CEdMA ENTERPRISE

Member *Intelligence*

OCTOBER 2026

What your peers are reading, measuring, and worrying about.

Every member receives Member Intelligence automatically, and every issue since January 2024 is on the members site. Ideas for a future issue? Email Mike Dowsey at community@cedma-enterprise.org.

IN THIS ISSUE

- Upcoming events and news
- Artificial intelligence
- Reviews and current trends
- Education management
- Training delivery and operations
- Sales and marketing
- Training partnerships
- Education design and development
- Learning technologies
- Certification
- And finally

Editor's note

Artificial intelligence now has its own section.

Upcoming events and news 2 ITEMS

The meeting calendar is on the CEdMA Enterprise members website.

SIG

Certification, Curriculum Design and Development and Partner SIGs

We are expecting to run one meeting on each of these topics by year-end. Invitations will be sent out when we have details.

CONFERENCE

Autumn Conference 2026

2 to 4 November · Renaissance London Heathrow

This is underway and recordings and decks are planned to be available later in November.

BACK TO TOP

Artificial intelligence 14 ARTICLES

AI in L&D – 2026: Around the Core

This is our fourth annual report on L&D's use of AI, and the sixth in the L&D Research Series since the public launch of ChatGPT nearly four years ago. In that time, L&D's use of AI has moved from novelty to normality. Two years ago, about 40% of respondents said their organisation was using AI in L&D. Last year the figure passed half, a shift we called the Implementation Inflexion. This year it is over two thirds.

© Donald H Taylor Services Limited 2026, © Eglė Vinauskaitė 2026

One AI Tool Isn't the Best at Everything – And That's the Point

The AI landscape is no longer about finding the one best AI. It's about choosing the right AI for the right job.

© 2026 Tata Consultancy Services · Sep 2026

When work changes before learning does

Why Training must move upstream in AI-enabled work redesign.

©2026 Chief Learning Officer Oct 2026

AI is changing work. Is Training changing fast enough

Training must map AI to real work, build judgement and validation skills, update competency frameworks and measure performance impact. The opportunity is to move beyond content delivery and redesign capability for an increasingly AI-enabled workplace at scale.

Training Journal, ©2026 Political Holdings Limited Sep 2026

Why AI-Generated content is becoming harder for Training teams to manage

As AI accelerates content production, this article stresses that L&D teams face a new bottleneck: managing the volume of learning content they can create.

Training Journal, ©2026 Political Holdings Limited Sep 2026

Beyond the prompt – What Training teams should consider when implementing AI

This article explains why measuring human factors such as learning agility, critical thinking and reliance on AI can help learning leaders close confidence gaps, target support and guide organisations through digital

transformation more effectively.
Training Journal, ©2026 Political Holdings Limited Sep 2026

Learning Reimagined – Designing with Agentic AI

The competitive advantage isn't AI. It's velocity. It's figuring out how to redesign the way learning happens so it can keep pace with the business.
© 2026 *Training Magazine* Sep 2026

Turbocharging AI Enablement Stickiness

Grounding AI in real work and hands-on building is proving to be a durable principle of lasting adoption.
© 2026 *Training Magazine* Sep 2026

How can leaders avoid cognitive surrender in the age of AI

Overreliance on AI may be dulling leaders' judgement, and the pattern could become an epidemic.
TrainingZONE, ©2026 HR Zone Ltd Sep 2026

Workers need to learn how to question AI, not just how to use it

As AI becomes commonplace at work, employees need more than technical know-how. This article explains why workers must question outputs, spot errors and apply human judgement, while developing critical thinking, adaptability and curiosity to navigate changing tasks, emerging roles and increasingly AI-shaped workplaces with confidence and care in future work.
Training Journal, ©2026 Political Holdings Limited Sep 2026

Is it time to rethink how Training measures AI success

This article explores why time to proficiency should become Training's defining AI metric, helping organisations assess independent judgement, preserve essential learning experiences and ensure employees develop expertise rather than increasing dependence on technology.
Training Journal, ©2026 Political Holdings Limited Oct 2026

Learning is the new edge

4 drivers of workforce readiness in the AI era.
©2026 Chief Learning Officer Sep 2026

