



Level 4

AI Automation

This programme is designed for forward-thinking professionals ready to bridge the gap between human ingenuity and AI-enabled efficiency. You will go beyond the hype to build a practical, applied capability: identifying high-value automation opportunities, improving workflows, and deploying applied digital tools that actually work.

This isn't just a technical course. With a clear focus on application, you'll develop the confidence to make informed decisions about how AI is used within your organisation, enabling you to lead responsible adoption and deliver measurable, long-term value.





Unlock Efficiency and Impact with AI-Driven Automation



Level 4

Artificial intelligence (AI) and Automation Practitioner

Duration: 13 months

What's Involved

This programme is engineered to move you beyond basic digital literacy and into the space of AI mastery. Through a structured combination of workshops, guided learning, and workplace application, you'll develop the ability to identify opportunities for automation and implement solutions that improve how work gets done. By developing your understanding of workflow analysis, governance, and risk, you'll gain the professional judgement to implement AI solutions that are not only effective, but also ethical, sustainable, and secure.

To align learning with real business needs, you will follow a specialist pathway aligned to your organisation's tech stack. Choose between the **Microsoft Certified: AI Transformation** track, the **Google Generative AI** certification, or the **CMI Level 5 Award in Leading AI Transformation**.



Throughout the journey, the focus remains on continuous improvement and commercial impact. You will emerge with the technical authority to eliminate bottlenecks, drive measurable ROI, and lead your organisation into a future-ready era of efficiency.

What This Means for You

This programme will provide you with a strong understanding of how AI and automation can improve organisational performance. You will be able to confidently analyse processes, identify opportunities for smarter ways of working, and support initiatives that enhance productivity, efficiency and service quality, while contributing to informed, technology-enabled decision-making.

What You Will Achieve

Showcase your digital expertise with these in-demand certifications. Once completed, you'll earn:




 <p>AI Automation Certificate</p> <hr/> <p>KnowledgeBrief Management School</p>	 <p>Level 4 Artificial Intelligence (AI) and Automation Practitioner</p> <hr/> <p>Skills England</p>
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Choose Specialist AI Pathway Qualifications

Take Your AI and Innovation Skills Further

Deepen your understanding of AI through Specialist Pathway qualifications designed to build confidence, credibility and practical impact. Depending on your chosen route, you may work towards **Microsoft Certified: AI Transformation Leader**, **Google Cloud Generative AI Certification**, or **CMI Level 5 Award in Leading AI Transformation**, helping you spot AI opportunities, support responsible adoption and turn AI-enabled ideas into meaningful improvements that create real workplace value.



 <p>AI Transformation Certification</p> <hr/> <p>Microsoft</p>	 <p>Google Generative AI Certification</p> <hr/> <p>Google</p>	 <p>CMI Level 5 Award in Leading AI Transformation</p> <hr/> <p>Chartered Management Institute</p>
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Benefits for Employers

Build in-house capability to support AI adoption and operational efficiency. This programme develops professionals who can identify automation opportunities, analyse workflows and support the implementation of AI-enabled solutions. Learners contribute to improved productivity, reduced inefficiencies and stronger digital capability, supporting organisations to deliver measurable performance improvement and sustainable transformation.



Planting the Future, One Learner at a Time

Every time a learner completes this apprenticeship, we plant a tree to celebrate their personal growth and help to support global reforestation projects.

What You Will Learn

PART 1

Intelligent Organisations and Responsible Automation

This part establishes the essential understanding required to operate confidently in AI-enabled environments. You will explore how automation contributes to organisational performance, workforce experience and responsible decision-making. You will develop insight into ethical, regulatory and operational considerations while beginning to analyse business processes and identify opportunities for improvement.

Learning Cycle 1.1	Learning Cycle 1.2	Learning Cycle 1.3	Workshops	Reviews
AI, Work and Organisational Performance	Responsible AI, Governance and Workforce Impact	Identifying Automation Opportunities and Business Value	2	Starting Point Meeting and Progress Review

PART 2

Designing Practical Automation Solutions

This part focuses on analysing workflows and designing automation solutions aligned to organisational priorities. You will develop capability in evaluating tools, shaping solution concepts and ensuring solutions are scalable, user-focused and aligned to business needs.

