The AI Challenge:

In today's rapidly evolving workplace, artificial intelligence presents both unprecedented opportunities and significant current risks.

Opportunity

AI can dramatically enhance productivity, efficiency, and competitive advantage across all sectors

Risk

Untrained AI use is already happening, leading to security breaches, ethical issues, and even reduced productivity or quality of output
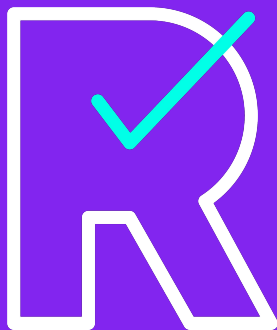
Reality

Most people lack the foundational knowledge to leverage AI tools and platforms safely and appropriately in the workplace.

The solution:

Industry-recognised, global certification for executives and teams: the Responsible use of AI Licence (RAIL)

- Essential knowledge of AI fundamentals and applications

- Practical skills, ethical considerations, security and risk management

- Platform agnostic training covering all major gen AI platforms and industry-specific tools

- Confidence in applying AI solutions to common workplace scenarios

Online self-paced learning (with workshop option)

RAIL certification focuses on video delivery in 'snackable' short topic videos, perfect for busy individuals

Flexible Online Learning

Link

Self-paced video learning for individuals and teams:

- 4 Core + 2 Elective Modules (three topics per module)
- Industry-specific and Role-based Electives
- Approx. 6 hours' duration + Options
- 12 months' access to regular content updates
- Blockchain-based credential upon completion

Workshop option

Link

Intensive, hands-on training covering core RAIL Certification plus specialisation options.

All workshop attendees receive 12 months' access to RAIL online

Online – Course Structure

With core modules plus specialised electives for agents and support staff
RAIL ensures AI adoption is ethical, secure, and appropriate

Core Certification Modules:

1 – Introduction to AI Fundamentals

2 – AI in the Workplace

3 – Ethics, Security & Privacy

4 – Prompt Engineering

Industry and Role Electives:

+ AI in **Marketing**

+ AI in **Sales**

+ AI for **Office Admin**

+ AI for **Teachers**

Platform Electives:

ChatGPT

Copilot

Claude

Gemini

+ MORE

RAIL Aligns with Major International Competency Standards

Certification demonstrates competencies aligned with industry and government recognition pathways

DigiComp 2.2

EU Digital Competence Framework
Foundational skills for all citizens

- **Area 1: Information & Data Literacy**

  AI-powered information evaluation and critical assessment

- **Area 2: Communication & Collaboration**

  Responsible AI use in professional communication

- **Area 3: Digital Content Creation**

  Advanced AI-powered content creation through prompt engineering

- **Area 4: Safety**

  Data protection and AI risk management

- **Area 5: Problem Solving**

  AI-powered decision making and industry applications

RAIL builds competence in DigiComp 2.2 focus areas

SFIA

Skills Framework for the Information Age
Professional ICT competencies for digital workforce

- **AI-Specific Skills**

  AI & Data Ethics (AIDE)

  Machine Learning (MLNG)

  Emerging Tech Monitoring (EMRG)

- **Strategy & Architecture**

  Innovation management and emerging technology assessment

- **Development & Implementation**

  Content creation and basic data analytics applications

- **Delivery & Operation**

  Risk management and information security in AI contexts

- **Skills & Quality**

  Professional development and competency frameworks

RAIL provides strong coverage of SFIA Responsibility Levels 2-4
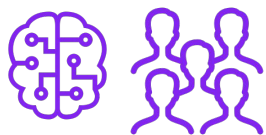
The Public Sector Context

Discussion → Strategy → Policy

Leaders focused on determining the impacts, benefits, and effective and appropriate approaches to AI use in their department/agency

DISCONNECT

RAIL bridges the gap

Foundational training ensures safe and appropriate use, and supports formal adoption strategies

Untrained 'BYOAI' use

Staff are already experimenting with accessible public tools, absent appropriate guardrails or training