Stop Training People on AI; Start Training Them to Do Better Work Using AI

We're training people on AI when we should be training them to work differently.
©2026 The Learning Guild Oct 2026

Using Information Processing Theory to Design Better AI-Supported Learning

When considering conceptual frameworks in cognitive psychology that connect to technology, it's clear that information processing theories are the most relevant.
©2026 The Learning Guild Sep 2026

Reviews and current trends 9 ARTICLES

Tech Talk

Incorporating New Products and Services and Partnerships and Alliances.
© 2026 *Training Magazine* Sep 2026

Closing Deals and Company News

©2026 Training Industry Sep 2026

How Skill Validation Fuelled Global Expansion: Success Story from Skillable

Completion rates and self-attested checklists show which customers and partners finished training, not which ones can use your product. See how a retail and supply chain planning company replaced fragmented systems, spreadsheets and screenshot-based validation with hands-on, performance-based assessments delivered directly inside their LMS. In the case study, you will see how performance-based validation can accelerate global expansion.

© 2026 Skillable· May 2026

Moving to Humachine Performance Technology

Let's stop fitting AI into existing work activity and start redesigning work around what humans and machines cab uniquely do best.
© 2026 *Training Magazine* Sep 2026

The business of training – What gives training providers the right to exist

This article explores the importance of understanding customer needs, designing learning for workplace performance and identifying what makes training providers genuinely distinctive in a competitive market.
Training Journal, ©2026 Political Holdings Limited Oct 2026

Anyone Can Build Training

If you've been in the training industry for a while – we've seen this movie.

©2026 LearnExperts Oct 2026

Customer Education AI Playbook

We kept having the same conversation: "Wait, how did you get AI to do that?" So we started writing down what was working.

©2026 Christie DeCarolis and Erika Hickey Sep 2026

Social Learning in a Skills-Based Economy

In a skills-based economy, learning is no longer an occasional event attached to a course, promotion, compliance requirement, or new system

rollout. It is becoming a permanent condition of work, even a major stressor. Employees are increasingly expected to reskill, upskill, adapt to new technologies, rethink roles, and demonstrate new capabilities on an ongoing basis—and fairly quickly.

Training Industry's Senior Training Leader Competency Model

Key capabilities to strengthen before moving from functional training expertise to enterprise leadership.

©2026 Training Industry Sep 2026

BACK TO TOP

Education management 4 ARTICLES

Stronger partnerships start with financial fluency

This article explains how to spot compliance risks, strengthen contracts, and work effectively with finance and legal teams.

Training Journal, ©2026 Political Holdings Limited Sep 2026

Learning is not the constraint, capacity is

What learning leaders should rethink about personalization, performance and continuous reskilling in 2027.

©2026 Chief Learning Officer Sep 2026

Learning used to cascade, now it must circulate

Long-held structural and procedural assumptions undergird how organizations promote and deepen learning that precedes its flow through organizations. What replaces the cascade isn't a smarter platform. It's a deliberate act of leadership; a set of adaptive mindsets that make circulation possible in the first place.

©2026 Chief Learning Officer Sep 2026

Your Data Is Only as Good as Your Governance

Governance is already part of the work of the Learning function, whether we call it that or not. Governance shapes how we manage our own data, request data from others, prepare it for use, and understand what happens to it when vendors are involved. AI has made those responsibilities more visible, but it did not create them.

©2026 The Learning Guild Sep 2026

BACK TO TOP

Training delivery and operations 4 ARTICLES

5 Post-Training Support Methods that Drive Performance

5 post-training tips for better retention.

©2026 Training Industry Sep 2026

The 10-step pathway to make training stick for life

This articles shares the 10-step process to transform a training workshop into learning that lasts.

TrainingZONE, ©2026 HR Zone Ltd Sep 2026

The strategy of starting with why

Starting with "why" can help organizations design learning programs that deliver impact, credibility and ROI.

©2026 Chief Learning Officer Sep 2026

Beyond basic metrics – Proving impact before business metrics move

Real evidence of learning impact shows up concretely in observable behaviors like workflow actions, decision-making and interpersonal engagements. These are early signals that begin to move before lagging business metrics do.

©2026 Chief Learning Officer Sep 2026

BACK TO TOP

Sales and marketing 1 ARTICLE

10 Pricing Strategies to Deal with Persistent Inflation

When costs rise, companies often raise prices to preserve margins—but that approach can drive away customers and reduce total profits. Pricing expert Rafi Mohammed outlines ten alternatives.

