectives

Video Script

Coach

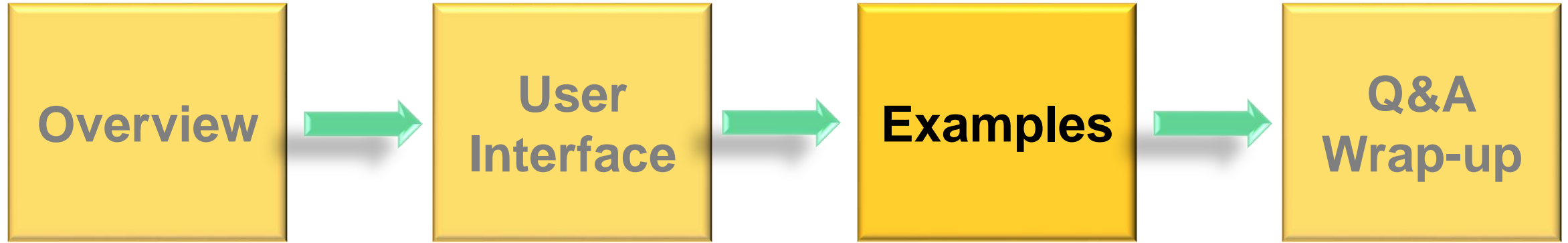
Rewrite Content

Assessments

Course Description

Create something fun!

Our roadmap



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Create something fun!

Talent acquisition

Task

ID job description

Prompt

Act as a talent acquisition and talent development expert. Create a job description for an instructional designer. Include the following: college degree, three years of experience with eLearning tools, able to work with executives, experience with performance consulting

Talent acquisition

Task

ID screening questions

Prompt

For the ID position, create five screening questions for a recruiter to ask. The recruiter needs to understand if the candidate is qualified for the position.

Talent acquisition

Task

ID questions – hiring manager

Prompt

For the ID position, create ten behavioral interview questions that the hiring manager can ask in a candidate interview. Provide some model answers for the questions.

Talent acquisition

Task

ID case study

Prompt

For the ID position, create a case study for the candidate. With the case study, create five questions to ask the candidate. Provide model answers.

Talent acquisition

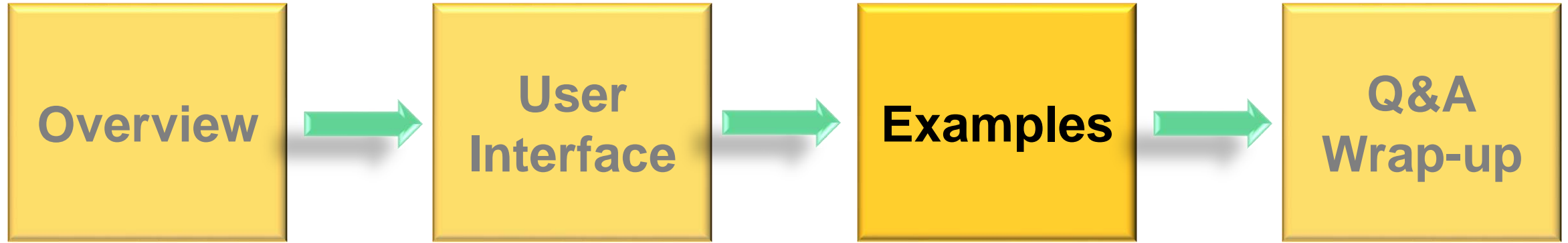
Task

ID invitation to apply

Prompt

For the ID position, create an email that can be sent to prospective candidates to ask them to apply for the position.

Our roadmap



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Create something fun!

Content summary

Task

Book review summary

Prompt

Summarize the following book review that I wrote.

