

50
YEARS

50th IFTDO
World Conference & Exhibition
Golden Jubilee
Egypt, 22-24 April 2024

**Redesigning
The Future**

**Come to Cairo
Learn, Celebrate & Enjoy**

IFTDO Conference
22nd - 24th April 2024



team

الخبراء العرب في الهندسة والادارة
engineering & management consultants



IFTDO
International Federation of
Training and Development
Organisations



International
Federation of
Training and
Development
Organisations

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Editorial

Dear members,

In the digital era today, the world is witnessing a remarkable transformation in the field of education and professional development. Artificial Intelligence (AI) has emerged not only as the new paradigm in revolutionizing the way we learn and grow. As AI continues to advance, it brings with it a plethora of opportunities and challenges that educators, learners, and organizations need to embrace and adopt. In this editorial, we explore how AI is reshaping the landscape of learning and development, and why it is a paradigm shift we can no longer afford to ignore. The biggest change it can bring about is in its ability to personalize learning experiences. Traditional one-size-fits-all models are being replaced by adaptive learning platforms powered by AI algorithms. These platforms can assess an individual's strengths and weaknesses and tailor learning content and pace to meet their unique needs. This ensures that learners can make the most of their time and resources, resulting in improved outcomes and a more engaging educational experience.

IFTDO is blessed to have members from the Global community spread over 5 continents, the development in the application of AI takes significance in view of sharing the experience of multiple organisations and creating an opportunity for faster learning and development.

In this issue, we have received a couple of articles from Africa focussing on the role of AI in the agricultural & Rural sectors, Training and development. Cairo Conference is only six months away and Team Misr is working hard to make the 50th Conference a memorable one. I have also shared a travelogue of a cruise in the River Nile, undertaken a couple of years back. It was a lifetime experience and of course an added attraction for those who are planning to register for the conference.

Dr. A C Joshi





Dr. Ranjan Kumar Mohapatra

IFTDO Chairman's Message

Greetings Everyone.

Considering the thrust on new age technology, it is but apt that the theme of coming IFTDO News has been chosen as 'AI, the new paradigm in L & D'.

I personally feel that leveraging the power of Artificial Intelligence (AI) can really transform human learning. AI, which was once confined to the realms of science fiction, has become a tangible force transforming numerous industries, and L&D is no exception. It is now reshaping the way organizations approach training, skill development, and knowledge acquisition.

One of the key benefits of AI in L&D lies in its ability to personalize the learning experience. Through intelligent algorithms, AI can analyze vast amounts of data, such as individual learner preferences, performance metrics, and skill gaps. By doing so, it can tailor learning pathways, content, and assessments to meet the unique needs of each learner. This level of personalization not only enhances engagement and motivation but also maximizes learning outcomes.

However, it is crucial to recognize that AI should not be seen as a substitute for human instructors or trainers. While AI can augment and enhance the learning process, human expertise and guidance are indispensable. The unique insights, empathy, and adaptability that human instructors bring to the table cannot be replicated by machines alone. Therefore, our focus should be on leveraging AI as a tool to enhance human learning and performance, rather than replacing the vital role played by human trainers.

Responsible use of AI in L&D also entails addressing ethical concerns. As we develop and implement AI-powered systems, we must ensure fairness, transparency, and impartiality. Bias in algorithms, data privacy, and inclusivity must be at the forefront of our considerations. By adopting a thoughtful and responsible approach, we can ensure that AI in L&D promotes equity, respects individual privacy, and embraces diverse perspectives.

Furthermore, the evaluation of AI-powered L&D initiatives is critical. As we integrate AI into our programs, we need to continuously assess and measure its impact on learning outcomes, learner satisfaction, and performance improvement. Rigorous evaluation methodologies should be employed to ascertain the effectiveness and value-add of AI interventions. This feedback loop will help refine and optimize the application of AI in L&D, ensuring its continued evolution in alignment with organizational and individual needs.

In conclusion, AI represents a new paradigm in L&D, offering immense potential for innovation and growth. However, as we embrace this new frontier, let us remember that AI is a tool that should augment human expertise, not replace it. By blending the power of AI with the wisdom and experience of human instructors and trainers, we can create a learning ecosystem that is both technologically advanced and deeply human-centered.

As members of IFTDO, we have a collective responsibility to lead the way in ethical and responsible AI adoption in L&D. Together, we can forge a future where AI seamlessly integrates with human intelligence, propelling us towards new heights of individual and organizational success.

Let us collaborate, learn from each other's experiences, and share best practices in utilizing AI to enhance the art and science of L&D. By doing so, we can shape a future where AI becomes a catalyst for transformative growth, unlocking the full potential of individuals, organizations, and societies at large.

Best Wishes

Dr. Ranjan Kumar Mohapatra



Prof. Helmi Sallam

President's Desk

Dear Colleagues and friends,

These last three months witnessed a lot of efforts done by our Team to make sure that everything is well prepared for our fellow colleagues who will participate in the 50th IFTDO conference which will be held in Cairo 22-24 April 2024, and will witness the celebration of the Golden Jubilee of the establishment of the IFTDO.

