



# Applying AI in Learning & Development Certificate

Become an expert AI user and strategy leader.



Certificate and Badge



Face-to-Face, Live Online



21 Hours to Complete



Aligned to Talent Development Capability Model™



Enterprise Team Training Available

**Generative AI is reshaping the talent development field, and savvy practitioners need to understand its capabilities so they can use this transformational tool in their work.**

The Applying AI in Learning and Development program is designed to give you an immersive, hands-on experience using AI tools so that you leave the course feeling empowered and confident to apply the skills and knowledge you'll gain as soon as you leave the course.

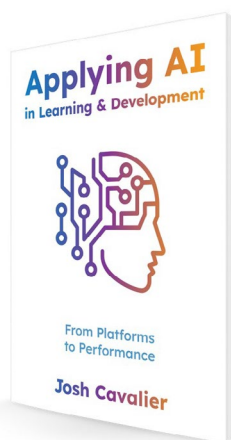
In the course, you'll practice using AI tools to:

- Create structured prompts using your expertise to get the best outputs.
- Accelerate performance consulting, skill mapping, and needs analysis.
- Generate and refine text, images, audio, and video content for learning.
- Develop storyboards, microlearning modules, video scripts, and chatbots.
- Understand automated workflows, GPTs, Gems, and AI agents for L&D tasks.

This program will help you lean into your professional knowledge and guide AI to create enhanced learning solutions that are highly applicable and relevant to your work. You will also learn to integrate AI into your everyday workflows to help automate and streamline day-to-day tasks, freeing your time for deeper work. Throughout the program, you will experiment directly with AI tools and models to solve real-world L&D challenges.

At the end of this intensive learning experience, you will have a deeper understanding of how to apply AI to your work, drive performance enablement, and create programs that benefit learners and organizations.

In this three-day program, you'll benefit from learning from one of the field's top AI experts, who is at the forefront of AI adoption in learning and development. As part of the program, you will receive a copy of Josh Cavalier's new book from ATD: *Applying AI in Learning and Development: From Platforms to Performance*.



**Earn the Applying AI in Learning & Development certificate and digital badge after:**

- Attending all program days and sessions
- Completing the course project activities

Show, share, and socialize your skills and achievements with ATD's digital badging program!

Successful participants of this program will earn the ATD Applying AI in Learning & Development certificate and digital badge.



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## Deepen Your Understanding of AI Usage and Trends

Comprehending the principles and constructs of generative AI is key to unlocking its full potential in your work. Our field is on the precipice of massive change driven by AI. Organizations must develop a strategy to bring AI tools to employees, not to replace, but to enhance their work. L&D practitioners should stand by ready to support their colleagues as they take on new tasks and skills. It is critical that we understand the myriad ways generative AI can enhance and expedite many common tasks in the planning, design, and analysis that inform robust learning experiences.

This course is designed for everyone in talent development, talent management, performance improvement, organization development, and HR. This course will help you understand how to develop an AI strategy to support learning and performance improvement in your organization.

Leaders of all learning functions should consider attending to understand the transformation that is coming to their functions and organizations.

### Why you should attend:

- Explore what it takes to strategically implement AI at the organizational level and in the L&D function.
- Discover the latest models and platforms to uncover their strengths and limitations.
- Streamline every phase of content development, from needs analysis to storyboarding to course creation.
- Support performance with AI-powered chatbots, microlearning, and just-in-time content and tools.
- Move beyond “traditional” training to create engaging, interactive learning experiences on a budget that capture learner attention and deliver results.
- Understand the differences between workflow automations, GPTs, Gems, and agents, and how they can be used to boost productivity.
- Earn an industry-recognized certificate and digital badge in a growing and in-demand topic.

### Related Learning Opportunities:

#### [AI for Instructional Design Workshop](#)

Discover the power of AI through playful practice.

#### [Human Performance Improvement Certificate](#)

Enhance performance with a systematic and results-based approach, driven by business needs.

#### [Integrated Talent Management Certificate](#)

Match your talent strategy to your organizational objectives.

#### [ATD Master Performance Consultant™ Program](#)

Analyze performance gaps. Deliver impactful solutions. Foster exemplary performance.



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## After this program you will be able to:

- Analyze the current state of AI, identify future trends, and explore AI platforms and tools.
- Identify key applications of AI for learning and development.
- Evaluate how to use AI for needs analysis and performance diagnostics.
- Know how to analyze performance gaps with AI.
- Practice with generative AI multimodal creation tools.
- Develop content using AI tools.
- Design useful and strategic prompts.
- Create a chatbot.
- Implement automation tools and workflows.



[Click the image to watch the course introduction video:](#)





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## Course Overview

### Topic 1: Foundations of Generative AI

- What Is Generative AI?
- Current State and Future Trends
- Key Applications in Learning and Development
- Understanding AI Operations

### Topic 2: Redefining Your Role in L&D

- The New L&D Landscape: From Course Creator to Business Performance Partner
- Understanding Business Impact vs. Training Output
- AI Readiness Assessment: Personal and Organizations

### Topic 3: Getting Started With AI Tools

- Introduction to Key AI Platforms
- Tool Selection Strategy
- Using a Large Language Model (LLM)

### Topic 4: AI Performance Consulting

- Performance Consulting Frameworks in the AI Era
- Using AI for Needs Analysis and Performance Diagnostics
- Problem Solving With Large Language Models
- Identifying Training vs. Non-Training Issues

### Topic 5: AI Learning Needs Analysis and Action Mapping

- AI-Powered Data Gathering Techniques
- Analyzing Performance Gaps With AI
- Creating Learning Objectives With AI Support

