

# AI Literacy Roadmap: Priorities, Milestones, and Communication



**Purpose:** design and run a staged AI literacy roadmap



**Three pillars:** role-relevant priorities, measurable milestones, stakeholder communication



**Staged beats ad hoc:** 74% of GenAI pilots stall from insufficient training



**EU AI Act Article 4** in force since Feb 2025; enforcement live August 2026



**Audience check:** only 18% of organizations invest significantly in AI training



**Roadmap on a page:** awareness → fluency → leadership over 12 months



# Why AI Literacy Is Now a Business Priority

In 2026, generative AI is embedded in everyday workplace tools, while regulatory expectations and workforce skills gaps intensify.



AI literacy is distinct from AI expertise



Cost of inaction: shadow AI, inconsistent quality, compliance exposure



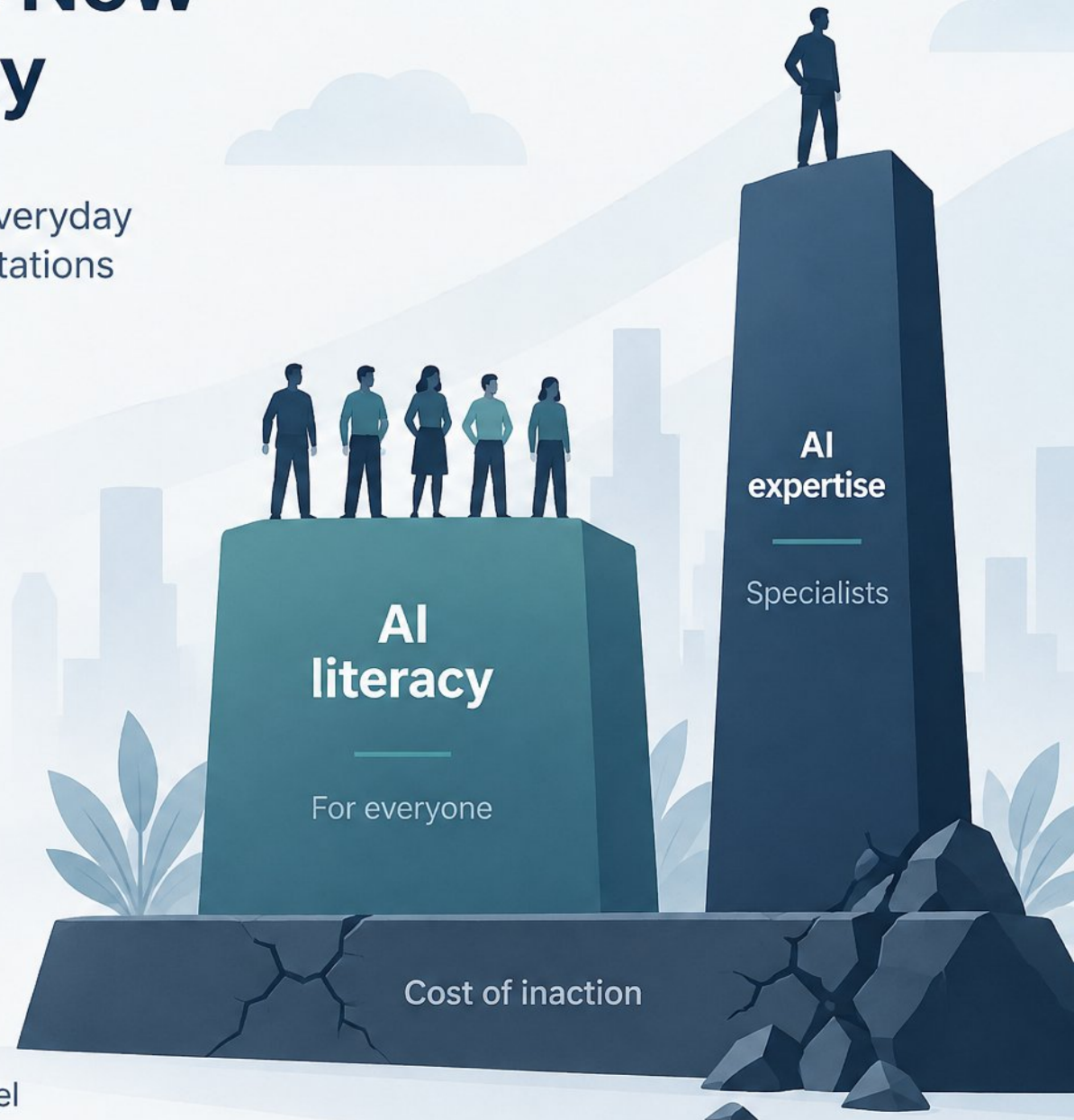
Deloitte: education is the No. 1 AI talent strategy adjustment



