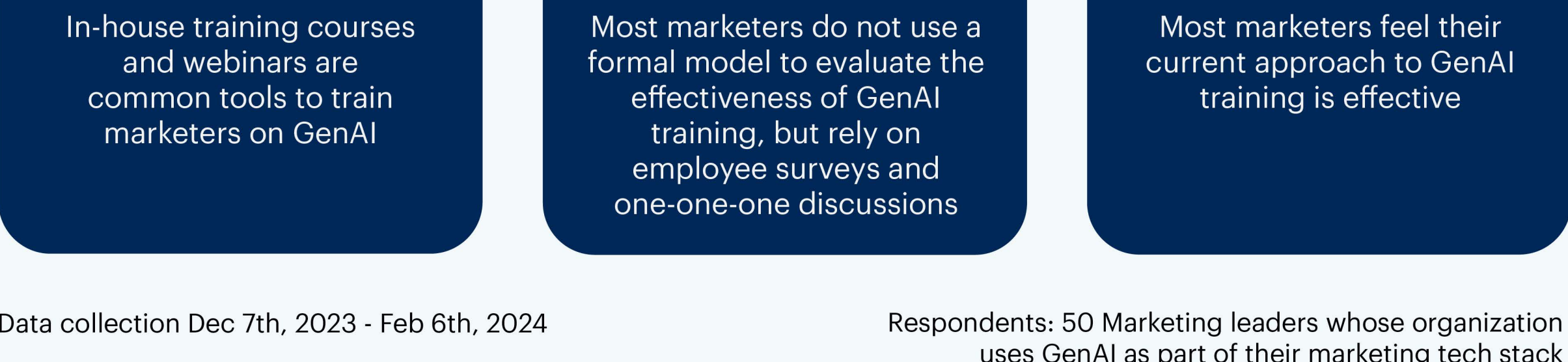


GenAI Training Methodologies: Insights for Marketing Teams

Many marketing teams have integrated generative AI as a standard technology into their toolkits. As the technology has soared and outpaced many expectations, it is critical for marketers to familiarize themselves with the technology. How are marketing leaders guiding GenAI training across their teams today?



Data collection Dec 7th, 2023 - Feb 6th, 2024

Respondents: 50 Marketing leaders whose organization uses GenAI as part of their marketing tech stack

About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



In-house training and employee experimentation are key tools for GenAI adoption



Half of respondents say their organization uses in-house training courses (50%) to train their marketing teams how to use GenAI tools. In-house meetings/webinars (48%), one-on-one coaching (46%) and employee experimentation (46%) are additional popular training methodologies.

How does your organization train your marketing teams to use GenAI tools? Select all that apply.

Knowledge base documentation developed in house **42%** | Vendor-provided tool or documentation **40%** | Lunch-and-learns **40%** | Training courses developed by an outside organization **36%** | Training meetings/webinars with outside expert(s) **30%** | Employees are reimbursed for courses/products of their choosing **18%** | We don't provide GenAI training to our marketing teams **2%** | Don't know **0%**

n = 50

“Getting the most out of Gen-AI requires creative thinking, this needs to be captured in any training provided.”

Director, telecommunications industry, <1,000 employees



“Incorporate hands-on workshops, case studies and real-world examples into the curriculum. Practical experience helps solidify learning. Encourage participants to experiment with AI tools and platforms to understand their functionalities.

Director, educational services industry, <1,000 employees



Question: What advice would you give to a marketing leader who is just starting to build out a GenAI training curriculum?

