

Guide to implementing AI for employability training and support

This guide was written by Work For Us, part of Citizens Advice Milton Keynes.

Introduction

“In the rapidly evolving job market, the job seekers who we work with are finding it increasingly difficult to navigate the job search process. AI is transforming how people find jobs, learn new skills and discover career paths.

This guide sets out how we have adapted our employability programmes to support learners by making AI accessible, practical and empowering. With the right support, job seekers can better understand AI's impact on their job search and applications, giving them the confidence to succeed in the job market, and ultimately increase their chances of finding employment.”

Stuart Jacobs, Digital Skills and AI Lead Citizen's Advice Milton Keynes

This guide will help you build employability programmes that make AI approachable, practical, and empowering for all your learners.

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1: Overview

Equipping individuals with AI skills is not just about improving employability; it's about empowering people to thrive in an increasingly digital world. By integrating AI into training programmes, hubs can bridge the digital divide, helping job seekers gain confidence, resilience, and access to opportunities they might otherwise miss.

You can empower learners to navigate the AI-driven employment landscape with resilience and optimism. This foundation will enhance their career prospects and position them as adaptable, forward-thinking contributors to the workforce.

Making AI relatable

To help learners embrace this technology, it's helpful to introduce AI as a powerful tool that enhances, rather than replaces, human capabilities. AI systems are designed to perform tasks that typically need human intelligence and can be helpful for a variety of tasks but still require human oversight, creativity, and ethical guidance to truly excel.

Your learners are likely already using AI in their daily lives. For example when:

- streaming services like Netflix or iplayer recommend other shows or films they might like based on what they've already watched or when online shops recommend other items they might like based on what they've previously bought
- they unlock their device using a fingerprint or facial recognition
- banks monitor transactions to identify ones that could indicate fraudulent activity and in their email services which filter incoming mail to identify possible scam emails
- search engines provide an overview at the top of a list of search results
- they use virtual assistants like Siri, Google home or Alexa to help with daily tasks.

AI and the future of work

AI is also creating positive changes in the workplace that your learners should know about.

Freedom from routine tasks

AI handles repetitive work like data entry and scheduling, allowing employees to focus on more rewarding responsibilities that need human creativity and insight.

Smarter job searching

Help your learners understand how AI improves recruitment. When they know how AI screens applications, they can better optimise their CVs and increase their chances of landing interviews.

Emerging career paths

Introduce your learners to new exciting and dynamic career paths in, for example: data analysis, healthcare, and creative design. These examples of rapidly evolving fields present fresh opportunities for those eager to expand their skill sets and embrace innovation.

Flexible learning options

Showcase how AI-powered learning platforms empower your participants to develop professionally at their own pace. These innovative tools make career growth more accessible than ever, allowing learners to build skills on their own terms, anytime and anywhere.

Addressing common concerns

Evolving job landscape

While some roles may change with automation, emphasise how human skills like creativity, emotional intelligence, and critical thinking remain essential. Help learners identify and develop these transferable skills. There's a famous saying attributed to an economist *"AI won't take your job, but someone using AI might"*.

Skills development

Acknowledge that keeping pace with technological change can feel challenging. Reassure learners that your hub provides practical, hands-on training to help them adapt and thrive.

Practical implementation tips

To make AI concepts more approachable in your training:

- Start with everyday examples that learners can relate to.
- Focus on the practical benefits AI brings to the workplace.
- Encourage questions and open discussion about AI's role in different industries.
- Provide hands-on experience with AI tools when possible.
- Emphasise that AI is a tool to enhance, not replace, human capabilities.

To help learners understand the practical implications of AI, organise interactive sessions and discussions around real-world scenarios. For example:

Workshops on AI-driven recruitment tools

Demonstrate how AI scans CVs for keywords and helps match candidates to roles. Teach participants how to optimise their applications for AI-driven systems.

AI in everyday work

Use examples like AI-powered chatbots, automated scheduling tools, or customer service systems to show how these technologies are used in different industries.

Case studies of AI transformation

Share success stories of individuals or companies using AI to enhance productivity, innovation, or employment outcomes.

2: Preparing to integrate AI into your employability programme

Integrating AI tools into your programs might feel like a big undertaking. In this section we'll break it down into manageable steps that will set you up for success.

Assess your hub's readiness

Technology and space

Look at your hub's current setup:

- How reliable is your internet connection?
- Do you have enough computers or devices for your learners?
- Are your training spaces equipped for both in-person and online sessions?
- Is your data being stored securely?