NUUN AI Index 2026: mean readiness score of 52/100



EU AI Act Article 4: an obligation of effort, no mandated individual level



# Defining Priorities: From Generic to Role-Relevant AI Literacy



Priority matrix: business impact vs. urgency of skill gap



Keep first wave focused, tiered by role and context



Executives: strategic fluency; managers: workflow judgment



Individual contributors: tool proficiency; specialists: implementation depth



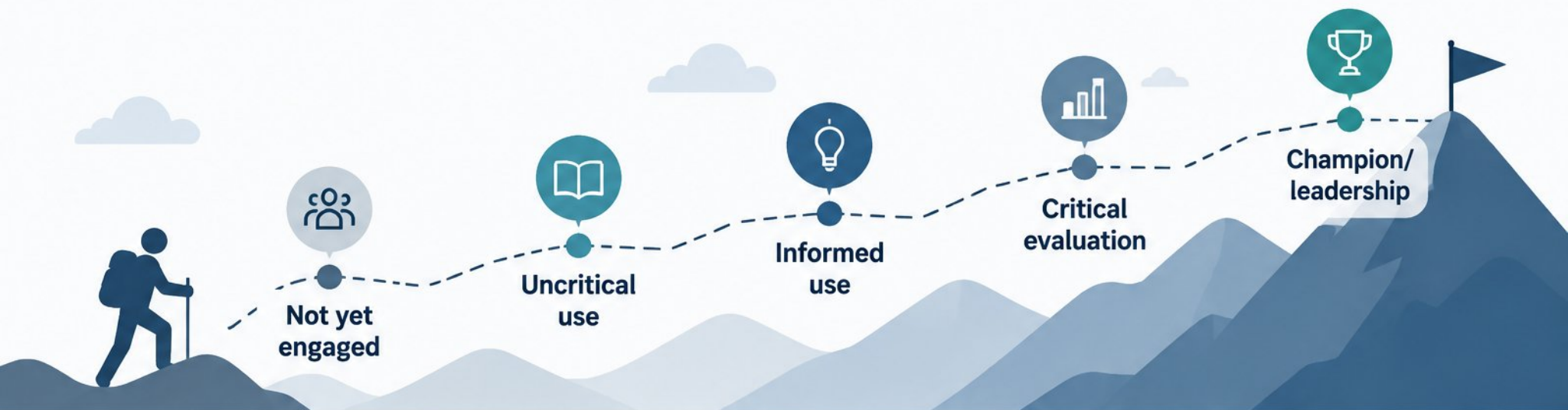
Core clusters: AI concepts, ethics, data privacy, prompting, critical evaluation



Gartner: assess each persona group, then design targeted learning



# Designing Milestones and a Staged Learning Journey



**Days 0–30**  
assess and design

**30–90**  
pilot

**90–180**  
scale

**180–365**  
embed



Stage model: awareness → foundational literacy → applied practice → advanced fluency → champion/leadership



Research continuum: not yet engaged, uncritical use, informed use, critical evaluation, improvement [W3 S1]



12-month sequence: days 0–30 assess and design; 30–90 pilot; 90–180 scale; 180–365 embed [W1 S2]



Write SMART milestones with observable skill indicators, not just completion targets



Assess with applied tasks, peer review, and portfolios; cap sessions near 20 focused minutes [W9 S1]