Learning Cycle 2.1	Learning Cycle 2.2	Learning Cycle 2.3	Workshops	Reviews
Process Discovery and Workflow Redesign	Automation Tools, Platforms and Technical Integration	User Experience, Accessibility and Adoption Readiness	2	Tripartite Meeting and Progress Review



PART 3

Choose Your Specialist Pathway

Choose the specialist pathway most relevant to your role, ambitions, and organisational priorities. Whether you focus on Microsoft AI transformation, Google Cloud generative AI or driving innovation through AI, you will strengthen your understanding of AI across your chosen route and build the confidence to apply it in practical, responsible and value-focused ways.



AI Transformation and Organisational Performance

This pathway focuses on how AI can be applied to drive organisational transformation and performance improvement. You will explore how to identify high-value AI opportunities, support adoption across teams, and embed AI into workflows to improve productivity and decision-making. The emphasis is on aligning AI initiatives with organisational priorities and delivering measurable business value.

<p>Learning Cycle 3.1</p> <p>Developing, Testing and Iterating Automation Solutions</p>	<p>Learning Cycle 3.2</p> <p>Driving AI Transformation and Organisational Adoption</p>	<p>Learning Cycle 3.3</p> <p>Embedding AI for Performance and Decision-Making</p>	<p>Workshops</p> <p>2</p>	<p>Reviews</p> <p>Tripartite Meeting and Progress Review</p>
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SPECIALIST PATHWAYS

 Google Cloud | SPECIALIST PATHWAY

Generative AI and Intelligent Workflows

This pathway focuses on how generative AI can be applied to improve productivity, creativity and ways of working. Explore the foundations of generative AI, how it differs from wider AI and machine learning, and how tools such as Gemini Advanced, NotebookLM, Google AI Studio and Google Workspace with Gemini can support business innovation. The emphasis is on using generative AI effectively, improving everyday workflows and understanding how AI-enabled applications and agents can transform organisational performance.

Learning Cycle 3.1	Learning Cycle 3.2	Learning Cycle 3.3	Workshops	Reviews
Developing, Testing and Iterating Automation Solutions	Applying Generative AI in Workflows and Productivity	Designing AI-Enabled Work and Intelligent Systems	2	Tripartite Meeting and Progress Review

 CMI | SPECIALIST PATHWAY

Leading AI Innovation and Transformation

This pathway focuses on leading innovation and transformation through AI. You will explore how organisations generate, develop and implement innovative ideas, and how AI can support productivity, growth and competitive advantage. The emphasis is on leadership, stakeholder engagement and evaluating the impact of AI-enabled innovation within organisational contexts.

Learning Cycle 3.1	Learning Cycle 3.2	Learning Cycle 3.3	Workshops	Reviews
Developing and Shaping AI-Driven Innovation	Leading Innovation and AI-Driven Change	Managing and Measuring AI Innovation Impact	2	Tripartite Meeting and Progress Review



PART 4

Sustaining Value Through Governance and Continuous Improvement

This final part strengthens your ability to support long-term organisational capability in AI automation. You will explore governance, risk management and continuous improvement approaches, developing confidence in aligning automation initiatives with organisational priorities and responding to evolving technologies and risks.

<p>Learning Cycle 4.1</p> <p>Governance, Risk and Responsible Automation Assurance</p>	<p>Learning Cycle 4.2</p> <p>Strategic Automation Thinking and Organisational Alignment</p>	<p>Learning Cycle 4.3</p> <p>Continuous Improvement and Future Automation Capability</p>	<p>Workshops</p> <p>2</p>	<p>Reviews</p> <p>Gateway Tripartite Meeting, Progress Review and EPA Prep</p>
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How You Are Assessed

Once you have successfully completed the on-programme learning, you will undertake an Assessment conducted by an independent, approved assessment organisation.

The Assessment is designed to evaluate your ability to apply AI automation knowledge and skills in real organisational contexts.

