KPMG

Realising the full potential of Copilot

KPMG Learning Services



KPMG. Make the Difference.



Generative AI is already embedded in everyday work.

Tools like Copilot are being used by employees across organisations daily, with clear implications for productivity, decision-making and how work gets done.

What's less certain is whether people are using it to its full potential. Research* highlights a clear capability gap: only 27% of people in the UK have had any AI education or training. Despite that, almost half believe they can use AI tools effectively. Fewer still, just 36%, feel they have the skills and knowledge to use AI appropriately. The gap between confidence and capability is creating risk and significant lost opportunity.

Copilot's intuitive, conversational interface makes it easy to get started. But ease of access does not guarantee effective use. Many users still rely on Copilot as little more than an enhanced search tool, missing its potential to transform how they analyse information, solve problems and make decisions – fast.

For organisations pursuing digital transformation, this matters. The way people use Copilot is fast becoming a differentiator between those who unlock value from AI and those who simply scratch the surface. Building strong, responsible Copilot skills is no longer optional. It is a strategic priority.

*KPMG Attitudes to AI Global Study 2025

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The solution

Our ‘Realising the full potential of Copilot’ programme helps address the challenges that organisations face in encouraging their workforces to make better use of Copilot. It does this by showing participants how they can start using Copilot in a far more productive, creative and safe way. It takes a holistic approach to this; acknowledging the importance of developing more advanced Copilot prompting skills while also recognising that how users think and feel about the technology has a significant impact on how likely they are to use it.

Having completed the programme, participants will be able to integrate Copilot into complex workflows and make it a regular part of their daily routines. They’ll know how to use advanced prompts and how to keep improving them by using prompt galleries. Equipped with practical techniques for overcoming the barriers that stop people from using Copilot more widely, they’ll also distinguish how to create safe environments for innovating and experimenting with Copilot that are underpinned by ethical AI frameworks.

Our learning content can be partially contextualised and tailored to participants circumstances, whether that be through using relevant, real-life case studies; referring to internal processes or systems; or deploying their branding, phraseology and tone of voice. This course has been designed by KPMG experts who draw on their front line experiences and deep subject matter expertise.

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What does this course involve?

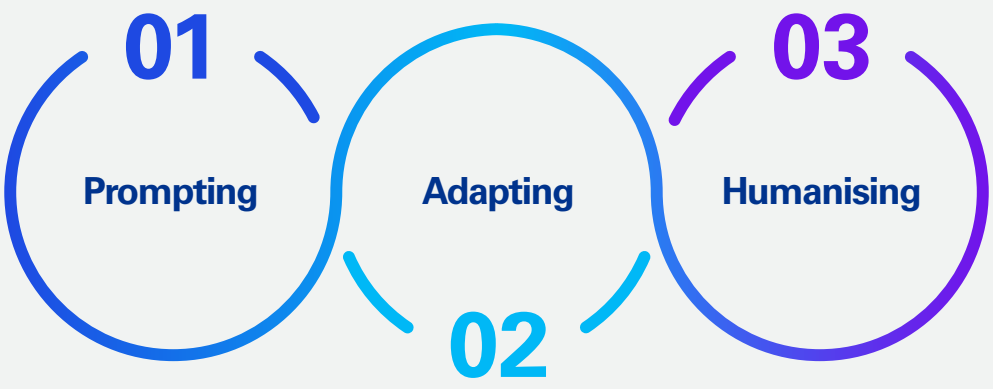
Aimed at people who already have some foundational skills for working with generative AI that they're keen to develop further, the programme comprises three webinars, each lasting an hour. How and when the webinars are delivered is fully flexible and can be organised to suit your organisation's scheduling preferences. Our programme is designed to help participants move from being a Copilot user with a good understanding of the basics to an advanced user who routinely uses sophisticated prompting techniques to improve their productivity, work quality and job satisfaction.

The first webinar focuses on prompting. This explores how to use a prompt gallery to streamline and simplify participants' day-to-day workflow before moving on to look at more advanced prompting techniques.

Realising Copilot's full potential does require some careful thinking about how best to integrate it into day-to-day workflows. That's why the second webinar focuses on adapting. It explores the shift in mindset that's required to fully incorporate Copilot into daily working routines and to embed the habits of being a regular Copilot user.