Content summary

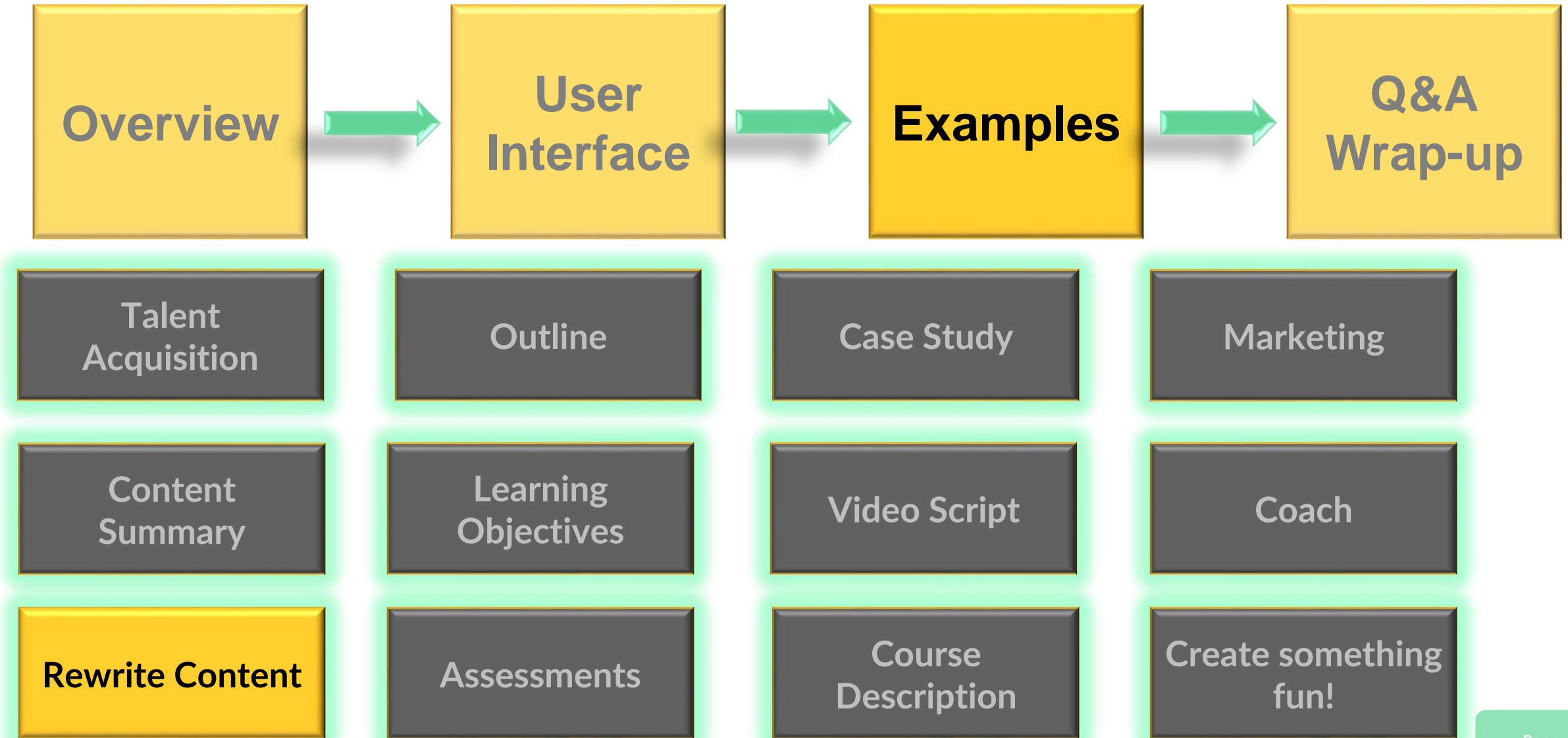
Task

Book review summary

Prompt

Explain to a high school student what reframing training requests means.

Our roadmap



Rewrite content

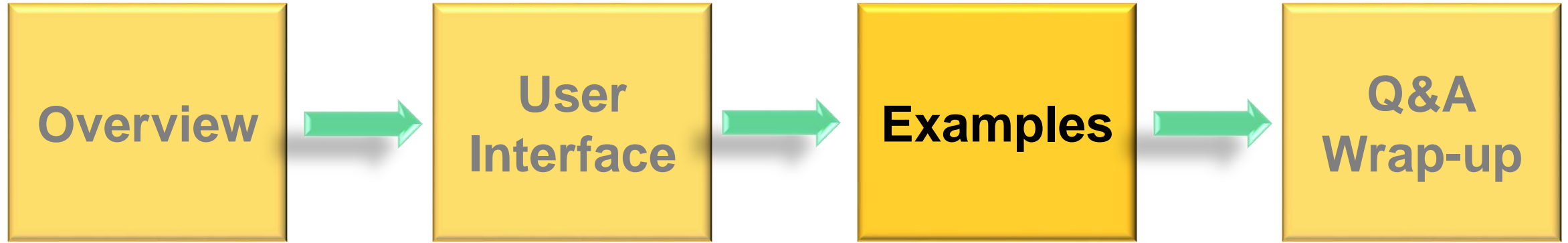
Task

Revise to a paragraph

Prompt

Rewrite the following article that I wrote to a paragraph. In a second paragraph, explain how the article relates to the reframing concept.

