



LEVEL 3 APPRENTICESHIP STANDARD

AI ENABLEMENT

**DEVELOP CONFIDENT AI PRACTITIONERS WHO USE AI TO
WORK SMARTER, IMPROVE PRODUCTIVITY, AND DRIVE
MEANINGFUL WORKPLACE IMPACT.**



BALTIC'S AI APPRENTICESHIP PROGRAMMES

Our AI programmes are designed to work together to embed AI across your organisation, supporting adoption, enabling change, and delivering automation at scale.

ADOPT

Level 3 AI Enablement

Create a strong foundation for AI adoption by developing employees who can apply AI effectively, improve efficiency, and turn everyday productivity gains into organisational impact.



TRANSFORM

Level 4 AI & Digital Transformation

Enable organisation-wide transformation by building capability to lead adoption, embed data-driven practices, and ensure new technologies and AI tools are used effectively across the business.



BUILD

Level 4 AI for Business Automation

Establish advanced capability to identify, design, and implement AI-enabled automation solutions that optimise processes and deliver measurable operational impact.



PROGRAMME INSIGHT

Artificial Intelligence is rapidly transforming the way organisations operate, yet many employees lack the skills and confidence to use AI effectively, responsibly, and within organisational guidelines. As adoption accelerates, employers need people who can move beyond experimentation and apply AI in ways that improve productivity, support decision-making, and create measurable business value.

The Level 3 AI Enablement apprenticeship develops digitally capable employees into confident AI practitioners. Apprentices learn how to use AI tools to enhance everyday work activities, streamline processes, support research and analysis, and improve communication, planning, and problem-solving. Throughout the programme, learners build practical skills in prompting, evaluating AI-generated outputs, identifying opportunities for automation, and applying AI responsibly within workplace settings.

A key focus of the programme is helping apprentices translate AI capability into workplace impact. Learners explore how AI can be integrated into existing workflows, how to assess the value it creates, and how to support colleagues in adopting new ways of working.

By the end of the programme, apprentices are equipped to identify opportunities for AI-enabled improvement, champion responsible adoption, and contribute to the effective use of AI across their organisation.

Delivery Method:

Instructor-Led Training

Duration:

12 Months + End Point Assessment

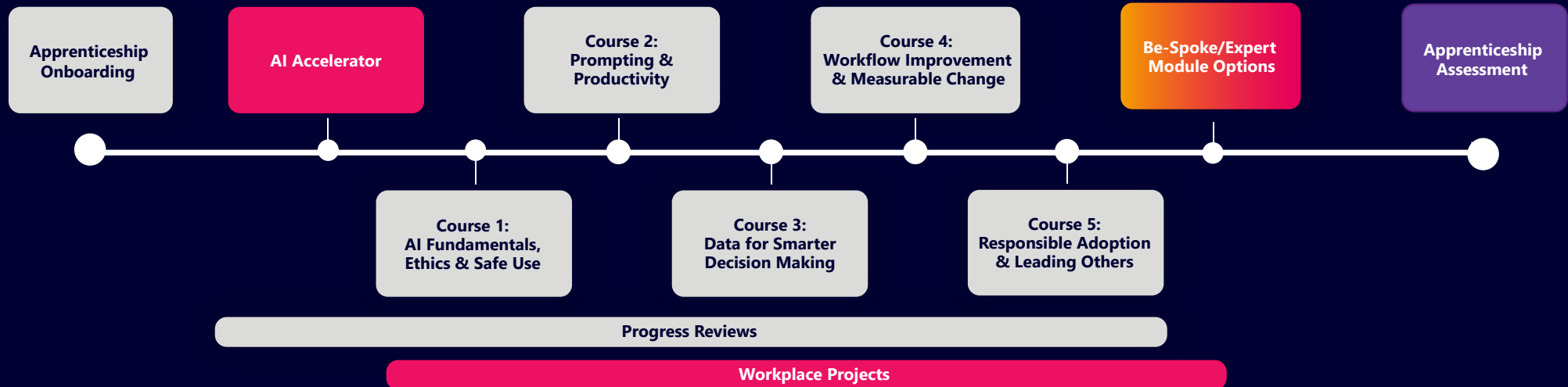


APPRENTICESHIP TIMELINE //

ONBOARDING

CORE TECHNICAL MODULES – MONTHS 2-12

ASSESSMENT



AI ACCELERATOR //

Self Study

Build AI Literacy and Prompt Engineering Skills for Intelligent Business Analysis.