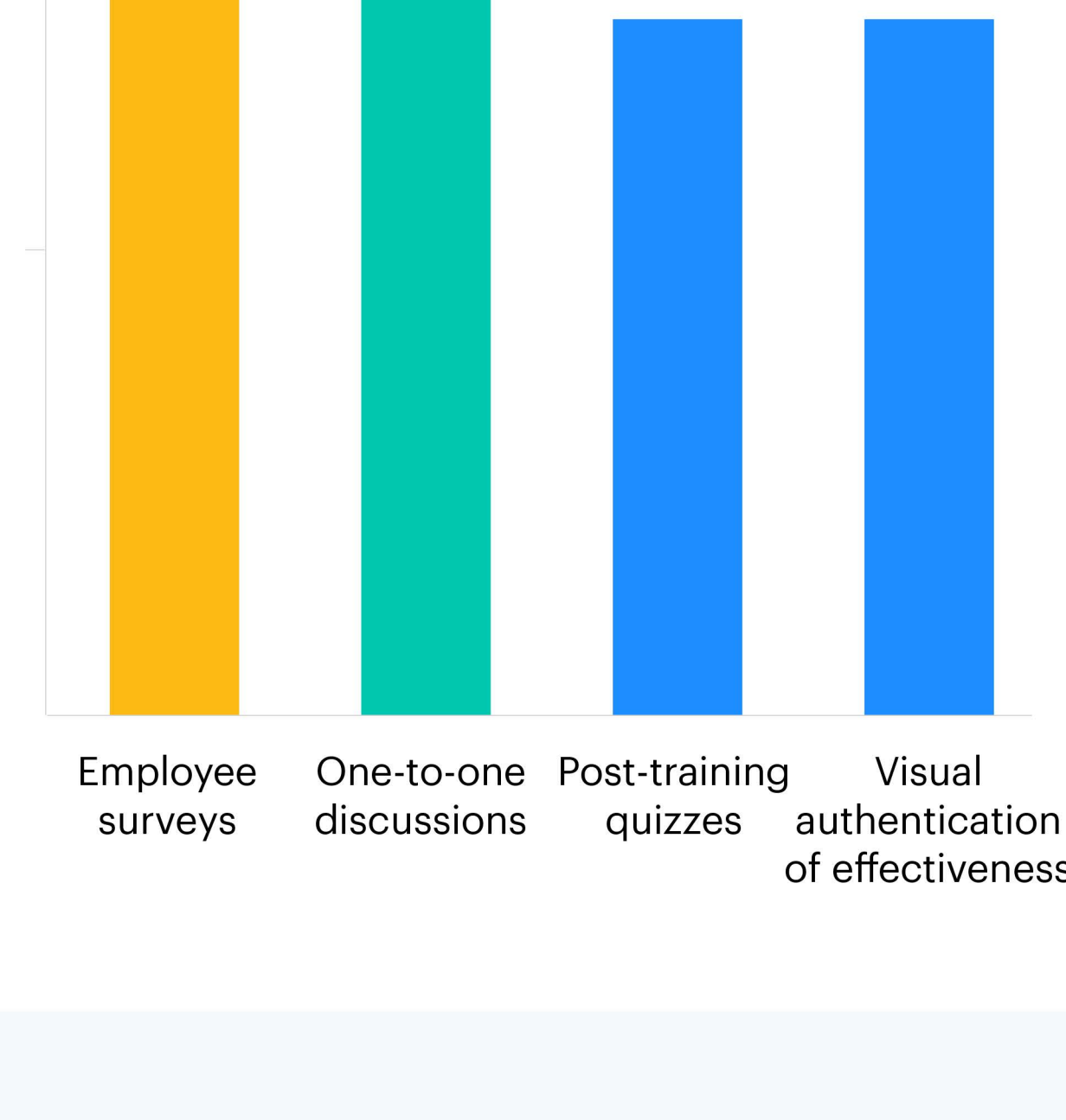
GenAI training effectiveness is being evaluated, often without a formal model

The most commonly selected methods used by respondents to **evaluate the effectiveness of their GenAI training curriculum** are **employee surveys (56%)** and **one-to-one discussions (54%)**.

What methods do you use to evaluate the effectiveness of your GenAI training curriculum? Select all that apply.

Measuring adoption of enterprise software & digital processes **38%** | Official certification exams **36%** | Training analytics (e.g., time spent on training) **34%** | We don't measure this **10%** | Don't know **2%**

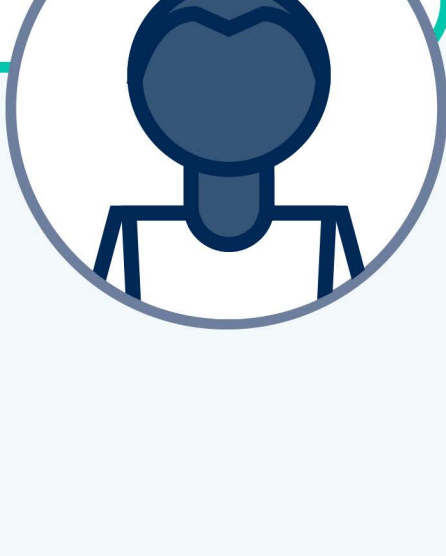
n = 50



30% of marketers say they don't use any specific evaluation model to measure the effectiveness of GenAI curriculum. Among respondents who do use a model, Kirkpatrick's 4 Levels of Evaluation (24%) is the most common.

