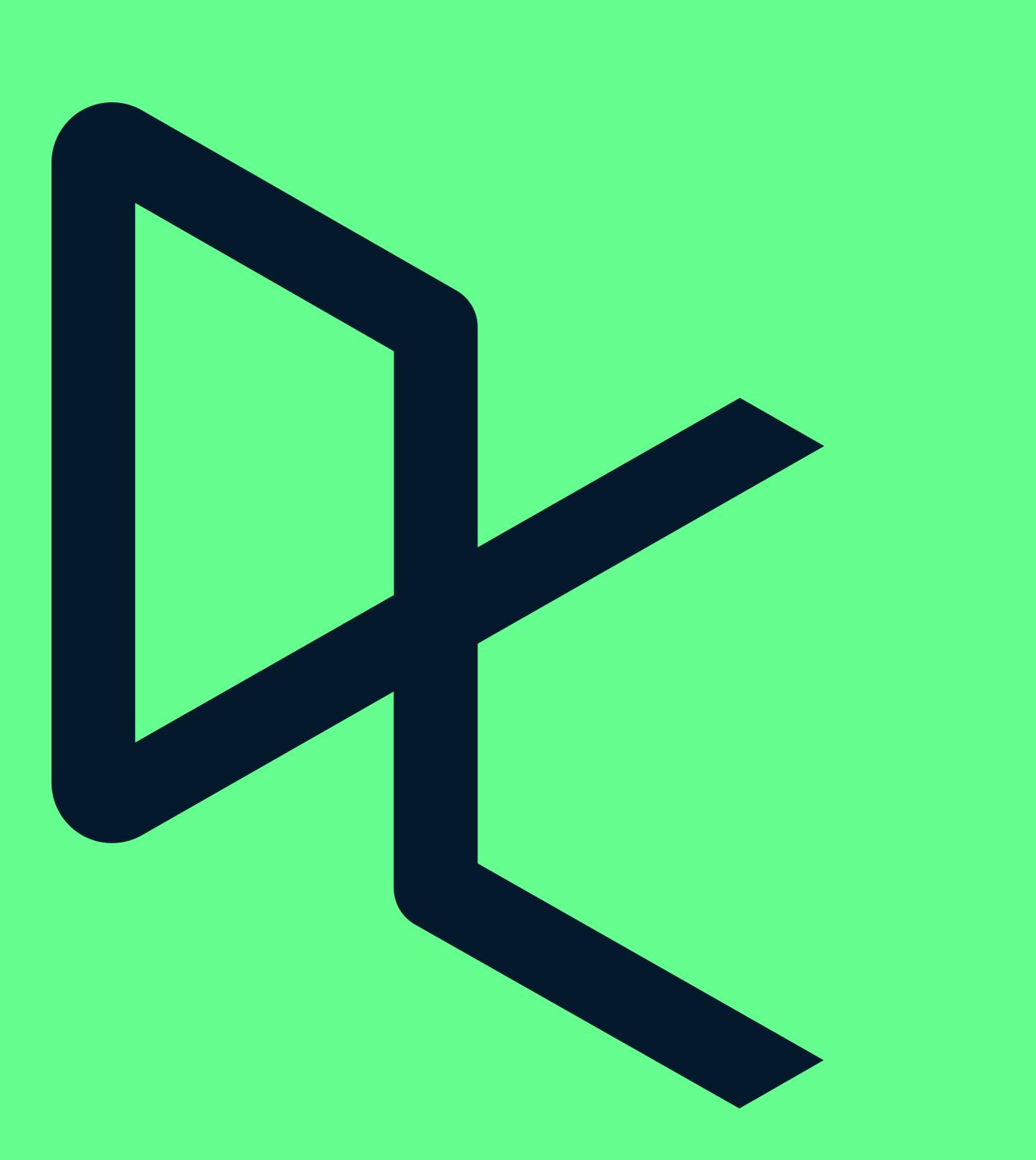


# The Learning Leader's Guide to Al Literacy

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### Introduction

### Al Literacy: What You Need to Know

What is Al literacy? How is Al literacy different from data literacy? The Al literacy skills spectrum

### **7 Best Practices for Driving Al Literacy**

Find your learning personas Personalize, at scale Emphasize responsible use of Al in your curriculum Embed interactivity into your program Be proactive about change management Communication, communication, communication Use AI to your advantage

### **Building Data & Al Literacy with DataCamp**

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## **httocuction**

Generative AI (GenAI) has taken the world by storm, fundamentally reshaping how we approach tasks, solve problems, and innovate across industries. Tools like ChatGPT, Google Gemini, and Microsoft Copilot have brought AI into the public consciousness and mainstreamed it in the workplace.



