



 WHITEPAPER

How to Personalize Training in Real Time with AI Agents

More learning impact, less effort for L&D



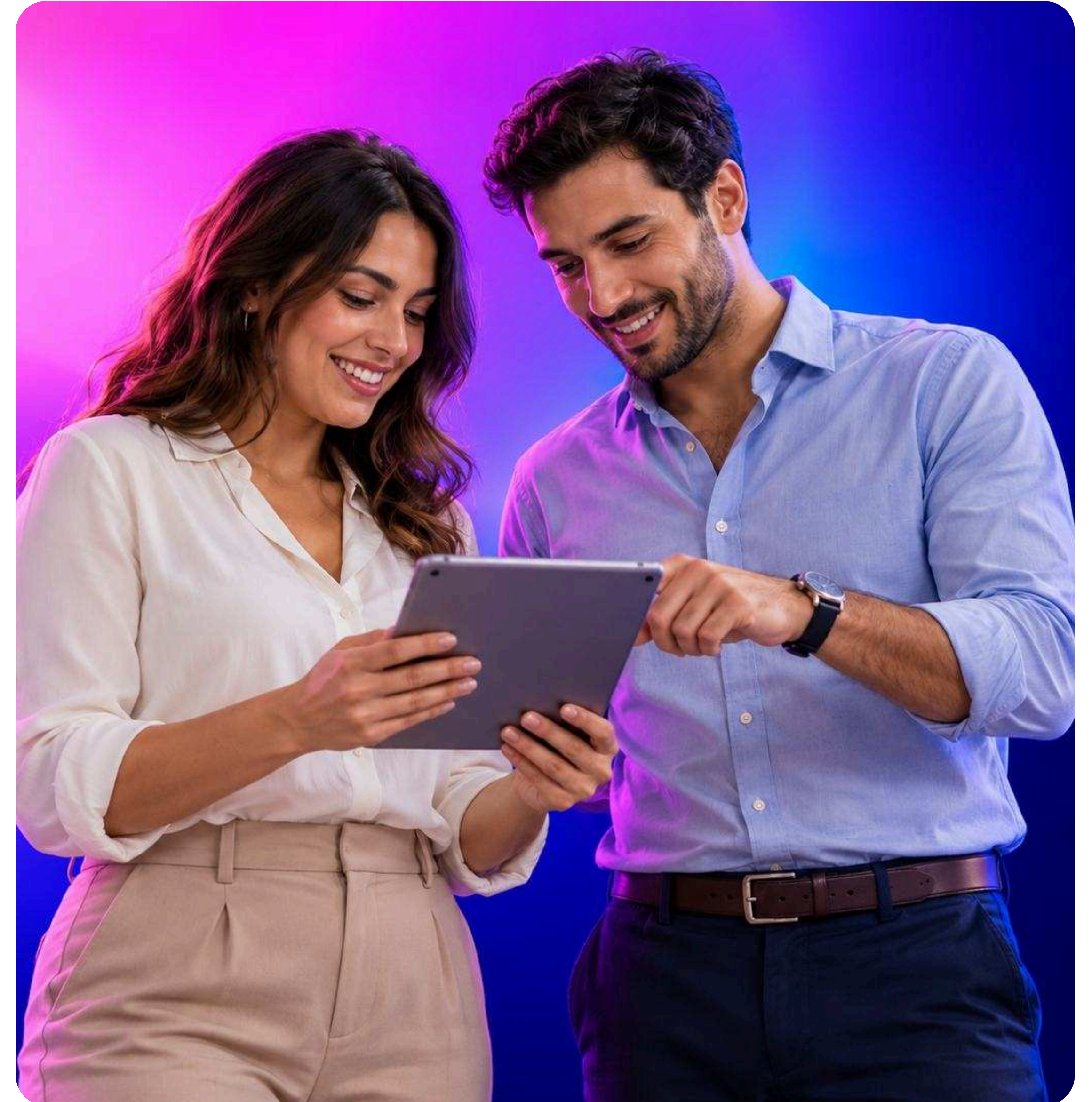
AI

Agent



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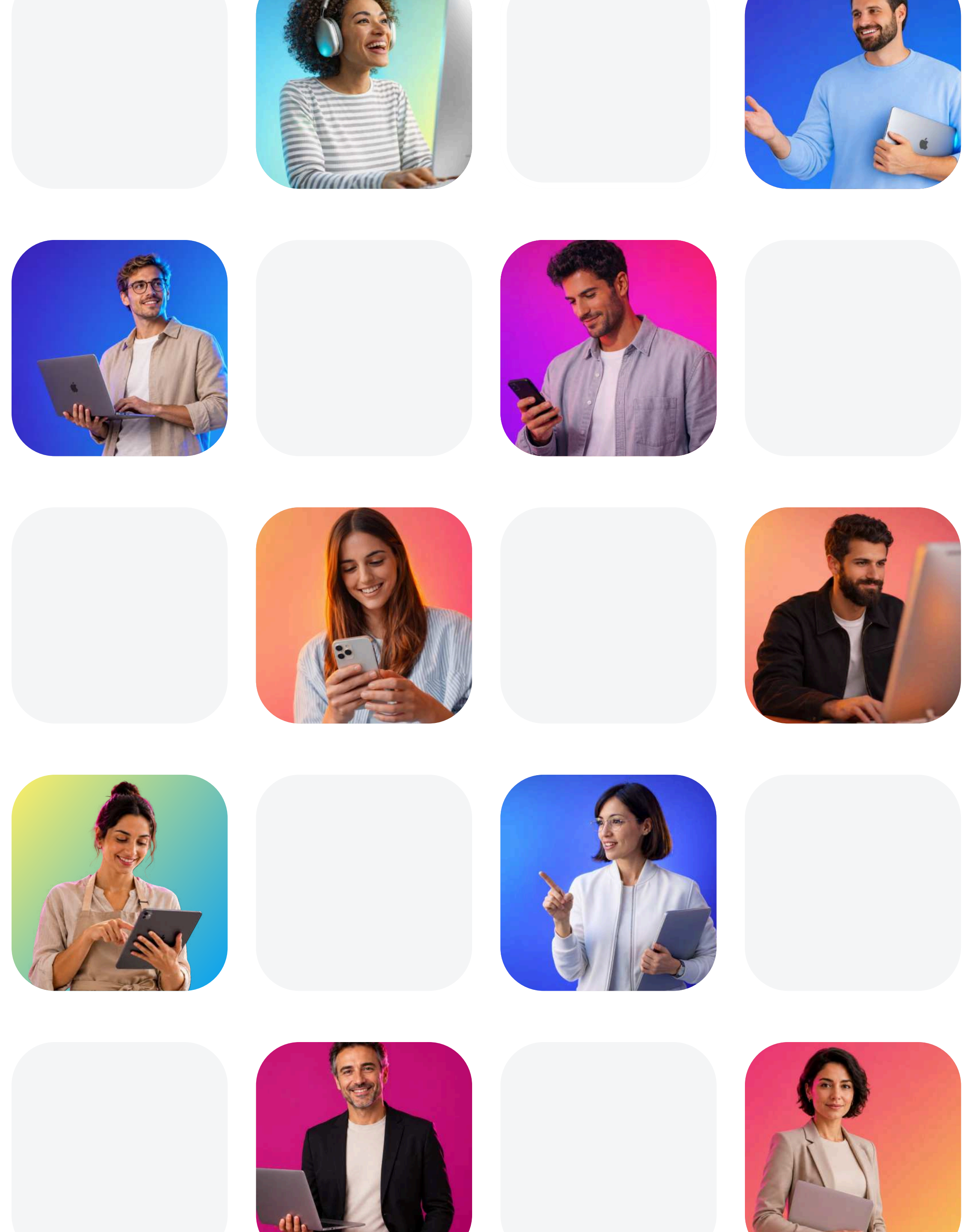


Introduction:

Personalization vs. training at scale

In 1984, educational psychologist Benjamin Bloom published a study that remains a benchmark in the learning world. He compared three groups of students: one in a conventional class, another using a mastery learning approach, and a third with **a personal tutor for each student**. The result was clear: **the average tutored student outperformed 98% of the students in the conventional class**.

A tutor succeeds because they **adapt teaching to each student**. They know what the student has mastered and what they haven't, explain things differently when something isn't clear, correct mistakes on the spot, and set the right pace. In other words, they personalize. Later studies have confirmed this idea: the more teaching adapts to the learner, the better they learn.



The challenge, which Bloom called *the 2 sigma problem*, is that **it's impossible to put a tutor next to every person**. The same is true of corporate training. **E-learning solved the problem of scale**: it made it possible to train thousands of people at once, anywhere and at any time. Profile-based learning paths and content recommendations added some personalization. But truly personalizing, the way a tutor would, still requires **work that can hardly be multiplied across every employee**, especially in large organizations.

This is where **artificial intelligence** comes in. For the first time, technology can take on part of the tutor's role: **it understands each person's questions, explains the same concept in different ways, and generates content instantly**. But generative AI has a limit: **it answers when asked**, and nothing more. It doesn't know what the learner has already learned, doesn't decide what they should work on next, and doesn't check whether they've understood.