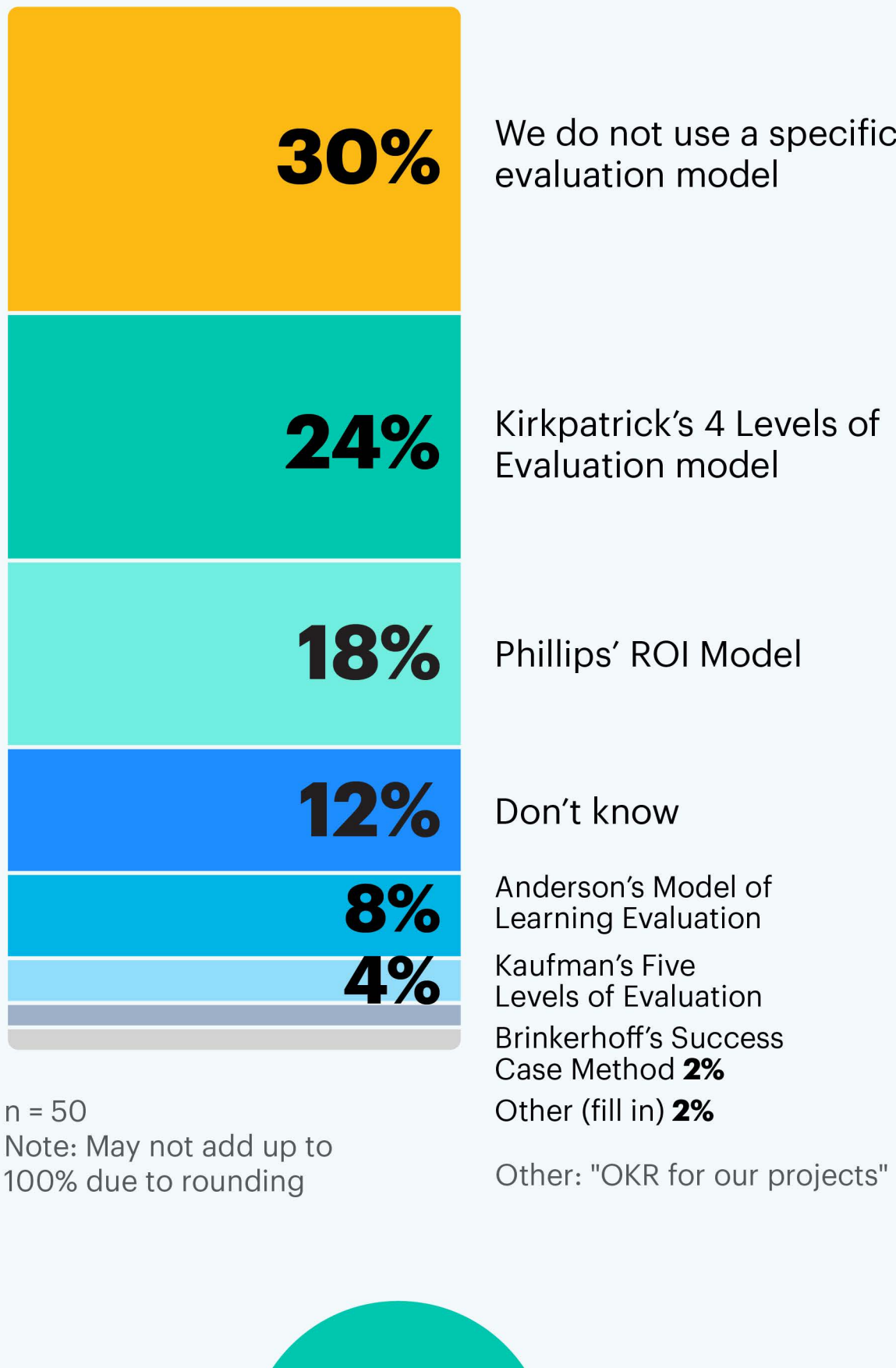
“Create an internal knowledge base with real examples of how to use GenAI, with success and fail scenarios. Keep it updated.”

