

# The Business Impact of Narrative-Based Learning

**60%**

60% of corporate L&D leaders say AI has increased the volume of content but not necessarily the effectiveness of learning.

**86%**

86% of organizational leaders believe training relevance is critical for retention and performance outcomes.

**13%**

Only 13% of L&D professionals report their organizations have strong ability to link training to improved performance outcomes.

**2X**

Learners are 2x more engaged with scenario or simulation-based training than with traditional slide-based content.

**Top 3**

Narrative and storytelling in corporate learning modules are among the Top 3 instructional strategies expected to grow fastest in the next 3 years.

**62%**

62% of employees say training feels more relevant when it includes real work scenarios versus generic examples.

**78%**

AI-generated training content still requires subject matter vetting by humans in 78% of companies to ensure contextual accuracy and relevance.

**70%**

Over 70% of L&D leaders say the greatest barrier to learning transfer is lack of learner context and relevance.

**3X**

Organizations with custom training programs are 3x more likely to have stakeholders report positive behavior change.

**20-40%**

Learners complete narrative-rich simulations at a 20-40% higher rate than generic eLearning modules.

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Sequential Sources

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