Sequence foundations first: literacy before practitioner and leadership tracks

# A Practical Roadmap Template

- Template anatomy: baseline, priorities, milestones, owners, resources, review cadence
- Worked example: 12-month roadmap, mid-size org, three role tiers
- Map existing content, vendors, and experts to roadmap slots
- Budget by stage: briefings, bootcamps, and enablement cohorts differ widely
- Fix scope creep with role tiering and workflow embedding
- Schneider Electric: four-tier curriculum, 160,000 employees, tied to real work

## Template Anatomy



Baseline



Priorities



Milestones



Owners



Resources



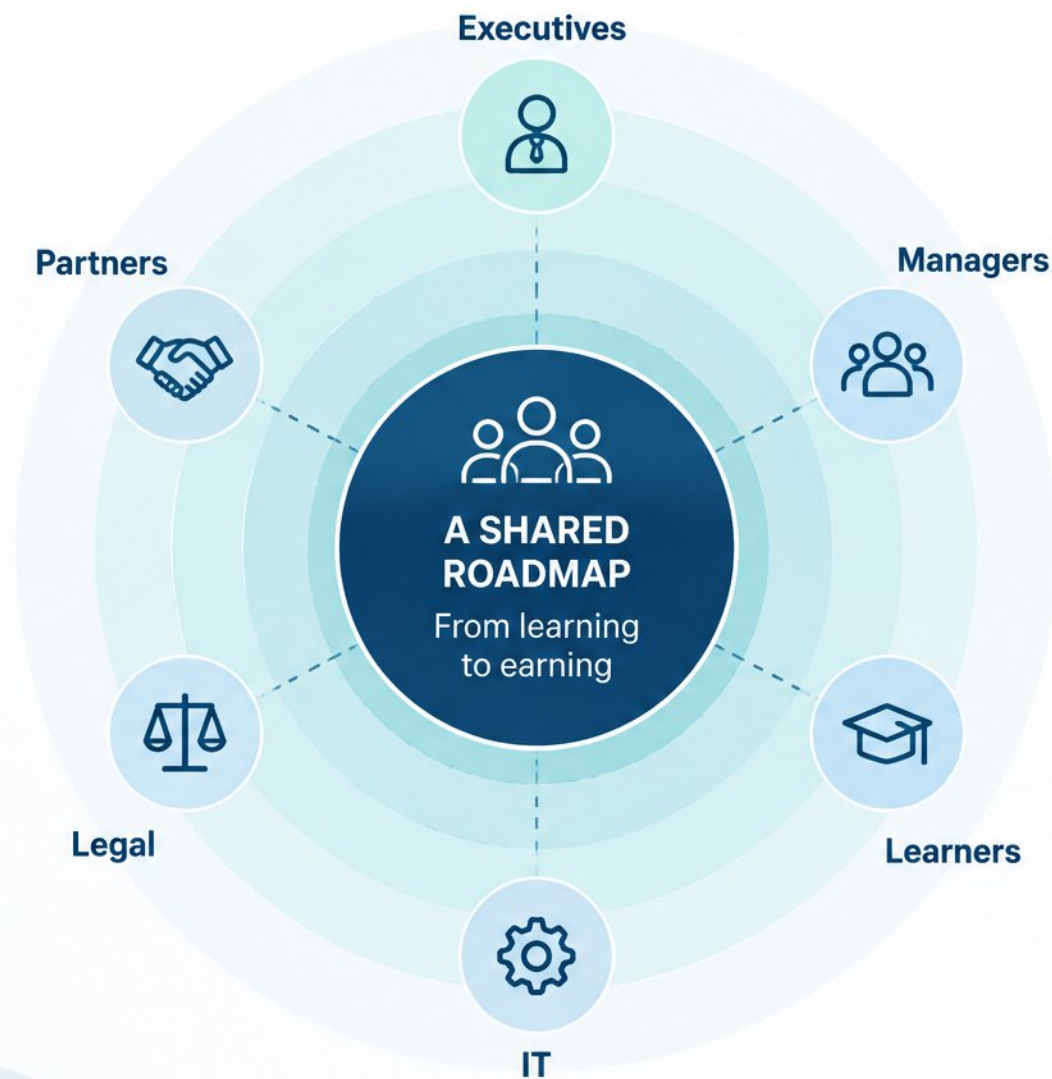
Review cadence

## Worked Example



# Communicating the Roadmap to Stakeholders

Clear, consistent communication builds alignment, trust, and momentum.