C-suite, professional services industry, <1,000 employees



Question: What advice would you give to a marketing leader who is just starting to build out a GenAI training curriculum?

If you use a specific evaluation model to measure the effectiveness of your GenAI training curriculum, which one do you use?



n = 50

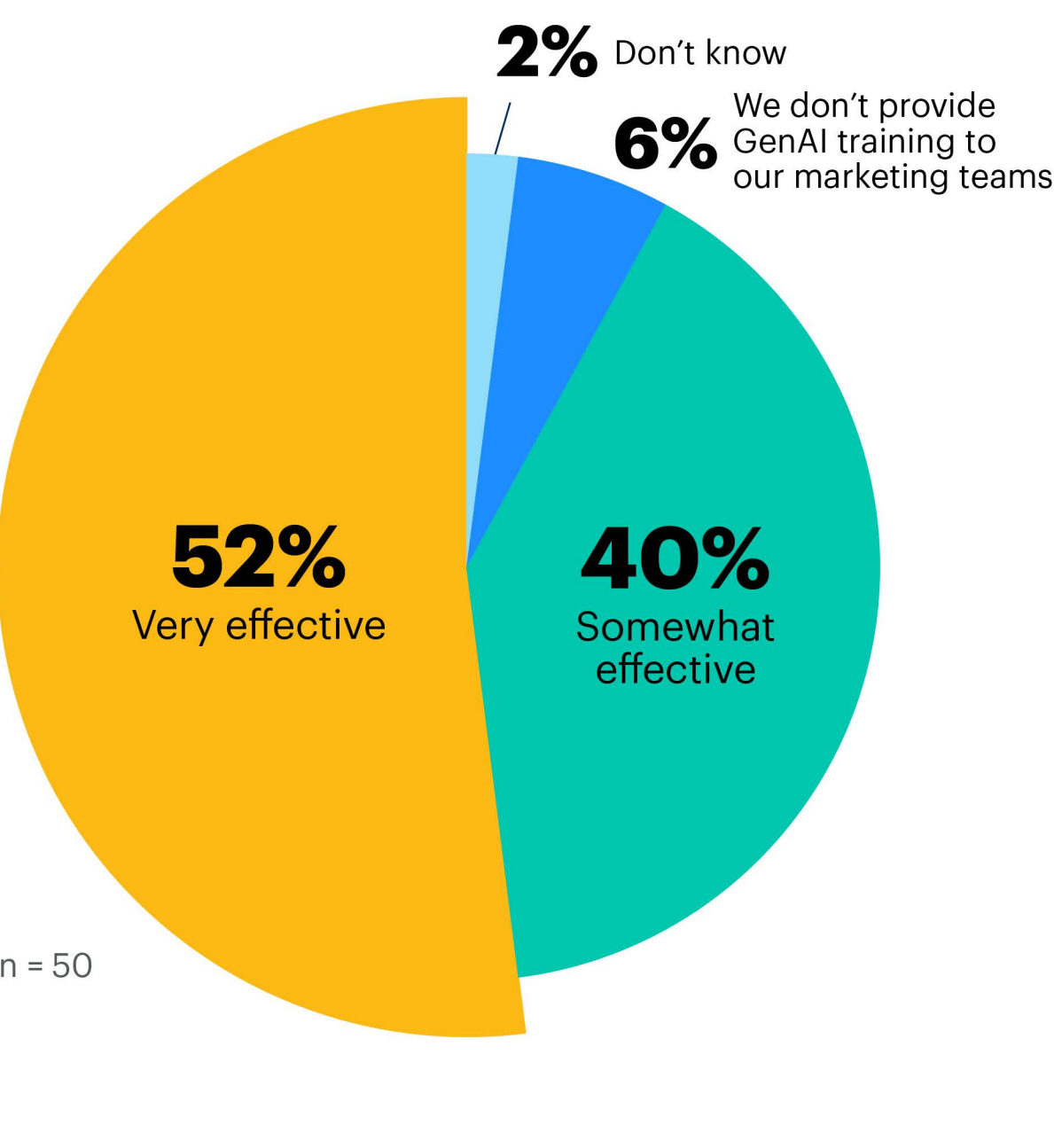
Note: May not add up to 100% due to rounding

Other: "OKR for our projects"

Marketers are confident in their approach to GenAI training

Over half of marketers report their current approach to GenAI training is very effective (52%).