Work-Based Project

- You will complete a substantial work-based project focused on identifying, analysing or implementing an AI-enabled automation opportunity within your organisation. This will involve planning activities, delivering outcomes and evaluating the impact on productivity, performance or service improvement.
- You will produce a structured written report outlining your approach, findings and recommendations. As part of the assessment, you may also be required to present your project outcomes and respond to questions from an independent assessor.

Additional Assessment Activity

In addition to the project, you will undertake further assessment activities designed to evaluate your professional judgement, practical capability and ability to communicate effectively in AI automation contexts.

Depending on the approach taken by the assessment organisation, this may include activities such as a professional discussion, presentation, simulated task, or review of the portfolio of evidence developed during the programme.

Your overall apprenticeship grade will be determined by combining your performance across all Assessment components. The available grades are Fail, Pass and Distinction.





Core Elements of Your Programme



Workshops

Workshops deliver expert-led learning on AI, automation, digital workflows and responsible technology adoption. These engaging, interactive sessions bring key areas of the curriculum to life through practical activities, real workplace application and AI-enabled improvement challenges, exploring topics such as:

- Spot the Opportunity: Finding Where AI and Automation Can Add Value
- Workflow Lab: Designing Smarter Digital Processes
- Adoption in Action: Supporting People Through AI-Enabled Change
- AI Impact Ready: Measuring Value, Risk and Responsible Improvement



Techniques and Insight Questions

Build clear understanding of key concepts and learn how to apply them with confidence in your role. Techniques introduce important ideas through structured resources, helping you connect theory to real workplace practice. You will then complete an Insight Question, a short written task that helps you reflect on your learning and apply it to your own responsibilities.



Dedicated Support at Every Step

Work with a dedicated Skills Coach who supports you throughout your learning journey. From regular progress reviews to clear guidance, practical feedback and focused preparation for EPA, your coach will help you stay on track, build confidence and apply your learning in the workplace. Learners regularly highlight the encouragement, responsiveness and expertise of their KnowledgeBrief coaches, recognising the difference this consistent, personalised support makes to their progress and success.



Work-Based Evidence

Turn your day-to-day work into meaningful evidence of your development. You will build your portfolio through real workplace activity, capturing examples from tasks such as meetings, presentations and projects. This helps you apply learning in context, show progress against your role responsibilities and demonstrate the value you are creating for your organisation.

CORE TECHNOLOGY PLATFORMS



KBPro Digital Ecosystem

A connected experience for learners, clients and performance

KBPro brings learning and client insight together in one intelligent environment. By integrating the Learner Experience Platform and Client Experience Platform, it connects development and performance seamlessly. Learners, managers and clients stay aligned through real-time visibility, shared insight and a consistent, fully brandable experience that supports progress, accountability and measurable impact.

KBPro **LXP**

Learning That Fits Your World and Drives Real Progress

Our Learning Experience Platform (LXP) is designed to enable busy professionals to learn when they can, where they can, offering bite-sized modules, real-time feedback and time to reflect. It blends theoretical knowledge with work-based projects, helping learners build confidence and apply knowledge at work. The result is a personalised, intuitive experience that turns everyday learning into lasting progress.

KBPro **CXP**

Clarity and Insight to Track, Support and Maximise Impact

The Client Experience Platform (CXP) gives clients and line managers a clear, real-time view of each learner's journey. No chasing, no guesswork. With smart insights, progress tracking and performance dashboards, it brings people together around learner success, making collaboration easier and impact for your organisation more visible, all while keeping things refreshingly simple.



Our Learners Say

“It gave me the theory and structure behind my current approaches and helped me apply it more effectively and consistently in practice.”

— Ian Palmer, University of Sheffield

“One of the key benefits of the programme was its direct impact on my role. The learning strengthened my ability to develop long-term approaches while aligning organisational objectives with operational realities.”

— Shane Noble, PD Hook

4.7  Rated Excellent by our Learners
REVIEW*S*.io




Rated 4★ Excellent Gov.uk provider
by Employers and Apprentices



 treeapp
5700+ m² Land Reforested


 KnowledgeBrief®

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