



Highlights

- Provides employees a more personalized learning experience, with AI-based cognitive suggestions
 - Offers end-to-end learning services that make it easier to optimize internal and external learning sources
 - Supports organizational transformation by helping drive staff productivity, growth and satisfaction
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IBM Watson Talent Development

Chart an innovative, more effective path to personalized employee learning

Human resources (HR) executives are under increasing pressure to deliver targeted, engaging learning to employees that empower them to improve and speed their contribution to the success of the business. A recent IBM IBV study showed that 66 percent of CEOs recognize that cognitive will drive significant value in HR².

Though many companies have amassed vast amounts of learning material, it often remains inaccessible because many businesses still rely on non-digital delivery. This doesn't meet the needs of today's workforce, who expect easy-to-access, personalized learning content—anytime and anywhere, on any device.

IBM won “Best Advance in Learning Management Technology Personalized Learning Ecosystem” award from Brandon Hall Group, 2016¹

IBM Watson® Talent Development integrates an intelligent, well-developed learning ecosystem, and Watson-driven analytics and cognitive capabilities to deliver end-to-end, user-specific learning services. Incorporating three key trends in learning (personalization, cognitive enhancements to content and better learning administration and scheduling), IBM can bring next-generation, business-aligned employee learning that's designed to be more effective, engaging and consumable.

Supporting employees with the right training—when, where and how it's needed

IBM Watson Talent Development, which is powered by analytics-driven intelligent learning ecosystem, provides engaging personalized content that encourages continuous development—delivered in a



digital format for “anytime, anywhere” learning. It also supports simpler browsing to help keep employees aware of critical business initiatives. Features include:

- An open learning platform that integrates learning from internal and external sources, and makes relevant content available for access from virtually any device
- Employee-specific learning experiences and personalized recommendations tailored to job roles, business groups, skill sets, personal learning histories, learning styles and career development plans
- Content channels organized to support a variety of needs and interests

Helping to provide a comprehensive approach to the learning lifecycle

With the learner at the core of our environment, IBM Watson Talent Development brings together learner data from various aspects such as HR and talent systems, learning and on-job performance to provide a 360-degree view of the learner. We use these insights to create a unified and personalized view of content recommendations from internal and external sources—including unstructured sources—to enable easier access to content, delivered by a cognitive system that understands the learner.

Supporting both employee and organizational growth and transformation

Your employees can benefit from a personalized learning environment that knows, understands and engages them, and can even anticipate their future learning needs. And you can have the confidence that you’re providing effective, efficient learning that’s aligned with your business strategy—helping to drive business transformation and profitability through more productive, informed and empowered employees.

Why IBM?

When faced with managing a training catalog that stayed relevant to over 375,000 global employees, IBM rose to the challenge, introducing a Watson-powered learning tool in 2015. Searching data from more than 30 sources to deliver online learning content, classroom training and key resources at point of need, the tool provides personalized learning for every employee. IBM has helped pioneer the future of learning for ourselves, and can help put your organization at the forefront of employee learning, too.

To learn more about IBM Watson Talent Development, visit the [IBM talent development and optimization page](#), or contact your IBM representative.



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1 <http://www.brandonhall.com/excellenceawards/excellence-technology.php?year=2016>

2 *Redefining Talent: Insights from the Global C-suite Study – The CHRO perspective*, IBM Institute for Business Value, 2016
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