# MAKERS

# AI ESSENTIALS

**L3 DIGITAL SUPPORT TECHNICIAN**

Streamline work, boost performance, and build AI- ready teams.

Every industry is recognising the power of AI to boost efficiency, reduce costs, and fuel creativity - but for most organisations, the challenge isn't the technology itself. ==It's getting people to adopt AI consistently and effectively, with a mindset to embrace AI in their role and the skills to champion it through use.==

**That's where AI Essentials comes in.**

This Level 3 apprenticeship equips non-technical teams with the practical skills to apply AI in their daily work - from streamlining operations or personalising customer interactions, to speeding up research and improving data analysis.

We don't just teach tools - we build confidence, shift perspectives, and lay the foundation for a more adaptive, AI-ready workforce.

# OVERVIEW

## By the end of the course, your teams will be able to:

**Master AI fundamentals** like prompt engineering, building custom GPTs and working with AI agents to support daily tasks like research, analysis and content creation.

**Apply AI to your own work**, automating the time-consuming tasks and freeing yourself up for more enriching, complex work.

**Drive responsible AI adoption** by understanding the ethics and risks of AI, so you can promote its responsible use throughout your organisation.

**Build the skills to get ahead** and develop a "learning toolkit" for long-term adaptability. As AI becomes the norm, you'll be ready to stand out and lead the change.

### Duration:

13 months + up to 3 months assessment.

### Price:

£13,000 (**fully funded** by the Apprenticeship Levy).

### This programme is for:

Individuals or managers seeking to apply the fundamentals of AI to their day job to boost efficiency and free up time for strategic or creative tasks.

### Example business functions:

Business operations, IT & digital, commercial (sales & marketing), finance, HR, customer support.

### Delivery:

Remote learning sessions to be attended alongside your day job.

# WHY AI ESSENTIALS?

### Drive impact across your business

Upskill your workforce in line with your AI strategy - boosting productivity, efficiency, and innovation across business functions.

### Build practical capability, fast

Equip your teams with the mindset and hands-on skills to apply AI to real workplace tasks - delivering real business benefits – as they learn.

### Make responsible AI the norm

Embed ethical, safe, and accountable AI use across your organisation - reducing risks like bias, misuse, and data security.

### Expand AI beyond tech teams

Unlock the potential of AI in operations, support, marketing, and more - making AI literacy universal, not specialist.

### Future-proof your workforce

Create champions to drive AI adoption and future-proof your workforce through a culture of continuous learning and adaptability - essential for the evolving AI economy.

# WHY CHOOSE MAKERS?

## Market leading results, powered by a learner centric methodology

We beat the market on every success metric. Don't take our word for it. The government publishes the data.

| | ACHIEVEMENT RATE | RETENTION RATE |
|---|---|---|
| **MAKERS** | **84%** | **85%** |
| BPP | 79% | 79% |
| CORNDEL | 75% | 75% |
| FIREBRAND | 73% | 77% |
| QA LIMITED | 61% | 64% |
| ESTIO | 61% | 70% |
| MULTIVERSE | 59% | 62% |

**GOVERNMENT APPRENTICESHIP PROVIDER ACHIEVEMENT AND RETENTION RATES 2023/2024**

Data excludes providers who don't specialise in tech, data or software apprenticeships.
Source: https://explore-education-statistics.service.gov.uk/data-tables/permalink/14aeddf6-1a68-4202-937e-08dd6ba01329

**TRUSTED BY:**

Deloitte.    Google    Microsoft    HM Government    EY

**Certified B Corporation**

**PROUD TO BE A CERTIFIED BCORP**

We hold ourselves to the highest standards in promoting diversity, inclusion, and equal opportunity within tech. We are passionate about making a significant social impact and transforming lives.

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**80%**

OF MAKERS APPRENTICES ACHIEVED MERITS OR DISTINCTIONS IN 2024.

**90%**

OF MAKERS HAVE BEEN PROMOTED SINCE COMPLETING THEIR APPRENTICESHIP.

**84%**

ACHIEVEMENT RATE, VS THE INDUSTRY AVERAGE OF 59%.

**96%**

OF OUR ALUMNI SAY MAKERS TRANSFORMED THEIR LIVES.

**75**

EMPLOYER NET PROMOTER SCORE (NPS)

# ABOUT THE COURSE

## Curriculum

### MODULE 1
### MASTER

Master the fundamentals of AI technology.

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**Power your work with AI:** Try using AI to power core work functions like research, analysis, basic coding, content creation and communication.

