

Implementing AI Training: **What Training Leaders Do Right**

10 tips for implementing AI training in ways that drive adoption and help your company achieve its business objectives.

1 Obtain executive sponsorship

Everything goes more smoothly when top leadership become advocates for long-term adoption and scale-up. They can ensure that you receive the necessary funding and resources, prioritize it among competing business demands, and help give the project strategic direction.

Ideally, they won't just agree to introducing AI training; they'll share your excitement. When business leaders set an example by supporting and even participating in AI-powered training, it helps overcome resistance to change throughout the whole organization.

2 Budget AI training as its own line item

Giving training its own dedicated tech budget line helps ensure that your solution is properly resourced and sustainable as it scales. The budget line should cover not just initial costs like licensing, customization, and integration, but also ongoing needs like content updates, support, and scaling to new teams or use cases.

When you have a defined financial commitment from the tech side of things, there's less risk that your training solution will be underfunded, deprioritized, or stalled midway. A clear budget line also supports better planning, vendor negotiations, and ROI measurements.

3 Appoint a single point of contact to spearhead the project

There might be many people who want to see AI training succeed in your organization, but implementation works better when just one person is in charge. This point of contact serves as the bridge between the AI training vendor, internal stakeholders, and technical teams, making sure that nothing falls between the cracks and causes delays.

The AI training point of contact would be responsible for facilitating communication between teams, addressing roadblocks, and maintaining accountability across different phases of the project. They manage timelines, coordinate feedback, and keep track of both strategic objectives and day-to-day tasks. It could be your Head of Sales Enablement, L&D leader, or someone in your Employee Development team, for example.

4 Pilot the AI solution

Running a pilot for your new AI training solution is the best way to validate it and demonstrate value to business leaders before a full-scale rollout. The pilot users provide important feedback about technical issues, usability, content relevance, and impact. You'll use these insights to adjust training sessions, user experience, and delivery methods.

The pilot group should be a representative sample from the employees who'll be using the new solution, together with a control group that will continue with the regular training during the pilot. Make sure to set concrete goals and ways to measure progress, like increased satisfaction or shorter time to best score, otherwise it will be difficult to make an informed comparison.

Case study: GoHealth

GoHealth, a fast-growing company that sells Medicare insurance in the US, ran a pilot that used Second Nature's AI role play training for 20 sales agents. They measured sales rates 10 days before and 10 days after training and found a total of thousands & dollars and an average 21% increase in sales.

5 Align with your business objectives

The way that you design your learning experiences plays a key role in the success of your AI training solution. Training sessions should be engaging, accessible, and align with your business objectives, so instructional design is crucial. It's also important to verify that your curriculum leads to measurable outcomes so that you can monitor progress.

Think about which types of conversations are most likely to arise for your users, like cold calls for sales, employee evaluations for HR, and queries about pricing for customer support. Decide which skills are the most essential, and then arrange your courses in a way that drives acquisition and strengthens mastery for those skills.

6 Focus on structuring courses and scripts

If your business is in a highly regulated industry like insurance and relies on scripted sales conversations, you'll need to build those scripts carefully and organize conversation flows in a way that accurately reflects real world conditions.

Either way, course structure is vital for success. For example, in the case of Second Nature's AI-powered role plays, you'd consider how many role play conversations to include in a course, what scenarios those role plays should cover, and what counts as success in a role play conversation.

6 Focus on structuring courses and scripts- continuation

AI training role plays need to allow for branching dialogs, unexpected follow-ups, and context-aware responses, so that they accurately reflect real-world interactions. When you carefully plot your course structure, you'll stimulate skill acquisition and encourage learner engagement.

Case study:

The Bauer College of Business at the University of Houston introduced Second Nature as part of its popular selling skills course. To write the scripts and structure for the training role plays, Amy Vanderveer Novak, senior professor of practice and marketing, simply uploaded her existing rubric to the Second Nature platform.

7 Manage internal communications to drive adoption

The way that you prepare employees for AI training is crucial for gaining buy-in and driving adoption. A well-planned communications strategy that informs employees about the purpose, benefits, and expectations of the new training helps to build trust and reduce uncertainty.

Clear internal communications keeps everybody aware of timelines and ensures that they know about the support resources and feedback channels that they can use as they begin to use the solution. With consistent messaging, you'll cultivate enthusiasm for continuous learning and innovation.

Case study: Zoom

When Zoom implemented Second Nature's role play training for its 1,000+ sales reps, the role play training avatar was introduced as a new member of the sales enablement team. This created a lot of excitement and drove engagement with the new training program.

8 Test role plays

Subject matter experts (SMEs) are indispensable for validating the content accuracy and contextual relevance of AI-powered training role plays. Their feedback helps to refine scenarios, correct misconceptions, and align responses with industry standards and organizational protocols.

By engaging SMEs early in the process, developers can ensure that the training matches real-world workflows and delivers practical value. When everyone knows that SMEs were involved, it also boosts credibility among stakeholders and users.

9 Whitelist your AI training platform on the domain level

This is one for the tech team, because it involves tasks like configuring firewalls, authentication protocols, and access permissions. You need to make sure that your new AI training solution is whitelisted on a domain level, so that it can operate smoothly and securely within the network.

Accurate configurations are also important to integrate the solution with existing infrastructure like LMS, CRM, and email. Otherwise, users could hit accessibility issues, security blocks, or frustrating friction.

10 Deliver clear user onboarding

Onboarding is the final step in your implementation checklist, and one of the most important. Clear, user-friendly onboarding processes familiarize users with the platform's interface, features, and expectations. It prepares users to confidently engage with the AI training solution from day one, helping reduce friction and boost adoption rates.

Onboarding can include walkthroughs, demos, FAQs, and/or support resources tailored to different roles. For example, Second Nature's onboarding process is simple and intuitive, with accessible support that helps even tech-hesitant users to feel confident on the platform. Keep in mind that onboarding is also an opportunity to reinforce broader professional development or performance goals and connect them with training.

*Driving success with **AI training***

Implement AI training in ways that ensure adoption and long-term success. With leadership support, a dedicated budget line, and careful planning around instructional design, course structure, a pilot run, and onboarding, you can use AI training to noticeably increase employee engagement and strengthen skills.

Second Nature comes with many functionalities to support you through these steps. The user-friendly AI assistant allows you to create new training role plays, organize courses, and refine instructional design easily. It helps you hone training programs to meet your business objectives. SMEs can validate role plays just by talking to the platform, and its intuitive interface makes onboarding a cinch. The clear, timely AI-powered evaluations make it easy to demonstrate ROI to gain leadership enthusiasm, while the gamified learning experiences help generate excitement among employees.