That's exactly the leap **AI agents** make. Unlike an assistant that only answers, an agent **has a goal and acts to achieve it**: it analyzes, decides what to do at each moment, and adjusts based on the outcome.

In this whitepaper, we explain why personalization has gone from desirable to urgent, what personalizing really means, how a learning agent works, and what changes for training teams when **every employee can learn in a way that fits them**.

“

No one in L&D needs to be convinced that personalization works. What was missing was a way to do it for 5,000 people with a team of five.

”

**One-size-fits-all has an
expiration date**

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One-size-fits-all has an expiration date

Corporate training was born to serve groups, not individuals. A course is designed once and rolled out to a department, a role, or the entire company. It's a very efficient way to produce content, but it overlooks something obvious: **every person starts from a different place and learns in a different way.**

Two sales reps in the same role may differ by ten years of experience, have completely different gaps, and opposite learning styles. And yet they receive exactly the same course.

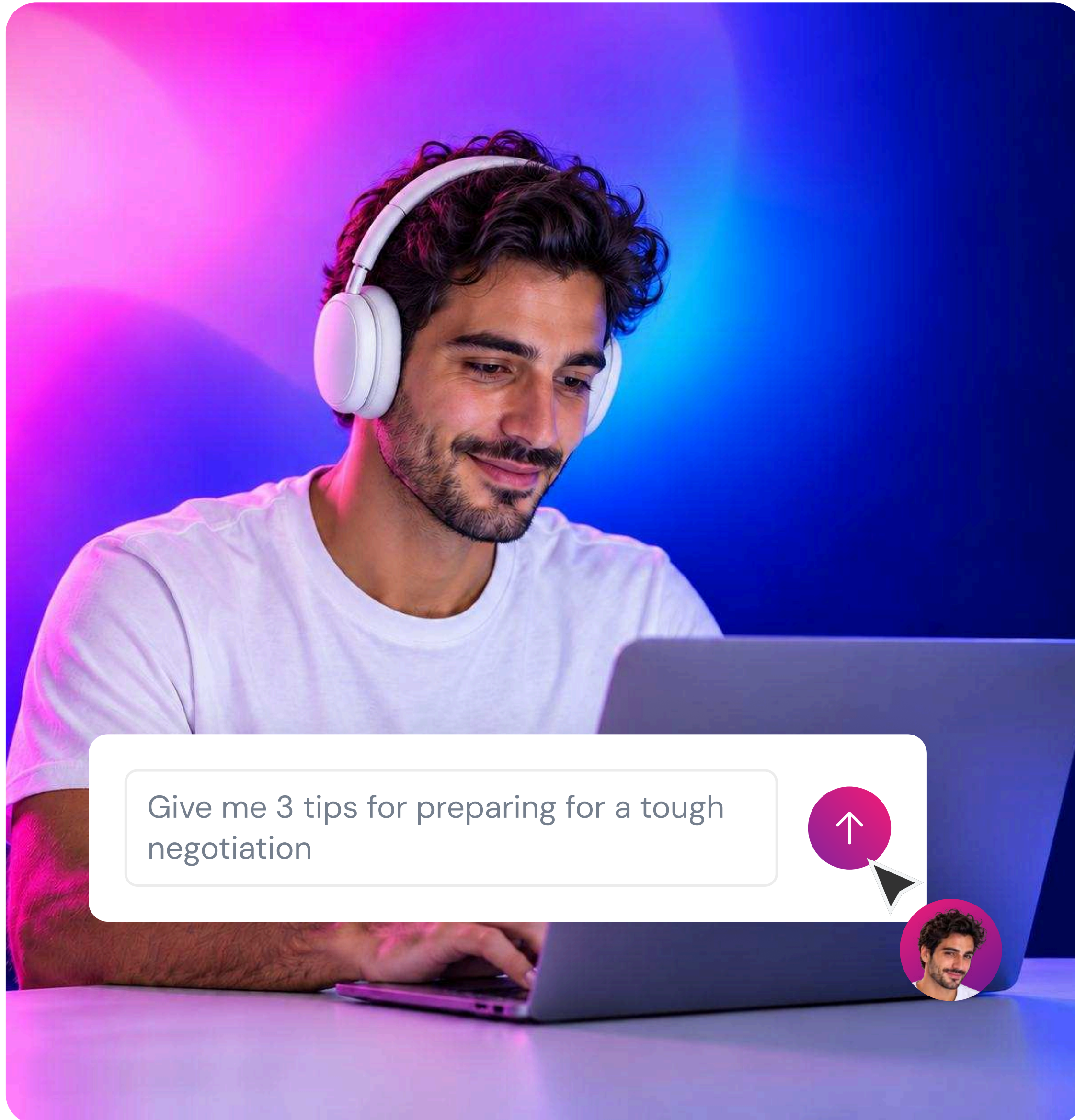
The pattern repeats itself: the greater the diversity of profiles, functions, and needs, the harder it is to design individual experiences without operations becoming unmanageable. **The ceiling isn't pedagogical. It's operational.**