Our bespoke AI Accelerator equips apprentices with an essential introduction to artificial intelligence and prompt engineering. From day one, learners are empowered to harness generative AI tools confidently and effectively, applying them to real tasks that boost efficiency and productivity.

Through interactive self-study courses, apprentices will explore how AI can enhance analysis, problem-solving, and communication, while also developing an understanding of responsible and ethical AI use. By establishing a strong baseline of skills, the AI Accelerator lays the foundations for using AI as a core driver of efficiency and impact throughout the rest of the apprenticeship and in the workplace.



COURSES

INTRO TO AI

This course gives apprentices practical AI skills from the start, using tools like ChatGPT to boost efficiency. With foundations in prompt engineering, personas, and ethical AI, it helps your team harness AI responsibly to drive workplace productivity.

PROMPT ENGINEERING

This course develops advanced prompt engineering skills to maximise the value of Generative AI. Learners will design precise prompts, use personas strategically, and refine AI outputs to achieve more accurate, relevant, and effective results.

TRAINING COURSES //

STAGE: CURIOSITY TO COMPETENCY

Course 1

AI FUNDAMENTALS, ETHICS AND SAFE USE

This module introduces apprentices to the opportunities, risks, and realities of AI in today's workplace. As AI becomes increasingly embedded within the tools employees use every day, learners develop an understanding of how AI works, where it can add value, and the risks that need to be considered when using it in a professional environment.

With a strong focus on responsible adoption, apprentices explore how to evaluate AI-generated outputs, apply ethical and secure working practices, and make informed decisions about when and how AI should be used. By building confidence in the fundamentals, learners establish the foundations needed to use AI safely, effectively, and with greater purpose in their role.

WHAT'S COVERED

- ▶ Understanding how AI is used within workplace tools, systems, and processes
- ▶ Evaluating AI-generated outputs for accuracy, reliability, and potential bias
- ▶ Applying data protection, and ethical and responsible AI practices
- ▶ Assessing the risks and opportunities of AI use within workplace scenarios



TRAINING COURSES //

STAGE: COMPETENCY TO CAPABILITY

Course 2

PROMPTING AND PRODUCTIVITY

This module develops the practical skills needed to use AI confidently in everyday work. Apprentices learn how to create effective prompts, refine AI-generated outputs, and use AI tools to support common workplace activities such as communication, planning, research, and content creation.

With a focus on productivity and quality, apprentices explore how AI can help reduce time spent on routine tasks while improving the consistency and effectiveness of their work. By learning how to structure prompts and apply quality control techniques, learners gain the confidence to use AI as a reliable workplace assistant rather than simply a content generation tool, ensuring outputs are accurate, useful and fit for purpose.

WHAT'S COVERED

- ▶ Creating and refining prompts to generate higher-quality AI outputs
- ▶ Using AI to improve workplace communication, planning, and productivity
- ▶ Generating and reviewing AI-assisted documents, summaries, and content
- ▶ Applying quality assurance techniques to validate and improve AI-generated outputs



TRAINING COURSES //

STAGE: CAPABILITY TO CONFIDENCE

Course 3

DATA FOR SMARTER DECISION-MAKING

This module explores how AI can be used to gather, analyse, and interpret information more effectively. Apprentices learn how to work with workplace data, reports, and information sources to uncover insights, identify patterns, and support more informed decision-making across a range of business activities.

With a focus on critical thinking and responsible use, apprentices develop the skills to validate AI-generated insights, assess the quality of information, and turn complex data into clear, actionable recommendations. By combining human judgement with AI-powered analysis, learners build confidence in using AI to support better decisions and improve business outcomes.

WHAT'S COVERED

- ▶ Using AI to gather, compare, and summarise information from multiple sources
- ▶ Working effectively with structured and unstructured data
- ▶ Generating AI-assisted insights from reports, spreadsheets and workplace systems
- ▶ Validating AI-generated conclusions and identifying potential risks or inaccuracies



Course 4

This module focuses on identifying inefficiencies and improving workflows using AI. Apprentices learn how to analyse existing processes, uncover inefficiencies, and apply AI tools to streamline routine activities, reduce manual effort, and improve consistency across everyday workflows.

With a strong emphasis on real business impact, apprentices explore how to test and evaluate AI-enabled improvements, measure the value they create, and assess the wider benefits and risks of workplace change. By moving beyond individual productivity gains, learners develop the skills to drive meaningful improvements that benefit teams, departments, and the wider organisation.