Your team's capabilities

Your staff are key to successful AI integration:

- What does your team already know about AI?
- Where might they need additional training?
- How comfortable are they explaining and demonstrating AI tools?

Understanding your learners

Take time to consider who you're supporting:

- What's their current comfort level with technology?
- Are they completely new to digital tools, or do they have some experience?
- What specific employment goals are they working toward?

Research AI tools

Here are some user-friendly AI tools that can make a real difference. Many of the suggested tools offer free trial periods and provide valuable resources, such as newsletters, with a free account. However, it's important to be mindful of any potential subscription fees that may apply after that trial period.

Wellbeing support

Remember to consider the whole person:

- Apps like [Wysa](#) can help manage job search stress.
- [Calm](#) and [Headspace](#) can build resilience.

Skills development

AI-powered learning platforms can offer personalised course recommendations which help learners focus on relevant skills for their desired roles. For example:

- [Coursera](#)
- [Codecademy](#)
- [Udemy](#)

Build strong partnerships

Local business connections

- Connect with employers to understand their AI recruitment processes.
- Explore work placement opportunities for your learners.

Community resources

- Investigate government funding for digital skills programs.
- Partner with community groups to reach more people who need support.

3: Designing and delivering your programme

Designing and delivering an effective AI-focused employability programme requires a structured approach that combines clear objectives, practical learning experiences, and robust support systems.

This section outlines the steps to create impactful programmes, ensuring learners gain the confidence and skills to use AI in their job search and career progression. The goal is to empower your learners with practical skills and confidence. Keep things simple, relevant, and focused on real-world applications.

Define your success metrics

Start by asking:

- What specific skills do you want your learners to develop?
- How will you measure success? (e.g. job placement rates, learner confidence levels)
- What practical outcomes should learners achieve? (e.g. creating AI-optimised CVs, mastering online interviews and assessments)

Know your audience

Different learners need different approaches:

- For those new to technology, focus on building basic digital confidence ([Learn My Way](#) is a great place to start)
- For more experienced users, explore advanced topics like AI in industry, data analysis, software development and coding, digital marketing & graphic design.
- For everyone, include some soft skills development such as focusing on self-esteem, developing confidence, and not least mindset.

Design practical learning activities

- Integrate AI for CV building and application tracking. Guide learners in creating polished, ATS-optimised CVs using AI platforms. Show how AI can help identify common keywords and phrases that align with job descriptions.
- Integrate AI into job searching. Teach learners how to use AI job-matching platforms to recommend roles based on their skills, interests, and experience. Emphasise the importance of refining search criteria to improve the relevance of AI-generated job recommendations.
- Integrate AI into interview preparation activities. Introduce learners to tools that simulate interview scenarios and provide constructive feedback. Encourage practice sessions to help learners gain confidence and refine their responses.

Develop mental wellbeing

Job searching is inherently stressful, often involving repeated rejection, uncertainty, and the pressure to find suitable employment. For many individuals, this can lead to anxiety, burnout, and a decline in mental wellbeing.

Integrating AI tools into employability training offers innovative ways to support mental health during the job search process by automating repetitive tasks, staying organised, building emotional resilience, and supporting mental wellbeing.

- Platforms like AI-powered CV builders or job-matching tools take the hassle out of repeatedly editing CVs and searching for roles. Automating routine tasks allows job seekers to focus on interview preparation and skill development.
- Scheduling tools such as Trello can help organise daily tasks, creating a sense of progress and reducing the chaos of an unstructured search.
- AI reminders notify job seekers about upcoming deadlines and new job postings, ensuring they feel in control of their progress.
- AI-powered CV analysers and interview simulators such as Yoodli offer helpful, unbiased feedback, allowing job seekers to improve without fear of criticism.
- AI tools like Trello and Notion are user-friendly and can track progress, highlighting improvements over time and helping job seekers see challenges as part of their journey. Positive reinforcement from AI-generated insights promotes resilience, encouraging persistence even after setbacks.
- AI mental health apps like Wysa and Woebot offer cognitive behavioural therapy (CBT) techniques, mindfulness exercises, and stress management strategies.
- Guided meditation apps such as Calm or Headspace help learners manage interview nerves and high-pressure situations.

Build in self-assessment and peer learning opportunities

- Use skills-matching platforms to identify career opportunities. For example, the National Careers Service [Discover your skills and careers tool](#).
- Try AI tools that provide CV feedback. For example, Jobscan, Teal.
- Practice with professional profile builders. For example, [Kickresume](#).
- Form learning groups for shared knowledge exchange, whether through structured courses, collaborative study sessions, or informal meetups, that encourage discussion and hands-on practice.
- Set up online spaces where learners can help each other.
- Maintain connections/follow ups after the program ends.