## Segment audiences:

executives, managers, learners, IT, legal, partners



## Message architecture:

vision, value, progress, asks — tie learning to earning



Only 33% of individual contributors recall prior AI communication, vs. 74% of directors



48% of workers worry AI could make their job duties obsolete



**Cadence:** launch message, milestone updates, success stories; half use AI for work advice



**Address resistance** with transparency about what will be verified and why

# Measuring Progress and Demonstrating Impact

- Measure in four tiers: participation, capability, behavior, business outcomes
- Completion rates show attendance, not changed capability or behavior
- Self-ratings measure confidence; use task-based and scenario assessments
- Pre/post tests, manager observations, and tool usage analytics work well
- Build a one-page sponsor dashboard; CFOs respond to Level 3–4 data
- Tie training to live workflow redesign for gains in 60–90 days

| Four Tiers of Measurement                                                            |                     | Leading Indicators                                                                    | Lagging Indicators                                                                    |
|--------------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    | Participation >     |    |    |
|    | Capability >        |    |    |
|   | Behavior >          |    |    |
|  | Business outcomes > |  |  |



# Governance, Ethics, and Risk Guardrails



**Lightweight governance:** oversight roles, review cadence, escalation paths—few pages only



**Ethical literacy:** bias, transparency, accountability, and acceptable use policies



**Align with privacy, security, and compliance:** document measures as evidence



**Enable managers** as the translation layer between strategy and safe AI behavior



**Refresh guardrails quarterly;** keep role-based records and review triggers



# Common Pitfalls and Course Corrections



**Boiling the ocean**



**Re-prioritize**



**Tool-first curricula**



**Re-sequence**



**No reinforcement**



**Re-communicate**



**Unclear ownership**



- Four failure patterns: boiling the ocean, tool-first curricula, no reinforcement, unclear ownership
- Diagnose drift: are milestones tied to real workflows and named owners?
- Course correction: re-prioritize, re-sequence, re-communicate
- Sustain past 90 days with communities of practice and refresher paths
- Most engineering teams sit at stage 2 (ad hoc) despite high usage
- Stage 4 requires measuring real work, not self-reports
- Canva gave 5,000 employees a week; biggest blockers were human, not technical

From  
Pitfalls to  
Progress

# Action Planning: Your Next 90 Days



Finalize priorities, milestone map, and communication plan



Prove it fast: early wins validate the approach and create advocates



Stand up a steering group; define success criteria and owners



Capture baseline data before launch — no baseline, no defensible ROI



Days 1–30 map roles and decisions



Days 31–60 launch role tracks



Days 61–90 calibrate quality, then scale, refine, or stop



Commitment exercise: draft your own staged roadmap outline



# Aligning the Roadmap with Regulatory Expectations

FROM OBLIGATION TO ACTION



Article 4 covers all providers and deployers, whatever the risk level



Digital Omnibus (EU) 2026/1744 reframed it as an effort obligation from 27 July 2026



