

# Pioneering Generative AI in Learning & Capability Development



How do we do this?

**Navigating  
the New  
Frontier**

**Transforming  
Learning Experiences  
With GenAI**

**Engaging a  
Community of  
Practice**

Read on to learn more.

## Navigating the New Frontier

“Over 80%  
of enterprises are projected to  
utilize GenAI interfaces or deploy  
GenAI-enabled applications  
by 2026...”<sup>1</sup>

The integration of generative artificial intelligence (GenAI) into the pharmaceutical industry is not just an emerging trend—it’s a seismic shift that is opening a new frontier for learning and capability development.

Over 80% of enterprises are projected to utilize GenAI interfaces or deploy GenAI-enabled applications by 2026, with AI and big data heralded as one of the most important priorities in company training strategies from now until 2027.<sup>1,2</sup>

To keep pace with the adoption of this transformative technology, the **strategic prioritization of training agendas has never been more critical.**

## Transforming Learning Experiences With GenAI

By generating content and experiences in real time, the pervasive spread of GenAI will enable learning journeys that are deeply responsive and individualized for every user, **fundamentally transforming learners’ experiences and expectations.**

Trainers also stand to benefit, as GenAI will empower them with scalable digital solutions to support assessment, practice, and coaching for more personal and effective learning. Generative experiences will increasingly become ingrained as a new modality for learning.

## Engaging a Community of Practice (CoP)

We are leading the charge in **harnessing GenAI to transform learning and capability development strategies** through our CoP program.

The CoP program is activating a team of GenAI users through a blended, hands-on training experience, empowering them to build their expertise, successfully leverage this transformative technology, and catalyze action throughout the organization.

### Augmenting Our Skills

Prompt engineering  
Model priming

### In a Practicing Community

Scalable approach to adoption  
Mixed synchrony  
engagements

### With Real-World Application

Crafting appropriate use cases  
Compliance and  
transparency

## Join Us in Pioneering the Way

We are dedicated to ensuring our partners in the pharmaceutical industry are not only prepared for the challenges of today but poised to define the innovations of tomorrow. Join us to catalyze adoption of GenAI within your organization and explore how it can transform your learning experiences.



It’s time for a **New Wave** in learning.

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1. Catherine Howley. Gartner says more than 80% of enterprises will have used generative AI APIs or deployed generative AI-enabled applications by 2026. Gartner Newsroom. <https://www.gartner.com/en/newsroom/press-releases/2023-10-11-gartner-says-more-than-80-percent-of-enterprises-will-have-used-generative-ai-apis-or-deployed-generative-ai-enabled-applications-by-2026>. October 11, 2023. Accessed February 23, 2024. 2. World Economic Forum. The future of jobs report 2023. <https://www.weforum.org/publications/the-future-of-jobs-report-2023/>. April 30, 2023. Accessed February 23, 2024.