Those who are still re-thinking of missing this specific event should know that they will miss the following benefits:

- Attending sessions over three days where at least 40 international different speakers will deliver their experiences and views from different regions of the World on how to “Re-Design the Future”.
- Communicating and interacting with hundreds of participants and delegates from at least 60 countries representing the training and HR functions of their different organizations.
- Attending and enjoying the celebrations of the Golden Jubilee. The IFTDO board has placed special attention to this event which was reflected in forming a special Task Force focusing on planning a number of activities related to this celebration, all will be held in the Cairo Conference.
- Enjoying Egypt at this time of the year the venue that we have chosen (Semiramis Intercontinental Hotel) located at the heart of Cairo, just beside the river Nile, a walking distance from Down Town with its shopping outlets and attractions, and a walking distance from the famous Egyptian Museum with all its historic and ancient monuments.

Don't miss that one life-time opportunity where we will communicate, interact, share experiences, celebrate, and enjoy.

Prof. Helmi Sallam



Dr. Uddesh Kohli

HONORARY SECRETARY GENERAL'S REPORT

Board:

The Board held two meetings on August 1, 2023, and September 13, 2023, since the last Newsletter. The Board decided to constitute a 3-Member Advisory Committee chaired by the immediate past Chair (Dr. Ahmed Al Banna) and having two next past Chairs (Dr. Ebrahim Al Dossary and Dr. Raj Auckloo) as members. Dr. Dossary declined to join due to health reasons. The Board also discussed the preparations for the 50 th IFTDO World Conference and Golden Jubilee celebrations to be held in Cairo on April 22-24, 2024. Many international speakers have been tied up. Please see the Conference website: <https://teamconferences.com/> for information and registration. Past Presidents and Chairmen of IFTDO have been invited as honoured guests to participate in the Conference and celebrations. A Memorial Book and a Memorial Video are being developed. Special commemorative Medallions are also being prepared for the VIPs and the delegates. Lastly, a special Research Report and IFTDO Newsletter will be distributed to the delegates. Thus, there is a lot to look forward in the 50 th IFTDO World Conference and Golden Jubilee celebrations.

Website:

A new developer has been engaged to redevelop and maintain the IFTDO website www.iftdo.net. Members will soon see redeveloped and more member-friendly website.

AGM:

The second part of the AGM will be held on November 28, 2023 at 2 pm GMT to approve budget for 2024 and elect 5 members to the Board. Notice has been sent to all Members. Full Members attend as voting members and Associate Members and Honorary Members as observers.

New Members: Welcome to GAIL (India) Limited, which has joined in September 2023 as a Lifetime Full Member.

All Members are requested to promote the 50 th IFTDO World Conference and Golden Jubilee Celebrations in Cairo on April 20-22, 2024. There is a special discounted registration fee for Members and their nominees.

Dr. Uddesh Kohli

PERSPECTIVE COLUMN



**Vinayshil Gautam, PhD; FRAS
(London)**

**(Founder Director, IIM-K; First Head,
Management Department, IIT-D; Leader Consulting Team,
IIM-Shillong, Ex-Sr. MD & Economic Advisor,
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Communication is central to all life, and hence languages were born. Often, language has been confused with audio communication and written communication, which it certainly is. However, languages are much more diverse and powerful than visual or audio communication.

There is communication between eyes, between facial expressions, between the feel of the skin and touch, from one sensory organ to another and so on. All these are languages that everyone uses, but of them not much is talked about. The focus is almost solely on audio and written communication. There is nothing wrong with that, but it does not go far enough in understanding principles of communication.

Giving the matter a greater range, it is important to realise that the tone, context, and method of delivery are themselves substantial parts of communication. Not many people would be aware of a discipline that has grown to be named as 'Phonetics' and has practices with a high level of sophistication and specialisation to enable research awards. This includes PhD degrees. Even degrees such as D.Litt.—Doctor of Literature—have been awarded for work in phonetics or phonemes. This is a specialisation of communication based on sounds. One does not, however, have to go that far. Suffice means to realise that even the intonation of one's voice communicates.

Indeed, one doesn't extensively sing a lullaby in the same tune as a war song! The speed of delivery, the pitch of the voice, the look in the eye, and the gush of words all carry a message. Unfortunately, there are very few training programmes on this, let alone learning course or research. Like many things in life; it is one of those key

WIDENING AND DEEPENING THE CONTEXT AND CONTENT OF TRAINING PROGRAMMES ON 'COMMUNICATION'

areas that affect life, but unfortunately, it has not grown into a discipline big enough to find a place in the general curriculum.

Perhaps there is need for a case for training programmes on tone, look, touch, and elemental communication.

A warm hug, a sincere clasping of hands in a shake of hands, the angle of the eye, the pitch of delivery—not to overlook the intensity of the voice—are all part of the subject matter for training programmes in communication.

It is matter of concern that many training programmes in communication do not adequately touch upon these aspects. The programmes and contents that exist in training programmes on 'communication' cover many related and relevant areas, but a significant number of the programmes do not touch upon some of the aspects of communication narrated and listed above.

The upshot is that a number of stereo type of programmes in communication have emerged and they are with diminishing effectiveness. The fact that there is inadequate expertise, institutional research on some of the subtler aspects of communication, contributes to the situation.

This not with-standing the fact that a lot of the success or otherwise of communication actually does depend on the tone, timing, expression, and choice of words in the communication activity.

It is important to keep programmes of communication on the active list of research on training topics. In the meanwhile, we may continue to have more of the same of the training programmes as they exist.

There is a need to keep up the activity, even while trying to make the contents of communication training programmes richer. Enabling more research in the area, will have a long ranging results, not only for better interpersonal dynamics but also for more effective business communication. This will help not only the corporate world but also interpersonal dynamics.