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**Road test the latest AI tools:** Learn what great prompting looks like, how to build custom GPTs, how to vibe code, how to build agents.

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**Build your AI Learning Toolkit:** Learn how to upskill in a new AI capability and be a confident, competent, self-led AI learner.

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**Lift the bonnet on AI:** Understand transformer models and what happens when you prompt a model. Explore the Jagged Frontier - where AI is better or worse than human capabilities.

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**Deep dive into risks and ethics:** Understand the impact of bias, hallucinations, privacy, security, impersonation, and environmental challenges.

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### MODULE 2
### AUTOMATE

Use AI tools to accelerate impact in real-work projects.

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**AI for Efficiency:** Identify and speed up time-consuming, low-value activities on an individual and cross-functional basis - from email to note taking.

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**AI for Impact:** Identify opportunities to use the intelligence of AI to turbo-charge results in high value parts of the business.

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**AI for Complexity:** Use AI to remove organisational complexity using the precision of AI to cut through imperfect search/sort/matching work.

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**New work routines:** Use AI to tackle a business challenge from start to finish, such as building a new product from concept to development to launch.

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### MODULE 3
### REIMAGINE

Think big about the potential with AI.

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**The Innovator's Dilemma:** Understand the challenges and opportunities that face your role, team and organisation as work can now be done AI-first.

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**Eat your lunch (let's leapfrog):** Put yourselves in the shoes of someone trying to disrupt your work and reimagine how to do you role, or your team's work, AI first. How radically could you change it?

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**Prepare for roll out:** Consider the learnings that could be deployed at scale, and AI solutions that will benefit the business.

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**Tools and technologies used:**

**GOOGLE GEMINI (GOOGLE DEEPMIND), MICROSOFT COPILOT, CLAUDE (ANTHROPIC), CHATGPT (OPENAI).**

Have a specific AI tool in mind not listed? Let us know and we'll look into it.

# The Learner Experience

The AI Essentials apprenticeship compliments your existing role. Learning sessions are spaced out to allow you to put new skills into practice in your day job, and use examples and projects from your own career to embed this learning in reality - while providing immediate value in your workplace.

## How you'll learn at Makers:

### AI Challenges

In their own time and supported by pre-reading material, learners take on challenges to complete AI supported tasks like writing a job description or building an AI chatbot. After each challenge, learners will take part in a 60-minute group discussion led by an expert coach to cement their knowledge. This allows them to build a firm toolkit for how to develop AI skills - as well as building the skills themselves.

### AI Labs

Full day and half day workshops (~2 days per module) immerse you in the course content via seminars, hands-on problem solving, practical exercises and group experimentation on the potential of AI.

### 1:1 coach time

These sessions provide an opportunity for you to discuss any challenges and get support when applying material from the programme to your job role.

### Action Seminars

These small group discussion sessions are facilitated by a coach and aim to transform the material from the AI Factory Lab workshops into your day-to-day lives, with each person sharing experiences from their own career for discussion.

# Timeline

| Month: | Activity: |
| --- | --- |
| Month 1-2 | **Apprentice applications** |
| Month 2-3 | **Apprentice onboarding** |
| Month 3 | **Course kick-off** |
| Month 3-16 | **Makers learning sessions delivered alongside day job** |
| Month 16 | **Prepare for End-Point Assessment** (learners then have up to 3 months to complete EPA) |

# THE MAKERS APPROACH

Forging a new workforce of adaptable leaners, ready to build what's next.

### Coaches and curriculum, aligned to business outcomes

Our coaches aren't just great educators - they've led teams in top tech environments. We tailor training to your organisation's goals, using real-world case studies, role-specific development and delivery formats shaped around your teams. It's training designed to work where it matters: inside your business.

### Beyond skills: adaptability for the AI age

Technical skills evolve rapidly - even faster in an AI-driven economy. At Makers, we embed Learning Quotient (LQ) – the ability to learn, unlearn, and relearn – into everything we do. As roles shift, tools evolve, and job scopes blur, our learners stay sharp by building the one skill that never expires: the capacity to adapt and apply new knowledge.

### Our support doesn't stop at training

Our programmes are tough by design - self-led, immersive, and focused on real-world problem solving. But no one goes it alone. From expert coaches to career specialists to industry assessors, we invest more in support because we expect more from our learners.

"Why Makers? Because they get it. They're masters at turning raw potential into real-world skills."

Mike Yorwerth, CIO/CTO, Kraken

# ARE YOU READY FOR THE AI TRANSITION? GET IN TOUCH.

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**MAKERS**

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