

MAGNETO
SHARPEN YOUR MESSAGE

TRAINING & TRANSFORMATION 2026

Enterprise Learning Strategy Report

**“THE FUTURE IS ALREADY HERE —
IT’S JUST NOT EVENLY DISTRIBUTED.”**

— WILLIAM GIBSON

THE NEXT BIG SHIFT IN LEARNING

Leaders in L&D, OD, People & Culture, or similar, in large enterprise are seeing a tectonic change in learning.

This report shares our insights into this change, and how leaders and big business are adapting.

We combined data from our *2025 Decision-Makers Survey* – spanning 140 clients across 20 industries – with our observations from 167 client engagements and countless meetings this year.

Here's what our clients said matters most around learning and communication into 2026 and the years ahead.

In a nutshell: The rules of work, communication, and capability development are being rewritten ... again.

“THE ONLY WAY TO MAKE SENSE OUT OF CHANGE IS TO PLUNGE INTO IT, MOVE WITH IT, AND JOIN THE DANCE.”

— ALAN WATTS, ENGLISH PHILOSOPHER

KEY FINDINGS

- **Dual imperative for 2026 and beyond:** Accelerate AI adoption while also strengthening human judgment and discernment. Success hinges on both. AI needs a smart human in the loop. Investing in this dual-development path, delivered through flexible, practical formats that respect modern workplace realities, will build the adaptive workforce ready for an AI-enhanced future.
- **The paradox:** As AI use expands across workplaces, demand for human communication skills has *intensified*, not diminished.
- **AI is the ‘producer’, humans are the ‘director’:** AI churns information at blazing speeds, but it’s ‘slop’ unless humans bring context, judgment, authenticity, and connection.
- **New learning rhythm:** Shorter training sessions combined with practical learning experiences are emerging as the ‘new way’, replacing traditional day-long training, e.g. half-day or shorter sessions with peers. We increasingly need to learn from each other and be with others in real life.

WHAT CLIENTS SAID

'Ensure training is preparing people with the skills and knowledge needed to "future proof" them as roles keep changing.'

'Self-paced online learning has lost its spark. People like face-to-face but often don't have time to attend. It's a tricky balance.'

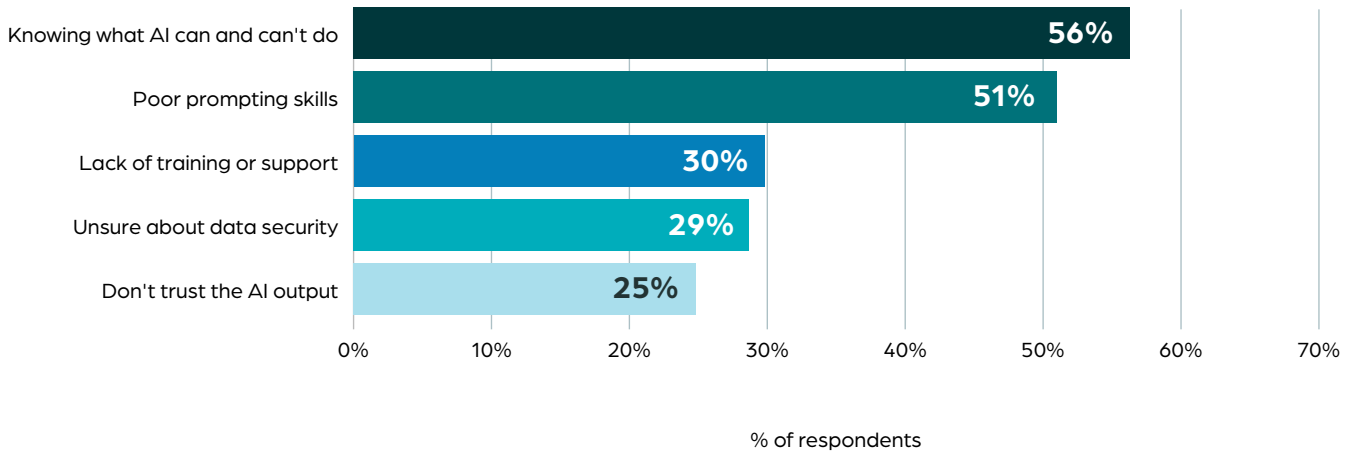
'Our people have HUGE interest to learn more and be better supported by AI.'

'Key challenge for people is finding time for learning, including deliberate practice.'

'Let's face it, the future is AI. You've got to get on the bus, or you'll be under it.'

AI CAPABILITIES TO BUILD

Key insights: From 661 respondents, 56% don't understand AI capabilities, and over half (51%) struggle with prompting.



ENDURING TOPICS & CHALLENGES

Survey results from learning/Org. Dev. leaders

1. The unexpected renaissance of writing

Far from making writing obsolete, AI has elevated it to mission-critical. The tools we use to write are changing, but the need for clear, concise, commercial thinking so you can communicate in writing appears timeless:

- Business Writing (55% rated this as high priority) – The ability to craft clear narratives
- Leadership & EQ (36% high priority) – Managing humans in an automated world
- Board Paper Writing (27% high priority) – High-stakes strategic communication
- Influencing Skills (23% high priority) – Persuading others when everyone has AI.

2. Demand for shorter, sharper training

- Over 62% of respondents want shorter (1-3 hour) learning sessions. Long enough for skill transfer but short enough to respect busy schedules.
- Human connection is still valued: 41% want face-to-face learning.

STRATEGIC IMPERATIVES FOR LEADERS

Based on our survey and client conversations, three strategic imperatives are emerging for 2026 – and beyond:

1.

Integrate AI everywhere

Don't treat AI as a separate skill. Embed it in every learning initiative, from writing to leadership to presentations. Teach teams not just how to use AI, but when *not* to. One executive said they need professionals who can 'create effective prompts and know how and where to use AI.'

2.

Verify, then amplify

The data shows uncertainty and hesitation (Lack of training or support: 30%; Unsure about data security: 30%; Don't trust the AI output: 25%).

L&D must address this head-on: Teach governance, validation, and risk mitigation. Teach people to 'verify before you amplify.' Show them how to catch AI when it gets it wrong.

3.

Embrace radical flexibility

The equal demand for workshops and bite-sized learning isn't indecision – it's recognition that different skills require different approaches. So design modular pathways: foundational workshops for complex skills, micro-learning for reinforcement, and on-demand resources for just-in-time support.

ABOUT MAGNETO COMMUNICATIONS

Our mission is to create communicators who are:

- Clear
- Concise
- Commercial.

Our clients are large enterprises with mostly technical teams – finance, engineering, insurance, energy, resources, consulting and property. Smart people whose brains are often wired more for numbers than words.

We help them bring clarity to their often complex subjects. To stop and think before communicating. To consider their audience, their objective, their strategy. To not tell everything they know, but to distil their message so it hits the mark.

All vital skills in fast-moving, multi-stakeholder environments.

GET IN TOUCH

Got a comment? Interested in training? We'd love to hear from you:

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