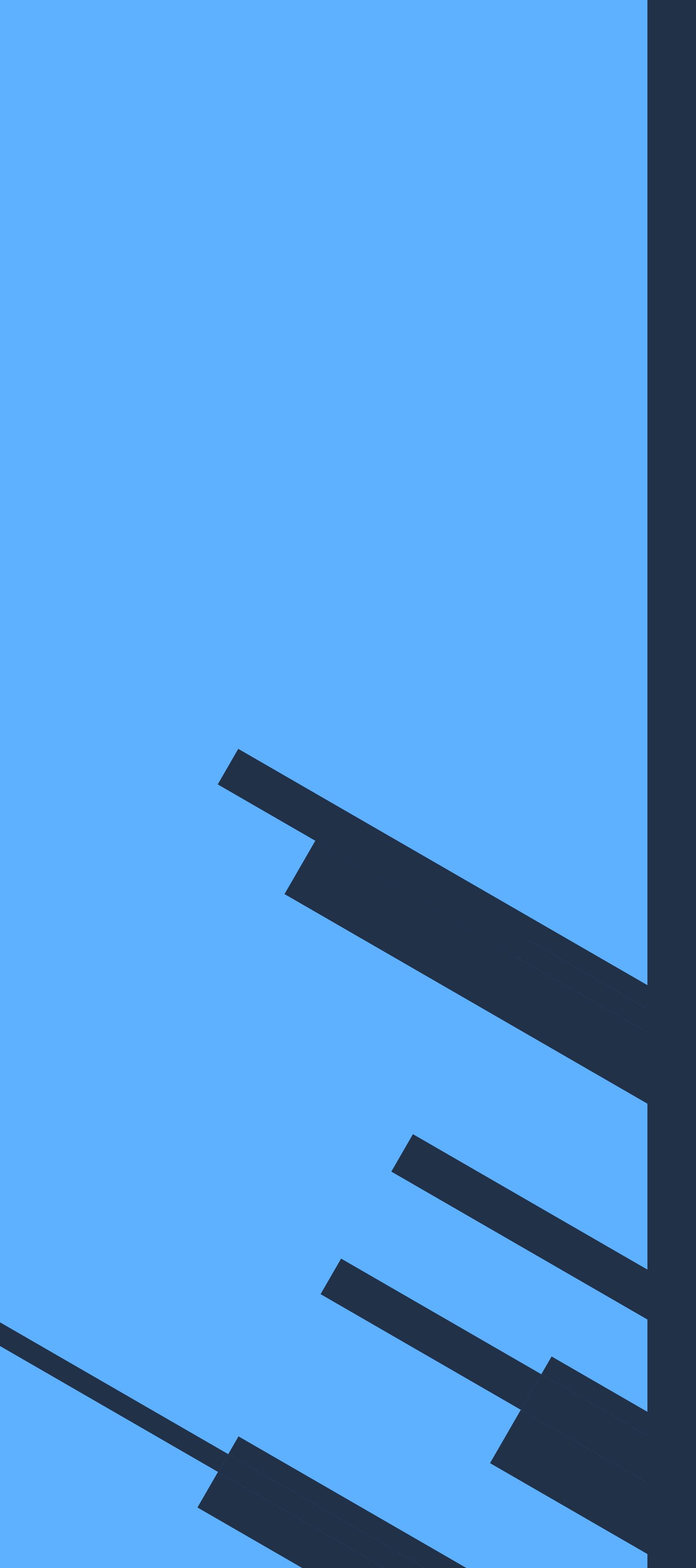
In fact, GenAl use within the workplace has doubled over the past <u>12 months</u>. However, lack of AI skills and organization-wide AI literacy, stand in the way of scalable and responsible adoption. According to Microsoft, 82% of leaders believe employees will need new skills to be prepared for the growth of Al.

To use AI effectively, teams need the space and tools to build their Al literacy—and the organization's learning function is tasked with empowering this transformation.

At DataCamp, we've quickly recognized the wide-ranging needs of learning leaders as they work to build Al literacy across their organizations. This is why we swiftly released curated Al learning paths tailored to different audiences within any organization. Additionally, we have partnered with thousands of DataCamp for Business customers to determine the best approaches for driving Al skills transformation.

In this white paper, we will explore what Al literacy truly means and how it connects to the broader skill set of data literacy. We will also share key insights from our work with over 4,000 learning leaders that you can apply today to succeed in fostering Al literacy within your organization. Let's get started.





# Al Literacy: You Need









### What is Al literacy?

While still a nascent concept, Al literacy is
quickly becoming a critical skill in the
modern workplace. At DataCamp, we define
Al literacy as the ability to effectively,
ethically, and responsibly understand,
utilize, and guide Al systems.

Al literacy is the ability to effectively, ethically, and responsibly understand, utilize, and guide Al systems.

> of leaders believe their organization has an Al literacy skill gap — DataCamp's State of Data & Al Literacy 2024 Report

Unlike many previous technological paradigm shifts, generative AI impacts everyone within an organization. Different roles interact with AI in unique ways, making AI literacy a necessary competency for organizations to fill. In our 2024 State of Data & AI Literacy Report, 62% of leaders believe their organization has an AI literacy skill gap.

## How is Al literacy different from data literacy?

You might wonder how Al literacy differs from or compares to data literacy. At DataCamp, **we view data literacy and Al literacy as two sides of the same coin.** In the past three decades, rapid digitization has ushered in an explosion of data within every organization.

This explosion allowed leaders to use data for better decision-making, driving efficiencies, and faster workflows. It accelerated the need for **data and learning leaders to foster data literacy within their workforce.** 

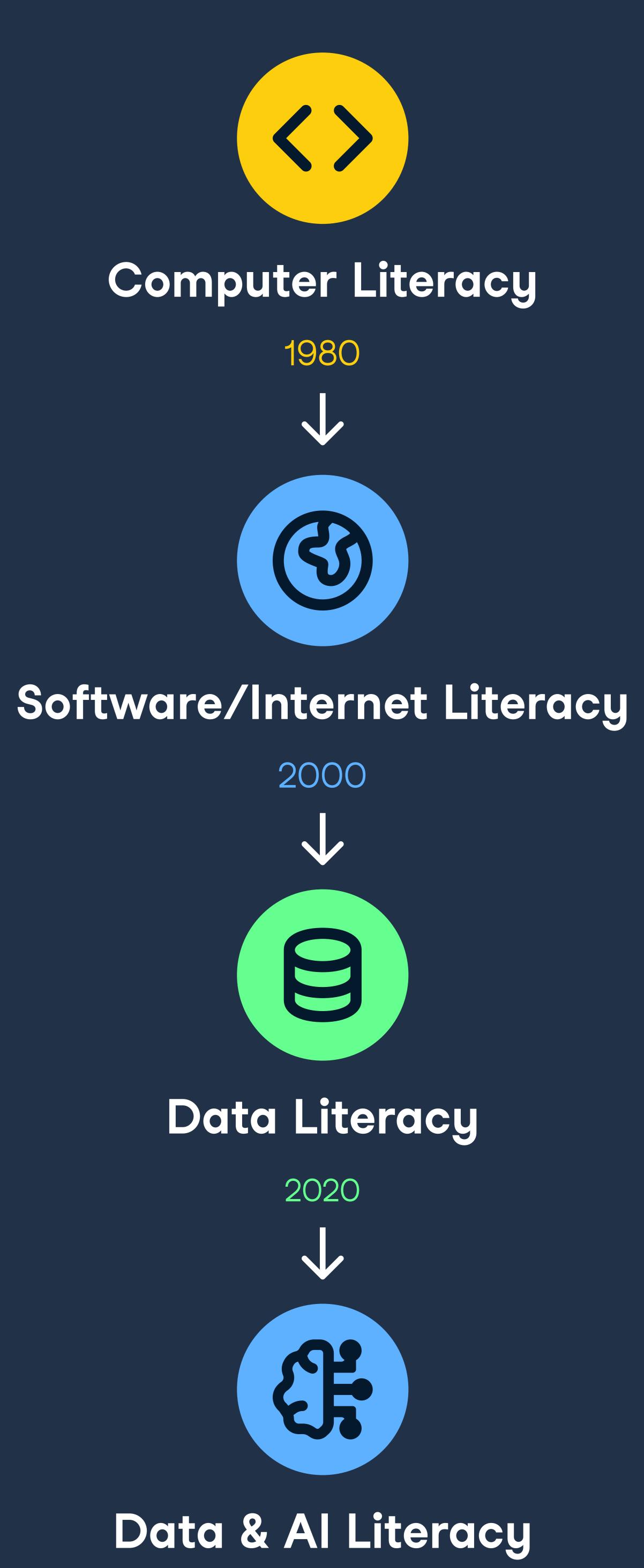
However, coupled with algorithmic innovation and hardware improvement, it also allowed technology providers to build awe-inspiring large language models at the center of today's generative AI revolution. This marked the transition from the age of data literacy to the age of data and AI literacy.