No specific literacy level, curriculum, certificate, or test is mandated



Market surveillance authorities enforce Article 4 from 2 August 2026



L&D actions: inventory AI systems, define role profiles, keep evidence



DigComp 3.0 and AILit alignment encouraged, not required

# Sourcing and Building Learning Content



Build vs. buy: check off-the-shelf curricula against your role tiers



2026 vendors offer role-based paths, policy embedding, compliance tracking



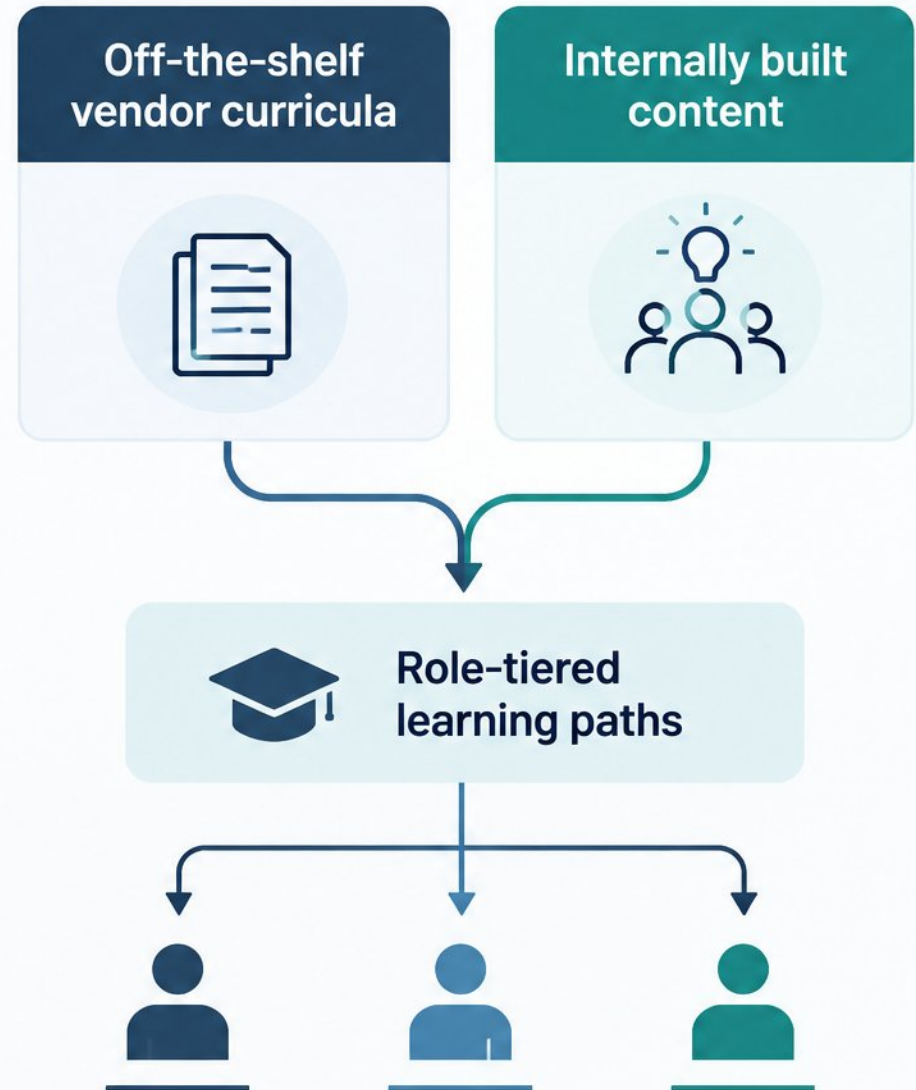
Select format: executive briefing, team bootcamp, or enablement curriculum



Cohort-based programs sustain 3x higher usage at 90 days



Map internal experts and communities of practice to roadmap slots



# Building the Business Case for Sponsors



Frame literacy as productivity, risk management, and talent retention



Only 18% of organizations invest significantly in AI training



Yet 44% expect AI fluency as a baseline leadership requirement



Cost of inaction: 63% of employees haven't used GenAI in critical tasks



81% of CIOs say GenAI skill gaps block objectives



Use Kirkpatrick Levels 1–4; baseline metrics before training are mandatory

## Kirkpatrick Levels 1–4



Level 1



Level 2



Level 3



Level 4



Baseline metrics before training are mandatory



# Sustaining Momentum and Next Steps

From learning to lasting impact



- Reinforcement: 30-day post-training embed sprint with manager check-ins; skills fade within 60 days [W1 S5]
- Communities of practice and peer learning accelerate adoption faster than formal enablement [W9 S2]
- Embed AI literacy into onboarding, performance frameworks, and career pathways [W1 S2]
- Quarterly refresh keeps content current as tools and regulations change [W1 S2]
- Sentara Health: 60,000+ module completions across participation, responsible adoption, applied learning [W9 S1]



**Next step:** finalize your roadmap, schedule the first review, commit to a measurement baseline

# PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

[personwise.ai/t/b43d80b8/public](https://personwise.ai/t/b43d80b8/public)