Our roadmap



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Create something fun!

Outline

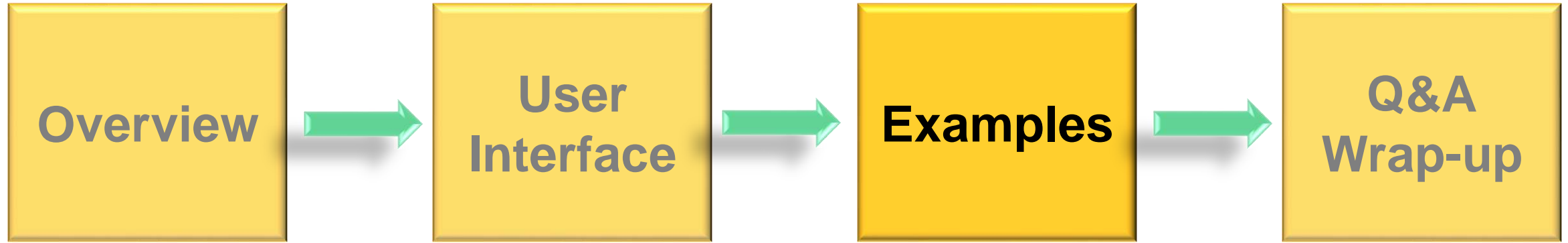
Task

Content outline

Prompt

Act as an experienced instructional designer. Create an outline for a course about reframing training requests.

Our roadmap



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Create something fun!