AI in the Public Sector Elective

Three topics, to be completed as part of complete RAIL certification

Click to access Public Sector page

Understanding AI in Government Context

Learning outcomes

- Understand some ways in which AI is being used across the Australian public service

- Identify the unique considerations for AI use in public service

- Recognise the importance of transparency and accountability in government AI use

- Understand the governance framework established by the Policy for responsible use of AI in government

Continue Study

Safe AI Use in Day-to-Day Public Service

Learning outcomes

- Learn how to use AI tools safely within government guidelines

- Understand what information can and cannot be shared with AI systems

- Learn basic prompt techniques for common public service tasks

- Identify when to seek approval or guidance for AI use

Continue Study

Practical Applications and Future Readiness

Learning outcomes

- Understand the importance of human judgment and intellectual autonomy when working with AI

- Apply human-centered design principles to AI-enabled services

- Understand transparency requirements and documentation best practices

- Develop skills for adapting to future AI developments in public service

Continue Study

AI in the Public Sector Elective

RAIL offers the only AI certification covering AI fundamental skills and mapped to the policy

Topic 1: Understanding AI in Government Context

Module Content	Source Document Reference	Notes
OECD definition of AI	Policy for the responsible use of AI in government, p.9	Module cites the official definition adopted by the Australian Government
Application of AI across APS	Standard for AI transparency statements, Attachment A (pp.7-8)	Usage patterns and domains align with the official classification system
Policy for responsible use of AI in government	Policy for the responsible use of AI in government, pp.4-7	Module accurately represents the policy's purpose and aims
Governance framework (Accountable Officials)	Standard for accountable officials, pp.4-5	Correctly describes AO roles and responsibilities
Transparency requirements	Standard for AI transparency statements, pp.4-6	Accurately outlines the mandatory transparency statement requirements

Click to access mapping document

Key benefits of RAIL certification

For Organisations:

- Reduce AI-related risks
- Improve operational efficiency
- Ensure responsible AI adoption
- Future-proof your workforce
- Gain/sustain competitive advantage.

For Individuals:

- Enhance workplace productivity
- Develop in-demand AI skills
- Build confidence in AI use and safety

What RAIL graduates are saying

Users testify to the value of completing RAIL certification. A sample of recent testimonials:

"Very impressed with the content and how simple it was to follow. Short sharp video content is perfect for someone like me who has limited time to get up to speed. I'll be enrolling my team members in the course today."

Jay Martin
General Manager,
Finlease

RAIL INITIATIVE

"You have created an awesome course here. Detailed, yet easy to understand and comprehend. The navigation is well set up and the assessment is well designed – worked well as a repetition / reminder of the key points. I took note of your prompt examples, it's great to have a starting point."

Brigitte Petrie
Account Director,
Redvantage

RAIL INITIATIVE

"I found the content easy to understand and get me up to speed with the world of AI. More importantly it is set at the right level for the workplace where major risk and disruptions are happening. I am now confident exploring how I can use AI safely at work."

Phillip Ow
Supply Chain Manager,
UVEX

RAIL INITIATIVE

Get Started

- Learn more about our programs
- View upcoming workshop dates
- Enroll your team
- Access sample course materials

railcertification.org

Alternatively, contact your representative
or RAIL direct:
1300 998 527

Key Contact

Joel Gage

joel.gage@getrail.org

0449 255 770

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Global AI Certification for a Better Tomorrow

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Core Modules:
Learning Outcomes + Workplace Benefits

Learning Outcomes & Workplace Benefits

MODULE 1: INTRODUCTION TO AI

Topic 1.1: Understanding AI Fundamentals and Terminology

Understand the basics of AI, including its history and development	→ Builds employee confidence to engage constructively with AI-related workplace changes and reduces resistance to new technologies
Learn about the different types of AI: Narrow AI, General AI, and Artificial Superintelligence	→ Ensures staff can distinguish between realistic AI applications and unrealistic expectations in workplace contexts
Explore key AI technologies such as Machine Learning, Natural Language Processing, and Robotics	→ Enables employees to recognise and understand AI tools already present in their work environment
Define and explain common AI terminology and concepts	→ Establishes a shared vocabulary across teams for clear communication about AI initiatives and policies

