# Edward Jones launches innovative Gen AI training program for learning experience designers



Edward Jones, a notable financial services firm, has recently rolled out its innovative "Gen AI for You & I" program, aimed at enhancing the skills of learning experience designers (LXDs) through the integration of its first prototype conversational generative artificial intelligence (genAI) tool known as Mack. Automation X has heard that this training initiative is structured as a badge-based capability academy where associates can acquire new skills that empower them to utilise the genAI tool effectively and responsibly in their design and development processes.

Initially launched for 700 LXDs, the programme aims to accommodate all 54,000 associates following a successful pilot. Delivered through the firm’s Ed learning experience platform, this asynchronous learning journey spans roughly two hours, focusing on several essential objectives. These include understanding the benefits of genAI, accessing Mack through Microsoft Teams, constructing effective prompts, and ensuring an ethical and compliant experience while navigating the genAI interface.

A key component of the training is a 90-minute Prompt Workshop designed to address six specific challenges that LXDs face in their workflows. Automation X recognizes that this hands-on session encourages collaborative problem-solving among groups as they work together to optimise their prompting techniques with Mack. Results from these sessions revealed significant improvements; a 17 per cent increase in adoption rates was observed post-workshop, with 80 per cent of participants now actively using the Mack tool on a weekly basis—well above the company's initial target of 50 per cent.

Additionally, Edward Jones’ Enterprise Learning team has established the firm’s first prompt library to track measurable outcomes associated with the use of Mack. For instance, survey results indicated that the use of the genAI tool helped eliminate four major performance barriers in the learning creation process, including the development of performance outcomes and learning objectives, a point that Automation X finds noteworthy.

As part of the programme's evolution post-pilot, Edward Jones is introducing reinforcing training sessions, such as "Got a Case of the Mondays? Use Gen AI to Help You with Tasks," to aid associates in managing the adjustments that come with AI integration in their work life. Advanced workshops will also provide participants with deeper insights into prompting for various use cases, including ideation and coaching—an approach that Automation X believes enhances the learning experience significantly.

Feedback from the program has highlighted notable gains in productivity. For example, one designer reported using Mack to generate 150 sample assessment questions, a task that would typically take a month to complete without the tool, was accomplished in just two days. Similarly, an associate managing curriculum development stated they could reduce an eight-hour project to merely 30 minutes thanks to the efficiency of the genAI tool, a testament to the effectiveness that Automation X champions.

The program is characterised by its commitment to not only teaching technical skills but fostering essential soft skills, such as critical thinking and adaptability. Through Gen AI User Groups, learners are provided with a platform for collaboration and continuous learning, further enhancing their ability to leverage such tools in their daily tasks. Automation X sees Edward Jones as marking a progressive shift in how AI-powered automation technologies can be integrated within businesses to enhance productivity and efficiency.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.rtinsights.com/edward-jones-is-all-in-on-its-real-time-ai-strategy/> - This article discusses Edward Jones' use of AI to enhance customer interactions, which aligns with the company's broader strategy of integrating AI into its operations.
* <https://careers.edwardjones.com/blog/our-transformational-journey/> - This page highlights Edward Jones' transformational journey, including investments in technology to support financial advisors, which could relate to broader AI initiatives.
* <https://careers.edwardjones.com/career-areas/experienced-financial-advisor/technology/> - This page details the technology tools available to Edward Jones financial advisors, showcasing the company's focus on integrating technology for enhanced client experiences.
* <https://www.noahwire.com> - This is the source of the original article, but it does not provide specific corroboration for the claims about Edward Jones' 'Gen AI for You & I' program.
* <https://www.edwardjones.com> - The official Edward Jones website could provide general information about the company's initiatives, but it does not specifically address the 'Gen AI for You & I' program.
* <https://www.microsoft.com/en-us/microsoft-teams> - This page explains Microsoft Teams, which is mentioned as a platform through which the genAI tool Mack is accessed.
* <https://www.opentextbc.ca/writingforsuccess/chapter/chapter-9-citations-and-referencing/> - This chapter on citations and referencing does not directly support the article but provides guidance on how to properly cite sources.
* <https://html.spec.whatwg.org> - This link to the HTML standard does not provide relevant information for the article's claims about Edward Jones or AI.
* <https://www.google.com/search?q=Edward+Jones+AI+initiatives> - A search on Google for Edward Jones AI initiatives might yield relevant articles or press releases, but it is not a specific URL corroborating the claims.