Model	What it solves	Where it falls short
Single course	Producing and distributing at scale	Completely ignores individual differences
Profile-based learning paths	Distinguishing between groups and roles	Still one-size-fits-all within each segment
Content recommendations	Getting the right course to each person	Assumes the course already addresses what they need



**Why personalization
can't wait any longer**

02



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Why personalization can't wait any longer

1 Your employees already know what a useful answer looks like

75% of knowledge workers already use generative AI at work, and 78% of them bring their own tools (Microsoft & LinkedIn, 2024). They've grown used to instant, specific, frictionless answers. By comparison, a catalog of generic courses feels like it belongs to another era.

2 Skills are expiring faster than ever

The World Economic Forum estimates that 39% of core skills will change by 2030 (Future of Jobs Report 2025). If producing or updating a course takes weeks, training will always be one step behind what the business needs to know.

3 Leadership is no longer satisfied with hours completed

The training budget competes with the rest of the organization, and the question has shifted from “How many people completed it?” to “What has changed in the business?” Without a way to show that training changes behavior, the budget is hard to defend.

4 The learning that matters happens in the middle of the task

The question that comes up in the middle of a customer call. The procedure that needs double-checking right before applying it. A model based on courses completed in advance can't reach these moments, which make up a growing share of real learning.



The conclusion is uncomfortable but clear:

the faster skills change, the more it matters that learning arrives at the right moment; and the more impact has to be proven, the less defensible a model that doesn't adapt to each person becomes. Personalization is no longer a nice-to-have. It's the condition for training to stay relevant.

**Personalizing is not the
same as recommending**

03

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Personalizing is not the same as recommending

Reducing personalization to “recommending the right course to the right person” is convenient, but it falls short: it still assumes that the course addresses exactly what that person needs right now. A truly personalized experience works on five dimensions at once:

“Real personalization isn't a generic version of training with the learner's name on it. It's an experience that knows who you are, what you know, how you learn, and what you need to solve right now.”

Dimension	The question it answers	If you ignore it...
Level	What does this person already know, specifically?	They repeat what they've mastered or move on without the basics they're missing
Pace	How much time do they need to absorb it?	You penalize both those who go slower and those who could go faster
Format	How do they learn best right now?	A long text where practice was needed, or vice versa
Context	How does this apply to their role, their customer, their product?	You force every employee to translate the generic into their own reality
Timing	When do they really need it?	Knowledge arrives weeks early and is forgotten before it's used

From generative AI to AI agents

04

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From generative AI to AI agents

4.1 AI has already entered training

In a very short time, generative AI has gone from a topic of conversation to part of many professionals' daily routine. L&D teams have been no exception: today it's used to create content faster, translate and adapt materials, generate assessment questions, or summarize lengthy documentation.

The way employees look for answers has also changed. Instead of opening a course or searching the intranet, more and more people ask an AI directly. It's fast, convenient, and often useful.

But this first wave of AI has a clear limit: it helps produce training, but doesn't necessarily help people learn. It answers with generic knowledge without knowing who's asking, it doesn't know the company's processes or products, it doesn't know what each person has mastered, and it doesn't check whether the person has understood what they just read.