Learning Outcomes & Workplace Benefits

MODULE 1: INTRODUCTION TO AI

Topic 1.2: Introduction to Major Generative AI Platforms and Real-World Considerations

Get introduced to commonly used generative AI platforms	→	Prepares employees to engage confidently with generative AI tools as they become standard workplace resources
Understand the potential and limitations of AI in real-world scenarios	→	Develops realistic expectations and helps employees avoid over reliance on AI whilst maximising appropriate use

Learning Outcomes & Workplace Benefits

MODULE 1: INTRODUCTION TO AI

Topic 1.3: Beyond Generative AI

Explore the diverse landscape of AI applications beyond text and image generation	→	Broadens employee understanding of AI's role across different business functions and processes
Understand the role of AI in data analysis and predictive modelling	→	Enhances staff ability to interpret AI-driven insights and recommendations in their decision-making processes
Learn about AI in decision support systems, computer vision, image recognition, robotics and automation, and others	→	Provides context for understanding how AI integration may evolve across various workplace systems and processes
Examine AI's role in autonomous systems (e.g., self-driving cars, drones)	→	Builds awareness of AI's broader societal impact, supporting informed discussions about industry trends and future planning

Learning Outcomes & Workplace Benefits

MODULE 2: AI IN THE WORKPLACE

Topic 2.1: Enhancing Workplace Productivity with AI

AI tools for automation: Learn how AI can automate routine tasks like email sorting and scheduling	→	Enables staff to identify opportunities for personal productivity gains and reduces time spent on repetitive administrative tasks
AI-powered productivity platforms: Explore tools for task management, reminders, and organisation	→	Supports employee adoption of productivity tools and improves personal workflow management
Other productivity gains with AI: Image Creation, Assisting with Spreadsheets, and various other uses	→	Broadens employee understanding of AI applications relevant to their daily work responsibilities
Sample use cases: Illustrative examples of individual employees and businesses improving productivity using AI	→	Provides relatable examples that help employees visualise practical applications in their own roles

Learning Outcomes & Workplace Benefits

MODULE 2: AI IN THE WORKPLACE

Topic 2.2: AI Tools for Decision-Making

Understand the role of AI in improving data-driven decision-making processes	→	Enhances employee ability to work effectively with AI-supported analytics and recommendations in their decision-making
Learn how AI supports business decisions through predictive analytics and risk assessment	→	Builds confidence in interpreting and applying AI-generated insights within established business processes
Explore practical applications of AI in financial analysis and operational decision-making	→	Helps employees understand AI's role in supporting strategic business functions and organisational planning
Discuss how AI helps leaders make informed decisions by analysing large datasets	→	Develops employee understanding of how AI supports management decisions that affect their work environment

Learning Outcomes & Workplace Benefits

MODULE 2: AI IN THE WORKPLACE

Topic 2.3: AI in Various Industries

Understand how AI is transforming various industries by improving efficiency, personalisation, and profitability	→	Develops awareness of AI's business impact, supporting informed discussions about organisational competitiveness and strategic planning
Investigate AI applications in manufacturing, retail, transportation, education, and more	→	Provides context for understanding how AI adoption may affect the organisation's operations and industry positioning
Explore how AI enhances productivity, safety, and customer engagement across sectors	→	Builds appreciation for AI's potential benefits, reducing resistance to technology adoption and supporting positive change management
Discuss the role of AI in streamlining processes such as compliance, HR, and customer service	→	Enables employees to understand how AI may transform their work environment and support organisational efficiency