As you look to grow your organization's Al literacy, it's essential to contextualize it within the broader spectrum of data skills. Understanding Al necessitates a solid grasp of how data is collected, processed, and analyzed. Using Al in data-related tasks requires a strong understanding of data tools and techniques. By building on this foundation, teams can leverage Al effectively and ensure its responsible and ethical use.

For this white paper, however, we will focus exclusively on bridging the generative AI talent gap.



### Paradigm shifts in technology lead to paradigm shifts in skills



Today



### The Al literacy skills spectrum

As you will see later on in our data and Al <u>competency framework</u>, Al literacy encompasses far more than familiarity with tools like ChatGPT. It spans a broad spectrum of competencies that vary depending on one's role within the organization and how they plan on using Al. This spectrum is the foundation for building scalable personalized learning paths for your workforce.

Our 2024 State of Data & Al Literacy report asked leaders about the most crucial AI competencies they want to grow in their teams. Here's how leaders ranked the importance of different Al competencies:

• 70% of leaders identified a basic understanding of AI concepts as the most important skill, emphasizing the need for teams to grasp core Al principles

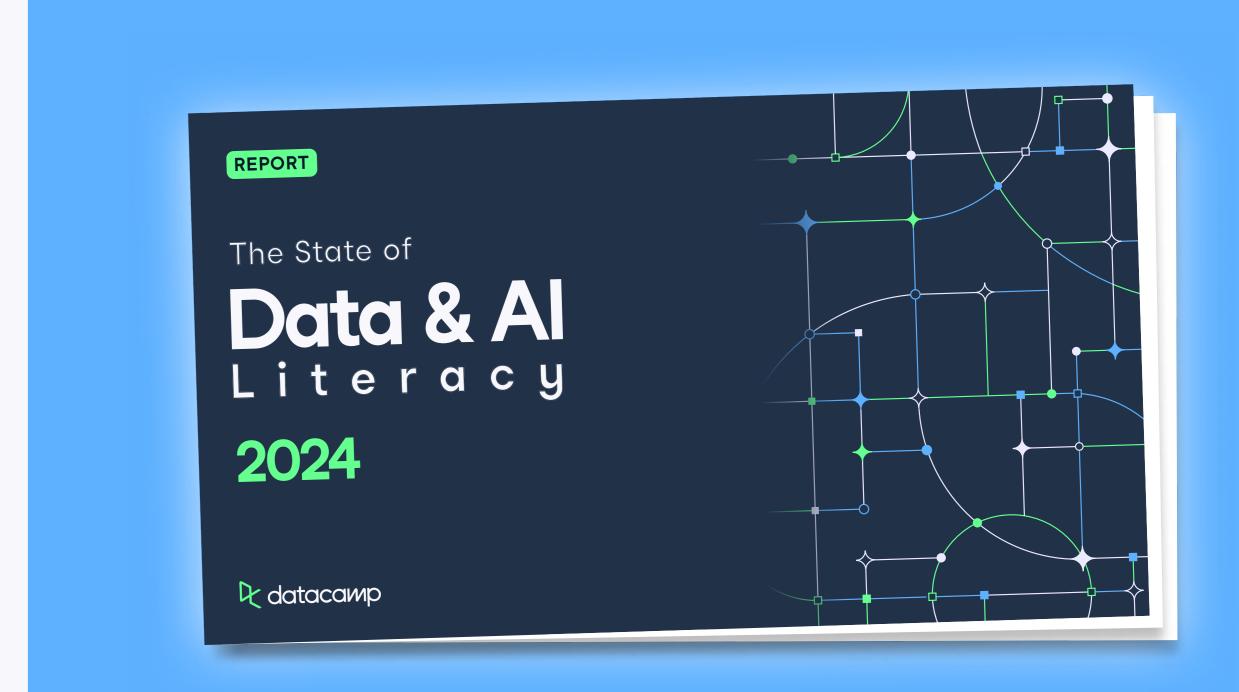
- 69% of leaders highlighted Al ethics and responsible AI best practices as the most important
- 65% of leaders focused on the application of Al in business contexts as a critical skill
- 60% of leaders ranked prompt engineering and steering the outputs of Al systems as the fourth most important skill
- 52% of leaders deemed developing Al systems from scratch as the most important

Moreover, the specific AI skills required for different team members depend on their roles. Developers, for example, need to understand how to fine-tune large language models, build <u>retrieval</u> augmented generation (RAG) pipelines, and work with AI APIs to integrate AI into applications. Frontline workers must develop prompt engineering skills and a strong <u>understanding of responsible Al</u> to limit the risks of hallucinations.



