

Digital Literacy

Building Data & AI Capability

The first program we've built that covers enterprise, technical, and leadership-level AI training in one place. A single architecture designed to meet every part of your organization where they are, at the depth they actually need.

40+

Years of Innovation

2M+

Professionals Trained

140+

Countries

90%+

Tier 1 Banks

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Why This Program Exists

Most AI training falls into one of two traps. Surface-level awareness content that leaves people no more capable than before, or deep technical material only 5% of the workforce can use. The gap between those two extremes is where most organizations are stuck. This program fills it.

01 Beyond Prompting

Prompt engineering is table stakes. We build real understanding of how AI creates value in financial services, not just which buttons to press.

02 Persona-Driven

A compliance analyst and a CTO don't need the same AI training. We mapped four distinct populations with different depth, different use cases, different outcomes.

03 Hands-On Practice

Technical audiences need labs and sandbox environments. Real tools, real experimentation. Not a screenshot walkthrough.

04 Relevant Content

Relevance beats catalogue size every time. Content is built around your firm's actual use cases, tools, and strategic priorities.

05 Flow of Work

Learning that lives in a separate portal doesn't stick. We embed capability building into the daily rhythm of how your teams actually work.

Four Audiences, One Strategy

Every role in your organization has different AI capability needs. We mapped this program to four distinct populations, because a one-size-fits-all approach to AI training is how you end up with 10,000 completions and zero behavior change.

E

Enterprise / All Employees

FOUNDATION

The baseline. AI literacy, responsible use, validation techniques, practical business application. The goal is a workforce that understands what AI can and can't do, and feels confident using it in their actual role.

B

Business & Functional Teams

APPLIED

Role-specific use cases, applied workflows, decision-making frameworks, data storytelling. People learn to use AI tools on the problems they're already solving.

T

Technical Creators / Builders

ADVANCED

Hands-on environments, coding exercises, sandbox experimentation, lab-based practice. For the engineers and technical teams who are building with AI, not just clicking through it.

L

Leaders / Executives

STRATEGIC

Strategy, governance, opportunity identification, organizational readiness. Your leadership team needs to set direction for AI adoption without being dependent on a consultant's deck to do it.

Three Tiers, Built to Stack

The program is structured in three tiers that build on each other. Most organizations start at Tier 1 across the full workforce and layer in Tiers 2 and 3 for specific populations.

TIER 1

Foundation

- AI fundamentals & terminology
- Prompt engineering basics
- Business application
- Responsible AI use
- Output validation

TIER 2

Applied

- Role-specific AI workflows
- Process automation
- Advanced prompting
- Data analysis & storytelling
- Decision frameworks

TIER 3

Advanced

- AI model development
- API integration
- Strategic AI leadership
- Technical labs & sandboxes
- Governance & ethics deep-dive

Four Modalities. Not Four Silos.

The program runs across four delivery channels that connect to each other. Not four separate tracks running in parallel.

SCALE

On-Demand Digital

Self-paced tutorials on Know-How.
Available 24/7, personalized by role.

DEPTH

Live Virtual Workshops

Facilitator-led sessions with breakout
exercises and real-world case work.

HANDS-ON

In-Person Intensives & Application

Deep-dive classroom sessions for
cohorts that benefit from face-to-face
collaboration.

MEASURE

Coaching, Mentoring & Progression

1-to-1 performance support and
feedback tied to individual
development goals.

Rolling 12-Week Cycle & Applied Learning

Each cohort runs through a 12-week cycle. The cadence is intentional. Spaced repetition and progressive complexity mean people retain more than they would from a two-day bootcamp.

WEEKS 1-3

Foundation

3 WEEKS · SELF-PACED + LIVE

- AI fundamentals and terminology
- Responsible AI frameworks
- First hands-on exercises
- Live orientation workshop

WEEKS 4-8

Applied Practice

5 WEEKS · BLENDED LEARNING

- Role-specific AI workflows
- Technical labs and sandbox work
- Live workshops with case studies
- Peer learning cohorts

WEEKS 9-12

Embed & Measure

4 WEEKS · APPLICATION + ASSESSMENT

- Capstone projects
- Behavioral assessments
- Manager coaching sessions
- Impact measurement

WHAT YOU GET

The Result

01 Reduced Ramp Time

Essential AI literacy for all staff

People reach productive AI use faster because the program is structured, not scattered.

02 Measurable Behavior Change

Role-specific AI capability pathways

Pre/post assessments tied to actual workflow adoption, not just quiz scores.

03 Enterprise Consistency

Enterprise alignment across leadership, technology & business

Everyone shares a common AI vocabulary and set of principles. That matters when you're trying to govern AI use at scale.

READY TO START

Ready to build AI capability across your organization?

We've been doing this for 40+ years. 2M+ professionals trained, 140+ countries. If you want a program that actually changes how people work with AI — not just a content library they forget about — let's have the conversation.

[Request a Consultation](#)

[Email Us Directly](#)

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