The times require training-related inventions to look at issues of widening and deepening the content of many training programmes. In this list, 'communication' as a topic and as an area would rank high.

Relevance of Artificial Intelligence in the Agricultural and Rural Sector

Dr Olufemi A. Oladunni

Executive Director/CEO

Agricultural and Rural Management
Training Institute

Km. 18, Ilorin-Ajase Ipo Highway,

P.M.B. 1343, Ilorin, Kwara State. Nigeria.

Artificial Intelligence (AI) has, over the past few years, made significant positive impact and

encouraged professionalism in the field of agriculture and research, leading to dramatic changes in the global agricultural sector. Most of the fast-growing economies in the world now practice smart agriculture; exploring satellite data to inform timely farm management decisions, deployment of drones for crop monitoring and weather-independent data, etcetera. AI deployment is necessary to scale up growth in research and innovation geared towards tackling food insecurity. Food production systems need the integration of AI to make smart farming decisions (especially, at the rural areas where agriculture is mostly practiced) if more rural dwellers are to exit poverty.

Agriculture makes significant contributions of about 23% to the GDP of Nigeria's economy, despite the peasant nature of small holder farmers' investment (National Bureau of Statistics NBS, 2022).

There is therefore, the need to develop modalities that will guarantee unfettered access to

AI technologies for their operational and managerial activities towards higher effectiveness and efficiency. AI deployment for extension service delivery will make up for the deficiencies of the traditional extension methods. Other areas of interest include record tracking and monitoring of micro credit, automation of farm operations and record management, deployment of Geographic Information System (GIS) for individual site location and remote sensing, training and empowerment of young farmers with particular emphasis on gender inclusiveness.

AI specialized companies are therefore, charged to develop affordable technologies that can easily perform multiple tasks in farm enterprises. AI

devices should be simple and less sophisticated. They should be able to do precision planting, control weeds, harvest crops, improve quality of crops, detect weed, pick and destroy them, harvest crops and carryout some postharvest operations at the same time.

Ultimately, AI companies are encouraged to specially focus on the development and deployment of affordable and cost-effective devices for the agricultural and rural sector. This will enhance wider adoption and utilization of the technologies towards improved food security and poverty reduction.





Janet Jolaso
I.K.(Mrs) FITD
Chair- IFTDO -
Women Empowerment
Committee

IFTDO-CWE : Human Development Initiative

EMPOWERMENT AND UPSKILLING

Empowerment is a set of measures designed to increase the degree of autonomy and self-determination in people and in communities in order to enable them to represent their interests in a responsible and self-determined way, acting on their own authority. The process of gaining freedom and power to do what you want or to control what happens to you.

ENTREPRENEURSHIP

Training and empowering women create job opportunity for them and others.

Entrepreneurship is the creation or extraction of value. Entrepreneurship is viewed as change, which may include other values than simply economic ones. An entrepreneur is an entity which has the ability to find and act upon opportunities to translate inventions or technologies into products and services.

"The entrepreneur is able to recognize the commercial potential of the invention and organize the capital, talent, and other resources that turn an invention into a commercially viable innovation." In this sense, the term "entrepreneurship" also captures innovative activities on the part of established firms, in addition to similar activities on the part of new businesses.

TYPES OF SKILLS THAT CAN MOVE THEM TO THE NEXT LEVEL

- Critical thinking and problem solving.
- Teamwork and collaboration.
- Professionalism and strong work ethic.
- Oral and written communications skills.
- Leadership.
- Critical thinking and problem solving.

Employers want to make sure you are qualified for the job by having the appropriate degree, but they also need to know if you have the skill set too.

Critical thinking is necessary for almost every job. Employees need to be able to analyze evidence, question assumptions, test hypotheses, observe and draw conclusions from any form of data. Critical thinking is not

just a skill, but a habit formed to help with problem-solving.

This training programme will help engage the women in active learning, also help them to begin to apply critical thinking skills to their work. Active learning occurs through many opportunities. Active learning puts them directly in the situation they would be handling in their career. By doing so, they not only gain real-world experience but able to put their problem-solving skills to the test and truly begin to develop them.

Critical thinking skills will also be developed through engaging the women in learning which will not only develop their problem-solving skills through collaboration but will also work on their teamwork skills.

TEAMWORK AND COLLABORATION.

Team assignments will prepare them for future workplace environment. Teamwork is necessary for jobs all across the spectrum. From construction work to marketing, nursing to acting, teamwork and collaboration is a vital part to keeping the organization or company running smoothly. The reason why employers strive for graduates with



teamwork skills is that those skills can promote unity in the workplace. Teamwork can provide improved productivity, it promotes work synergy, and can provide new learning opportunities.

Every employer want their employees to have a strong work ethic and be professional. Employers expect you to have a strong professionalism and work ethic.

DEVELOPING PROFESSIONAL & WORK ETHICAL SKILLS

These skills can be developed through simple tasks such as being punctual and having a professional attitude.

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DEVELOPING PROFESSIONAL & WORK ETHICAL SKILLS

These skills can be developed through simple tasks such as being punctual and having a professional attitude. They also may be developed through more time-consuming tasks.

A good example of these tasks may include finishing your work in an efficient and timely manner.