Recognizing and addressing these varying needs is key to building a wellrounded, Al-literate workforce.

The following section will cover seven best practices for building Al literacy within your organization, and outline four common learning personas for Al literacy.



Learn what 550+ leaders in the US and the UK believe about the state of data and Al literacy within their organization

**Download Now** 



# **Best** Proctices for Driving Al







## Find your learning personas

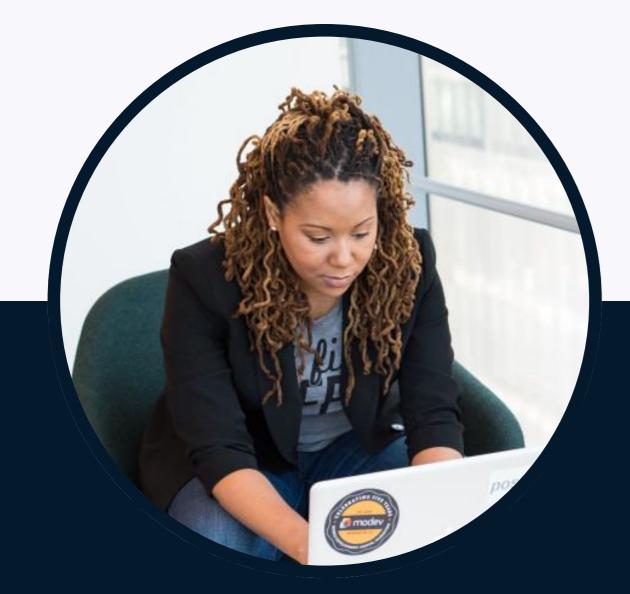
As mentioned, everyone within your organization has a unique relationship with Al literacy. Executives, for example, may only need to know how to prompt ChatGPT occasionally. However, their primary focus should be on understanding how to <u>scope Al use cases</u>, staying informed of evolving Al regulations, understanding the limitations of Al, and responsibly driving business value with it. On the other hand, marketers might need to become proficient in leveraging AI tools for tasks such as image or copy creation. Each role interacts with AI differently, which is why a one-size-fits-all approach to Al literacy simply won't cut it.

To build a successful Al literacy program, it's crucial to design learning experiences that cater to these varying needs. This is where "learning personas" come into play. If you're unfamiliar with the term, learning personas are welldeveloped archetypes that represent the target audience for whom you are upskilling in data and Al. These personas help ensure that your learning program is relevant, engaging, and effective for different segments of your workforce.

At DataCamp, we have identified four distinct learning personas for data and Al literacy programs, each requiring different data and Al competencies as laid out in our data and Al competency framework.

Keep reading for a **downloadable version of the framework** that you can edit for your organization.

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### Data Consumers & Business Leaders

These individuals need to consume data insights to make better data-driven decisions. They use off-the-shelf AI tools to perform their role more effectively or need to scope AI use cases alongside technical team members.

They tend to be individual contributors or hold leadership roles that don't require them to produce data insights.

### Possible job titles:

HR Associate Account Executive VP of Marketing VP of Finance VP of Sales Chief Learning Officer



### **Citizen Data Practitioner**

These individuals work with data daily but are usually not part of a technical or data and Al team. They tend to be individual contributors to functional teams (e.g., financial analysts, marketing analysts, etc.).

They use AI to draw data insights and perform their roles more effectively.

Possible job titles: Business Intelligence Analyst Business Analyst Marketing Analyst Financial Analyst

Supply Chain Analyst



### **Data & Al Practitioner**

These individuals are usually part of a wider data and AI team. Their responsibilities include surfacing data insights, running experiments, creating predictive models, and providing value with data.

They use AI to draw data insights and build AI systems to be deployed internally or for customers.

### Possible job titles:

Data Analyst Data Scientist Data Engineer Statistician Quantitative Analyst Programmer

\*Depending on the type of role (data engineer, data scientist, data analyst)—the degree of proficiency for competencies may shift. We will provide varied competencies based on these roles.





### Data & Al Expert

These professionals are top-tier data & Al talent within the organization, possessing advanced technical expertise and bridging the gap between research and engineering. Their main focus centers on developing and deploying sophisticated data and machine learning systems.

They use AI to draw data insights and build AI systems to be deployed internally or for customers.

