July 2026

The CEdMA Enterprise Monthly Newsletter is delivered free of charge to the members of CEdMA Enterprise. If you have ideas or suggestions for a future newsletter, please contact Mike Dowsey at **community@cedma-enterprise.org**.

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Upcoming CEdMA Enterprise Events
Artificial Intelligence (AI)
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There is now a separate section dedicated to Artificial Intelligence.

Upcoming CEdMA Enterprise Events/News (3 Items)

You can find the up-to-date meeting calendar **here**.

Partner SIG Meeting Thursday 6th August 2026
The Partnership Playbook - Building Annual Recurring Revenue
Typically, we debate should we be using a revenue share or 'kit/royalty fee' in a training partner business model. However, there is an alternative, 'Annual Recurring Revenue' (ARR).
At the next CEdMA Enterprise Partner Special Interest Group (SIG) Madelen Clark, former Global Educational Services Director for a major data integration software company, will share her journey of moving Authorised Training Partners (ATPs) across to an 'Annual Recurring Revenue' model.
Madeline will share the reasons behind the move and how the model worked, as well as the challenges faced and lessons learnt.
https://zoom.us/meeting/register/EZTMzhzPRByCLfu0fjCdJQ

Education Design and Development SIG on Thursday 27th August
Knowledge Management: What's Actually Working?
A Peer Exchange on KM Successes and Challenges
Knowledge management remains a critical enabler of effective customer education, support, and organizational learning. In this interactive peer exchange, we'll discuss the strategies, processes, and practices that are

delivering results today. Participants will have the opportunity to share successes, explore common challenges, and exchange lessons learned on topics such as content governance, knowledge sharing, maintenance, adoption, and measuring impact. Join your peers for an open conversation focused on practical experiences and actionable insights.
The meeting will be led by two members from BMC Helix, SIG Chair Nidhi Gupta, Director, Education Development and Shahista Khan, Principal Education Developer.
https://zoom.us/meeting/register/oEULYRzLSFSMCTk3SW3Rfw

CEdMA Enterprise Autumn Conference, 2-4 November
The theme of the conference is ***Navigating an ever-changing training landscape in the Age of AI*** and we are delighted to confirm that the keynote speaker is Donald H Taylor, founder and lead researcher, the Training Research Series. Donald's session is:
Training's next chapter in the age of AI
AI is changing Training, providing new opportunities and challenges, all surrounded in a fog of hype. It's an uncertain time. Drawing on his latest research, the AI in L&D 2026 report, Donald will clarify what's happening (and what's not) and ask how we think Training can change. He'll also suggest that we must change, if we want to survive.
We'll also have a number of member speakers (see the call for speakers), breakout sessions, and a teaching session, as well as the "Top of Mind" discussions which were very well received in April.
Member main contacts will be invited to nominate conference attendees in the second half of August.

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Artificial Intelligence - AI (21 Articles)

The Benefits and Disadvantages of Using AI in Corporate Instruction (Jul 26)
The most effective use of AI in corporate instruction typically lies in a blended approach. AI should be positioned as an augmentation tool rather than a replacement for human instructors. *Training Magazine,* ©2026 Lakewood Media Group

The missing piece in your AI strategy (Jul 26)
10 essentials of digital project success. ©2026 Chief Learning Officer

Governance, People and Tools - A Framework for AI Rollouts That Actually Work (Jul 26)
AI rollout will define the next decade of organizational performance… For Training leaders, this is the moment to step into a broader role. ©2026 Learning Guild

How Leading Learning Designers Are Partnering with AI (Jul 26)
The biggest opportunity for using AI in learning design isn't handing your work over to it. It's discovering how to work with it. ©2026 Learning Guild

AI and Accessibility - 5 Practical Ways to Use LLMs to Support Inclusive Learning (Jul 26)
At its core, this work is about making learning equitable. Learning experiences should be accessible to all individuals, regardless of ability or disability. ©2026 Learning Guild

How to Build an AI Framework for Instructional Design that Scales (Jul 26)

AI scales more effectively in Training when teams use a governed framework instead of disconnected tools and workflows. ©2026 Training Industry

The competence illusion - Inoculating ourselves against the quiet cost of AI (Jul 26)
When AI delivers the conclusion, we lose the muscle that knows how to build arguments. © 2026 Chief Learning Officer

5 Governance Questions Training Should Ask Before Scaling AI (Jul 26)Training teams need AI governance when AI influences learning recommendations, assessments, skills data or workforce decisions. ©2026 Training Industry