- ▶ Identifying inefficiencies and opportunities for improvement within workplace processes
- ▶ Using AI to streamline workflows and reduce repetitive manual tasks
- ▶ Measuring the impact of AI-enabled improvements on productivity, quality, and consistency
- ▶ Assessing the benefits, risks, and wider organisational impact of AI-driven change



TRAINING COURSES //

STAGE: IMPACT TO INFLUENCE

Course 5

RESPONSIBLE ADOPTION AND LEADING OTHERS

The final module develops apprentices into confident AI champions who can help others adopt new tools, approaches, and ways of working. Building on the skills developed throughout the programme, learners explore how to share best practice, support colleagues, and encourage responsible AI use across teams and departments.

With a focus on influence and organisational impact, apprentices learn how to demonstrate the value of AI, communicate opportunities and risks effectively, and create practical resources that help others build confidence in using AI. By the end of the module, learners are equipped to support sustainable AI adoption and contribute to a culture of continuous improvement and innovation.

WHAT'S COVERED

- ▶ Supporting colleagues to adopt AI tools and new ways of working confidently
- ▶ Creating guidance, resources, and best-practice approaches for AI use
- ▶ Sharing knowledge and building AI capability across teams and departments
- ▶ Measuring and communicating the impact of AI-enabled improvements



TOOLS & TECHNOLOGIES

The programme is designed to be tool-agnostic, focusing on capability rather than platform-specific learning. Learners are encouraged to work in the tools they use in their workplace, which are likely to vary substantially between apprentices. Learning is applied using common workplace technologies, including:

- ▶ Microsoft 365 Productivity tools (e.g., Word, Excel, Outlook, Teams)
- ▶ AI-enabled productivity tools (e.g., Microsoft Copilot)
- ▶ General-purpose generative AI tools (E.g., ChatGPT, Google Gemini, Claude etc.)
- ▶ Collaboration and knowledge-sharing platforms (e.g., Teams, SharePoint or similar)
- ▶ Workflow and automation tools used to support productivity and improvement
- ▶ Organisation-specific digital systems and applications relevant to the apprentice's role
- ▶ Awareness of how AI tools connect to other systems through APIs, helping learners understand how AI is embedded into wider organisational workflows



BE-SPOKE

DESIGNED BY YOU. DELIVERED BY US.

WHAT IS BE-SPOKE?

In today's dynamic business landscape, one size certainly does NOT fit all.

Our Be-Spoke programmes unlock the power of customisation, providing personalised training solutions that ensure your employees receive development tailored to their role.

We've revolutionised the apprenticeship experience with tailor-made programmes, empowering you to craft the perfect learning journey for your business. With our innovative approach, you're not just choosing an apprenticeship but designing your own learning blueprint.

WHY CHOOSE A BE-SPOKE APPRENTICESHIP?

Traditional apprenticeship models are great – but they have some limitations.

They can be rigid, offering a one-size-fits-all approach that often doesn't align with specific business needs. They lack flexibility in curriculum and industry-specific training, which can lead to a skills mismatch between what apprentices learn and what employers require.

Additionally, standard programmes can be difficult to scale across multiple locations or niche roles, but tailored apprenticeship programmes, like Be-Spoke, address these issues by offering customisation, ensuring better alignment with business goals and improved outcomes.

WHAT IS INCLUDED IN OUR BE-SPOKE APPRENTICESHIPS?

Core Modules

Our Core Modules provide learners with the key skills and knowledge required to successfully achieve the Apprenticeship Standard's qualification.

