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:

Understand AI and its uses

Master tool fundamentals like prompt
engineering, building custom GPTs, working
with AI agents, and AI integration. Practise
using AI in all major work functions like
research, analysis, content creation and
coding, and understand the concept of the
Jagged Frontier.

Apply AI to your own work

Identify AI use cases in your day-to-day
work and common workflows across your
company. Experiment in AI Labs workshops
and deploy AI into real workflows. Expedite
time-consuming tasks, supercharge high-
value activities, and free up time for more
enriching, complex work.

Prepare for and drive AI transformation

Understand how to design entirely new,
AI-first workflows to leapfrog traditional
processes and achieve better business
outcomes.Navigate the art of the possible.

Drive responsible AI adoption

Understand the risks and ethics of AI,
and promote responsible use within your
organisation.

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.

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.

Introduction to AI landscape: Large Language Models (LLMs), transformer models, and word vectors.

Risks and ethics AI: explore challenges of accuracy, hallucinations and data security; and understand biases, impersonation and environmental impact.

The Jagged Frontier: navigating the 'jagged' capabilities of AI, understanding where AI excels and where human intelligence is needed.

Develop skills for practical application: prompt engineering, building custom LLMs, working with AI agents, multi-modal engagement.

Experiment with AI to boost efficiencies and maximise impact in real-world tasks like research, analysis, content creation and coding.

MODULE 2
AUTOMATE

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

Integrate AI in your day-to-day work: identify and [automate] time-consuming, low-value activities and maximise the impact of high-value activities.

Cross-organisational AI solutions: identify common business problems across your organization that can be solved in the same way with AI to boost efficiency, reduce cost, and maximise impact. Aim to fully integrate this in workflows.

Rethink traditional workflows: Use AI to tackle a business challenge from start to finish, such as building a new product from concept to development to launch.

MODULE 3
REIMAGINE

Become an AI Champion in the next phase of AI, redesigning work with AI at its core.

Explore how to leapfrog with AI: Go beyond automating existing processes, and design new, AI-first ways to achieve your work goals.

Prepare for a future managing and quality-controlling AI agents.

Help shape your business's AI future: consider what you have learnt that could be deployed at scale, and advocate for AI solutions that will benefit your business.

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 Flipped Study groups

You'll engage with pre-reading and video material, and use AI itself to learn about AI in self-led study. A coach then facilitates a 60-minute group discussion.

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.
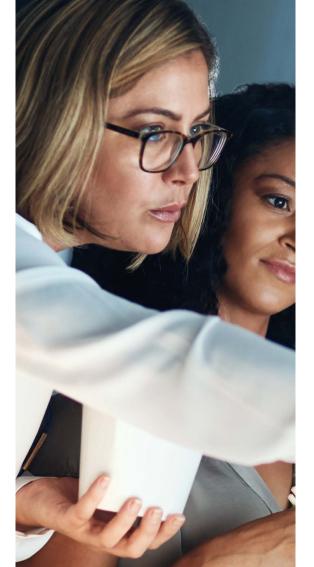
Action Seminars

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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