

What's Capturing Attention & Driving Action

Life Sciences L&D Insights from 2024

As life sciences learning and development (L&D) professionals look ahead to 2025, key priorities are emerging.

AI continues to dominate discussions, shifting from exploration to practical application, while the demand for measurable training impact and leadership development grows. Teams are also navigating resource constraints, balancing personalized learning strategies and refining training approaches to engage diverse learners. With these focus areas shaping the future of L&D, organizations must adapt, innovate and align learning with business outcomes to stay ahead.

AI Integration & Practical Application

AI remains the dominant theme, with a shift toward real-world implementation beyond theory. L&D teams want hands-on strategies for using AI in instructional design, adaptive learning and assessment while addressing security and compliance concerns.



Proving Training Impact & ROI

There is a growing urgency to measure training effectiveness, link learning to business outcomes, and secure leadership buy-in. Organizations seek better KPIs, behavior measurement strategies and tools to demonstrate the tangible value of learning programs.

Leadership Development & Career Growth

L&D professionals are investing in their own career development while also building leadership training programs for their organizations. There's increased interest in mentorship, coaching and structured career paths to retain talent and elevate mid-level learning leaders.



Personalized & Adaptive Learning Strategies

Organizations are moving toward more personalized, interactive learning that caters to hybrid, virtual, and in-person environments. The demand for better engagement tactics, learner-centric design and content relevant across multiple roles (not just sales) is increasing.

Training Resource Optimization & Budget Management

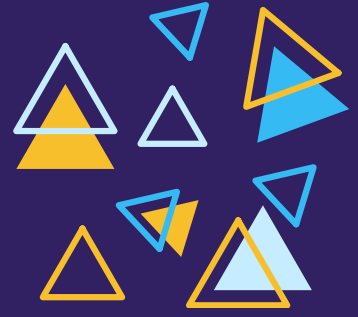
With limited headcount and tighter budgets, L&D teams are looking for ways to scale learning programs efficiently. This includes developing evergreen onboarding templates, maximizing AI for content creation and streamlining learning technologies to make resources go further.

LTEN 2024: What Captivated & Challenged Life Sciences L&D

A Year in Review: The Most Read, Watched & Sought-After Topics

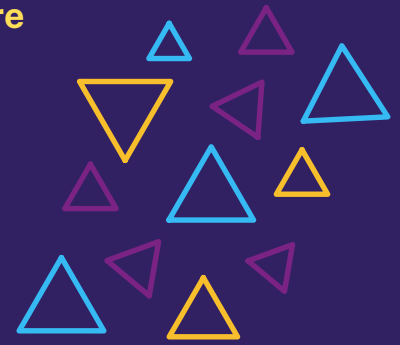
Top Conference Workshops

- **AI Beginner Bootcamp: Conquering ChatGPT**
- Enhancing Life Sciences Training with **AI**
- How Pharma Trainers Are **Using AI Right Now**
- Developing Timeless **New Hire Training** Workshops
- The Science and Art of **High Science Storytelling**
- **Gamification + Learning Journeys** = Impact and Data!
- Building a Brighter Tomorrow Through **Measurement and Evaluation**
- Executive Presence: **Public Speaking for Leaders** of Today and Tomorrow
- Craft a **Powerful Personal Brand** as a Trainer
- **Gamification for Workshops: Simple Strategies that Create Impact**



Most Read Articles

- What's Your Formula for **Training Success?**
- Fostering Healing: The Power of **Relationship-Focused Care**
- argenx: The Quest for **Launch Excellence**
- Novartis: A **New Model for Measurement**
- **Data-Driven Training**
- **Mapping Sales Training Results** With Impact
- Developing Yourself: **5 Top Skills for Leaders**
- **L&D Internships: Mutually Beneficial Growth** at BeiGene
- Otsuka's ReadyNow: **Training New-to- Pharma Reps**
- The **Digital Evolution of Field Force Effectiveness** in Life Sciences



Most Watched Webinars

- **Understanding AI in L&D: Navigating the Present and the Future**
- Algorithms for Empathy: How AI Can Help **Scale Soft-Skill Training**
- How **AI is Transforming Learning** in Life Sciences: Expert Practitioners Speak
- Beyond the AI Hype: Sanofi's 2025 **Vision to Scale Training**
- **Accelerating Training With AI: Insights & Results** From Life Sciences Leaders
- JNJ Case Study: **Metrics to Drive Training Impact**
- **Story, Visuals and Data: Unlocking the Power of Storytelling** in Life Sciences
- Lightning Learning: The Future of Training with **Microlearning and AI**
- Building **Training for the Modern Learner**

Top Five Needs and Challenges:

Access to AI & Security Restrictions – Many organizations face barriers in leveraging AI due to company security policies, limiting its adoption in training.

Limited Resources & Budget Constraints – Teams are expected to do more with less, from developing training programs to securing buy-in for field resources and demonstrating ROI.

Measuring Impact & Proving ROI – The challenge of illustrating the effectiveness of training programs persists, with a strong need for better KPIs, behavior measurement and leadership buy-in.

Team Structure & Professional Growth – L&D teams are navigating reorganization, skill development and career advancement while ensuring they stay ahead of evolving learning needs.

Stakeholder & Leadership Engagement – Gaining support for learning initiatives remains a challenge, with many seeking ways to help stakeholders see the long-term value of training investments beyond just checking a box.

Data sourced from the 2024 LTEN Annual Member Survey, Conference Registration & Digital Engagement Metrics.