AI adoption has a people problem, not a tech problem (Jul 26)
While organisations are investing heavily in AI, too few are turning pilots into meaningful impact. The real barrier is not technology but leadership, culture and capability. *Training Journal,* ©2026 Political Holdings Limited

The anxiety of automation - Redefining human decision rights in an AI world (Jul 26)
Access to AI tools does not guarantee adoption from your people. If employees don't know where their accountability ends and the algorithm's begins, they can freeze. *Training Journal,* ©2026 Political Holdings Limited

Parlez-vous AI - Equipping teams to evaluate, influence and operate AI systems responsibly (Jul 26)
Can your workforce think critically enough to use AI responsibly, strategically and effectively? ©2026 Chief Learning Officer

How AI Can Improve Employee Performance Every Day (Jul 26)
AI can help Training move from one-time training events to continuous performance enablement in the flow of work. ©2026 Training Industry

AI for training leaders - what we must build now (Jul 26)
The training leaders who thrive in the next five years will be the ones who stop asking how to protect their function and start asking how to build teams that are genuinely optimized for the work only humans can do. ©2026 Chief Learning Officer

Better AI Training Starts With Employee Builders (Jul 26)
Effective AI training should move beyond demos and give employees structured opportunities to build with real workflows. ©2026 Training Industry

Closing the Learning Engagement Gap (Jul 26)
AI-native learning ecosystems are enabling organizations to deliver personalized, contextual learning experiences that improve participation, engagement, capability development, and performance outcomes. *Training Magazine,* ©2026 Lakewood Media Group

Can AI really resolve workplace conflict (Jul 26)
As AI becomes a coach, scriptwriter and even would-be mediator at work, this article explores what this means for people' trust, authenticity and conflict. *Training Journal,* ©2026 Political Holdings Limited

From Dr Phillippa Harding:
From Designing Courses to Designing Work (Jun 26)
How the role and output of corporate training is changing in 2026. ©2026 Dr Phillipa Harding

From Asking to Orchestrating (Jul 26)
The agentic AI workflow in training. ©2026 Dr Phillipa Harding

The AI Steering Tax in Training (Jul 26)
Findings from watching 100+ practitioners use AI in their day to day work. ©2026 Dr Phillipa Harding

Has AI Finally Fixed Training's SME Problem (Jul 26)
Four practical AI use cases to help manage the SME bottleneck. ©2026 Dr Phillipa Harding

AI Can Build Your Course, but Can it Design the Learning (Jul 26)
The current state of AI's instructional design ability and what it means for Training. ©2026 Dr Phillipa Harding

What Anthropic's New "Record a Skill" Feature Means for Training (Jul 26)
How Anthropic's new screen capture feature could change how we design and deliver learning experiences. ©2026 Dr Phillipa Harding

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Reviews and Current Trends (4 Articles)

Closing Deals and Company News (Jul 26)
©2026 Training Industry

M and A in Corporate Training - Deals of the Second Quarter of 2026 (Jul 26)
©2026 Training Industry

New Training Partnerships and Alliances (Jul 26)
New Products and Services (Jul 26)
Tech Talk (Jul 26)
Training Magazine, ©2026 Lakewood Media Group

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Education Management (8 Articles)

So what - A hard lesson about the true value of a learning function (Jul 26)
Learning a difficult lesson improved the ability to provide better results. You should always ask these five specific questions before agreeing to take on a learning project. *TrainingZone*, ©HR Zone Ltd 2026

Proving the Value of Recognition (Jul 26)
The ROI Methodology provides a structured, credible framework for evaluating recognition initiatives. *Training Magazine,* ©2026 Lakewood Media Group

Sticky Notes - Beyond the Paycheck, The Smarter Way to Retain and Develop Top Talent (Jul 26)
Retention conversations should not begin with, "What will it take to keep you?" A better question is, "What do you need in order to keep doing your best work here, and what results can we count on in return?" *Training Magazine,* ©2026 Lakewood Media Group

Rotational Programs (Jul 26)
How to create a program that breaks down silos and drives operational efficiency. ©2026 Training Industry

When Stretch Becomes Strain in Talent Development (Jul 26)
From the outside, stretch and strain can look remarkably similar. But internally, one state creates energy and learning while the other narrows attention and turns work into endurance. *Training Magazine,* ©2026 Lakewood Media Group

What TikTok can teach training about the changing expectations of learners (Jul 26)
This article explores what Gen Z and Millennials want from development, why purpose matters more than hierarchy, and how cultural trendspotting can strengthen future-ready learning strategies at work today. *Training Journal,* ©2026 Political Holdings Limited