Learning objectives

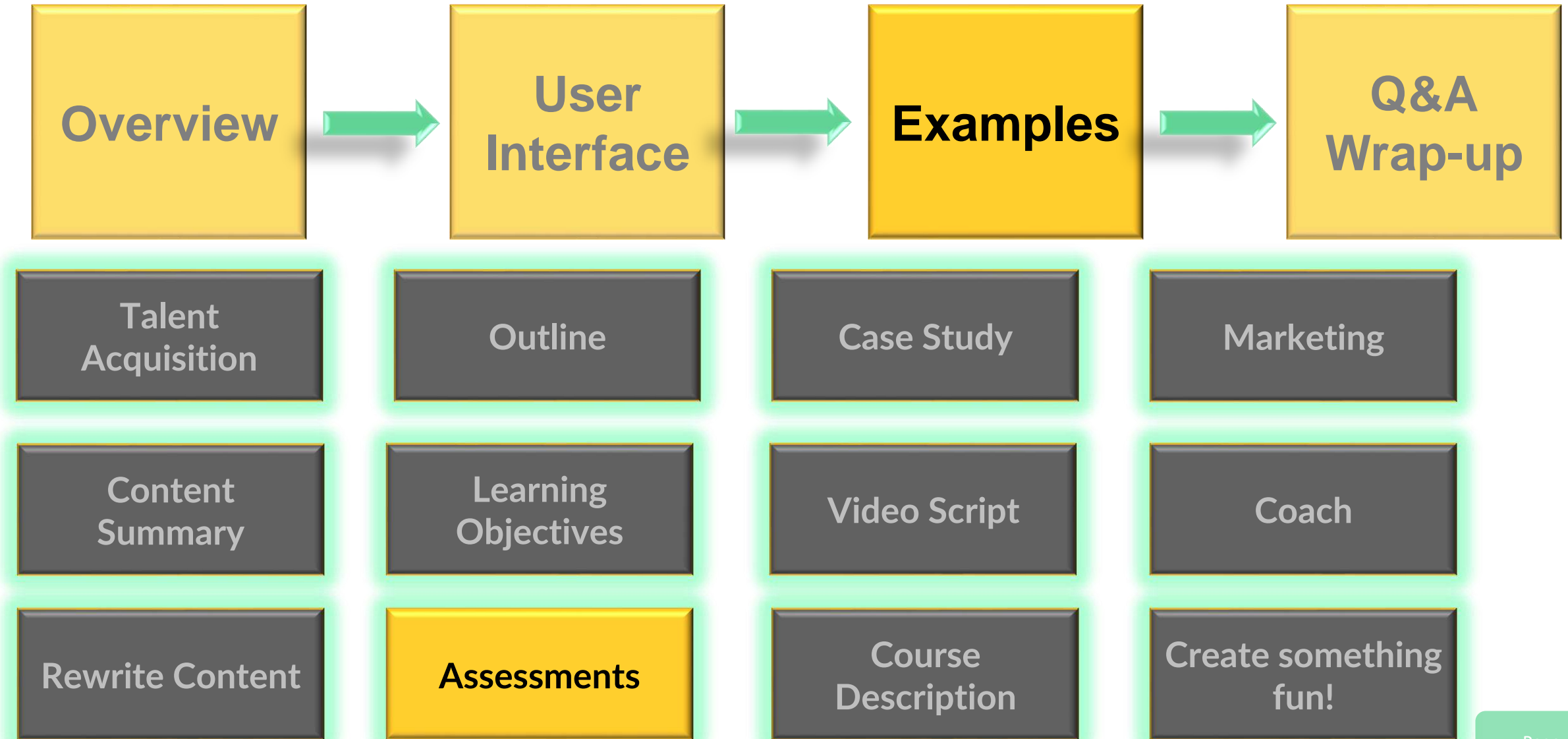
Task

Reframing LO

Prompt

Using the outline, create behavioral learning objectives. Include any conditions for the objective. Explain what it means to achieve the objective.

Our roadmap



Assessments

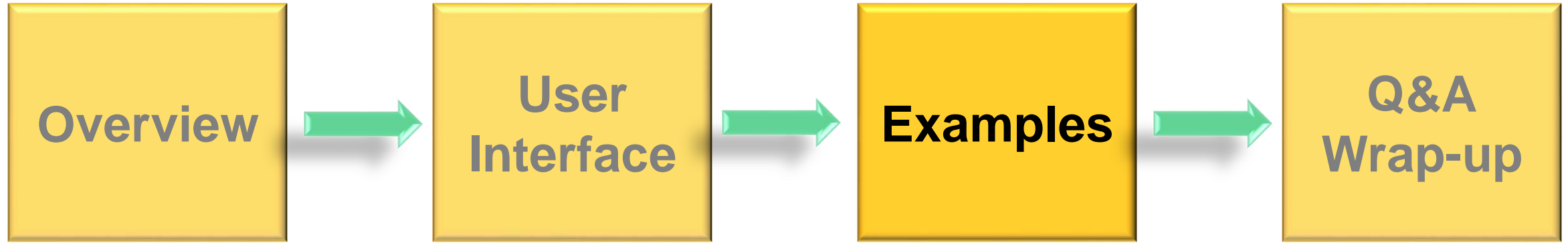
Task

Assessment questions

Prompt

Based on the learning objectives, create a list of multiple-choice questions to assess learning. For each question, have one correct answer and three distractors.

Our roadmap



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Create something fun!

Case study

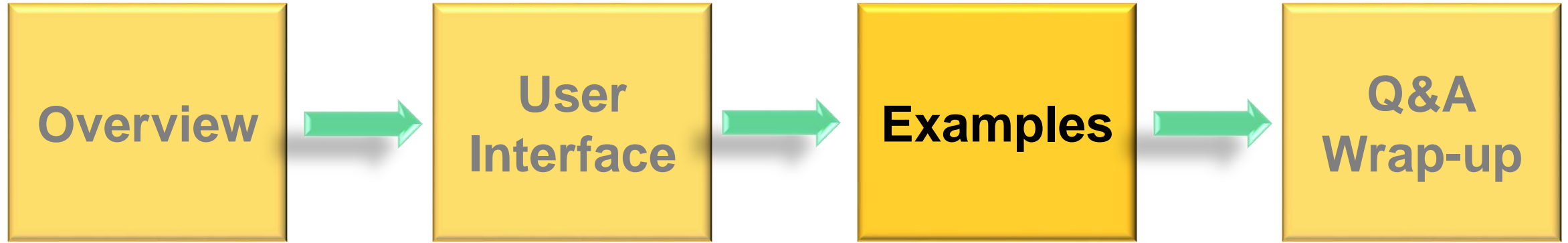
Task

Brief case study

Prompt

Create a case study using the first learning objective. Include five questions for learners to answer. Include model answers.