AI Accelerator

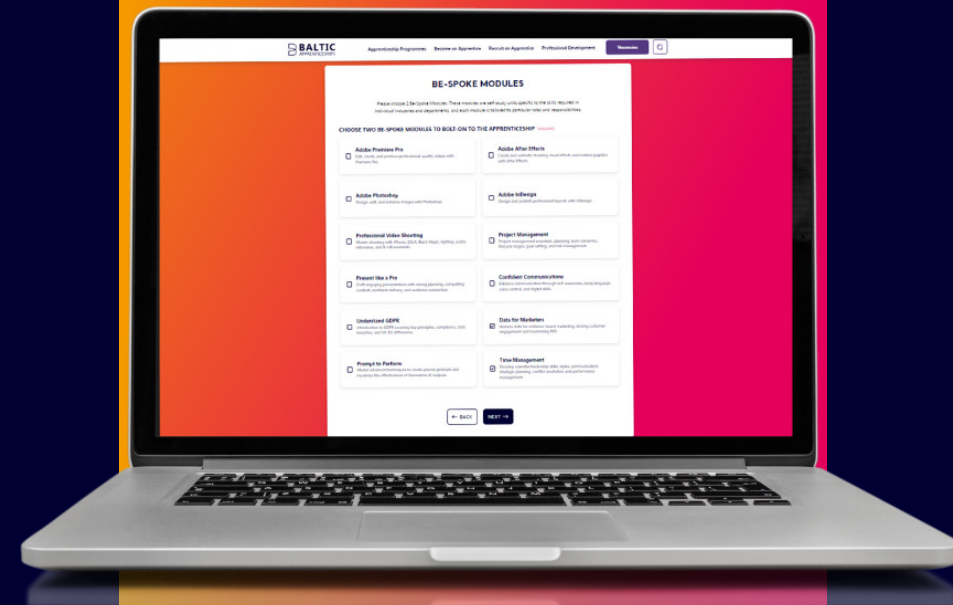
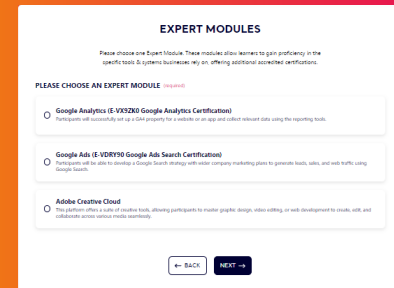
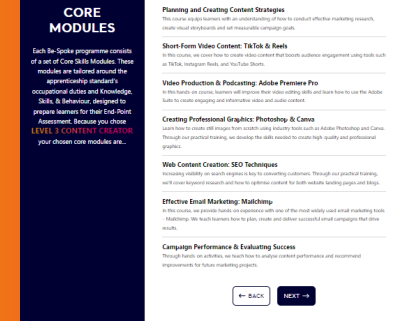
Our AI Accelerator gives every apprentice the confidence to use AI tools effectively and responsibly in their role, supporting smarter working and strategic thinking.

Be-Spoke Modules

You will choose two Be-Spoke modules to bolt onto the apprenticeship programme. These are specific to your sector and are designed to take the programme to the next level.

Expert Modules

Our Expert Modules cover industry-recognised tools and technologies, and some have commercial certifications attached to them.



YOUR DETAILS

First Name required

Last Name required

Company Name

Job Title

Email Address required

Confirm Email Address required

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YOUR BE-SPOKE APPRENTICESHIP //

AI ACCELERATOR

All Mandatory

- ☐ Introduction to AI
- ☐ Prompt Engineering

CORE MODULES

All Mandatory

- ☐ AI Fundamentals, Ethics and Safe Use
- ☐ Prompting and Productivity
- ☐ Data For Smarter Decision-Making
- ☐ Workflow Improvement and Measurable Change
- ☐ Responsible Adoption and Leading Others

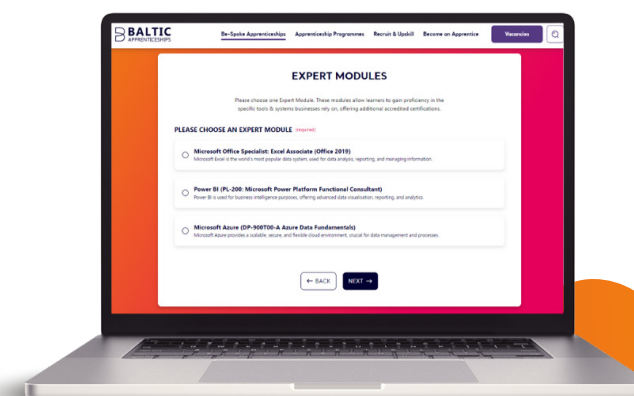
BE-SPOKE MODULES

Choose 2

- ☐ Presenting like a Pro
- ☐ Social Engineering
- ☐ Problem Solving & Innovation
- ☐ Enhancing Efficiency with Microsoft Copilot
- ☐ Confident Communication

EXPERT MODULE

- ☐ Microsoft AI Business Professional (AB-730)



EXPERT MODULES //



AB-730 AI BUSINESS PROFESSIONAL

This certification develops practical capability in using generative AI to improve everyday business workflows and decision-making. It focuses on applying AI tools such as Microsoft 365 Copilot in real-world scenarios without the need for technical or programming knowledge.

Skills Developed:

- ▶ Applying generative AI to streamline routine tasks and improve productivity
- ▶ Using AI tools responsibly with an awareness of governance, security, and data boundaries
- ▶ Structuring prompts and evaluating AI outputs to support informed business decisions

Best Suited for:

- ▶ Learners in digital support, operations, or enablement roles
- ▶ Individuals supporting or championing AI use across business functions
- ▶ Non-technical users who want to apply AI confidently at work

Outcome:

- ▶ Microsoft Certified: AI Business Professional (AB-730)

Instructor-Led Session

2 Days + Exam



SKILLS APPLICATION

At Baltic, we recognise that real expertise comes from hands-on experience. That's why skills application is a core part of our apprenticeship delivery, ensuring apprentices can put their new skills into practice from day one.