### Topic 6: Learning Journey Design and Action Mapping

- Framework Introduction
- AI Integration Points and Opportunities
- Delivery Channel Analysis
- Media Selection Strategy and AI Pipelines
- Headless Development

### Topic 7: Hands-on Tool Practice

- Text: ChaptGPT, Gemini, Claude, and CoPilot
- Images: ChatGPT, Midjourney
- Audio: ElevenLabs, Adobe Podcast
- Video: Synthesia, RunwayXL

### Topic 8: Content Development Workshop

- Working With Authoring Tools and AI Workflows Including Avatars
- 7Taps Authoring Tool Deep Dive
- Reverse Engineering Authoring Tool Capabilities With LLM Prompts
- Analytics Measurement With AI, xAPI, and XCL

### Topic 9: Project Work

- Vibe Programming Learning Interactions Demo
- Developing a Course Structure With an LLM
- Creating Course Content
- Consistent Characters With Gen AI Image Tools for Scenario Training
- Tool Integration Planning
- Peer Feedback Session



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## Topic 10: Performance Support Sprint

- Multi-Modal Content Development
- Quiz and Assessment Creation With Prompts
- Creating a Performance Support Chatbot

## Topic 11: Advanced AI Implementation

- Prompt Design
- Creating Prompt Libraries to Support Your Workflows
- Automation Tools and Workflows
- Working With AI Agents

## Topic 12: Project Finalization

- Individual Presentations
- Peer Feedback
- Expert Review
- Implementation Planning

## Tools and Resources

Participants will receive a copy of Josh Cavalier's new book from ATD: [\*Applying AI in Learning and Development: From Platforms to Performance\*](#)



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## Date & Time:

9:30 a.m. to 5:30 p.m. (GMT+8)  
June 1st, 2nd and 5th



## Language:

English



## Format:

Live Online



## Facilitator

### Frederik Haentjens

*ATD Facilitator*

Frederik Haentjens is a distinguished authority in human capital and organizational transformation, renowned for his innovative approach to revolutionizing HR through AI. With a career spanning more than two decades, Frederik has established his reputation as a visionary author, keynote speaker, and executive. His expertise lies in organization design and agility (ODA), digital transformation, design thinking, employee experience, people analytics, workforce planning, and innovation and disruption, making him a pivotal figure in the evolution of HR practices worldwide.

Frederik's journey is a testament to adaptability and foresight. When the world was grappling with the sudden shift to remote work caused by the COVID-19 pandemic, he saw an opportunity where others saw an obstacle. His book, *The Future of Work: Embracing Artificial Intelligence for Success*, isn't merely a collection of insights—it's a roadmap to thriving in a fundamentally transformed world. It reflects his knack for turning challenges into stepping stones, using AI to bridge the gap between the personal touch of traditional workshops and the efficiency of digital platforms.

A significant part of Frederik's legacy is his contribution to establishing multiple organizational design units, a testament to his pioneering vision in organizational development. His collaborations with leading corporations such as SABIC, AI Rajhi Bank, GIB, and various semi-governmental and ministerial bodies in the GCC highlight his ability to drive transformational change at scale. His work with industrial giants—including STC, ADNOC, TAWAL, ROSHN, EMAAR, SAR, Etisalat, Bapco Energies, and RCU—underscores his versatility and impact across diverse sectors.

What sets Frederik apart is his belief in a human-centered approach, underpinned by cutting-edge technology. He isn't merely preparing businesses for the future; he's ensuring they remain at the forefront of their industries, with workforces as agile and innovative as the solutions they offer. These collaborations prove that Frederik doesn't simply predict the future of work—he actively creates it.

As a creative thinker, designer, problem solver, and decision maker, Frederik possesses exceptional skills in communication, interpersonal relations, coaching, mentoring, change management, and collaboration. He brings a compelling blend of expertise, innovation, and practical strategies that inspire decisive action. Whether navigating the complexities of digital transformation or integrating AI into HR practices, Frederik's insights prove invaluable.

Frederik Haentjens' journey serves as a guiding framework for HR professionals seeking to harness AI and digital technologies to transform their organizations. As a guest speaker and trainer for the workshop "Revolutionize HR Through the Power of AI," Frederik is eager to share his wealth of knowledge, insights, and practical strategies to empower participants. His unwavering commitment to excellence and innovation makes him an invaluable asset to any organization seeking to navigate today's workplace challenges and emerge as a leader in the future of work.

## Core Expertise:

- AI Strategy & Governance
- Executive AI Training
- AI Academy Incubation
- Generative AI
- RAG
- Multimodal AI
- Agentic AI

## Track Record:

Established sustainable academies for finance, energy, government, and retail sectors; reduced training design cycles by 50% and accelerated execution by 30–40%.



# Why Choose ATD as Your Professional Development Resource?

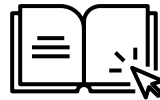
During the last 80 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

## What You Can Expect From an ATD Course

- Research- and capability-based learning with applied adult learning principles
- Hands-on practical activities
- An engaging environment that builds confidence and makes learning personally relevant
- Actionable take-home materials to ensure real application back at work

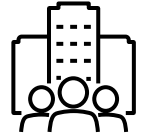
**200+**

Courses



**1,000+**

Organizations  
Have Trained  
With Us



**120+**

Countries  
With  
an ATD  
Presence



**160,000+**

Professionals  
Have Learned  
With ATD  
Education



We are here to help you and your team learn, grow, and improve!