AI – Trusted Fundamentals

KPMG Learning Services



KPMG. Make the Difference.



AI is rapidly becoming embedded in day-to-day work, yet most people don't feel equipped to use it confidently.

Although 69% of people in the UK already use AI in some part of their work or personal lives, only 42% say they're willing to trust it, and just 57% feel comfortable approving its use.

Yet despite this caution, expectations are high. 71% of the public believe AI will deliver real benefits, and 59% say they've already seen positive outcomes. The gap between adoption and understanding is widening - and it's this gap that creates risk, inefficiency and hesitation in the workplace.

This is why developing AI fundamentals has become essential. As AI becomes more present in everyday tasks, individuals need the knowledge to understand the basics, interpret outputs, recognise limitations and use AI responsibly. Building this foundation not only increases confidence but enables people to make informed decisions, work more efficiently and contribute to an organisation's wider AI ambitions.

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The solution

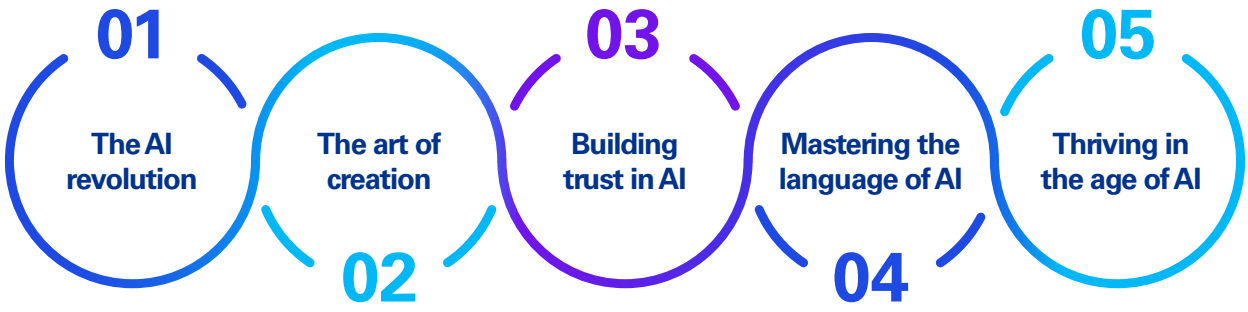
Our AI Fundamentals course has been designed for anyone setting out on their AI journey who wants to understand the possibilities that AI presents, for them individually and for their organisation.

Having completed the course, participants will have the basic understanding of AI that they need to begin harnessing its power and potential.

What does this course involve?

This course comprises five modules, each featuring an online tutorial that should take about ten minutes to complete.

How is this course structured?



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01 The AI revolution

This opening module provides a foundational introduction to the AI landscape. It establishes common terminology, explains how modern AI systems work, and highlights the opportunities AI can unlock across different contexts. To support this baseline understanding, the module also explores some of the challenges that can arise, such as misuse, misinformation, bias, cybersecurity concerns, and broader financial or reputational implications.

The module then introduces KPMG's Trusted AI framework and its ten ethical pillars, including security, privacy and accountability. These principles provide a grounding for adopting and using AI in a safe, ethical and responsible way, and act as a reference point for the rest of the programme.

02 The art of creation

The second module helps to illustrate AI's creative power by drawing on real-life examples from a variety of sectors. These highlight how the best uses of AI often emerge from a data-intensive environment, with a large volume of complex repetitive tasks, where there's a need for real-time, data-driven decision-making and where there may also be regulatory compliance challenges.

Participants are introduced to a simple five-step process for being able to act on an AI opportunity that they've spotted. This requires them to understand their organisation's approach to data and AI governance and to make sure their idea is aligned to their employer's strategic objectives. They also explore the importance of collaborating with internal stakeholders; refining and defining their project's details; and engaging with AI experts or partners, where appropriate.

03 Building trust in AI

The third module explores the various social, ethical and environmental issues that need addressing if AI is to be used in a responsible fashion. This means understanding the concerns around the amount of energy that AI consumes; the threat it could pose to jobs that are currently performed by humans; and the unintended outcomes its usage could lead to without sufficient safeguards. This module provides a brief insight into how organisations across the world are trying to address these issues in a variety of different ways.

Participants are also encouraged to think about the difference they can make by using AI in an ethical manner – making it inclusive and accessible, for example; addressing bias and building fairness into AI; and making sure that individuals and organisations are held accountable for AI's actions and decisions.

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04

Mastering the language of AI

In the fourth module, participants are introduced to the core components of an effective AI prompt. While the possibilities of what AI can deliver continue to expand, one of its major limitations is how people still struggle to engage it with effective prompts. This module explains how the quality of the response that AI gives is directly related to the quality of the prompt that it receives.

