



ACHIEVING AI LITERACY WITH KUBICLE

Build AI literacy through a proven persona framework.

Four complementary personas. One balanced capability mix. A clear, customisable pathway to turn organisational AI ambition into measurable outcomes.



WHY A PERSONA APPROACH?

AI literacy isn't one-size-fits-all. Balance is.

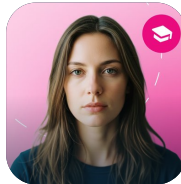
For AI literacy to translate into real impact, teams must have the right **balance** of AI capabilities. Basic AI awareness is essential, and sometimes required for compliance, but not everyone needs the same level of expertise.

What matters is the **correct distribution** of skills at the right scale to reach your organisation's AI goals. Our four personas make that distribution designable, so you build the capability mix your strategy actually requires.



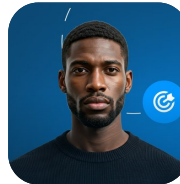
AI Apprentice

Foundational fluency.
Confident use of everyday AI tools.



AI Navigator

Applied productivity.
Integrates AI into real workflows.



AI Architect

Technical builders. Designs and deploys AI systems.



AI Strategist

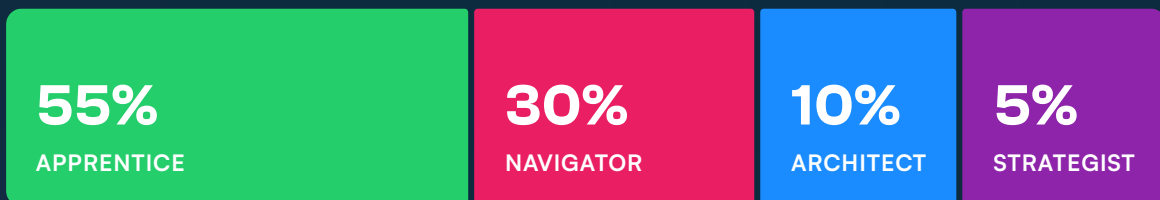
Leadership & governance. Sets direction and guardrails.

BALANCE, NOT PROGRESSION

A fluent organisation needs **all four** in the right proportions.

These aren't levels to climb; they're roles to combine. Most teams need many Apprentices and Navigators, a smaller group of Architects, and a handful of Strategists. The right mix depends on your industry, ambition and risk profile.

ILLUSTRATIVE CAPABILITY MIX · 200-PERSON ORG



Typical mix for a services firm at the start of its AI programme. Proportions shift as maturity grows and as technical and strategic ambition deepens.

CALIBRATED

Each persona has a distinct competency signature, different, not superior.

CUSTOMISABLE

We design your mix to match strategy, role structure and risk appetite.

MEASURABLE

Progress is tracked per persona, making ROI visible at every stage.



UNDERSTANDING PERSONA CALIBRATION

Four competencies. Every persona, a different mix.

01 AI Theory

Understanding essential and evolving AI theories and concepts, from models and data to how modern AI systems actually behave.

02 Strategy & Gov.

Cultivating stewardship of robust, safe and efficient organisational AI, including regulatory, ethical and risk dimensions.

03 Architect & Eng.

Embracing engineering creativity and crafting custom AI solutions, integrating data, agents and workflows into production.

04 Tools & Platforms

Mastering the use of AI tools to their full potential, boosting productivity and confidently applying them to real work.