ORAL & WRITTEN COMMUNICATION SKILLS

In this technological day and age, shooting a quick text to your friends or family may not include proper grammar, which in turn, can result in a decline in your written or oral communication skills. Another way your communication skills may decline is by the lack of face-to-face conversation. While being proficient in digital technology is necessary for many careers, technology should not be used as the only means of communication. This reduces the quality of face-to-face conversations in the workplace. These are also skills that many graduates can improve on.

IMPROVING ORAL COMMUNICATION SKILLS

Oral-communication is one area of improvement that is relatively simple to overcome. The more simple the message, the more likely the message is to be accurately received. Keep your message short, clear, and concise.

Another method of improving oral communication is by engaging your audience. By not only talking, but also by creating a conversation, and concepts as well as hear new ideas, questions, or various input.

IMPROVING WRITTEN COMMUNICATION SKILLS

In many careers, written communication skills are just as important as oral communication skills. written communication skills can be improved by organizing ones thoughts. When writing, proofread your work to see if it sounds jumbled, like your rambling or like the thoughts do not flow. Another simple issue may just be your own lack of confidence in your writing. By improving your communication skills, you will not only become a better associate but can become a better leader as well.

● Leadership Skills

By combining critical thinking, teamwork, professionalism and work ethic, and communication skills, you can become a great leader in your workplace.

DEVELOPING LEADERSHIP SKILLS

Evaluating your skills and establishing areas of strengths and weaknesses to improve upon is the first step to landing an ideal career. By practicing and applying critical thinking, teamwork, professionalism and work ethic, oral and written communication, and leadership skills, you will become more desirable to many employers.

CAPACITY ENHANCEMENT

A person or organization increasing their ability to achieve their objectives effectively and efficiently. This could involve improving the skills and knowledge of an individual, or the systems of an organization.

A CALL TO PARTNERSHIP WITH IFTDO - CWE

Based on available information, it is revealed that the areas listed below are core skills required for the Up Skilling and Capacity Building of women and we therefore invite members of IFTDO and other Organisations passionate in Women development towards Gender Equality to partner with us in achieving this important objective:

- Entrepreneurship
- Women Development
- Stress Management
- Crisis management
- Communication skill
- IT Skills
- Office Etiquette



Mrs. Adesulu
IFTDO Member, Nigeria

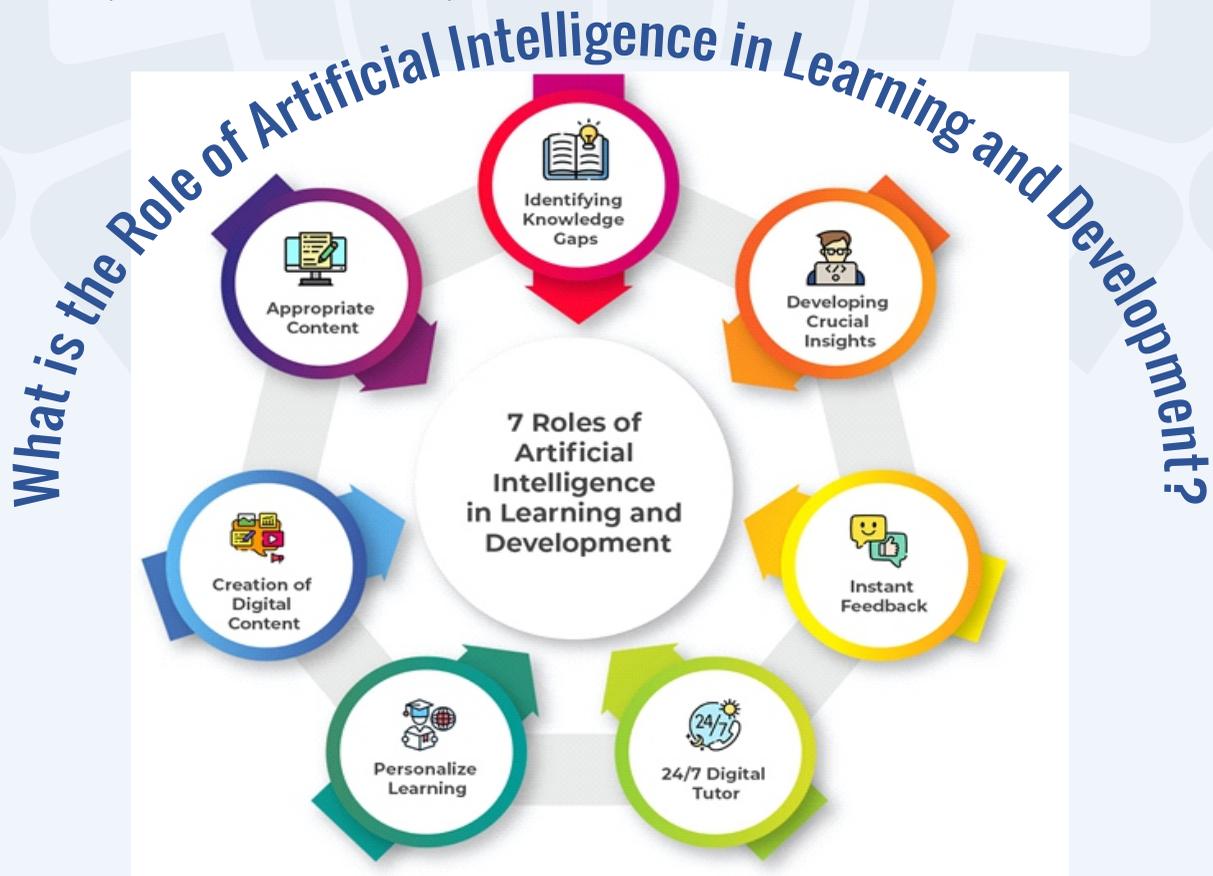
ARTIFICIAL INTELLIGENCE IN LEARNING AND DEVELOPMENT

The AI market will grow to a \$190 billion industry by 2025, according to research firm Markets and Markets. AI has become almost omnipresent in our lives. In fact, some people are even scared of a complete AI win over humans! While that is certainly an exaggeration, we have nonetheless weaved AI into our daily lives and activities. Even a simple search on Google uses AI to provide you with the most accurate results.