Making Learning Invisible (Jul 26)
A Practical Guide for Learning Leaders, ©2026 Training Industry

Dive into the Pool of Knowledge (Jul 26)
Integrate knowledge management and learning for a future-ready workforce. *TD,* ©2026 ATD

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Training Delivery and Operations (2 Articles)

Transforming learning metrics - Leveraging AI for genuine business results (Jun 26)
The future of learning measurement is not about tracking what people learned yesterday. It is about understanding how learning helps organizations succeed tomorrow. © 2026 Chief Learning Officer

Measure What Matters (Jul 26)
If your CEO asked you to prove that talent development drives business results, would you have the evidence or just activity? *TD,* ©2026 ATD

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Sales and Marketing (None)

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Training Partnerships (3 Articles)

How Capacity Data Helps Training Leaders Decide When to Build or Outsource Training (Jul 26)
Effective capacity planning helps Training leaders align learning resources with business priorities and make more strategic outsourcing decisions. ©2026 Training Industry

10 Signs a Training Initiative Should Not Stay In-House (Jun 26)
Training professionals often assume the decision to outsource training initiatives comes down to budget: Can we afford outside help, or should we handle it internally? But according to experienced learning services providers, the real question is usually more complicated than that. ©2026 Training Industry

How AI-Powered Partners Are Reshaping Outsourced Learning Design (Jun 26)
AI-powered tools like realistic avatar platforms and advanced explainer video generators are becoming more than simply tools for getting tasks done. They are now strategic partners, working with training teams to create engaging, scalable and personalized learning experiences. ©2026 Training Industry

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Education Design and Development (2 Articles)

What is the Deal with Nudge Learning (Jul 26)
Help people make better choices without taking away their freedom. ©2026 Training Industry

Personalized Learning Made Practical (Jul 26)
Design and deliver learning journeys tailored to individual needs. *TD,* ©2026 ATD

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Learning Technologies (4 Articles)

A Practical Guide to Using AI Voices and Avatars in Training (Jul 28)
For Training teams tasked with creating an increasing amount of training content with limited resources, AI-powered video tools, including voices and avatars, offer a way to scale the process while maintaining consistency. ©2026 Training Industry

The Hard(ware) Truth about Learning Technology (Jul 26)
Effective workplace learning depends not just on software, but on employees having reliable access to the right devices. ©2026 Training Industry

The Architecture of Technical Learning - Systems Thinking for Scalable Learning (Jul 26)
How to shift the L&D team from content builders to learning ecosystem designers. ©2026 Training Industry

What Makes a Video Truly Engaging (Jul 26)
By treating your audience as active participants rather than passive observers, you ensure your video does not just fill a screen but fills a need. ©2026 Learning Guild

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Certification (1 Article)

Why IT Certifications Work Best as Part of a Capability Framework (Jul 26)
IT certifications are most effective when integrated with applied learning, real-world practice and measurable business outcomes. ©2026 Training Industry

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And Finally …

The God and Eve story (gender and sexual discrimination, equality, battle of the sexes debates, and so on)

"God, I've been thinking..." says Eve one day.

"What's on your mind Eve?" says God.

"Well, I know that you created me and this beautiful garden and all of these wonderful creatures, but lately I've been feeling that maybe there's more to life."

"Go on..." says God.

"Sometimes I get a bit bored - I fancy a bit of fun. And I get a bit fed up with all the heaving lifting and carrying, and warding off the mammoths and sabre-toothed tigers, not to mention that bloody snake. This garden can be dangerous place."

"I see," says God, pausing for thought.

"Eve, I have a cunning plan," says God, "I shall create **Man** for you."

"**Man**?" asks Eve, "What is **Man**?"

"**Man**..." says God, "Is a flawed creature. He will have many weaknesses and disgusting habits. **Man** will lie, cheat and behave like an idiot - in fact

mostly he'll be a complete pain in the backside. But on the plus side he'll be big and strong, and will be able to protect you, and hunt and kill things, which might be handy sometimes. He will tend to lose control of mind and body when aroused, but with a bit training can reach an acceptable standard in the bedroom department, if you know what I mean."

"Hmm," says Eve, "Seems like this **Man** idea might be worth a try, but tell me God, is there anything else I need to know?"

"Just this," says God, "**Man** comes with one condition... In keeping with his arrogant, deluded, self-important character, **Man** will naturally believe that he was made first, and frankly we all have better things to do than argue, so you must keep all this a secret between us, if that's okay with you. You know, woman to woman..."

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