### Possible job titles:

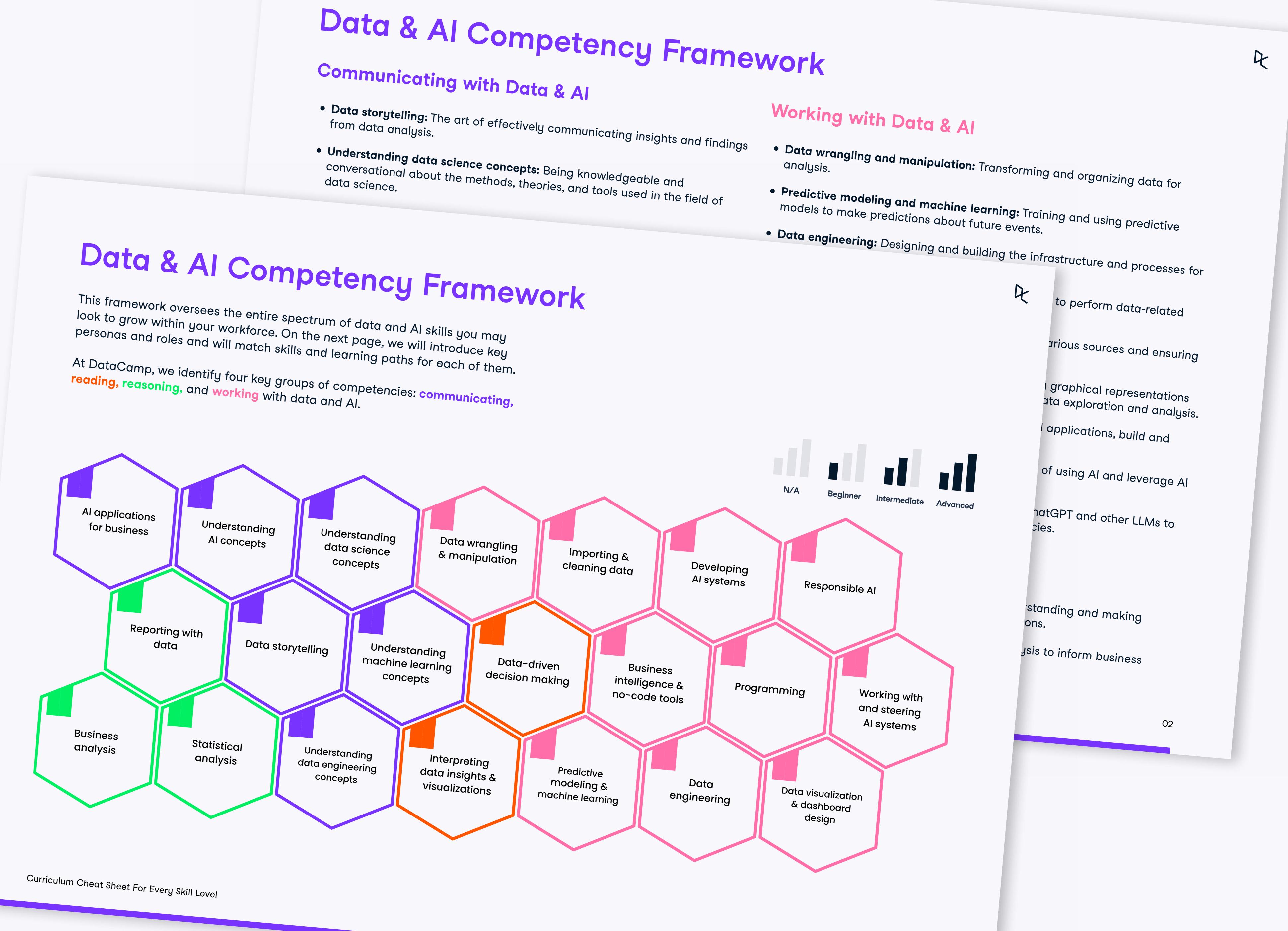
Machine Learning Scientist Machine Learning Engineer Research Engineer Research Scientist Staff Data Scientist

\*Depending on the type of role—the degree of proficiency for competencies may shift. We will provide varied competencies based on these roles.

## The 2024 Data & Al Competency Framework

Below you will find an editable version of our Data & Al Competency Framework including key Al literacy skills covered throughout this white paper. We highly encourage you to use this when building your data and AI upskilling and reskilling programs.

Access The Data Competency Framework



01



## How to create your own learning personas

While we recommend you get started with our Data & Al Competency Framework for building learning personas, we recognize that every organization is unique and may need to chart its own path. Below are best practices anyone can adopt for building learning personas from scratch within their organizations:

### Understand your learners

Begin by collecting detailed insights into your workforce's current knowledge, needs, usage patterns, and goals related to Al. This can be achieved through a variety of methods, including surveys, interviews, focus groups, or even informal conversations.

The goal is to capture a wide range of perspectives to ensure that your learning personas accurately reflect the diverse needs within your organization. When conducting these interviews or surveys, consider asking questions that explore:

- Their current role: What is their current role, and what do they find are the opportunities to use AI within their role?
- General Al understanding: How familiar are employees with basic Al concepts and terms? Alternatively, you can use an assessment.
- **Current Al usage:** What Al tools are employees currently using, and how comfortable are they with these tools?
- Learning needs and preferences: What specific AI skills do employees want to develop, and how do they prefer to learn?
- Barriers to Al adoption: What challenges or concerns do employees face when using Al, and what support do they need?

Future Al training: What motivates
 employees to learn more about Al, and
 how likely are they to engage in Al
 literacy programs?

## Summarize and identify patterns

Once you have gathered sufficient information, analyze the data to identify common themes and patterns. Look for similarities in how different groups interact with AI, their learning preferences, and the challenges they face. More importantly, based on their learning needs and preferences, think of the common learning goals that different learners may share.

### Build your personas

Using the information you've gathered, create fictional profiles that represent each of your learning personas. Remember, these personas are meant to be templates, not exhaustive biographies.



Focus on capturing the key characteristics that will influence how these personas engage with AI literacy training. To make it easy for you, we recommend leveraging the personas in our Data & AI Competency Framework.

## Iterate with learner feedback

Finally, validate and refine your personas by gathering feedback from your learners. Conduct follow-up interviews or surveys to ensure your personas accurately represent the needs of your workforce. This iterative process will help you fine-tune your learning personas, making them more effective over time. By finding and developing your learning personas, you can tailor your AI literacy program to meet the specific needs of your organization, ensuring that each employee receives the training that best supports their role and responsibilities.

## Personalize, at scale

Now that you've defined your learning personas, it's time to build tailored learning paths that meet their specific needs. Personalizing learning paths doesn't just involve providing tailored educational content; it means offering resources that contextualize data and AI for different audiences within your organization. Effective personalization ensures that each learner can engage with Al literacy in a way that is relevant and immediately applicable to their role.

To help you achieve this, here are five tactics that can guide you in creating personalized learning paths for your personas:

• Make it easy to build tailored learning paths: Whether you are building learning paths internally or using a third-party provider—it's important to make crafting learning journeys easy.

DataCamp for Business lets you build personalized learning paths that incorporate external and DataCamp content with a simple button click.

 Include resources that contextualize data and AI: Integrate diverse learning materials, such as external and internal resources that resonate with each persona's interests and skill levels. These resources should educate and inspire learners by showcasing realworld applications of Al.