AI has been beneficial in a wide range of industries for things such as optimizing logistics, detecting fraud, composing art, conducting research, providing translations, and many other tasks. There's hardly a field that has not benefited from AI. In medicine, for example, AI has been used in the diagnosis of cancer, strokes, as well as broken bones. In the education sector, AI is being utilized at all levels, not only in teaching but in other systems that greatly influence academia. It is also widely used by enterprises for employee training. A lot of enterprises have already incorporated AI in their learning strategy.

Why is AI Important in Learning and Development?

AI, or artificial intelligence, is the computer system simulation of human intelligence processes. In learning and development, AI can enhance and augment learners' educational experiences. AI in Learning and Development is a fast-growing field, and new ways of using AI in education are constantly emerging. The goal of using AI in education is to enhance the learning experience, improve the effectiveness of instruction, and provide learners with more personalized and efficient education.



1. Identifying Knowledge Gaps

Most enterprise learning strategies depend on holistic teaching. What we mean is, they have the same course materials for all employees. However, not all employees are the same. Some may already have a skill that the job needs. So, forcing them to learn what they already know is not a very effective strategy. AI has the capability to analyze huge data sets and derive conclusions using technologies like machine learning and predictive analysis. AI can also create learner profiles combining disparate data sources, something that will take days if done manually. It can successfully identify the skills missing in your employees, automatically, in a short time.

In fact, this concept is already in use. Popular online training providers can use AI to measure learner performance, skills, and knowledge gaps in an organization. Once the gap is identified, the L&D team can work on adapting their training approach to meet the knowledge gap. This makes learning more effective and doesn't waste crucial employee hours.

2. Suggest the Most Appropriate Content

AI can identify knowledge gaps and then automatically scan for the most appropriate content for the learner. All of us know how that works as we have all used Google to search for information.

Just like Google, AI can scan the internet, LMS, your proprietary content, and other sources to auto-suggest the most relevant content. This approach saves learners' time as they don't have to manually go through multiple pages of search results for hours.

3. Creation of Digital Content

Creating educational content is time-consuming and challenging. For this reason, most enterprises outsource their content creation at a huge cost. AI can come in here and help organizations save time and cost. AI can create educational content, such as videos, quizzes, and other interactive materials.

AI can source information snippets and digital resources from the internet and other connected platforms. The same technology can also consolidate them and present them in an easy-to-understand manner.

AI, through natural language processing, can even convert videos into texts. You can convert whole podcasts, webinars, and lectures into written words without any effort. It's the same way by which YouTube provides automatic subtitles in videos.

4. Personalize Learning According to the Learner

AI can personalize learning according to the pace, age, gender, and demographics of the learner. It can release materials to the employee gradually as s/he finishes a chapter or a module.

For example, you want to train an experienced employee in customer management. AI can automatically scan the employee's skills and skip the basic training materials to suggest advanced resources. The technology is even fit to align learning with the employee's learning style. Research has shown that each of us learns in a different style. Men learn better in some ways, while females have their own learning styles. Older adults, again, have a preferred way of learning that is not very effective in the case of youngsters. AI can track and identify employee learning styles, and then optimize the learning experience for the best results. Personalized learning makes way for greater retention, higher recall, and improved learning.

5. AI as a 24/7 Digital Tutor

AI eliminates the need for a human trainer to some extent. Your employees may have many questions while they are undergoing training or taking a new course. Most of these queries are common and standard for all learners. In traditional approaches, the employees would have to wait for the trainer to resolve their queries. This means they have to wait for the availability of the trainer.

AI can help address these queries and even provide accurate answers. Enterprises can use chatbots based on AI to help learners get answers to the most common questions. The whole process is carried out in the form of human conversation, just as you chat with a customer care representative.

6. Seamless Assessments and Instant Feedback

Enterprises will not need human efforts for the assessment of learning. AI-driven tools can gather information, evaluate performance, check answer sheets, and provide accurate results. Employees can get feedback instantly and get to know how they performed. AI can be used to deliver any type of assessment as long as it's digital. You can develop a range of assessment techniques and deliver them to your employees. Additionally, AI can even help personalize assessments. Most tests or quizzes are developed based on a 'one-size-fits-all' approach. They don't consider IQ, skills, or other such factors.

Using AI, employees can take tests based on their capabilities, skills, and level of learning. This creates a much more accurate system of performance evaluation and eliminates situations where some find the test too hard, and others find it too easy.

7. Developing Crucial Insights

AI can mine LMS data, and employee performance, collect feedback, and make way for a range of analytics. Enterprises can use the data to form insights into their learning and development. They can find out the effectiveness of courses, areas of improvement, and crucial trends and patterns.