Our roadmap



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Create something fun!

Video script

Task

Introductory script

Prompt

Create a two-minute video script that the VP of Talent Development can read. The script should introduce the course to learners and explain why the course is critical.

Video script

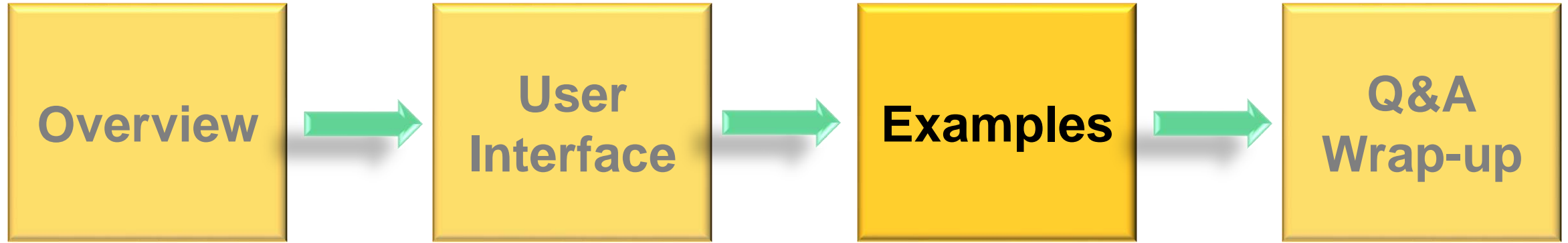
Task

Storyboard

Prompt

Assume that the course will be an eLearning course. Create the first page of a storyboard for this course in a table format. Columns: slide number, title, screen content, visual notes, learner tasks, programming notes. Do not use bullet points. Include behavioral learning objectives with the introduction.

Our roadmap



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Create something fun!

Course description

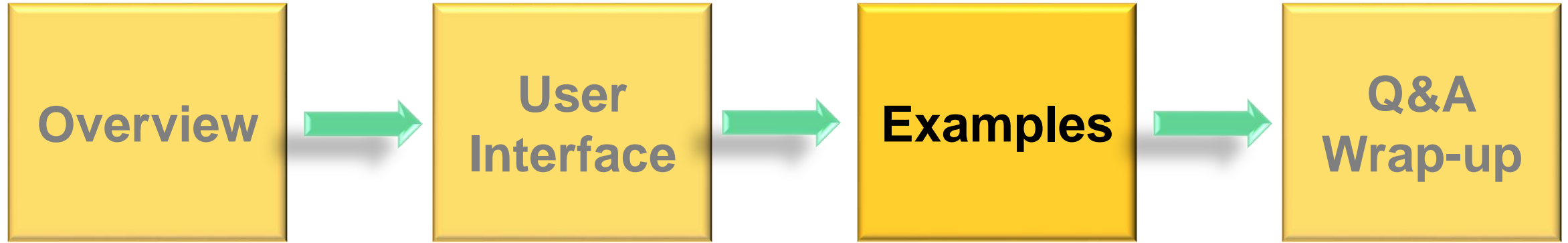
Task

Description for LMS

Prompt

Create a 150-word description of the course that will be included in an LMS.