Offer ongoing support

- Offer one-to-one coaching when needed.
- Run refresher sessions on new AI developments.
- Build a resource library learners can access anytime filled with easy-to-follow guides and tutorials. Keep your resource collection fresh and relevant with up-to-date lists of free AI tools, practical troubleshooting guides, and regular social media tips that make learning feel accessible and fun.

Track growth together

Your learners' journey deserves to be celebrated every step of the way. Encourage them to maintain personal progress diaries where they can reflect on their learning and set achievable monthly goals. These journals become powerful tools for motivation, especially when paired with regular milestone celebrations.

Gather regular feedback

- Ask learners what's working and what isn't.
- Ask your staff and volunteers what's working and what isn't.
- Track success stories and outcomes. They're not just inspiring for others, but they also help understand what's working well and where to make improvements.

Stay current

- Keep up with AI developments in recruitment, eg via AI platforms newsletters.
- Update your materials regularly.
- Connect with employers to understand their evolving needs.

4: Overcoming barriers and building confidence

AI technology has immense potential to empower job seekers, yet many individuals face barriers that can prevent them from fully engaging with it. From limited digital skills to fears surrounding technology, these challenges can create hesitation and frustration. Addressing these barriers is critical to ensuring inclusive, impactful programmes.

This section provides actionable strategies to overcome common obstacles and build confidence in learners, empowering them to embrace AI as a valuable tool in their job search.

Digital skills gaps

- Start with basic computer skills sessions before introducing AI tools and register learners for LMW.
- Create illustrated step-by-step guides that learners can take home.
- Set up a 'digital basics' peer/volunteer support group where more confident learners can help others.
- Use offline analogies to explain online concepts (e.g. email folders work like physical filing cabinets)

Technology concerns

- Partner with local libraries to provide computer access if necessary.
- Create a device lending program if budget allows.
- Map out local free WiFi spots and share this information.
- Develop downloadable resources that can be used offline.
- Organise group sessions where learners can share resources.

Access and accessibility for those with disabilities

Many AI tools offer accessibility features to support diverse user needs.

Microsoft Read Aloud and Google Assistant provide text-to-speech and voice command functions for users with visual or mobility impairments. Live Caption by Google and Microsoft Teams captions offer real-time transcription for those with hearing difficulties. Microsoft Seeing AI and Google Lookout use AI-powered image recognition to describe visuals for visually impaired users.

Grammarly and Google Smart Compose assist with predictive text and grammar for cognitive accessibility, while Google Translate and Microsoft Translator break down language barriers with real-time translation. To make AI more inclusive and empower users to engage with technology more effectively:

- Ensure all digital resources work with screen readers.
- Provide alternative formats for all materials (e.g. audio, large print)
- Install appropriate assistive technology on hub computers.
- Train staff on accessibility features in common AI tools.
- Create step-by-step guides specifically for using AI tools with assistive technology.

Language barriers

- Develop multilingual resource packs.
- Partner with community translators.
- Use visual guides and video tutorials.
- Create glossaries of common AI and technology terms in multiple languages.
- Match bilingual mentors with learners who need language support.

Fear of job displacement

- Share specific examples of how AI creates new job opportunities.
- Highlight roles where human skills are irreplaceable.
- Show how AI complements rather than replaces human work.
- Arrange talks from employers about how they use AI to support workers.
- Create case studies of workers who have adapted to AI in their roles.

Confidence issues

- Break learning into very small, achievable steps.
- Create 'AI buddy' partnerships between learners.
- Maintain a 'wins board' where all successes are celebrated.
- Organise regular sharing sessions where learners can discuss challenges and solutions.
- Provide certificates for completing different levels of AI training.

Economic barriers

- Provide access to necessary devices where possible.
- Focus on free or low-cost tools.
- Partner with organisations that can help provide resources.

5: Monitoring success and collecting feedback

Delivering an effective programme requires continuous evaluation to understand what's working, what isn't, and how to improve.

By monitoring outcomes and collecting feedback from both learners and staff, you can ensure your programme remains relevant and impactful, learner-focused and effective. By encouraging a culture of continuous improvement, you can refine your offer and maximise its impact.

This section outlines practical steps for measuring success and incorporating insights into future iterations.