Learning Outcomes & Workplace Benefits

MODULE 3: ETHICS, SECURITY, & PRIVACY

Topic 3.1: Practical AI and Ethical Considerations

Learn about the challenges of implementing AI in businesses (e.g., scalability, costs)	→	Develops realistic understanding of AI implementation challenges, supporting informed participation in organisational AI discussions
Explore basic ethical considerations when using AI (e.g., transparency, accountability)	→	Builds employee confidence to raise ethical concerns and engage responsibly with AI-powered processes
Understand how to navigate AI systems and ensure responsible use in business environments	→	Enables staff to work effectively within established AI governance frameworks and policies

Learning Outcomes & Workplace Benefits

MODULE 3: ETHICS, SECURITY, & PRIVACY

Topic 3.2: Protecting Organisational Data in an AI World

Understand the basics of data privacy and security in AI-driven environments	→	Enhances employee ability to protect sensitive information when using AI tools and systems
Learn simple strategies to protect personal and professional data when interacting with AI systems	→	Reduces organisational risk through improved employee data security practices
Explore examples of AI-related data incidents and their impact on individuals	→	Builds awareness of consequences, motivating careful adherence to data protection protocols
Discover how to improve data security in an AI-enhanced world	→	Enables proactive contribution to organisational cybersecurity and compliance efforts

Learning Outcomes & Workplace Benefits

MODULE 3: ETHICS, SECURITY, & PRIVACY

Topic 3.3: The Social Impact of AI

AI's influence on society: Explore how AI is shaping various aspects of daily life, including any potential negative consequences	→	Develops broader understanding of AI's societal context, supporting thoughtful workplace discussions about technology adoption
AI and employment: Understand the impact of AI on job markets and future employment opportunities	→	Helps employees understand how AI may affect their career development and skill requirements
Understand basic human rights regarding AI including government responses, with reference to Australia's AI Ethics Principles	→	Provides foundation for understanding organisational AI policies and regulatory compliance requirements
Explore resources for staying informed about AI policies affecting you	→	Supports ongoing professional development and awareness of evolving AI governance landscape

Learning Outcomes & Workplace Benefits

MODULE 4: PROMPT ENGINEERING

Topic 4.1: Fundamentals of Prompt Design

Learn the basic principles of creating clear, effective prompts for AI models	→	Enables employees to use AI tools more effectively in their daily work tasks
Understand how prompt design influences the behaviour of generative AI systems like ChatGPT	→	Builds confidence in working with AI tools and achieving desired outcomes
Explore simple examples of prompt design and its outcomes	→	Provides practical foundation for applying AI assistance to workplace challenges

Learning Outcomes & Workplace Benefits

MODULE 4: PROMPT ENGINEERING

Topic 4.2: Crafting Effective Prompts for Common Tasks

Explore examples of effective prompts for various professional tasks (e.g., writing assistance, generating ideas, research help, solving basic problems)	→	Directly improves productivity and quality of work output across multiple job functions
How to reduce bias in prompts	→	Ensures more equitable and appropriate AI outputs in professional contexts
Understand how to refine prompts and reprompt to get better results	→	Develops problem-solving skills for maximising AI tool effectiveness
Practice basic prompt design techniques to improve response quality, using ChatGPT, Claude, Gemini, or Meta	→	Provides hands-on experience with widely-used AI platforms for immediate workplace application

Learning Outcomes & Workplace Benefits

MODULE 4: PROMPT ENGINEERING

Topic 4.3: Managing Common Risks Associated with Generative AI Responses

Understanding Generative AI Limitations and Risks	→	Prevents overreliance on AI and supports appropriate integration into work processes
Identifying and Mitigating AI Hallucinations	→	Protects organisational reputation and decision-making quality through critical evaluation of AI outputs
Developing Critical Thinking Skills	→	Enhances overall professional judgement and analytical capabilities beyond AI contexts
Handling AI-Generated Errors	→	Builds resilience and problem-solving skills for managing technology-related challenges
Fostering a Culture of Responsible AI Use	→	Contributes to positive organisational culture around technology adoption and ethical practices