AI FOR NON-TECHIES™

WORKFORCE AI ADOPTION THAT STICKS

Corporate Training | Scalable E-Learning | Adoption Programmes

nontechies.ai

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HELLO

Why organisations trust us with their people

AI adoption is about people as much as technology. Some people can't wait to get started. Others aren't sure where to begin. Your senior leaders, managers and teams will all need something different.

We've helped more than 10,000 people build practical AI skills, from nervous beginners to experienced leaders. We've been doing this since generative AI arrived, for some of the world's biggest brands, in plain English, for people who aren't techies.

WHAT WE HEAR FROM LEADERS

Too much noise
Every week brings a new tool or headline. Leaders want to know which parts will make a real difference to their business and their teams.

Pilots that stall
The licences are bought, but people don't know how to use them well, so the pilot never becomes business as usual.

Pressure to keep up
AI-native competitors are moving fast. Everyone else needs their people up to speed, quickly.

- **Trusted by the biggest brands**
  Johnson & Johnson, GSK, Amgen, Biogen, the BBC, Toyota, Barilla, Channel 4, Specsavers and Microsoft, among many others.
- **Close to the people building the tools**
  Creator relationships with Microsoft, OpenAI and Google give us early access to new features and the teams behind them.
- **Advisers to the UK government**
  We have trained the House of Lords, government departments and councils across the country.
- **Independent, always**
  We are not affiliated with any AI company, so we tell you what works, what doesn't and what isn't worth your money yet.

OUR FOUNDER

Heather Murray

Keynote speaker, AI trainer and the BBC's go-to AI expert. Before founding AI for Non-Techies, Heather designed an AI-powered campaign for Centrica that drove $75m in client sales.

- UK's leading female voice in AI education (Favikon, 2026)
- Inspiring Woman in Tech 2026
- AI Trailblazer 2024
- Regularly featured in Forbes, the BBC, ITV and Channel 4
- Strong relationships with OpenAI and Microsoft

START HERE

Where is AI adoption getting stuck?

Tick the statements you've heard in your organisation.

STAGE 1

Build confidence and get people involved

- [ ] "We're feeling the pressure to start, but where?"
- [ ] "People are already using AI, before we've approved anything."
- [ ] "Some of our people love it, some won't touch it."
- [ ] "Our leaders aren't sure what they think about AI yet."

Mostly these? Turn to page 6 →

STAGE 2

Build practical, role-based skills

- [ ] "The licences are rolling out, but hardly anyone's using them."
- [ ] "We're struggling to find real use cases."
- [ ] "We need everyone on the same page."
- [ ] "Some teams are flying. Most aren't."

Mostly these? Turn to page 7 →

STAGE 3

Apply AI to real roles and everyday work

- [ ] "Usage looks fine. But where's the return?"
- [ ] "We're saving time, but nobody's decided where it goes."
- [ ] "We want AI in our everyday workflows."
- [ ] "Who's supposed to build and own this?"

Mostly these? Turn to page 9 →

STAGE 4

Become an AI-first organisation

- [ ] "How do we make the most of our best AI users?"
- [ ] "A handful of enthusiasts are carrying everyone else."
- [ ] "New starters arrive behind the curve."
- [ ] "Our internal training is already out of date."

Mostly these? Turn to page 10 →

Ticks in more than one box? That's normal. We'll help you work out where to start and how the stages fit together.

HOW IT FITS TOGETHER

Four stages. One joined-up approach.

Our MEIS™ framework brings together the people, skills and support needed to make AI adoption last.

M IS FOR MOTIVATE

Build confidence and get people involved

Make AI relevant, safe and worth trying, for everyone from the board to the front line.

page 6

E IS FOR EDUCATE

Build practical, role-based skills

Practical, role-based skills across your whole workforce, on the AI tools you already pay for.

page 7

I IS FOR INTEGRATE

Apply AI to real roles and everyday work

Move from people using AI on single tasks to AI built into how work gets done.

page 9

S IS FOR SCALE

Become an AI-first organisation

The people, networks and AI solutions inside your organisation that keep it going and growing.

page 10

You don't have to start at stage one. Different teams will be at different points. We'll start with the part that needs the most attention and build from there.

Before we recommend anything, we find out what's happening now.