Measuring success

Define Key Performance Indicators (KPIs)

- Metrics may include employment rates, completion rates, and learner satisfaction scores.
- Track the number of AI tools adopted by learners and their frequency of use.

Evaluate learning outcomes

- Assess changes in learners' confidence, skills, and ability to navigate AI tools before and after training.
- Use quizzes or practical tasks to measure skill acquisition.

Gathering feedback

Engage with learners

- Use surveys, focus groups, or one-on-one interviews to understand learners' experiences and gather suggestions for improvement.
- Encourage feedback on specific aspects, such as course content, delivery style, and tool usability.

Include staff perspectives

- Regularly consult trainers to identify challenges they face and gather ideas for refinement.
- Create forums where staff can share best practices and lessons learned.

Analyse and act on insights

- Identify trends and patterns
- Look for recurring themes in feedback to prioritise areas for improvement.
- Use data analytics tools to visualise trends, such as engagement levels or common barriers.
- Incorporate feedback into programme design.
- Revise content or delivery methods based on learner and staff input.
- Pilot new approaches and gather additional feedback before scaling changes.

Celebrating success and sharing impact

Highlight success stories

- Share testimonials and case studies to inspire future participants and attract funding.
- Use visual aids, such as before-and-after examples of resumes or portfolios, to demonstrate tangible results.

Engage stakeholders

- Present outcomes to partners, funders, and the wider community to build credibility and support.
- Use metrics to showcase the programme's value and potential for expansion.

6: Sustaining and scaling your programme

Sustaining and scaling your programme is essential to reach more individuals and maximise its impact. As you see positive outcomes from your initiative, maintaining momentum and expanding capacity become key priorities.

By focusing on sustainability and scalability, you can ensure your programme remains relevant and impactful for years to come. These efforts create a foundation for long-term success, empowering learners and contributing to a more inclusive workforce.

This section explores strategies to ensure long-term sustainability and outlines steps to scale programmes effectively while preserving quality and inclusivity.

Sustaining programmes over time

Secure ongoing funding

- Apply for grants from government initiatives, private foundations, or technology providers that support digital skills development.
- Build partnerships with local businesses or industries that value AI training and are willing to sponsor programmes or provide resources.

Build a volunteer network

- Recruit volunteers with expertise in AI, digital skills, or employability training to support learners.
- Offer incentives, such as professional development opportunities, to retain volunteers and ensure consistent support.

Encourage community engagement

- Host events or workshops to showcase the programme's benefits and build community support.
- Collaborate with local organisations to embed the programme into broader initiatives for digital inclusion or workforce development.

Scaling programmes for greater reach

Assess readiness for scaling

- Evaluate existing resources, staff capacity, and infrastructure to ensure they can support expansion.
- Pilot scaled versions in smaller regions or groups to identify potential challenges and refine the approach.

Use technology for expansion

- Use AI-powered learning platforms or virtual training tools to reach participants in remote or underserved areas.
- Create self-paced online modules that allow learners to engage with content flexibly.

Train and empower additional staff

- Offer comprehensive training for new facilitators to maintain consistent quality across locations.
- Develop standardised materials and guidelines to ensure uniform delivery of the programme.

Maintaining quality and inclusivity

Regularly review content and tools

- Keep AI tools and training materials updated to reflect advancements in technology and the job market.
- Solicit feedback from new regions or learner demographics to tailor content for diverse needs.

Monitor equity and accessibility

- Ensure scaled programmes continue to address barriers, such as access to devices or language differences.
- Partner with accessibility experts to design resources that cater to individuals with disabilities.

Measuring long-term impact

Track outcomes beyond initial engagement

- Follow up with participants to understand how the training has influenced their career trajectories.
- Collect data on employment rates, career advancements, and continued use of AI tools.

Demonstrate broader social impact

- Highlight how the programme has contributed to community development, reduced unemployment, or addressed digital exclusion.
- Use success metrics to secure further funding or partnerships for continued growth.

Keeping up with emerging trends

AI-driven job creation

New industries and roles are emerging, driven by advancements in AI and automation. Job seekers with AI literacy will be better positioned to take advantage of these opportunities.

Personalisation in Recruitment

AI-powered hiring platforms are becoming increasingly sophisticated, tailoring job recommendations and assessing candidates using advanced algorithms. Understanding these systems can help job seekers align their applications with employer preferences.

Hybrid Work Models

AI tools facilitate remote work, enabling collaboration across geographic boundaries. Training must include skills for navigating virtual workplaces and leveraging AI for remote productivity.