

Wiser Academy

Artificial Intelligence Academy

Lead the
change,
not the
chase

Wiser 
Academy
TRAINING THE INSURANCE INDUSTRY

Context for this training course

Artificial intelligence is fundamentally changing how work gets done. The real question is, are organisations using it properly or simply scratching the surface?

While many have begun experimenting with AI, its use often remains limited to basic tasks like tidying emails, summarising documents, and saving time. Useful, but far from transformational. As AI capabilities accelerate, a clear divide is emerging between those who are experimenting and those who are embedding it strategically.

“AI will not
replace humans,
but those who use
AI will replace
those who don’t.”
CEO IBM

But the real opportunity sits deeper.

For some, this could become a defining “Nokia moment”. Those that delay, risk falling behind competitors who are operating more efficiently, making better decisions, and delivering stronger client outcomes. The advantage will go to those who build capability early, **equipping their people to think differently**, act confidently, and use AI with intent.

It’s not something that sits with one team.

It requires a shift beyond centralised IT expertise. AI capability needs to be embedded across the business: within claims, underwriting, broking, HR, finance, compliance, marketing, and training.

People who can identify meaningful opportunities and turn them into practical, real-world outcomes.

Because AI is not something you simply adopt. It’s something you learn to use well.

At Wiser Academy, we support organisations in making that shift from passive experimentation to deliberate capability building, so your people don’t just keep up, they lead. All underpinned by safe, confident, responsible, and ethical adoption.

Our Solution

The AI Academy is designed to create AI champions, individuals who can identify practical use cases and apply AI safely, responsibly, and strategically within their organisation.

The programme builds a strong foundation in how AI works while developing the practical skills needed to implement it effectively across teams and day-to-day operations. In doing so, it helps shape the “change orchestrators” of the future.

Participants will not only learn to use off-the-shelf AI tools with confidence but also gain the capability to design and develop bespoke AI solutions and workflows tailored to their business needs.

All of this is underpinned by a clear focus on AI safety, responsible use, and confident application, ensuring that adoption is both effective and trusted.



“Build the capability now, and lead the market that others will be trying to catch.”

Study Options

Pathways

To suit different working styles and commitments, learners can choose from two study pathways:

Flexi-Track

A more balanced route that allows learners to progress at a steadier pace. It's designed for those managing competing priorities, ensuring they can fully absorb the learning while maintaining their work commitments.

Fast-Track

Designed for those ready to move at pace. This is a high-intensity pathway for individuals who can dedicate focused time during the working week and are comfortable keeping up with a demanding schedule alongside their day-to-day role.

Importantly, both pathways deliver the same outcomes and standards; the difference is simply the pace, not the ambition.

Programme Details	Flexi-Track	Fast-Track
Training Duration	15 months of studies	09 months of studies
Core Learning Delivery	2-hour live virtual session each week (over 15 months)	3 x 2-hour live virtual sessions per month
Face-to-face Training Delivery	Not Applicable	Monthly full-day immersive session (7 hours)
Project Phase - Duration	2 months	2 months
Study Materials	Printed materials provided	Printed materials provided
Assessment	Project & Project Presentation	Project & Project Presentation
Study units	09 Units (Subjects)	09 Units (Subjects)

What will students learn? - Study Units



AI-1

Fundamentals of Artificial Intelligence



AI-2

Fundamentals of Prompt Engineering



AI-3

Ethical Practice in Artificial Intelligence



AI-4

Artificial Intelligence Automation Concepts



AI-5

Digital & Data Risk in the use of Artificial Intelligence



AI-6

AI in Marketing & Sales



AI-7

Process Improvement Techniques



AI-8

Governance Principles in Artificial Intelligence



AI-9

Managing Human Impact

Our training delivery model

The programme blends live virtual sessions, immersive face-to-face AI labs, and real-world project work. This ensures learning is not only understood but also applied directly within the workplace.

A dedicated project phase allows participants to embed AI into real business scenarios—turning theory into measurable outcomes.



Live, expert-led learning

Weekly 2-hour virtual sessions combining core AI concepts with practical, real-world application.



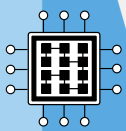
Tool mastery, not just exposure

A new AI tool introduced each month, explored in depth so learners know how to use it effectively, not just experiment with it.



Hands-On access to AI platforms

Learners receive access to leading AI tools, enabling them to practise, build, and develop automation workflows as they learn.



AI lab: Safe, practical application

Using synthetic data, learners test and implement AI solutions in a risk-free environment. Delivered:

- Virtual lab for **Flex-Track**
- In-person lab for **Fast-track**



Simulated Environment

A virtual insurance business is used to apply AI concepts end-to-end—building confidence without impacting live operations.

Assessment

We believe traditional exams don't always reflect real understanding, so there are no exams in this programme.

Instead, assessment is designed to be practical, flexible, and built around how people actually learn and work.

To keep things manageable, assessment is spread across **two stages**:

During the
programme
assessment

and

End of the
programme
assessment

To build confidence and track progress

This stage is informal and supportive. It's designed to help learners reflect on what they've learned and build confidence as they go.

Learners can choose how they want to be assessed:

Build
a
Portfolio

or

Professional
Discussion

Collect simple evidence of what they've learned and applied at work.

This may include short written pieces or examples of how they've used AI in practice.

Prefer to talk rather than write?

Learners can take part in a 60-minute discussion, sharing what they've learned and how they've applied it in their role.

To demonstrate real impact

The final assessment is practical and focused on real results.

Project Work

Learners complete a short workplace project, using AI to improve something within their role or team.

The goal is simple: apply what you've learned and create something useful.

Learners can choose how they present their project:

Project
Report

or

Project
Presentation

Submit a clear, structured write-up explaining what you did, how you did it, and the results achieved.

Deliver a short presentation covering the same points in a more conversational way.

Study Option & Certification

We offer two ways to take part in the programme, giving you flexibility depending on your organisation and funding preferences.

Apprenticeship Route

- For eligible learners, the cost of training and certification is funded through the apprenticeship scheme.
- This makes it a highly cost-effective way to build AI capability across your business, with structured support throughout the full learning journey.
- Assessment is a core part of this route, including both ongoing assessment and the final project, ensuring learners complete the programme with confidence and recognised achievement.
- A shared commitment from both the learner and employer is key to getting the most out of this option.

Commercial Route

- For organisations or individuals choosing a more flexible route, the programme can also be funded directly.
- This includes the full training experience, along with access to AI tools and platforms used throughout the programme.
- Learners can choose whether to complete the formal assessment, depending on their goals, whether that's gaining certification or focusing purely on building capability.

Certification



Your future in understanding and mastering artificial intelligence begins here



Ready to take the next step?



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Artificial Intelligence Academy Enrolment Form



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