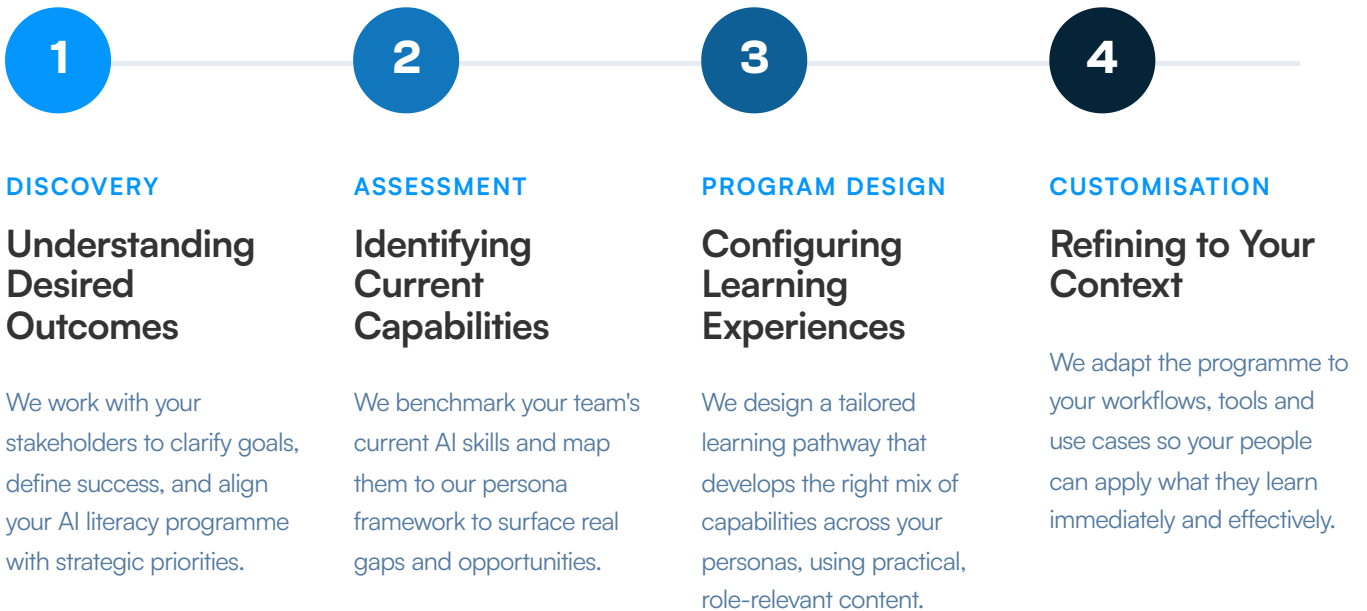
SHARED COMPETENCIES

Every persona is measured against the same four competencies. What differs is the **depth** across each, and that signature is what makes a persona fit for purpose.



HOW WE BUILD YOUR PROGRAMME

From AI ambition to organisational fluency, in four steps.



“The personas give us a shared language across L&D, Technology and the Exec. Everyone knows which team needs what, and why.”

Typical feedback from Kubicle partner organisations



PERSONA 01 • THE FOUNDATION

The AI Apprentice.

TYPICAL SHARE

40– 60%

of an AI-fluent workforce

An AI Apprentice is beginning their journey into artificial intelligence, focusing on foundational concepts and practical skills. They gain comfort with the building blocks of AI, how it works, where it applies and how to interact with AI systems effectively. Apprentices may not yet design or lead AI projects, but they confidently engage with AI tools, understand the terminology and spot opportunities for responsible AI use.

COMPETENCY SIGNATURE

AI THEORY	<div style="width: 40%;"><div style="width: 40%;"></div></div>	2 / 5
STRATEGY & ...	<div style="width: 20%;"><div style="width: 20%;"></div></div>	1 / 5
ARCHITECT &...	<div style="width: 20%;"><div style="width: 20%;"></div></div>	1 / 5
TOOLS & PLA...	<div style="width: 80%;"><div style="width: 80%;"></div></div>	4 / 5

LEARNING MILESTONES

Principles
of AIGenerative
AIMastering
ToolsAI &
Society

SAMPLE COURSES & PROJECTS

INTRODUCTION TO ARTIFICIAL INTELLIGENCE

LARGE LANGUAGE MODELS

PROMPT CONCEPTS

MASTER CHATGPT

AI & SOCIETY

...AND MORE



PERSONA 02 • THE OPERATOR

The AI Navigator.

