Checklist for Replicating Hearst & <u>Data Society's</u> GenAI Training Success

DATA SOCIETY:

THIS CHECKLIST, BACKED BY DATA FROM THE WEBINAR "EMPOWERING OVER 8,000 PEOPLE WITH GENAI: A CASE STUDY WITH HEARST AND DATA SOCIETY" HOSTED BY <u>THE DATA LODGE</u>, PROVIDES ACTIONABLE STEPS FOR LEARNING LEADERS AIMING TO IMPLEMENT A SCALABLE AND IMPACTFUL GENERATIVE AI (GENAI) TRAINING PROGRAM.

WATCH WEBINAR HIGHLIGHT REEL

KEY TAKEAWAYS CHECKLIST

☐ GAIN LEADERSHIP BUY-IN
Why? Executive support ensures engagement and resource allocation.
Evidence: Hearst's leadership endorsement encouraged widespread participation, leading to over 8,000+ employees completing GenAI training.

☐ ALIGN TRAINING WITH BUSINESS GOALS
Why? AI training must drive measurable business impact.
Evidence: Post-training results showed:
- 61% of employees planned to use HearstGPT for at least one activity in the following week.
- 66% of employees reported confidence in writing strong AI prompts, demonstrating direct application of learning.

☐ OFFER MULTIPLE LEARNING FORMATS
Why? Employees learn in different ways, so flexibility increases engagement.
Evidence: Hearst and Data Society used:
- Live virtual workshops for interaction.
- Self-paced modules for flexibility.
- Hands-on AI challenges for real-world practice.
- Microlearning sessions for quick, actionable insights.

☐ PROVIDE REAL WORLD APPLICATIONS
Why? Employees engage better when training is relevant to their work.
Evidence: Pre-training surveys revealed that:
- 30% had never used GenAI before the training.
- 54% had only experimented with GenAI tools but lacked structured application knowledge.
- Providing real-world examples boosted practical AI adoption and confidence.

☐ LEVERAGE TECHNOLOGY FOR SCALE
Why? Digital tools enhance accessibility and learning effectiveness.
Evidence: After launching GenAI training:
- GenAI Microsite visits increased by 84%.
- HearstGPT monthly activity grew by 175% from May to August 2024.
- Hearst's use of an LMS, GenAI Microsite, and AI-powered tools supported scalable learning.

☐ ENCOURAGE PEER LEARNING AND COLLABORATION
Why? Building a culture of AI fluency accelerates adoption.
Evidence: Creating AI communities and discussion forums helped employees share experiences and best practices, leading to sustained learning beyond the formal training sessions.

☐ EMBED AI TRAINING IN COMPANY CULTURE
Why? Sustainable AI adoption requires ongoing learning initiatives.
Evidence: Post-training, Hearst saw increased engagement with AI tools, confirming that continuous learning leads to sustained adoption. The training wasn't a one-time event but part of an evolving workforce development strategy.

☐ SUPPORT CONTINUOUS LEARNING
Why? Employees need reinforcement to build long-term AI fluency.
Evidence: Hearst provided on-demand AI resources, follow-up sessions, and refresher courses, ensuring employees remained confident and engaged in using GenAI tools.

☐ CELEBRATE MILESTONES AND RECOGNIZE SUCCESS
Why? Acknowledging progress boosts motivation and reinforces learning.
Evidence: The program's success metrics and employee achievements were shared across the organization, fostering enthusiasm and ongoing commitment to AI learning.