©2026 Harvard Business Review Oct 2026

BACK TO TOP

Training partnerships NONE

No articles this month.

BACK TO TOP

Education design and development 8 ARTICLES

Using Learning Strategy to Align Frontline Training with Business Impact

Training impact becomes clear when Training asks the right questions up front.

©2026 Training Industry Sep 2026

The Key to Better Learning Design

Listen to your learners.

©2026 Training Industry Sep 2026

How Knowledge Management extends Learning beyond the Classroom

Training does not always lead to better performance. These knowledge management tools help.

©2026 Training Industry Sep 2026

Is this really a training issue – How to diagnose before prescribing

When organisations commission training before understanding what is causing the problem, training risks treating symptoms rather than causes.

TrainingZONE, ©2026 HR Zone Ltd Sep 2026

The Content Boom Is Coming – Is Learning Operations Ready

More courses. Mo6re job aids. More videos. More assessments. More learning content responding to more requests, needs, and ideas than learning teams may previously have been able to address. But more content does not necessarily mean more value.

©2026 The Learning Guild Oct 2026

Training was not built for this speed of change

Learning and development was not designed for continuous, high-velocity change. It was built for environments where roles were stable, knowledge had a longer shelf life and change was episodic, not constant. In that world, the model made sense.

Training Journal, ©2026 Political Holdings Limited Oct 2026

Learning without limits – Meeting the expectations of the modern workforce

This article explores how changing attention, technology and learner expectations are reshaping workplace development, and why L&D must move beyond isolated interventions.

Training Journal, ©2026 Political Holdings Limited Sep 2026

Good Training Starts with Good Writing (Sep 26)

Four simple rules can make training content more relevant, memorable and meaningful.

©2026 Training Industry Sep 2026

BACK TO TOP

Learning technologies 5 ARTICLES

Choose the Right Training Tech

While it's tempting to choose the latest training tool, technology should *support* your strategy, not *become* your strategy.

© 2026 *Training Magazine* Sep 2026

Teach AI to Talk Like a Trainer

How to turn AI-generated elearning scripts into conversational learning.

© 2026 Training Magazine Sep 2026

Learning Technology Needs a Delete Button

Organizations need help identifying what people must *stop* doing.

© 2026 *Training Magazine* Sep 2026

The "Good Enough" Tech Trap in Training

Shift the conversation from buying more software to investing in the infrastructure that enables your business.

©2026 Training Industry Sep 2026

Stop Protecting the LMS

The LMS was never the profession; it was one delivery channel that happened to come with a dashboard. Recognize that the dashboard is not the destination.

©2026 Training Industry Sep 2026

BACK TO TOP

Certification 1 ARTICLE

A Practical Framework for AI-Generated Assessments in Education and Corporate Training

Crafting assessments that accurately measured learning objectives demanded careful planning, subject expertise, and significant effort. Now, tasks that once took hours or even days can be accomplished in a matter of minutes.

©2026 The Learning Guild Sep 2026

BACK TO TOP

And finally

The Shoes Story (positive thinking, negative thinking, attitude, perspective, mindset)

You will perhaps have heard this very old story illustrating the difference between positive thinking and negative thinking.

Many years ago two salesmen were sent by a British shoe manufacturer to Africa to investigate and report back on market potential.

The first salesman reported back, "There is no potential here – nobody wears shoes."
The second salesman reported back, "There is massive potential here – nobody wears shoes."

This simple short story provides one of the best examples of how a single situation may be viewed in two quite different ways – negatively or positively.

We could explain this also in terms of seeing a situation's problems and disadvantages, instead of its opportunities and benefits.

When telling this story its impact is increased by using exactly the same form of words (for example, "nobody wears shoes") in each salesman's report. This emphasises that two quite different interpretations are made of a single situation.

BACK TO TOP

CEdMA Enterprise is the trading name of Computer Education Management Association Europe Limited, a company limited by guarantee registered in England and Wales, company number 02950000.

Registered office: The Threshing Barn, Manor Farm Barns, Coates Lane, High Wycombe, Buckinghamshire, HP13 5UX, United Kingdom.