TYPICAL SHARE

25– 35%

of an AI-fluent workforce

AI Navigators apply AI to unlock productivity and efficiency, guiding teams toward greater AI effectiveness. They may not build advanced AI models, but they excel at applying tools and techniques in practical business contexts, streamlining workflows, enhancing collaboration and supporting better decision-making. Navigators drive everyday adoption, helping teams use AI effectively and responsibly.

COMPETENCY SIGNATURE

AI THEORY	<div style="width: 60%;"><div style="width: 60%;"></div></div>	3 / 5
STRATEGY & ...	<div style="width: 40%;"><div style="width: 40%;"></div></div>	2 / 5
ARCHITECT ...	<div style="width: 40%;"><div style="width: 40%;"></div></div>	2 / 5
TOOLS & PLA...	<div style="width: 100%;"><div style="width: 100%;"></div></div>	5 / 5

LEARNING MILESTONES

Advanced
AI
ConceptsMastering
AI ToolsWorkflow
IntegrationDesigning
Agents

Governance & Responsible Use

SAMPLE COURSES & PROJECTS

ADVANCED LLM CONCEPTS

INTRODUCTION TO RAG

AGENTIC AI

DESIGNING AI AGENTS

VIBE CODING WITH AI

...AND MORE



PERSONA 03 • THE BUILDER

The AI Architect.

TYPICAL SHARE

5–15%

of an AI-fluent workforce

AI Architects build custom AI solutions and lead implementation across the organisation. They move beyond applying existing tools to designing and configuring systems that integrate AI into business processes. Architects understand the technical principles required to construct scalable solutions, connect data sources and orchestrate agentic workflows, guiding organisations through AI adoption with implementations that are tailored, effective and aligned with strategy.

COMPETENCY SIGNATURE

AI THEORY	<div><div style="width: 80%;"></div></div>	4 / 5
STRATEGY & ...	<div><div style="width: 60%;"></div></div>	3 / 5
ARCHITECT ...	<div><div style="width: 100%;"></div></div>	5 / 5
TOOLS & PLA...	<div><div style="width: 80%;"></div></div>	4 / 5

LEARNING MILESTONES

Custom AI Components

Building & Deploying Agentic Workflow

Solution Handover & Implementation

SAMPLE COURSES & PROJECTS

LLM LIFECYCLES

MODELS & PARAMETERS

FINE TUNING

PROMPT CONCEPTS

MASTER CHATGPT

...AND MORE

PERSONA 04 · THE LEADER

The AI Strategist.

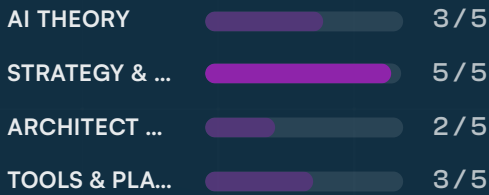
TYPICAL SHARE

2–8%

of an AI-fluent workforce

AI Strategists set organisational AI strategy, manage adoption at scale and ensure robust, safe governance. They combine technical awareness with leadership skills to define priorities, oversee responsible deployment and align AI initiatives with business goals. Strategists navigate regulation and ethics, balance innovation with compliance and risk management, and shape long-term AI vision that is effective and sustainable.

COMPETENCY SIGNATURE



LEARNING MILESTONES

AI Literacy
for
Leaders

Formulating
AI Strategy

Managing
Adoption
&
Readiness

Governance,
Risk & Law

SAMPLE COURSES & PROJECTS

BUSINESS APPLICATIONS OF AI

DEVELOPING AN AI STRATEGY

CHOOSING AI TOOLS & TECHNOLOGY

AI ETHICS & THE WORKPLACE

...AND MORE



YOUR NEXT STEP

Let's calibrate your mix.

Every organisation's AI fluency looks different. We'll benchmark your team against the four personas, design the right mix and build the programme, customised, outcomes-focused, and ready to deploy.

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KUBICLE · AI LITERACY FRAMEWORK

Scalable.
Customisable.
Outcomes-focused.