This means learning to be as direct as possible with AI, being clear on what we do and don't want from it and the format we want the outputs to be presented in. Participants also learn about the importance of asking AI to assume a character, providing a lens through which the response can be filtered. As well as providing some handy rules of thumb for writing effective prompts, this module also touches on some more advanced techniques which can result in even more precise and accurate AI responses.

05

Thriving in the age of AI

In the final module of this course, participants explore what may be required of them – in terms of acquiring new skills or adopting new ways of thinking – if they're to keep pace with AI's technological development. Regardless of an individual's role, those new skills are likely to include adaptability, communication, critical thinking and prompt engineering.

This module considers the importance of AI related upskilling and how it can help people to build a broader understanding of AI, learn how to make more informed decisions with it and contribute to the successful planning and execution of AI projects. It also prompts participants to reflect on the extent to which they're prepared to unlearn old behaviours, whether they're prepared to work experimentally and collaboratively with AI and how well-formed their ethical compass is.

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Continue building the AI learning journey

Don't stop here - KPMG have developed a full suite of practical AI learning products. Whether you're just starting out or ready to deepen your organisation's capabilities, our expertly designed programmes empower your teams to innovate responsibly and confidently.

Our products can also be customised to take into account your specific operational context. This makes sure they reflect considerations such as your ways of working, business values, team structures or typical terminology.

AI for Leaders

Discover the tools and strategies to drive real AI adoption in your teams and meet organisational aims.

This workshop helps leaders effectively implement GenAI through practical exercises, engaging discussions and relevant case studies. Participants will explore GenAI's potential while addressing its challenges, developing action plans for integrating AI into their own teams to help drive AI innovation.

- 7 hours
- Leadership
- Half-day workshop with a pre-workshop activity and follow-up reflections

Realising the Full Potential of Copilot

Equip your teams to master Microsoft Copilot.

Many organisations adopt Copilot but fail to maximise its capabilities–using it merely as a search engine. This three-webinar programme helps users go beyond the basics, embedding advanced prompting techniques, workflow integration, and ethical AI practices.

- 3 x 60-minute webinars
- For all employees
- Learn to craft powerful, context-aware prompts and seamlessly integrate co-pilot into day-to-day activities

AI for Executives

Unlock the power of AI leadership

KPMG's AI for Executives course arms you with the knowledge, strategies and insights to confidently lead your organisation's AI transformation. Through expert-led, interactive workshops and market examples, leadership will gain the vital skills needed to develop a comprehensive AI strategy and guide their teams to success.

- 7-13 hours total learning time
- C-Suite, Executives and Senior Leaders
- Three virtual workshops with interactive workbooks and AI insights podcast

Data & AI Ethics Programme

Create a culture of responsible innovation.

This hands-on, problem-based programme includes six virtual workshops and self-directed content. Participants explore ethical frameworks, perform risk assessments, and apply governance principles to real AI projects.

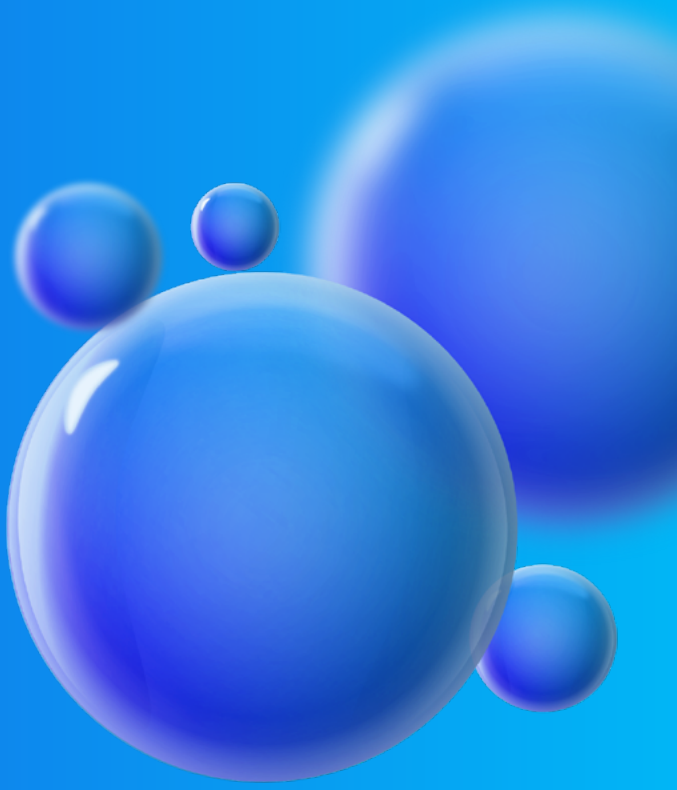
- 13-15 hours total learning time
- For all employees
- Includes expert insights and practical applications
- Module 1 is available as a standalone 90-minute introduction 'Are we using Data & AI in an Ethical Way?'

Ready to take the next step?

Contact:
Chris Booth
christopher.booth@kpmg.co.uk

To learn more or enrol your team today.

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