

A young woman with brown hair, wearing a light blue and white striped shirt, is smiling and holding a silver laptop. The background is a bright blue gradient with a pattern of overlapping circles in various shades of blue.

Level 4

AI-Driven Leader

Pace-setting leadership requires more than understanding AI; it demands the capability to drive it. This programme pairs practical AI and automation tools with CMI-accredited leadership training. You'll gain the technical authority to lead teams, optimise workflows, and turn emerging technology into strategic advantage. From robust governance to ethical scaling, you'll lead responsible digital transformation across your business.





Drive Efficiency and Impact with AI



Level 4

Artificial intelligence (AI) and Automation Practitioner



Duration: 14 months

What's Involved

Delivered through expert workshops, guided learning, and real workplace application, this programme takes you from identifying high-value automation opportunities to mastering workflow redesign, integration, and continuous improvement. You will strengthen your command of governance, security, and risk; ensuring every AI initiative is ethical, secure, and aligned with core business priorities.

Alongside technical implementation, integrated CMI leadership development equips you with the strategic authority to influence decisions, engage key stakeholders, and lead cross-functional teams with confidence.

The emphasis throughout the programme remains on practical execution and measurable impact, giving you the tools to drive productivity, build organisational capability, and lead responsible digital transformation.

What This Means for You

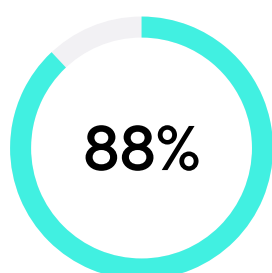
This programme will provide you with a strong understanding of how leaders can use AI and automation to improve organisational performance. You will learn how to analyse processes, identify opportunities for smarter ways of working, and practically build, apply and test AI or automation tools within the workplace. You will also develop the confidence to engage stakeholders and support responsible 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:

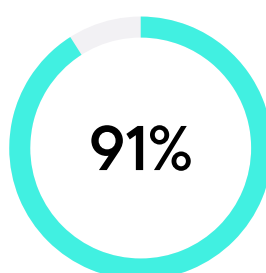
 AI-Driven Leader Certificate KnowledgeBrief Management School	 Level 4 Artificial Intelligence (AI) and Automation Practitioner Skills England	 CMI Level 5 Award in Leading AI Transformation Chartered Management Institute
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Learners' Outcomes:



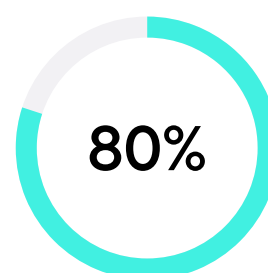
More inspired

88% said their communication style had improved.



More confident

91% said they have increased confidence.



More qualified

4 out of 5 of our learners achieve a Distinction.

Benefits for Employers

Build in-house capability to support responsible AI adoption and operational improvement. This programme develops professionals who can identify automation opportunities, analyse workflows, engage stakeholders and support the implementation of AI-enabled solutions. Learners contribute to improved productivity, reduced inefficiencies and stronger digital capability, helping organisations deliver measurable performance improvement, informed decision-making 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.

CORE MODULES

What you will learn

| PART 1

Leading Intelligent Organisations

This part builds the foundation needed to understand how leaders can support responsible AI adoption within an organisation. You will explore the relationship between leadership, digital transformation, human oversight and automation, while considering how AI can affect workflows, roles, wellbeing and organisational performance.

Learning Cycle 1.1	Learning Cycle 1.2	Learning Cycle 1.3	WORKSHOPS	REVIEWS
Principles of Responsible AI Adoption	Responsible AI, Governance and Workforce Impact	Identifying Automation Opportunities	2	Starting Point Meeting and Progress Review

| PART 2

Leading Practical Automation Solutions

This part focuses on the leadership and practical skills needed to move from identifying an opportunity to shaping an appropriate automation solution. You will explore workflow analysis, process mapping, technical integration and business case development.

Learning Cycle 2.1	Learning Cycle 2.2	Learning Cycle 2.3	WORKSHOPS	REVIEWS
Process Discovery and Workflow Redesign	Automation Tools, Platforms and Technical Capabilities	Managing Diverse Stakeholders Through Change	2	Tripartite Meeting and Progress Review



PART 3

Strategic Transformation in AI Leadership

This part develops your understanding of how leaders can support wider organisational adoption of AI and automation. You will consider the experience of different users, the impact of change on the workforce and the leadership approaches needed to build confidence and capability.

Learning Cycle 3.1	Learning Cycle 3.2	Learning Cycle 3.3	CMI STUDY UNIT 565	WORKSHOPS	REVIEWS
User Experience, Accessibility and Adoption Readiness	Leading AI-Driven Change	Building a Long-Term Strategy	Navigating and Leading Change for AI Adoption	2	Tripartite Meeting and Progress Review

PART 4

Sustaining Value Through Governance and Continuous Improvement

The final part focuses on how leaders can support the ongoing governance, monitoring and improvement of AI and automation. You will consider how organisations maintain oversight, respond to risks and ensure systems continue to perform effectively over time.

Learning Cycle 4.1	Learning Cycle 4.2	Learning Cycle 4.3	WORKSHOPS	REVIEWS
Governance, Risk and Responsible Automation Assurance	Continuous Improvement and Future Automation Capability	Leading Innovation and Growth	2	Gateway Tripartite Meeting, Progress Review and EPA Prep

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:

- The AI Mindset
- Responsible AI in Practice
- AI Governance Leader: Managing Risk and Ethics
- Training for and Mitigating Against AI Risk



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.



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.



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.



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.



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
★ **REVIEWS.io**



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



treeapp
5700+ m² Land Reforested

 **KnowledgeBrief®**

Let's Talk

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