

Data & AI Culture and Upskilling

Service Definition

Datasparq Data & AI Culture and Upskilling

Datasparq's Data & AI Culture and Upskilling Services help organisations build the understanding, confidence and practical skills needed for their workforce to use AI effectively in day-to-day roles. The service focuses on people, behaviours and ways of working rather than technical implementation, ensuring that AI tools are used safely, appropriately and in ways that deliver real value.

Many organisations invest in AI technologies but see limited benefit because staff lack clarity on what AI is good for, where it should not be used, and how it can support their work in practice. This often leads to a mix of apprehension, unmanaged experimentation and missed opportunities for improvement. Datasparq addresses this by helping organisations develop a shared understanding of AI, establish confidence in its responsible use, and embed AI into everyday workflows.

The service supports the adoption of both enterprise AI tools, such as Microsoft Copilot, Google Gemini and ChatGPT, and bespoke or specialist SaaS AI solutions. It enables staff at all levels to understand how to apply AI to their roles, recognise risks and limitations, and contribute ideas for continuous improvement. The focus is on creating sustainable change rather than one-off training.

What the service covers

Datasparq's Data & AI Culture and Upskilling Services are tailored to organisational context, maturity and workforce needs. Typical areas of coverage include:

- Establishing a baseline understanding of AI concepts, capabilities and limitations for non-technical audiences
- Explaining what AI is well suited to and where it should not be used
- Building awareness of security, data protection, ethical and reliability considerations
- Guidance on safe and appropriate use of enterprise AI tools such as Microsoft Copilot, Google Gemini and ChatGPT
- Practical training on applying AI tools to everyday tasks, decision making and workflows
- Role-based enablement aligned to different job functions and responsibilities
- Support for identifying, articulating and sharing AI opportunities across the organisation
- Use case ideation and prioritisation as part of continuous business improvement
- Development of internal AI champions and communities of practice
- Train-the-trainer approaches to support scalable and sustained adoption
- Materials, playbooks and guidance that can be reused internally
- Measurement of adoption, confidence and engagement over time

The service is designed to complement, not replace, formal governance and assurance arrangements, and works alongside existing organisational policies and controls.

How Datasparq works

Datasparq takes a structured but practical approach to building a Data & AI culture and to staff upskilling, grounded in real world delivery experience. We start by understanding the organisation's objectives, existing AI exposure and workforce sentiment. This allows us to tailor content and interventions to where and how they will have the greatest impact.

Our approach typically combines:

- Short, focused discovery activities to assess current understanding, confidence and behaviours
- Targeted awareness and learning sessions for leaders, managers and frontline staff
- Interactive workshops that focus on real examples drawn from participants' day-to-day work
- Clear, plain language explanations that demystify AI and reduce unnecessary fear or hype
- Practical demonstrations and hands-on exercises using approved tools and scenarios
- Facilitation of discussions around ethics, security and responsible use in a realistic and accessible way

We emphasise application rather than theory, helping participants understand how AI can support them in their roles today, rather than abstract future possibilities. We also help organisations put in place simple mechanisms for capturing ideas, sharing learning and reinforcing good practice.

Where required, Datasparq supports ongoing enablement through communities of practice, internal champion networks and follow-on coaching, ensuring that learning translates into sustained behavioural change.

Responsible and trustworthy AI

Responsible use of AI is a core part of Datasparq's offering. We support public sector organisations to design AI strategies and solutions that are ethical, explainable and aligned to existing data protection, security and assurance frameworks. This includes consideration of:

- Data governance, quality and provenance
- Model transparency, accountability and monitoring
- Human oversight and decision support
- Organisational controls, assurance and risk management

Our work helps organisations move forward with confidence by ensuring that governance and responsibility are designed in from the outset, rather than treated as an afterthought.

Enabling adoption and long term value

Datasparq recognises that strategy and solutions alone do not deliver outcomes. Successful AI and data initiatives depend on adoption, skills and cultural change. As part of our engagements, we help organisations plan for:

- Workforce impact and skills development
- Change management and communications
- Measures and metrics to track value and benefits realisation

- Building sustainable in house capability rather than long term dependency

This ensures that AI and data investments translate into improved services, better decisions and lasting organisational capability.

Typical outcomes for buyers

Buyers using Datasparq's Data & AI Culture and Upskilling Services typically achieve:

- Improved workforce understanding of what AI can and cannot do
- Increased confidence to use AI tools appropriately in day-to-day work
- Reduced unmanaged or risky experimentation with public AI tools
- Better alignment between AI use and organisational objectives
- Increased adoption of approved enterprise and specialist AI tools
- Practical identification of AI opportunities driven by frontline staff
- Stronger collaboration between business and technical teams
- Greater confidence that AI is being used responsibly and securely
- A foundation for sustained AI adoption and continuous improvement

Datasparq's Data & AI Culture and Upskilling Services help organisations ensure that investments in AI translate into confident, responsible and effective use across the workforce, supporting better outcomes without increasing risk.

Further Service Details

Pricing

This service will be based on the standard Datasparq rate card for consulting services.

Standards and assurance

Datasparq delivers its services in line with recognised UK Government standards and good practice for security, data and digital delivery. We are ISO/IEC 27001 and Cyber Essentials certified and operate in accordance with UK GDPR and the Data Protection Act 2018.

Our services align with relevant government guidance including the NCSC Cloud Security Principles, the Technology Code of Practice, and established approaches to data governance, ethics and responsible use of AI. We apply proportionate security, assurance and risk management controls based on the nature of the service and the data involved.

Datasparq applies a responsible and ethical approach to the use of AI. We work with clients to ensure that algorithms and data driven tools are used fairly, transparently and without bias or prejudice. Where potential ethical risks are identified, we will raise these with the client and support appropriate mitigations to ensure fair treatment of individuals and compliance with relevant standards and guidance.

Service Constraints

Specific service constraints will be agreed at initial engagement, however typically no maintenance or modification to developed solutions shall be undertaken without direct approval from the customer.

If operationally necessary, any scheduled modifications and enhancements to developed solutions will be undertaken outside of typically working hours or in scheduled system downtime.

Service Levels

Specific levels of service and expected performance criteria will form part of the engagement scoping and contractual agreement.

Backup/Restore and Disaster Recovery (DR)

Documents and solutions will be regularly backed up as part of our ISO27001 assured backup and business continuity processes agreed. Disaster recovery options will be considered on a case-by-case basis from the needs of the customer.

Factors to consider include:

- Mission critical severity of the solution
- Previously agreed uptime targets
- Size and geographical location of the user base

Solutions range from automated failover capabilities with redundant systems to take load capacity in the event of total failure, to secure off site data storage that can be utilised to recover manually.

Training

Following initial engagement, training documentation will be provided as per the contract specification. If additional training is identified for system end users this can be delivered through service support delivery offering.

Typical training approaches range from workshops and mentoring at service go-live to longer-term solutions such as an extended on-site presence and support. Training will be developed in conjunction with the customer to achieve a best fit for the required skill levels and audience.

Ordering and invoicing process

Initial ordering of services will be confirmed by contract signature and receipt of confirmed purchase order to Datasparq Limited.

Consumer responsibilities

No specific consumer responsibilities have been identified for this specialised service offering. Customer dependencies and requirements will be discussed on an individual engagement basis and be reflected in contractual agreements.