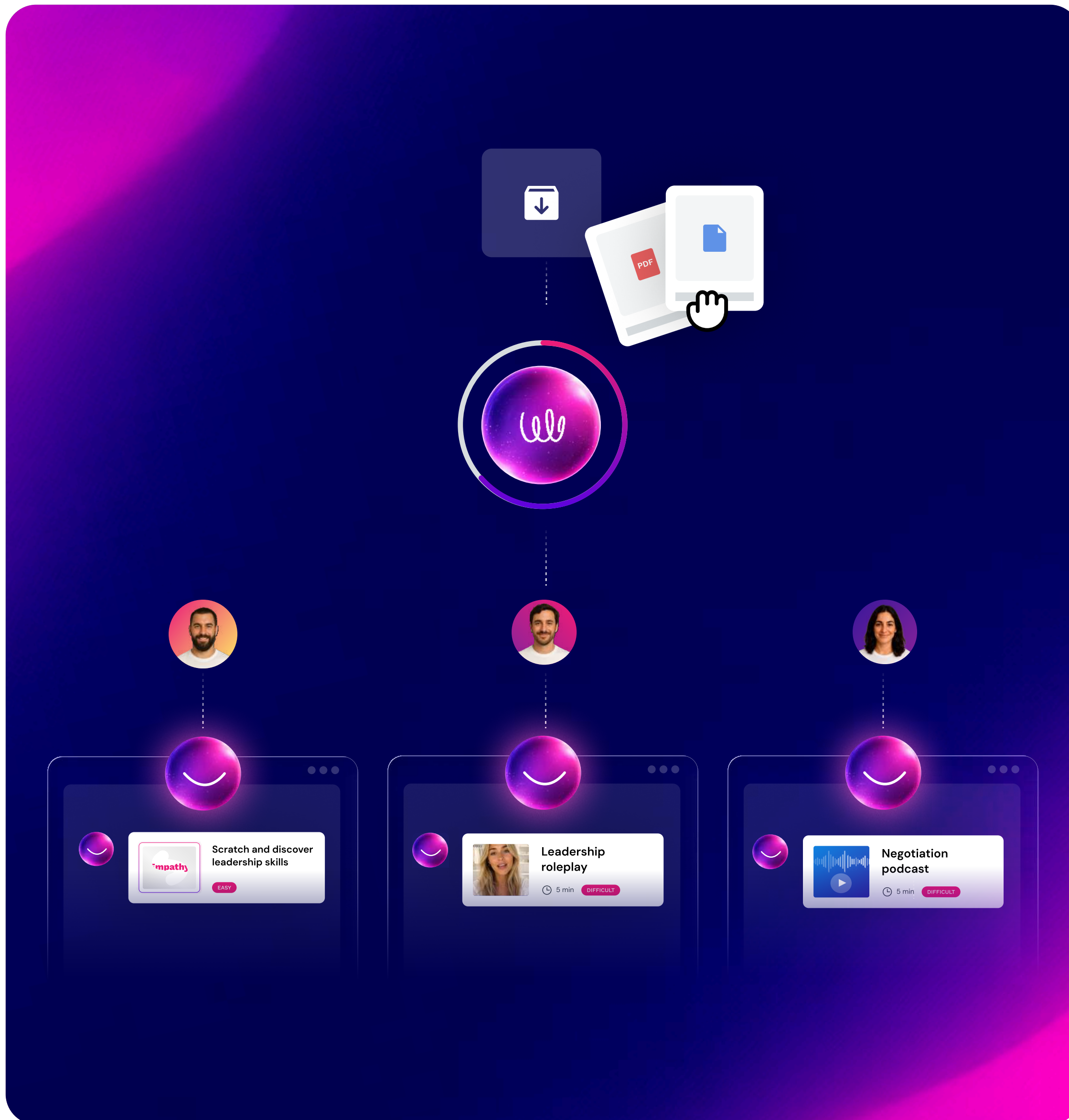
Overcoming that limit takes more than an AI that answers better. It takes an AI that works with the company's knowledge, knows each person, and makes sure they learn. That's precisely what an AI agent does.

4.2 What an AI agent is

In artificial intelligence, an agent is a program designed to perform tasks and make decisions independently in order to achieve specific goals. Unlike traditional AI models, which often require constant human intervention, AI agents operate autonomously and handle everything from simple tasks to complex, multi-step processes.