The insight can help you refine your content, courses, and training strategy for better results. AI can do the work of collecting data continuously so that you can always make informed business decisions.

Tech Innovations of Artificial Intelligence in Learning and Development

Personalized learning: AI can be used to create personalized learning experiences that are tailored to the individual needs and preferences of learners. For example, AI-powered learning platforms can assess a learner's progress and adjust the content and difficulty of the material accordingly.

Adaptive learning: AI can be used to create adaptive learning systems that can adjust to a learner's progress and provide additional support or challenge as needed.

Automated grading: AI can be used to grade assignments and assessments, freeing up instructors to focus on more high-level tasks such as providing feedback and engaging with students.

Learning analytics: AI can be used to analyze data on student learning and performance and provide insights that can be used to improve the learning experience and inform instructional decisions.

Virtual instructors: AI can be used to create virtual instructors or tutors that can provide personalized instruction and feedback to learners.

Translation: AI can be used to translate course materials and other learning resources into different languages, making them more accessible to learners around the world.

Chatbots and virtual assistants: AI-powered chatbots and virtual assistants can provide learners with 24/7 support, answering their questions and providing guidance on the material.

Conclusion

AI is one of the most promising technologies that can revolutionize learning and development. Many enterprises have already stepped in to make the most of AI and dedicated due investments. AI is ideal for making learning fast and increasing the rate of completion. Not only can it enhance learning, but also improve efficiency, engagement, interactivity, and recall.

Frequently Asked Questions (FAQs)

1. How does AI personalize learning experiences?

A. I can analyze performance, preferences, and learning styles to customize educational experiences. By offering personalized content, adaptive assessments, and targeted feedback, learners receive tailored and engaging materials that cater to their specific needs.

2. What are some examples of AI applications in learning and development?

A. I applications in learning and development encompass intelligent tutoring systems, virtual reality simulations, learner support chat bots, automated grading tools, content recommendation systems, and data analytics for optimization.

3. Can AI replace human instructors or trainers?

A. AI is designed to augment, not replace, human instructors and trainers. It automates repetitive tasks, offers insights and recommendations, and enables instructors to concentrate on mentoring, facilitating discussions, and providing personalized learner support.

4. What are the ethical considerations of using AI in learning and development?

A. Ethical considerations of using AI in learning and development include ensuring data privacy and security, maintaining transparency and accountability in AI algorithms, avoiding biases in content and recommendations, and promoting fair and equitable access to AI-enabled learning tools.

5. Are there any limitations or challenges with AI in learning and development?

A. The challenges in AI for learning and development involve data quality, biases in algorithms, fairness monitoring, ethical considerations, and AI's supportive role alongside human expertise.

6. Can AI improve learner engagement and motivation?

A. AI enhances learner engagement and motivation through interactive and immersive experiences, adaptive content, gamification, and instant feedback. AI-powered virtual assistants and chat bots provide real-time personalized support.



Dr. Olasunkade Azeez
Member, Administrative Council
IFTDO-Africa, West Africa Sub Region

"If We Keep Using The Same Process We Will Get The Same Results"

Don Peterson, Ford Motor Company

TURNING ORGANISATIONS' STUMBLING BLOCKS TO TURNING POINTS WITH NEW LEARNING CULTURE

The peril of learning and by extension business-as-usual resonated during the historical press conference to announce that NOKIA is being acquired by Microsoft, President and CEO of Nokia, Stephen Elop ended his speech by saying this: "We didn't do anything wrong, but somehow, we lost". Obviously upon saying that, all his management team, himself included, shed sad tears. Nokia had been a respectable global brand with high equity. Though they claimed to have done nothing wrong in their business, however, the world changed too fast for them to cope with. Their opponents were too powerful. They missed out on many fronts including new learning culture, they missed out on changing, and thus they lost the opportunity to foster new strategies to do better things or do things better in the marketplace and make it big as expected of a giant brand like Nokia!

Not only did NOKIA actually miss the opportunity to earn big money, but they also lost their chance of business continuity and survival. Nokia's story is, if you don't change, you shall be changed and, or removed from the competition. Apparently, it is not wrong if you don't want to learn new things. However, if your thoughts and mindset cannot catch up with time, you will be eliminated. Complacency and the "I know it all" attitude (even as an industry leader) is a big enemy in business and real life. The advantage you have yesterday will become obsolete by the trends of tomorrow.

The perils of Business-as-usual practice are not limited to Nokia only but equally extended to many other global brands that have gone into extinction including Blackberry which suffered for their insensitivity to the market dynamics and dictates which propelled its market share sharp decline from 10.8 percent to a paltry 0.8 percent as a result of 'warfare' change that unleashed and led by Apple. Interestingly, Apple found the gap in the market created by Blackberry and smartly converted the glaring gap

in the market into a profit-able market to attain a sustainable competitive edge in the mobile telephone industry.

Research findings confirmed that Apple was desirous of closing the quality service gap by leveraging on the "out there" factors to impact the "in here" standard operating procedures (SOP), processes, and proficient capacity to reposition the brand and up the acceptance index ahead to dislodge the 'enemy' (competitor) to turn its stumbling blocks to turning points at the right time.