Our roadmap



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Marketing

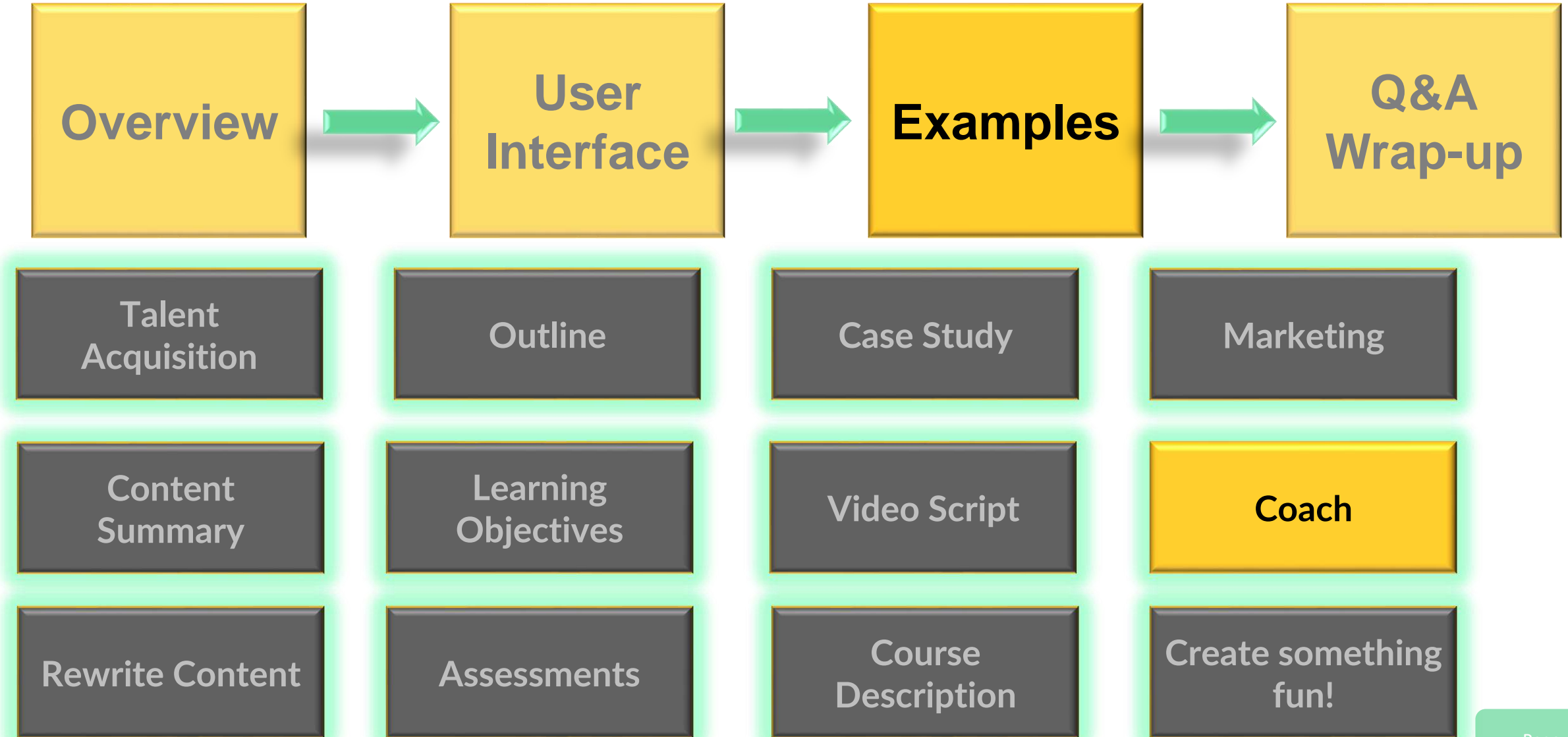
Task

Email marketing

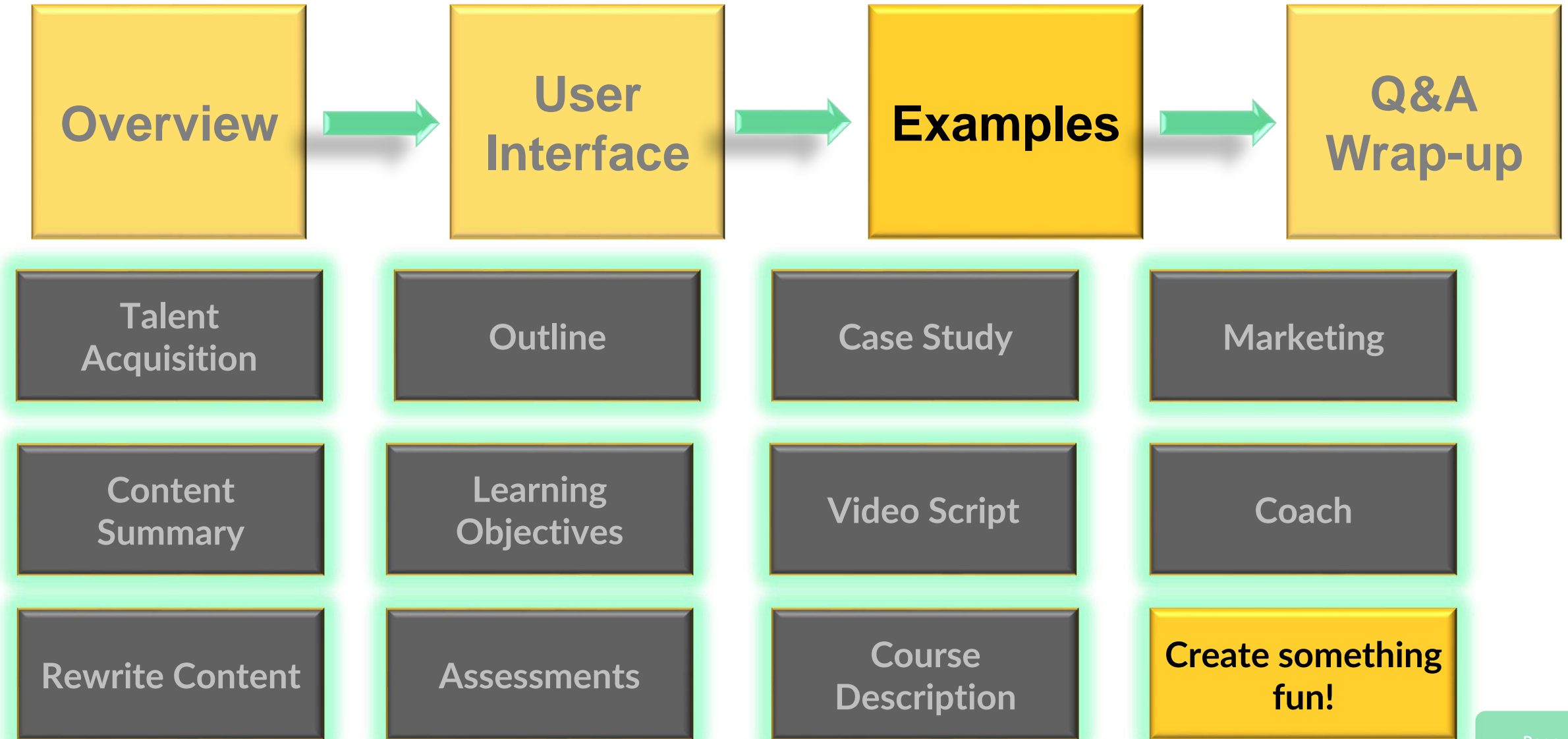
Prompt

Create a marketing email that can be sent to prospective learners for the course. In the email, explain why the course is important.

Our roadmap



Our roadmap



Create something fun!

Task

Rap between writers

Prompt

Create a rap battle between Mark Twain and Ralph Ellison.