That might include:

- How confident people feel
- Which tools they're using
- Where adoption is working
- Where people are getting stuck
- What different roles and teams need
- Whether leaders and managers are ready to support the change

This gives us a clear starting point and helps you measure what changes.

WHATEVER STAGE YOU'RE AT

What makes us different

Practical from the start

People don't learn AI by watching someone else use it. Every session is interactive and hands-on, and people build something in every one. They get time to practise, make mistakes, ask questions and apply what they've learned.

Relevant to the work people do

We shape the learning around your industry, roles, approved tools and priorities. The examples feel familiar. The exercises use work your people recognise. Nobody has to work out how a generic example applies to their job.

Measure what's changing

Our GAICI (Generative AI Capability Index) assessment measures AI skills and confidence before, during and after a programme. We can also help you look at practical application, changes in how work gets done and the measures that matter to your organisation.

Designed around your workforce

Your people won't all need the same thing. We combine live sessions, in-person learning and courses on your own learning platform. This gives each group the right level of support at the right time.

Plain English, whatever your starting point

We teach people who don't have a technical background. Nervous beginners, sceptical professionals and more experienced users all get something useful from the programme.

Current and independent

AI tools change quickly. We keep our content up to date, while building skills that won't disappear with the next product release. We're not tied to one AI company, so we recommend what fits your organisation.

STAGE 1 M IS FOR MOTIVATE

Build confidence and get people involved

Interest and ability are all over the place. Some people are sceptical, some are cautious, and a few enthusiasts are already using AI faster than your policy can keep up.

WHERE WE'LL HELP YOU GET TO

- People understand why AI matters to their work
- Employees know where they can and can't use it
- People have space to raise concerns and ask questions
- Leaders can talk about AI with greater confidence
- Everyone has a clear next step

LIVE SESSIONS

Keynotes and launch sessions

One clear, energising message for the whole organisation at the same time. People leave excited about AI and with a real sense of what's possible in their own work, from a speaker who makes it feel doable.

In person · Online · Live or recorded

Practical AI for Senior Leaders

Six 90-minute sessions giving your leadership team first-hand experience, so they set direction from what they've seen. Tailored to your industry.

6 sessions · Tailored

Leadership workshops

A focused workshop to agree where your leadership team stands on AI and what happens next.

In person · Tailored

Corporate offsites

A hands-on AI session designed into your offsite or away day, so the conversation turns into action.

In person · Tailored

FOR EVERYONE

AI Literacy FREE

Plain-English foundations for literally everyone: what AI is, where it helps and how to use it safely. Hosted on your own learning platform, free of charge. Supports the AI literacy and responsible use expectations organisations now face, including under the EU AI Act.

E-learning · Your LMS

Change management

Support to plan and land the people side of AI adoption, delivered with our specialist change management partner.

With our partner

A common starting point: a keynote or leadership session first, then AI Literacy rolled out to everyone.

STAGE 2 E IS FOR EDUCATE

Build practical, role-based skills

The licences are rolling out but usage is patchy. A few teams are flying, most aren't, and people struggle to see where AI fits into their own job. Our courses make sure no one slips through the cracks, and everyone builds a strong foundation in AI.

WHERE WE'LL HELP YOU GET TO

- Stronger core skills across your workforce
- More confident use of approved AI tools
- Better instructions, judgement and checking
- Learning that makes sense for different roles
- Measurable progress in skills and confidence

OUR FLAGSHIP COURSES

Ultimate Copilot for Work FLAGSHIP

Our flagship Microsoft Copilot course in 6 or 12 parts, tailored to your industry, the roles in the room, or both. Hands-on throughout, finishing with a capstone project on real work.

Live · 6 or 12 parts · Tailored

Ultimate ChatGPT Enterprise for Work

The same approach for teams on ChatGPT Enterprise. Custom 6 or 12-part courses now, with the full course launching in 2027.

Live · 6 or 12 parts · Tailored

Copilot Confidence

A full day in person, or three 90-minute sessions online. There's a version for the free Copilot Chat too.

Full day · 3 × 90 min online

OR SHAPE IT YOUR WAY

Pick and mix

Choose the sessions your people need from our library of modules, as mandatory or optional sessions, and we build the course around them.

Bespoke

6 or 12-part courses built from scratch around your teams, your tools and your goals, when nothing off the shelf will do.

