

## 5 Things Associations *Need to Know* About the Future of AI

If you missed our recent webinar with Dan Streeter, CEO of [Mission Fuel](#), you missed a genuinely eye-opening conversation about where AI is taking instructional design and what that means for associations right now. The good news? [You can still catch the full recording here.](#)

Dan came in with a clear premise: the way most organizations build eLearning is broken, and AI gives us a real path forward. Here are the five biggest takeaways from the session.

### 1. The Old Model Is Too Slow and Too Expensive to Survive

Most organizations still spend 150 to 200 hours building a single hour of eLearning. At today's rates, that's roughly \$30,000 per hour of content. By the time a course is live, the industry has already moved on.

Dan broke down where all that time actually goes: a significant portion is not creative thinking at all. It's production tasks, manual clicking, and waiting on subject matter experts. That's exactly the kind of work AI is built to eliminate.

### 2. Associations Are Sitting on an Enormous Opportunity

AI adoption is still in its early stages globally, and the demand for reskilling is massive. Dan put a number on it: an estimated 1 billion people will need to be retrained in the coming years, requiring approximately 120 billion hours of learning. Most of that won't happen in a classroom.

It will happen through eLearning. And associations, not universities or boot camps, are positioned to lead that charge. That makes instructional designers some of the most important people in the workforce right now.

### 3. Speed and Quality No Longer Have to Trade Off

The old rule was pick two: fast, cheap, or good. Dan argues that AI breaks that tradeoff entirely. Speed and quality now compound each other rather than compete.

His team at Mission Fuel built a new production framework called BETA-A, which flips the traditional ADDIE model on its head. Instead of looping subject matter experts in throughout the creation process (where they become the bottleneck), BETA-A uses AI to build first and brings SMEs in at the end to verify. The result: production time that used to take 200 hours is now approaching a 5:1 ratio, with a goal of 1:1.

## 4. Your Role Is Shifting From Content Creator to Performance Engineer

This was one of the most thought-provoking moments in the webinar. Dan made the case that instructional designers are not just course builders anymore. As AI takes over the production work, the human role becomes focused on driving organizational performance, analyzing what's working, and continuously improving learning outcomes.

The terminology is changing too. The shift is from instructional designer to performance engineer. That's a different mindset, but it's also a much more strategic seat at the table.

## 5. You Don't Need a Fancy Tool to Get Started

Dan's practical advice for anyone who can't access a specialized platform like Course Engine: go to whatever AI tool you already use, whether that's Claude, ChatGPT, Copilot, or Gemini, and simply ask it how to use it to create eLearning at scale. Then follow the instructions, experiment, and iterate.

The barrier to entry is lower than most people think. The biggest accelerator is curiosity and a willingness to try.

Want to see these ideas in action? [Speak with an expert](#) to see how you can turn these ideas into reality.