Create something fun!

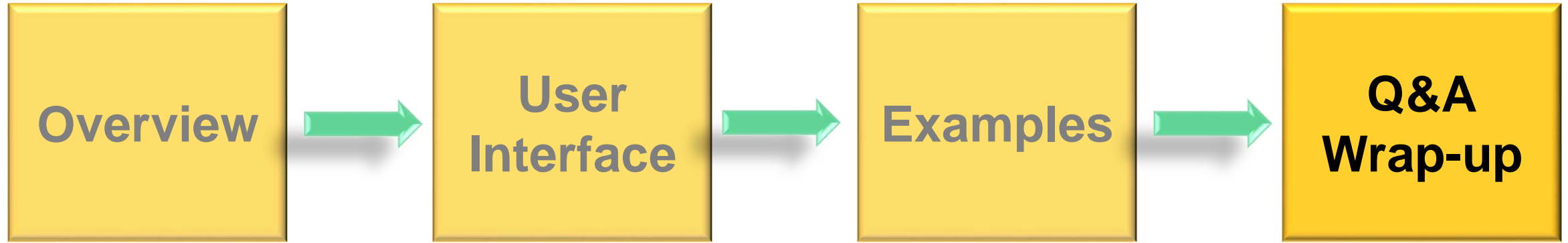
Task

Quiz master

Prompt

You are a quiz master and are going to ask me 10 questions on the subject of **[insert subject]**. You will ask them one at a time and wait for my response. After each response, tell me if I am right or wrong. At the end of the quiz, give me my score and ask me whether I would like to try again.

Our roadmap



<https://www.surveymonkey.com/r/FVG9BGM>



THANK YOU