Of all resources available to any organisation, namely - money, material, man, method, minutes and machinery, man is the most critical and at the center of all, as a result of his knowledge and thinking ability to optimise the utilitarian values of others. Both tactical and strategic running of the business rest on his knowledge, hence the need to empower and build the man who will build the organisation and foster a culture of successful continuity of the business as both growing- and go-concern through his knowledge is imperative.

Peter Drucker corroborated the foregoing with his statement that "Knowledge is not impersonal. Knowledge is apparently always embodied in a person; carried by a person created, augmented, or improved by a person; applied by a person; taught and passed on by a person; used or misused by a person". The shift to the knowledge acquired by a man in the organisation therefore puts the person in the centre. However, happenings in workplaces, group settings, and economies across the globe are dynamic and not static like stagnant water but changing at the speed of light. Hence the need to empower the man who will evolve a new learning culture for repositioning and prosperity in the value chain.

The prevailing global situation of vulnerability, uncertainty, complexity, uncertainty, and disruption (VUCA-D), immediately after the COVID-19 pandemic has created a

compelling 'big reset' that heralded the new normal. This unprecedented experience has raised new challenges, issues, concerns, creative tension, and quite unprecedented questions about knowledge dynamism, society's ever-changing demand of organisation be it for profit or otherwise expects to continually sharpen the skills of its most important resource – human capital or employees. The competent workforce now matters more than ever before because with knowledge becoming the key resource, organisations face new demands, new challenges, and responsibilities. Every organisation has come to the term that the rapid transformation taking place will be long-lasting for years to come

Consequent to the above preamble organisations are from the recent past propelled to evolve and now investing and fostering new cultures of learning, training, and development for the purpose of achieving the overarching goals of the purpose of existence.

Organisations' business critical success factors should be primed to foster new learning culture on some key business indicators - three divers for continuity arising from continuous good returns:

5 PILLARS FOR ORGANISATIONAL SURVIVAL

For organisation to exist and succeed as envisioned by the owner and run by the top management, fostering on new learning culture should focus on the following key pillars at both tactical and strategic levels.

- **PEOPLE (The Enablers)** – These are the human elements that play diverse and significant roles in fostering new learning culture to drive the accomplishments of the organisation's purpose of existence. The composite elements here include but are not limited to key stakeholders like the entrepreneurs who envisioned and evolved the formation of the company, and the management team who continually fine-tune the heart and soul of the organisation. It runs the business in line with the visionary's set tone by making things happen through coaching rather than a watchdog or police role, employees who work under various job specifications and terms of the contract of employment/service, regulators who ensure strict compliance to the extant regulations and laws for both best quality and safety practices, service providers who support the organisations' supply chains to ensure smooth operation and value profitable executions. Established rules of engagement and, or service level agreement to all aforementioned concerned guarantee that each constituent contributes their quota towards fostering mutually beneficial outcomes in the value chains to all key stakeholders. With the established structures, and standard

operating procedures. The foregoing enables the organisations to inspect what is expected from each and every stakeholder in the value chains under the evolving new learning culture

- **CUSTOMER (The Reason for Existence):** An organisation that desires to gain and sustain the leading edge should be customer-focused and rev beyond selling through the culture of continuous learning. It behooves it, to define its mission from the outside-in and not from inside-out. This will increase productivity, market share, and brand loyalty through innovation and creativity to do things better and do better to delight and treat customers as kings.

- **STRATEGY (The Means)** – It behooves a learning organisation, to define its strategy from the outside-in and not from inside-out. This will increase productivity, market share, and brand loyalty through innovation and creativity to do things better and do better to delight and treat customers as kings.

- **ENVIRONMENT (The Platform)** – Evolving learning culture should encourage modern organisations to be environment-friendly and compliant. The key learning outcomes should circumvent any depletion of the environment that may be inimical to smooth lasting operations and, or pose a threat to human lives and living. Companies should be responsible enough and encourage mutual respect between them and the host communities so as not to become hostile.

- **PROFIT (The Ultimate):** Responsible organisations should look beyond profit as the ultimate but rather the combination of people, profit and the planet (environment) as the ultimate and real purpose of existence.

To sustain increased market share, a serious product or service provider organisation has to take seriously its product development through continuous research work and continuous learning. This will in the long run increase the bundle of benefits to the customer whose tastes and expectations are insatiable. Organisations are required to evolve a new learning culture, innovate and subject all products and service lines to innovation that appeals to customers and its patronage that will foster a new learning culture.

In conclusion, for a continuous leading edge in the marketplace, organisations must avoid the perils of business-as-usual practice and poise to continually explore means to remain on top of their core areas of focus. This can be successfully accomplished by fostering a new learning culture, leveraging modern techniques of information, communication and technology (ICT) to turn its stumbling blocks into turning points like the Apple company of this world.



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Fostering a New Learning Culture for Technology Transformation, Women Empowerment and Righteous Values in Youth

Global Co-Chair, Committee for Women Empowerment and Youth Entrepreneurship

A continuous learning in the right direction with perfect vision and defined objectives has the power of bringing a real change in each and every sector of the society. This can be made possible under the umbrella of dynamic leaders who may work together in a synchronized manner for fostering the new learning culture. This is the idea, I always instigate among my fellow colleagues and subordinates.

Keeping in view of the needs of each and every sector of the society from each and every niche of the world, a novel vision of integrating the technology transformation, women empowerment and cultivating ethical behavior among youth has been developed which can be replicated in different parts of the world. We are trying to percolate various technologies down to the grass root level by engaging various people of

different age group and sex from diversified sectors so that the technologies confined to the boundaries of laboratories may reach to the field for transforming their lives.