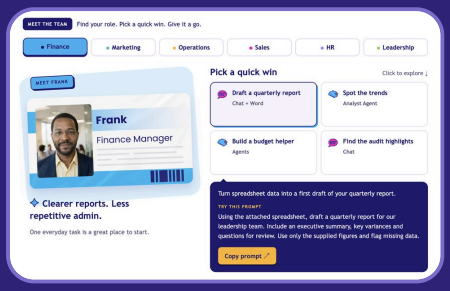
New to Copilot? Copilot Confidence is a good first step. Ultimate Copilot for Work then takes people from literacy to fluency. And for large organisations, our e-learning is on the next page.

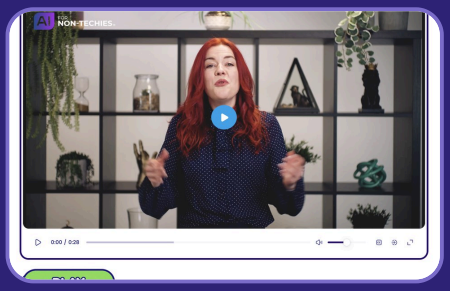
STAGE 2 FOR LARGE AND ENTERPRISE ORGANISATIONS

E-learning that reaches everyone

When you need to train thousands of people around the world, live sessions alone won't get you there. Our e-learning gives every employee the same tailored, hands-on course, on your own learning platform, at their own pace.

Copilot and ChatGPT change every few weeks, and keeping internal training current costs organisations time and money. As the tools change, so do our modules, with regular updates and notifications, so your people are always learning the latest version.





WHAT YOU GET

- Hosted on your own learning platform
- Completion tracked through your systems
- Learning shaped around relevant roles and industries
- Content kept current as AI tools change
- Skills and confidence measured before and after
- Optional live AI Clinics for real questions and tasks

AVAILABLE AS E-LEARNING

Every course is tailored to your industry and the roles your people do. The examples, exercises and data all look like their work.

- **Ultimate Copilot for Work**
  Our flagship course
- **Ultimate ChatGPT Enterprise for Work**
  For teams on ChatGPT Enterprise
- **AI Literacy** — FREE
  Foundations for everyone
- **Become an AI Champion** — COMING SOON
  Builds your champion network
- **Train the Trainer** — COMING SOON
  Builds your internal trainers

A blended approach: Many large organisations use e-learning to create a shared foundation. They then add live sessions, clinics or role-specific learning for teams that need more depth.

STAGE 3 I IS FOR INTEGRATE

Apply AI to real roles and everyday work

Usage looks fine on paper, but nobody can point to the return. People are saving time without anyone deciding where that time goes, or who should build and own new ways of working.

WHERE WE'LL HELP YOU GET TO

- Useful AI approaches people can repeat
- Improvements linked to clear priorities
- Better ideas shared between teams
- Clear ownership and human checks
- Evidence of how work is changing

BUILD IT TOGETHER

Workflow process mapping

Map how work really flows through a team, spot where AI can help most, and choose the processes worth building solutions for. It's the natural next step after training, and the starting point for our solution and agent building workshops.

Workshop · Custom

AI solution building workshops

Turn real challenges into AI-enabled ways of working, with the people who actually do the work.

Workshop · Custom

Agent building workshop

Non-techies build their own agents for the jobs they repeat every week.

Workshop · Hands-on

Promptathons and hackathons

Mixed teams solve a genuine problem in your organisation together, against the clock.

In person · Custom

Role redesign sessions

Work out what a role looks like once AI takes on part of it, and what people do with the time.

Workshop

KEEP IT GOING

AI Clinics

Weekly or monthly sessions for Copilot or ChatGPT Enterprise users. Bring a task or workflow, leave with a better approach.

Online · Ongoing

Advisory hours

Time with our experts when you need it, booked in blocks of 5, 10, 25 or 50 hours.

Flexible

Consultancy and solution building

For bigger builds, our technical partner designs and builds AI solutions alongside your teams.

With our partner

AI Clinics pair well with any course.

STAGE 4 S IS FOR SCALE

Become an AI-first organisation

A handful of enthusiasts are carrying everyone else. New starters arrive behind the curve, internal materials date quickly, and what works in one department never reaches the next. This stage builds the people, networks and AI solutions that make AI part of how your whole organisation works, long after our training ends.