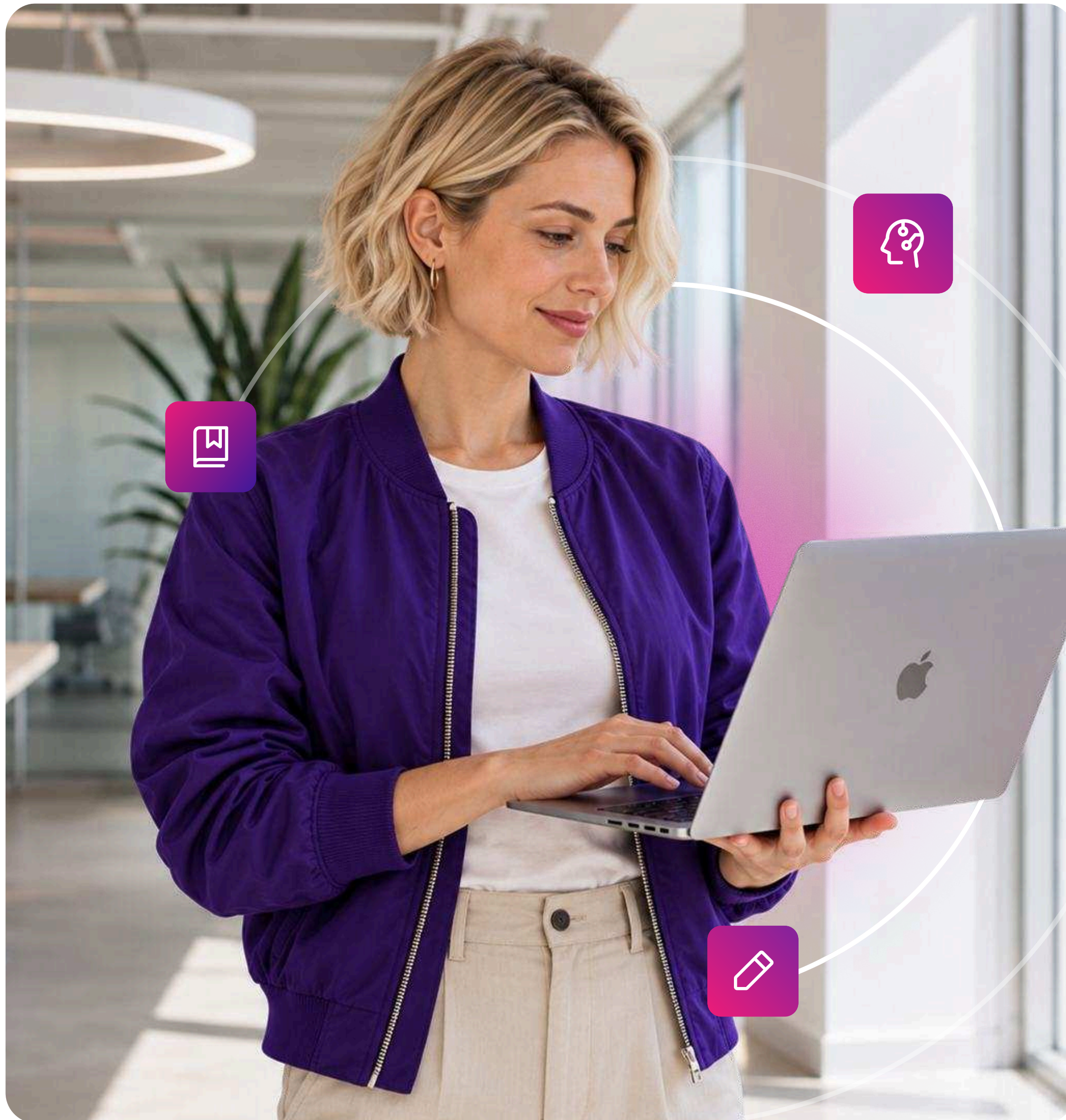
In practice, an agent observes the situation, decides what to do, does it, and checks the result. If it didn't work, it adjusts and tries again. The difference from a tool that only answers is the same as the difference between someone who replies to what you ask and someone who takes on an assignment and sees it through.

Agents are already being used in areas such as customer service, operations, and software development. Training is one of the fields where their impact could be greatest, because learning is precisely a process that requires adapting to each person at every moment. That's where learning agents come in.



The new era of personalization powered by AI agents

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The new era of personalization powered by AI agents

For years, personalizing has meant anticipating scenarios and building a path for each one. It works, but every new scenario demands more planning, more content, and more management.

A learning agent flips that logic: instead of deciding in advance, it makes adaptation decisions in real time, interaction by interaction, based on the company's actual knowledge. It's the closest thing to giving every employee a personal tutor.

Put another way, the goal of a learning agent is **for a person to learn something and be able to apply it in their work**. Its success isn't measured by having given a correct answer, but by whether that person understands the concept, retains it, and uses it well when they need it.

5.1 The intelligence behind a learning agent

In every interaction, a learning agent follows a cycle similar to that of a good trainer:

This cycle repeats with every interaction. That's why two people using the same agent can have completely different experiences, without anyone having designed a path for each of them.

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First, it diagnoses:

what this person already knows, where they've made mistakes before, and what they're trying to solve now.

04

Finally, it evaluates and remembers:

it checks whether it worked and remembers what worked for next time.



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Then, it decides:

whether they need a simpler explanation, an example from their industry, a quick review, or a hands-on exercise.

03

Next, it acts:

it generates that experience from the company's knowledge.

5.2 Neither learning paths nor chatbots

The term “agent” is used for almost everything these days, so it's worth being precise. A learning agent is often confused with three things that already exist in many organizations:

1

With a chatbot

A chatbot is mainly designed to answer one-off questions. It doesn't know who's asking or what they've learned before. Its goal ends when it gives the answer. A learning agent's goal starts there: checking whether the person understood and deciding what they need next.

2

With a learning path

In a traditional learning path, most personalization decisions are defined in advance and applied according to rules or segments. A learning agent doesn't follow a fixed rule: it decides at every moment, for each person, based on what it observes.