 Build dedicated communities of practice: Go beyond online learning by fostering dedicated communities of practice within your organization. Encourage collaboration and knowledge-sharing among learners from similar personas through forums, discussion groups, or regular meetups focused on data and Al literacy. These communities can become powerful platforms for continuous learning, peer support, and the exchange of best practices.





## Emphasize responsible use of Al In your curriculum

In our 2024 State of Data & Al Literacy Report, we uncovered that 88% and 84% of leaders identified a basic understanding of AI and AI ethics and responsible AI use as the most important AI skills they need from their teams, respectively. These findings highlight a clear consensus: responsible use of Al is not just a nice to have; it's an essential component of Al literacy for everyone in your organization.

Whether it's leaders scoping Al use cases, engineers developing Al systems, or frontline workers using off-the-shelf Al tools, the responsible use of AI must be ingrained in every aspect of your curriculum. Ensuring that your workforce is equipped with the knowledge to use Al ethically will mitigate risks and foster trust and innovation within your organization.

> of leaders identified a basic understanding of Al as the most important Al skill for their team

### Responsible Al resources to get you started:



The EU AI Act Fundamentals: Learn everything you need to know about the new landmark AI regulation and how to stay compliant in this comprehensive track.

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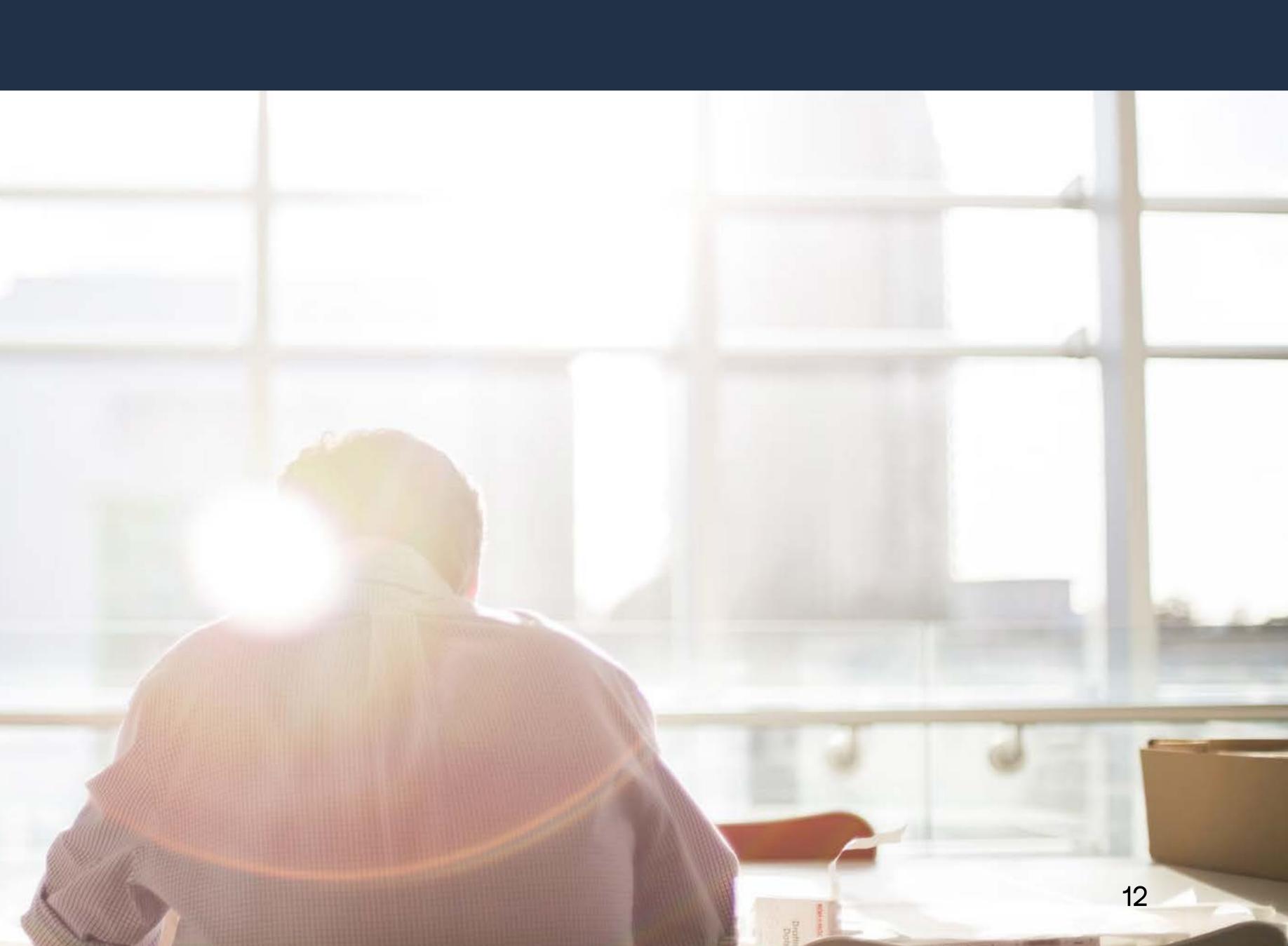


of leaders identified AI ethics & responsible AI as the most important AI skill for their team

s: Get started with AI ethics—and how to Al use cases responsibly.

Iction to Data Ethics: Explore data ethics is comprehensive introductory course, g principles, and practical skills to ensure sible data use.

sible Al Practices: Master responsible Al es with this comprehensive course, featuring rld case studies and interactive content.



## Embed interactivity into your program

Data and Al skills are inherently experiential. Whether mastering tools like Power Bl or learning how to use ChatGPT effectively, these competencies require hands-on practice. Simply watching a video or reading about these technologies isn't enough to build true proficiency.

In our 2024 State of Data & Al Literacy Report, we revealed that 33% of leaders identified "inadequate training resources" as the biggest obstacle to improving data and Al skills within their organizations. Among those who cited this issue, 29% specifically mentioned that video courses make applying learned skills in real-world scenarios difficult. This highlights a critical gap in many existing training programs:

a lack of interactivity that enables learners to put their knowledge into practice.

