



AI Essentials

Unlock the essential elements of AI in business

30 Hour Programme
£2,995 per delegate

“ AI Isn't here to replace our work, it's here to remove the friction, amplify our strengths and free people to focus on what truly moves an organisation forward ”



Victoria Johnson
Digital Agency specialist

Unlock the AI Potential In Your Organisation

AI is no longer optional, it's a must-have. This programme is designed to help participants develop a clear, actionable plan that directly supports their organisation's strategy. Rather than simply revisiting what they already do, the programme guides decision-makers through structured, practical steps to create a tangible roadmap they can start implementing immediately within their teams.

AI Essentials is a focused, 30-hour practical course designed to rapidly build foundational AI skills across your workforce. It helps employees understand AI, apply it safely and ethically, and use it to deliver real operational improvements from day one.

Why Choose This Programme?

Designed for business owners who want:

- ✓ Faster, better decision-making supported by AI-augmented workflows
- ✓ Teams that can work smarter, automate tasks, and boost productivity
- ✓ Safe, compliant, responsible adoption of AI across the organisation
- ✓ A rapid-impact programme that doesn't remove staff from day-to-day work

The result: Empowered employees, reduced administrative load, and a more innovative, future-ready business.

Key facts:

Duration: 30 Hours – part time

Cost: £2,995 per delegate

Who It's For: Any employee who works with digital content, data, communications, or work processes, no technical background required.

Course Focus: Foundational AI skills, practical automation, prompt-building, communication enhancement, ethical use, and workplace-ready AI workflows.

Delivery Format: Interactive workshops, coaching, and workplace-applied learning.

Ideal For: Organisations that need reduced admin load, higher productivity, and consistent, risk-aware AI adoption

Module 1: Foundations of AI

YOU WILL LEARN


- Define AI, machine learning and generative AI
- Use core vocabulary correctly
- Identify tasks suited to AI, humans or both

YOU WILL DELIVER

- Build the basic mental models that stop beginners swinging between hype and panic.

THE FUN BIT

- Seeing the “sci-fi fog” disappear as AI becomes simple, practical and human-centred.

Business Value:  Teams gain shared language, and fewer misconceptions holding adoption back

Module 2: Data and Model Basics

YOU WILL LEARN


- Why data quality matters
- How training vs inference works
- What hallucination and drift look like.

YOU WILL DELIVER

- Better judgement when selecting data
- Checking outputs and spotting model issues early.

THE FUN BIT

- Testing how tiny changes in data create dramatically different outputs.

Business Value:  Reduces risk by improving data hygiene, validation and reliability of AI-assisted work

Module 3: Prompting Like A Pro

YOU WILL LEARN


- How to write strong prompts
- Use examples
- Add constraints and iterate for quality.

YOU WILL DELIVER

- Clear, high-impact prompts that improve AI output accuracy and usefulness.

THE FUN BIT

- Debugging prompts & transforming poor prompts into ‘wow’ results

Business Value:  Saves time, boosts quality and increases consistency in AI-supported tasks

Modules 4 & 5: Gen AI Systems & Responsible Use

YOU WILL LEARN

- How LLMs work
- What model types exist
- How to choose the right tools for the task

YOU WILL DELIVER

- Stronger tool-selection decisions based on risk, format and purpose

THE FUN BIT

- Demystifying Gen AI with analogies that finally make sense

YOU WILL LEARN


- Bias, fairness and privacy essentials that keep business safe
- IP and the key security risks in AI use

YOU WILL DELIVER

- Stronger data handling
- Risk checkpoints

THE FUN BIT

- Spotting real-world AI risks through examples that are surprising and memorable.

Business Value:  Avoids mismatched tools, reduces waste, and improves productivity whilst protecting the organisation from compliance breaches, misinformation, and unsafe AI use

Modules 9 & 10: Capstone & Next Steps

YOU WILL LEARN

- Rollout planning and stakeholder engagement
- Governance essentials
- Impact measurement

YOU WILL DELIVER

- A practical rollout plan with roles, policies, and evidence for scaling

THE FUN BIT

- Seeing how quick wins and human stories drive adoption

YOU WILL LEARN


- How to design a real AI solution
- How to evaluate it and build a 30-60-90 day improvement plan

YOU WILL DELIVER

- A capstone project with clear problem, workflow, safeguards and success metrics

THE FUN BIT

- Turning everything learned into a real, useful solution

Business Value:  Reduces failed rollouts, improves trust, and creates sustainable, organisation-wide AI capability through realistic AI solutions ready to pilot or refine

Module 8: Building with AI

YOU WILL LEARN

- Basic workflow design that works for your industry
- No-code building blocks
- The essence of RAG, tools and agents

YOU WILL DELIVER

- A simple, safe, functional mini-workflow
- Triggers, prompts and safeguards that make a difference

THE FUN BIT

- Designing your own AI mini-solution without writing a single line of code

Business Value:  Unlock rapid innovation with low-cost, practical AI workflows that deliver real value

Module 7: valuation and Quality

YOU WILL LEARN


- How to use rubrics
- How to test prompts systematically to ensure best practice
- Monitoring quality after launch

YOU WILL DELIVER

- Repeatable evaluation methods that turn guesswork into measurable standards

THE FUN BIT

- Running “tiny science” experiments that reveal what actually improves outputs

Business Value:  Ensures reliability, safety and performance before scaling any AI workflow

Module 6: AI at Work

YOU WILL LEARN


- High-value use cases based on the industry you work in
- Human-in-the-loop workflows
- Sensible review loops that save time

YOU WILL DELIVER

- A clear workflow for applying AI safely to your daily tasks

THE FUN BIT

- Turning boring, repetitive tasks into streamlined, AI-powered wins in minutes.

Business Value:  Immediate productivity gains through safe automation of low-risk, high-volume tasks

Why us?

This apprenticeship is brought to you by Think and Richmond training. We've been running training and apprenticeship programmes since 2007, and we work closely with universities, business schools and employers across the UK. Our facilitators bring deep practical expertise, combining professional training with hands-on experience across multiple sectors. We are proud to have developed confident and transformational leaders who inspire others and influence change to drive organisational success.

Our work with HE institutions has enabled us to:

- Work with over 450 employers across the UK
- Been instrumental in delivering over 3,000 apprenticeship starts
- Gain accreditation in the Matrix Standard – Dfe Approved for our qualified coaches
- Gain Ofsted rating of 'Good' provider

Important information: This brochure was created in January 2026 and is aimed at individuals and organisations interested in booking an apprenticeship programme in 2026/27. This brochure outlines the programmes and services offered by Think. Every effort has been made to ensure that the information provided is accurate and up to date at the time of going to press. However, it may be necessary to make changes to programmes following publication – for example, for operational and/or academic reasons, to reflect changes in practice or theory in an academic subject as a result of emerging research, if an accrediting body requires certain changes, or if the UK Government introduces legislation and/or public health measures that require us to make changes to any of the published information. This brochure includes typical programme content at the date of publication, but this is not intended to be construed and/or relied upon as a definitive list of the topics that will be covered. Programme content may change due to developments in the curriculum, the research interests of staff, or the relocation of staff.

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