3

With a general-purpose AI assistant

These tools are very capable, but they answer with general knowledge and aren't designed to teach. They don't know the company's processes, products, or policies, and their goal is to complete the task, not to help the person learn how to do it. A learning agent works with the organization's own knowledge and is guided by pedagogical criteria: sometimes the most useful thing isn't to give the answer, but to help the person get there.

In short, what defines a learning agent isn't the technology it uses, but what it's built for: **to teach, adapting to each person and drawing on each company's knowledge**. The table below summarizes these differences.

What a learning agent is (and isn't)

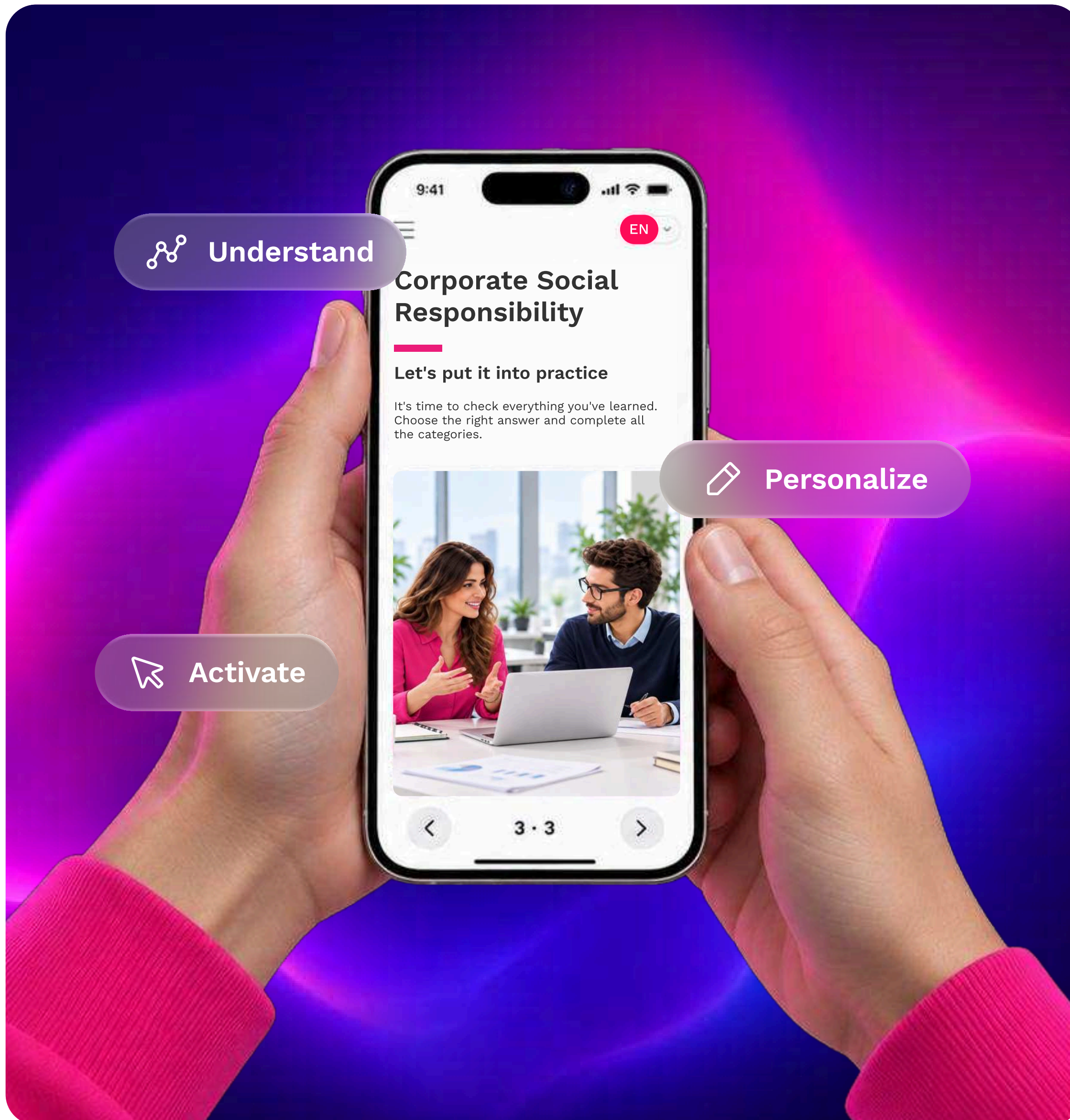
	Chatbot	Learning path	Learning agent
Goal	Resolve the immediate query	Organize content for a group	Help the person learn and know how to apply it
Memory	Every conversation starts from scratch	Knows which modules have been completed	Remembers level, practice, and mistakes
Who decides	No one: it answers what it's asked	A designer, once, for everyone	The agent, in every interaction
Personalization	None	Fixed by segment	Continuous and individual
Knowledge	General or limited	Courses already produced	The company's own knowledge

5.3 From definition to practice: what a learning agent can do

We've already seen what sets a learning agent apart from other technologies. But for an L&D team, the key question is a different one: what does it do differently in a learner's day-to-day? The answer lies in three capabilities that work together. Each one addresses one of the limitations of traditional training we've covered in this whitepaper.