An interactive learning experience that places working with data and Al at its core is essential for building the skills your workforce needs. At DataCamp, our entire learning library is interactive, allowing workforces to immediately apply what they've learned in a controlled, supportive environment. But even if you're not using a tool like DataCamp, you can still embed interactivity into your learning program by adopting one of these tactics:

- Incorporate real-world projects and capstone exercises: Create capstone modules with practical projects that mimic real tasks, like prompting
   ChatGPT or building an Al model.
   Engage your internal experts to help craft the content.
- Facilitate peer learning and group activities: Similar to building
   communities of practices to drive up personalization, facilitating group
   activities and peer learning, such as
   collaborative problem-solving or peer

### reviews, can make learning more interactive and social.

 Organize hackathons and competitions: Host hackathons or competitions focused on AI and data challenges. These events foster creativity, encourage experimentation, and allow learners to apply their skills in a fun, competitive environment.



Learn how Specsavers leverage competitions and hackathons to drive up learner engagement in their data & Al literacy program —ultimately saving learners 4 hours per week on key tasks.

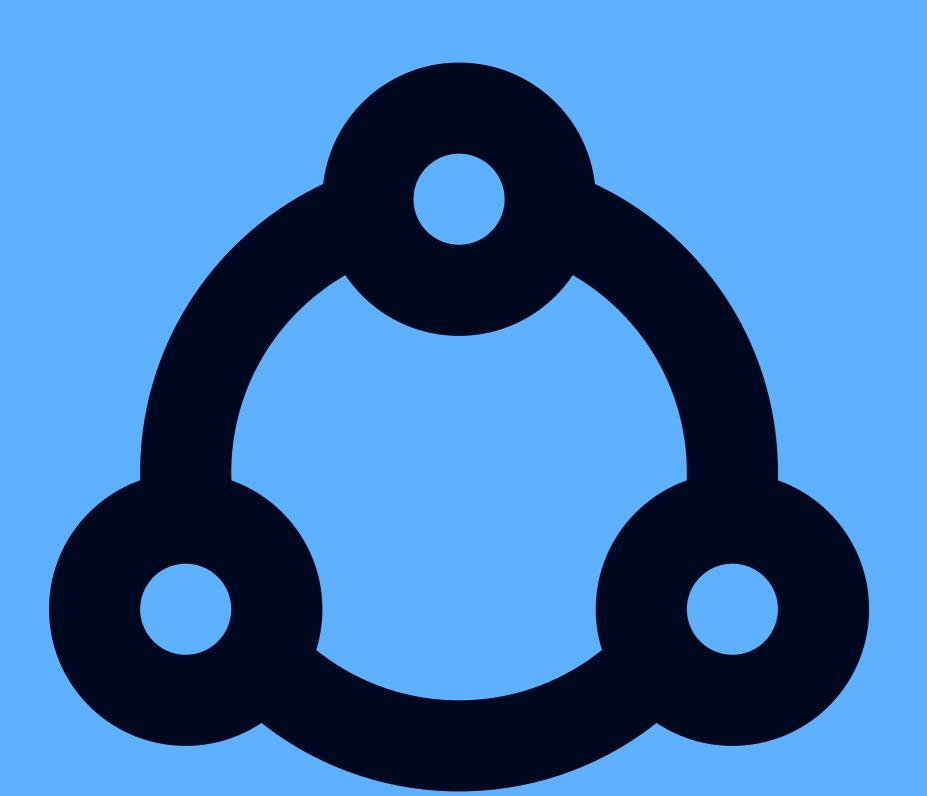
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of leaders identified "inadequate training resources" as the biggest obstacle to improving data and Al skills within their organizations

of those leaders specifically mentioned that video courses make applying learned skills in real-world scenarios difficult

## Be proactive about change management



Change can be intimidating, especially when it involves new technologies like data and Al. As leaders, it's essential to be proactive in addressing these concerns to ensure a smooth transition. When employees encounter data and Al initiatives, many may wonder, "Is this a risk to my role?" or "Why should I invest time in learning data and Al?" These are valid questions that need to be addressed head-on.

To successfully navigate this change, leaders must clearly articulate the **"What's in it for me?"** for each employee. This means explaining the personal and professional benefits of embracing data and Al, tailored to each individual's role and concerns. This approach is closely tied to the concept of learning personas discussed earlier, as each persona within your organization will have its own unique "What's in it for me?" that resonates with them.

### Here are three common messaging points to help communicate the value of data and Al literacy to different personas:

- Career growth and opportunities:
   Highlight how data and Al skills can
   lead to career advancement and
   staying competitive in the job market.
- Increased efficiency and effectiveness: Show how data and Al tools can simplify tasks, reduce manual work, and improve results.
- Empowerment and innovation: Frame data and AI as tools that empower employees to innovate and contribute more strategically

That said, spreading these messages throughout your organization requires doubling down on the next best practice, which is **communication, communication, and communication.** 



### Communication, communication, communication

Effective change management requires an exciting, refreshing, and consistent communication strategy for your Al upskilling program. This ensures that different personas are regularly encouraged, supported, and guided in achieving their learning outcomes. More importantly, it communicates the "What's in it for me?" defined in the previous section.

Consistently communicating the value of data and AI upskilling is crucial to succeeding with data and Al initiatives. To do this, data and learning leaders must think like marketers—building a communication program that meets learners where they are and resonates with their unique needs. Here are some tactics to promote effective communication.

### 

Weekly newsletter: Send out regular updates featuring success stories, learning tips, and upcoming events to keep data and Al literacy top of mind.



Internal Microsoft Teams or Slack channels: Create dedicated channels for ongoing discussions, sharing resources, and providing regular updates.



Internal podcast: Host a podcast that interviews learners and leaders, sharing insights and experiences related to AI and data learning within your organization.



Learner and champion testimonials: Highlight testimonials from learners and champions who have benefited from the program to inspire others.