WHERE WE'LL HELP YOU GET TO

- A clear and supported AI Champion network
- Internal trainers with consistent materials
- AI skills built into onboarding
- Good practice shared between teams
- Less pressure on one central team

BUILD YOUR OWN CAPABILITY

AI Champion training FLAGSHIP

Build a named network of AI Champions across your departments: the go-to people who help colleagues and spot new uses.

Live · 6 × 90 min · Tailored

Train the Trainer

Your own people learn to teach AI to colleagues, with our materials and methods behind them.

Live · 6 × 90 min · Tailored

Champion and Trainer programme

AI Champion training and Train the Trainer combined into one 12-session programme.

Live · 12 sessions

Advanced skills workshops

Go deeper on the skills your teams need most, still in plain English, built around your work.

Workshop · Custom

GO FURTHER

Champion and Trainer e-learning

Become an AI Champion and Train the Trainer as e-learning, so the programme reaches every new cohort.

E-learning · Coming soon

Technical training

For teams who need more technical depth, such as Copilot Studio, delivered through our technical partners.

With our partner

AI Champions usually complete Ultimate Copilot for Work first, so they start from strong core skills.

THE RESULTS

What our clients say

94%
average client satisfaction

91%
average learner satisfaction

100%
of learners say the training will make a meaningful difference in their organisation

10,000+
people trained

We ask every client and every learner to score us after each programme. These are the averages across everything we've delivered.

> AI for Non-Techies delivered precisely the kind of hands-on, practical training we were looking for, directly relevant to our day-to-day work. Colleagues left with skills and techniques they can apply immediately, delivered by excellent facilitators who made AI accessible and actionable to all users, regardless of where they started out. If your organisation knows AI matters and needs to build capability without the techno-babble, they're a great partner for you.
>
> **Chris Mann**, Amgen UK&IR

> This intervention was exactly what we needed at the right time to uncover what people didn't know to get them started on their AI journey. There were many wow moments, not just aha moments!
>
> **Nikki Fisher**, Biogen

> Building my own agent was great. Still needs more work to adapt it to give me exactly what I need, but I came in the room not knowing how to start and now I feel confident to amend this for use back in the office.
>
> **Learner**, Northern Gas

Experience across industries

We've supported organisations through workforce programmes, leadership sessions, practical courses, keynotes and webinars.

Pharma, health and life sciences · **Financial and professional services** · **Media, technology and marketing** · **Manufacturing, retail and consumer** · **Government and the public sector** · **Automotive & Technology**

NEXT STEPS

Not sure where to start?

That's completely normal. Here's how it works.

1

A conversation

Thirty minutes on where you are now. Bring your ticks from page 3, and anything you've already tried.

2

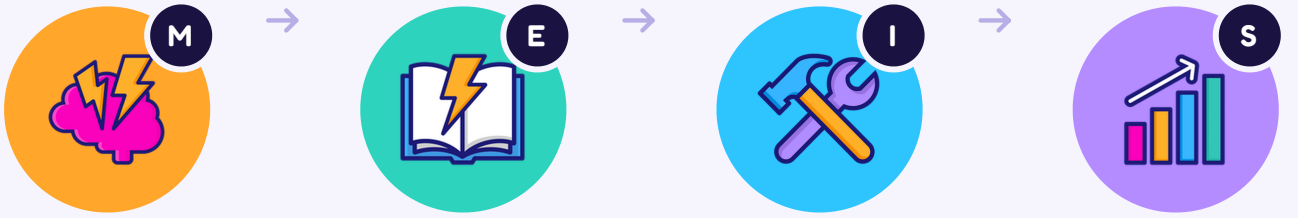
A plan that fits

We recommend a phased programme across the four stages, built around where you want to get to with AI: your strategy, your goals and the future you're planning for your business. Tailored to your people, your tools and your budget.

3

Build, run, measure

We build it around your organisation, run it, measure the change with GAICI, and adjust as your people move on.



Build confidence and get people involved → **Build practical, role-based skills** → **Apply AI to real roles and everyday work** → **Become an AI-first organisation**

Let's talk about your organisation

Drop us a line and we'll set up a call with someone who can help you find the right starting point.

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Build an AI-capable workforce

Help your people use Microsoft Copilot, ChatGPT Enterprise and other AI tools with confidence, good judgement and a clear connection to their work.

AI ADOPTION THAT ACTUALLY STICKS

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UKRLP UK Register of Learning Providers

A Registered Learning Provider

UK Provider No: 10095927