The final webinar focuses on humanising the technology. It considers the potential barriers to Copilot's adoption and the importance of data and AI ethics in creating an environment where everyone can safely innovate and explore Copilot's creative opportunities to the full.

How is this course structured?



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01 Prompting

The programme's opening webinar introduces participants to prompt galleries and how these can be used to simplify daily tasks by eliminating the need for recreating frequently used prompts. In this way, Copilot users can easily save, refine and share prompts from their own curated library, with the additional benefit of this helping them to reflect on how their use of Copilot is evolving and improving over time.

The webinar highlights the value of following a four-stage framework (what, how, style and source) when crafting any prompt. It then explores more advanced prompting techniques, such as variation and iteration; integrating prompts; chain-of-thought prompting; and using Copilot itself for refining prompts.

02 Adapting

The second webinar focuses on how to embed effective Copilot habits into everyday workflows. Microsoft's research suggests that consistently using Copilot to save just a few minutes each day can lead to a tipping point where the benefits compound. Less time spent on routine tasks and context switching frees people up to focus on higher value work, leading to improved productivity, greater enjoyment at work and fewer meetings.

Participants explore the cycle of cue, action and benefits that help us to create any new habit – and the particular challenges this might create for them when applied to making more use of Copilot.

03 Humanising

In the programme's final webinar, participants consider what's required to create an environment where innovation, powered by Copilot, can flourish. This starts with an exploration of the common barriers to innovation and the importance of adopting a growth mindset when building a culture based around exploration and experimentation. This leads into further discussions around psychological safety, the 'fail fast' concept, motivation, engagement and acknowledging your personal biases.

The second part of the webinar covers the safety net that's provided by taking an informed approach to the risk posed by using generative AI. Within this, participants explore the ethical principles that should shape their use of AI and what they can do to manage or mitigate the risks this creates. They also learn about the safeguards that are already built into Copilot's design and the policies and frameworks that govern its use.

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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

AI – Trusted Fundamentals

Build trust and confidence in AI across your organisation.

This five-module digital course introduces foundational AI concepts, GenAI capabilities, and KPMG’s Trusted AI framework. Participants learn to communicate effectively with AI and explore real-world applications through interactive exercises.

- 5 x 10-minute modules
- For all employees
- Includes real-world examples and prompt-crafting practice

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.

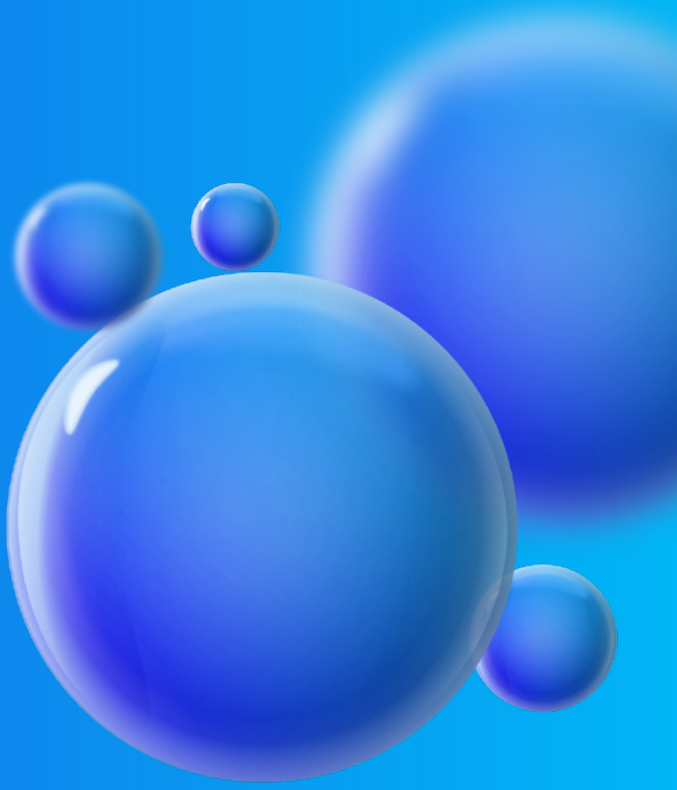
- 13-15 hours total learning time
- For all employees
- Includes expert insights and practical applications
- Module 1 is available as a standalone 90-minute introduction 'Are we using Data & AI in an Ethical Way?'

Ready to take the next step?

Contact:
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To learn more or enrol your team today.

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