Lunch and learns: Organize informal sessions with industry experts or internal leaders to discuss relevant Al and data topics, encouraging engagement and learning.





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## Use Al to your advantage



Finally, while upskilling your organization in Al offers immense benefits, learning leaders can also use AI to accelerate their Al literacy program. Al can streamline processes, accelerate results, and enable faster rollouts, making it an invaluable tool in building and executing your Al literacy initiatives. Here are four use cases where Al can support you as a learning leader:

- Persona definition and mapping: Use Al to craft persona definition surveys and cluster personas based on the data you collect.
- Automated content curation and creation: Leverage AI to automatically propose updates to your learning pathways and materials with the latest relevant content.
- Accelerate communication: Utilize AI to draft and personalize communication materials for consistent and targeted messaging.
- Learner analytics: Leverage Al tools to analyze learner data and propose iterations for your upskilling program.

### **Q** CERTIFICATION AVAILABLE SKILL TRACK A Fundamentals

Learn key artificial intelligence skills and realize the power of generative AI and complex large language models. Throughout this six-course track, you will gain actionable knowledge on popular Al topics like ChatGPT, large language models, generative AI, and more! Start building your learning program with AI today.

Theory

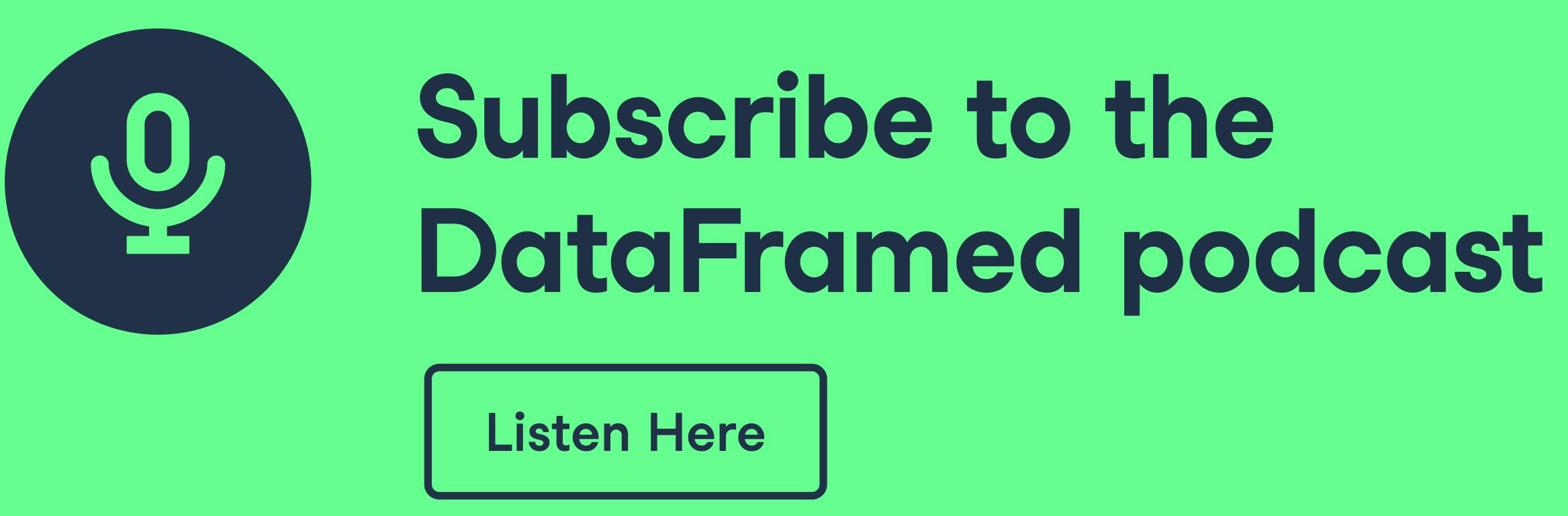
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O 6 courses

**Start Now** 



 $oldsymbol{\Phi}$  Statement of Accomplishment





## Sign up to an upcoming webinar

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### Watch DataCamp **RADAR recordings**

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As organizations navigate the rapidly evolving landscape of AI, the importance of fostering Al literacy across all levels of the workforce cannot be overstated. From executives to frontline workers, understanding and effectively utilizing Al is now a critical competency that drives innovation, efficiency, and strategic decision-making. The journey to Al literacy is ongoing, but with the right approach, your organization can not only adapt to the Aldriven future but thrive in it.

By equipping your teams with the skills they need today, you are laying the foundation for a more innovative, ethical, and competitive tomorrow.

## Building data & Al literacy with DataCamp





## Empower your business with world-class data CINC A SKIIS

DataCamp is the go-to data and AI transformation platform. Equip your workforce with the skills and tools to work with data and Al at scale.



Make data-driven decisions—at scale Empower your workforce to make faster and better decisions with data.



### **Orive technology adoption**

Drive technology ROI by equipping your workforce with the necessary skills to work with modern data and Al tools.



Accelerate growth and innovation Drive and sustain innovation and enable your workforce with a common data and Al language.



Retain and attract talent effectively Make skills the key to retaining and attracting top talent with tools to easily drive learner engagement.

Learn why 14M+ learners and 4,000+ organizations prefer DataCamp for data and AI upskilling. With DataCamp, build everyone's data and AI skills, from busy executives to front-line workers.

A comprehensive data and Al curriculum

Build your teams' skills with a top-ti curriculum focuse only on data and skills, spanning introductory data literacy skills to advanced machine learning.



Read the case study

## **Q** The DataCamp Edge

e	A hands-on interactive learning experience that works	Learner reporting and analytics
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### You're in great company

More than 4,000 organizations use DataCamp to transform how their teams use data and Al.







Read the case study



### World-class support and guidance

cill oss your n and integrate ata into ing tools.

Guarantee learning success with support from customer success managers on adoption strategies, roll out best practices, SSO, and LMS integrations to tailor learning paths that fit your organization perfectly.







## C datacamp **Thank you for reading** Are you an organization interested in scaling

your data and Al literacy skills?

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