Various activities are being organized at different locations for developing Gender equal nation through empowering women. Today, youth is distracted with the electronic media and misleading social networking sites. They are not aware about what is actually right and what is wrong for them. At this point of junctures of their life, they pretend to be right and perfect but actually they don't. Therefore, lot of focus is being given to cultivate righteousness in them so that they may become stronger and more disciplined as today's child or youth is tomorrow's citizen. With this vision, various programmes and workshops are being organized to the develop the values viz. Art of Giving, Lessons from Geetaji and other pious scriptures of Sanatan Sanskriti.





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Dr. A C Joshi (India)
Consultant & Editor,
IFTDO News

Travelogue: Sailing the Nile, a Five-Day Cruise from Aswan Dam to Cairo

A couple of years back I got the opportunity to visit Cairo and embark on a 5-day Cruise on river Nile. The journey started in Cairo. I stayed in the city for two days and visited Pyramids of Giza along with Sphinx. The city was more or less like Indian cities, the traffic a bit chaotic but smoother. The handicrafts market was amazing, a large variety of pottery and ceramics, carpets and basketry, as well as candles and soaps. The glass and perfume industry is very interesting. Paintings on papyrus are very popular amongst the tourists. The second night we proceeded to Aswan by train to take the cruise.

The Nile River, often referred to as the lifeblood of Egypt, has witnessed the rise and fall of civilizations for millennia. Today, it still holds its allure, offering a unique perspective on Egypt's history and culture. For those seeking an extraordinary journey through this ancient land, a five-day cruise from Aswan Dam to Cairo is a once-in-a-lifetime experience that seamlessly combines adventure, history, and luxury.

Our adventure began in Aswan, a city known for its serene beauty and the remarkable Aswan High Dam. As you board your cruise ship, you'll be welcomed by the friendly crew who will ensure your journey is as comfortable as it is informative. After settling into your cabin, the ship sets sail towards Kom Ombo. While cruising, you can relax on the deck, enjoy the breathtaking views of the Nile, or participate in onboard activities and lectures that provide insight into the history, culture, and heritage of Egypt.



Kom Ombo and Edfu

As the sun rises, we reached Kom Ombo, home to the magnificent Temple. This unique temple is dedicated to two gods, Sobek and Horus, we were taken inside the temple by a well-qualified guide fascinating history. Afterward, the ship continued its journey to Edfu, where we visited the Temple of Horus, one of the best-preserved temples in Egypt. The grandeur of these ancient structures is awe-inspiring and a testament to the architectural prowess of the ancient Egyptians.



Luxor - The Open-Air Museum

Our cruise reached Luxor on the third day. Luxor is often referred to as the "world's greatest open-air museum." We explored the East Bank of Luxor, home to the impressive Karnak Temple and Luxor Temple. The hieroglyphs, colossal statues, and massive columns bear witness to the grandeur of ancient Thebes. In the evening, we were taken to the Sound and Light Show at Karnak Temple, which breathes life into the ruins and tells the stories of the grandeur of pharaohs.



Valley of the Kings and Queens

On the fourth day, we crossed to the West Bank of Luxor to explore the Valley of the Kings, where many pharaohs, including Tutankhamun, found their final resting place. We also visited the Temple of Queen Hatshepsut, an architectural marvel. The day is a captivating journey through Egypt's royal history, and the tour guides provided valuable insights into the significance of each site.



As the cruise nears its end on the 5th day the ship sails toward Cairo. Along the way, the ever-changing scenery of the Nile's banks, passing by lush farmland and picturesque villages is fascinating. We could see loaded Mago trees on the banks of river Nile, which was reminding us of India.

A five-day cruise from Aswan Dam to Cairo was an extraordinary and enriching experience, It was a combination of relaxation, luxury, and a deep dive into Egypt's rich history. It allows travellers to witness the grandeur of ancient temples, explore archaeological wonders, and experience the magic of the Nile River. I request the esteemed participants of the forthcoming conference to make use of this opportunity and embark on once in a lifetime journey.



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Redesigning the future is becoming more imperative to be discussed as we are now witnessing an era of rapidly and severe changes in all sectors and industries. HR people are considering social developments, consumer behavior, digital transformation, emerging technologies, COVID 19, political instability and more changes are affecting and will change how businesses and people will be managed.

CONFERENCE TOPICS

- Our Future: A global perspective
- Learning & Development: The Future of Training & Education
- Leadership and Managing In Uncertain Future
- Technology Forming Our New Reality
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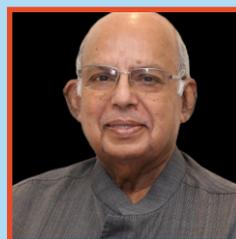
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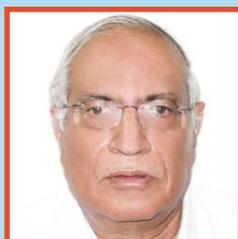
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What benefits do you feel IFTDO will add to your organization?
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Completed Application Form to be sent by email to

Dr. Uddesh Kohli, Email: sg@iftdo.net
Hon. Secretary General

What happens next

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4. Membership certificate will issue on receipt of funds.
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 - Associate Members: \$420, for small 1-person companies and individuals from Developing Countries- \$350.

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