How effective is your current approach to GenAI training?



n = 50

“Find resources that really fit your brand and marketing strategies. How one company utilizes AI is way different [than] how you will. Make [sure] you get a lot of different views and use cases for GenAI, and then create a simple way to measure your team's effectiveness in using this new tool.”

Director, professional services industry, 1,000 - 5,000 employees



Question: What advice would you give to a marketing leader who is just starting to build out a GenAI training curriculum?

In their own words...

“Continually evolve [GenAI training] as this space is moving fast. Ensure new modules are pushed to existing staff, and new staff to the training.”

- VP, telecommunications industry, 5,000 - 10,000 employees

“Focus on clear objectives, tailor the curriculum for practical use, encourage collaboration, measure effectiveness and stay updated with evolving trends. Prioritize creativity alongside technical skills for impactful GenAI integration in marketing strategies.”

- Director, professional services industry, 1,000 - 5,000 employees

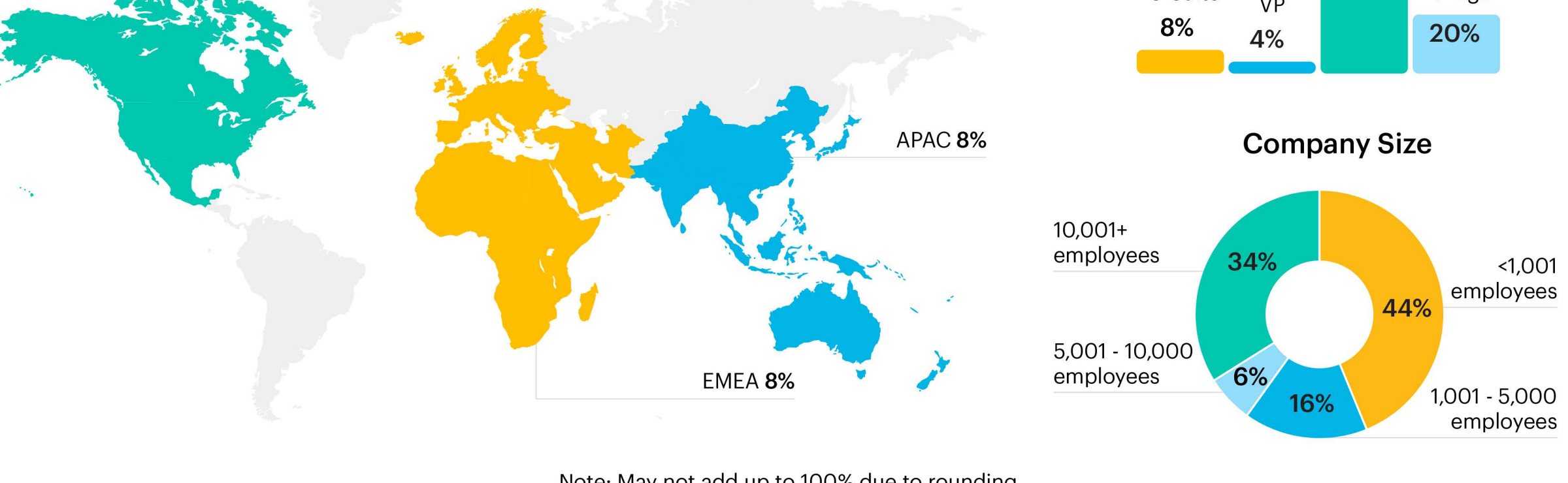
“Tailor [GenAI] training to your specific needs and goals. Consider your team's existing knowledge, marketing constraints. Make it engaging and interactive. Use case studies, hands-on activities and guest speakers from AI companies or marketing agencies.”

- Director, retail industry, 10,000+ employees

Question: What advice would you give to a marketing leader who is just starting to build out a GenAI training curriculum?



Respondent Breakdown



Note: May not add up to 100% due to rounding

Respondents: 50 Marketing leaders whose organization uses GenAI as part of their marketing tech stack

Want more insights like this from leaders like yourself?

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Source: Gartner Peer Community, GenAI and Marketing Teams: Training Methodologies survey

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