- **Understanding the company's knowledge**

Generic training forces each employee to translate what they learn into their own reality. A learning agent starts from the opposite end: it works with the organization's own processes, products, policies, and materials. That's why it can answer with what's done at that company, not what would be done at any other.



- **Personalizing every interaction**

Thanks to the cycle of diagnosing, deciding, acting, and evaluating, the agent knows who it's talking to: what they've mastered, where they've struggled, and what they need to solve now. With that information it adjusts the **level, pace, and timing** of each response. So there's no longer one size for an entire group, but a different experience for each person.

- **Turning knowledge into learning**

Knowing something isn't the same as being able to apply it. That's why a learning agent doesn't just provide information: it chooses the **format** that works best in each case. It might be a simpler explanation, a review summary, a hands-on exercise, or a simulation. The same company content gives rise to many different experiences without anyone having to design them one by one.

Together, these three capabilities cover the five dimensions of real personalization. That's exactly what corporate training hadn't been able to offer at scale until now.

Three capabilities that work together:



Understand

Works with the organization's knowledge and provides contextualized, not generic, answers.



Personalize

Tailors the experience to each professional's situation, level, and goal.



Activate

Turns knowledge into explanations, reviews, hands-on exercises, or simulations.



**A new era for your L&D
teams**

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06

A new era for your L&D teams

From producing courses to designing the learning experience for the entire organization.

Until now	With learning agents
Anticipating every scenario and designing a path for each one	Define goals and criteria; the agent adapts the path
Updating content takes weeks	The source is updated and the experience aligns on its own
Training before the task	Training before, during, and after the task
Measuring hours and completions	See where each person gets stuck and what they need
More personalization = bigger team	More personalization without multiplying operations

6.1 Key questions before choosing a learning agent

Not every AI solution is suited to training. Before deciding, it's worth asking these questions:

- 1 Is it trained to teach or just to answer?** Without a pedagogical model behind it, an agent is just a search engine with good conversation skills.
- 2 Does it work with our knowledge?** Answers should come from the company's documentation and processes, not from generic sources.
- 3 Does it remember each person's progress?** Without a memory of learning, there's no real personalization, just isolated answers.
- 4 How does it handle our data?** It must guarantee per-customer isolation, GDPR and EU AI Act compliance, and that your data isn't used to train external models.
- 5 Does L&D stay in control?** The team should be able to define goals, sources, and criteria, and see what's happening.





isEazy Brain: The first AI trained to teach

07

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isEazy Brain: The first AI trained to teach

Throughout this whitepaper, we've seen what real personalization requires and what makes a learning agent different. To bridge this gap, **isEazy Brain was born: the first AI trained to teach, turning each company's real knowledge into learning agents** that adapt to each employee in real time.

Brain **adapts** to each professional's learning moment, their goals, the context, the difficulty, their mood, and their level of mastery. Unlike a general-purpose AI, it's **built on pedagogy**: it's trained on pedagogical and behavioral models and works exclusively with each company's knowledge. Not with the internet or with other customers' data.

From that documentation, it **creates a knowledge vault unique to your organization**. And from there, it **generates learning assets** that it selects and delivers to each person based on what they need at each moment. A podcast, flashcards, a roleplay, a comparison... which can be reviewed before they reach the learner.

When it comes to AI and corporate knowledge, security is the first question that comes up. And rightly so. Brain runs on **infrastructure isolated per customer**. Your company's knowledge never leaves your environment, is never shared with other customers, and is never used to train external models. It also complies with the GDPR and the European AI regulation (EU AI Act). What your company knows stays in your company.



Welcome to learning that thinks

Finally, AI applied to training.
Conversational, contextual, and adaptive
for every user.

Discover isEasy Brain

Mood:
Frustrated

Learning format:
Roleplay

Tutor role:
Trainer

iseazybrain

I'm **Brain**, your **leadership expert**

Tell me what you need or practice your leadership skills with me

I'm **overwhelmed**. I don't know how to manage my team

Don't worry, I can help you by **explaining** some concepts

Ok, but I'd rather practice with **concrete examples**

Of course! I've prepared a roleplay for you

You are the store manager

You need to give feedback

🕒 5 min **DIFFICULT**