As part of their apprenticeship, learners dedicate around six hours per week to skills application, also known as off-the-job hours. These structured, work-relevant activities deepen their understanding and enhance their technical skills while directly contributing to their role.

We understand that six hours per week may sound like a lot, but in reality, these activities align seamlessly with the tasks apprentices already perform. Rather than taking time away from their responsibilities, skills application is designed to complement their work - helping them develop essential expertise while delivering real business impact.

EXAMPLES OF SKILLS APPLICATION INCLUDE:

- ▶ Apprenticeship training & coach sessions
- ▶ Project work
- ▶ Relevant self-study activities including online courses, reading and watching videos
- ▶ Meetings
- ▶ Job Shadowing
- ▶ Independent Research





WHY TRAIN WITH BALTIC?

When you choose Baltic, you're selecting more than just a training provider—you're partnering with a team committed to your organisational success.

Our focus is on delivering high-quality, tailored training that drives real impact. We pride ourselves on our industry expertise, personalised approach, and commitment to excellence, ensuring that each learning experience is of the highest standard.



Ofsted Outstanding

We are proud to have received an Outstanding rating from Ofsted, reflecting the exceptional quality of our training and the positive impact we make on apprenticeships. This accolade confirms our commitment to delivering excellence in every aspect of the learner journey.



DfE Expert Provider

As a Department for Education (DfE) Expert Provider, we meet rigorous quality standards in apprenticeship training. This recognition reflects our commitment to excellence and gives us a voice in shaping national policy and the future of skills development across the UK.



Exceptional Achievement Rates

We consistently achieve some of the highest success rates in tech and digital apprenticeships. With a 98% first-time pass rate and an 86% higher achievement rate across our programmes, the majority of our apprentices earn a merit or distinction, reflecting the quality and impact of our training.

techUK TechUK Member

As members of TechUK, the UK's leading trade association for the technology sector, we gain direct access to the heart of the tech industry. This partnership ensures our training programmes are aligned with the sector's evolving needs, allowing us to continuously adapt and refine our offerings to provide apprentices with the most relevant and up-to-date skills.



RateMyApprenticeship Bronze

Baltic has been awarded the RateMyApprenticeship Bronze Award, ranking 3rd out of 50 training providers, based on apprentice feedback. This recognition highlights the exceptional quality of our training and the positive impact we have on our apprentices' learning experiences.



Sunday Times Best Places to Work

Recognised as one of the Sunday Times Best Places to Work, Baltic believes that the best teaching starts by investing in our people. We create a supportive and enriching work culture that nurtures the professional and personal growth of our staff, which in turn enhances the learning environment for our apprentices.

WHAT MAKES IT SPECIAL?

Be-Spoke Apprenticeship

No two businesses are the same, so we offer flexibility to tailor the programme to your needs. To personalise the apprenticeship, you will choose one expert module with an industry-recognised certification and two Be-Spoke modules to customise your programme. These modules, such as Prompt Engineering or AI Intermediate, ensure the training aligns with your team's specific needs and tech stack.

Baltic Live

Baltic Live is a virtual events schedule featuring sessions on technical skills, well-being, and soft skills, all led by industry professionals. These events provide apprentices with the opportunity to learn from experts, stay up to date with the latest trends, and enhance their overall personal and professional development.

Expert Curriculum

Our curriculum is developed by a team of experts with strong sector knowledge, working closely with our employers to ensure it meets industry needs. It focuses on equipping apprentices with practical, real-world skills, covering everything from SQL and Python to cloud platforms and data security, ensuring they are ready to make an impact in the workplace.

Personalised Support

At Baltic, we pride ourselves on providing outstanding learner support to ensure every apprentice has the best possible learning experience. From the start of their journey, each apprentice is assigned a dedicated coach who provides one-on-one guidance, regular feedback, and personalised training plans designed to suit each apprentice's learning style.

Cohort Model

Our cohort model encourages collaboration and engagement by bringing apprentices together in small groups, with classroom sizes capped at 14 apprentices. This structure ensures maximum interaction and personalised learning, making each apprentice's experience more impactful. Additionally, each coach stays with their cohort throughout the entire journey, offering continuous guidance and support at every stage.



**Please contact Baltic Apprenticeships
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