

AI Literacy Rollout Kit

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This kit pairs with my guide, *AI Literacy Training for Employees: A Leader's Rollout Guide*. Print it and work through the four sections in order: map depth by role, run the readiness diagnostics, execute the 90-day sequence, and lock your measurement plan before training launches.

1. Role-tier literacy matrix

The matrix maps five role tiers against the five content areas of the US Department of Labor's AI Literacy Framework. **Baseline** means the shared foundation every employee gets: what AI is, what data never goes into it, and how to check its output. **Deep** means role-specific depth with hands-on practice. Circle any cell you plan to change for your organization.

Role tier	Understand AI principles	Explore AI uses	Direct AI effectively	Evaluate AI outputs	Use AI responsibly
Frontline employees	Baseline	Baseline	Baseline	Deep	Deep
Knowledge workers	Baseline	Baseline	Deep	Deep	Baseline
People managers	Baseline	Baseline	Baseline	Deep	Deep, as team norms
Executives	Deep	Deep	Baseline	Baseline	Baseline
Technical builders	Deep	Deep	Deep	Deep	Deep, plus engineering depth beyond the framework

Match each tier's delivery format to how the tier actually works:

Role tier	Typical format
Frontline employees	Short mobile-friendly modules, team huddles
Knowledge workers	Hands-on workshops using real work samples
People managers	Cohort sessions plus realistic practice conversations
Executives	Executive briefings, scenario reviews with the leadership team
Technical builders	Specialist courses, internal guilds

Start where the fear is

I have seen teams stuck not because employees resisted, but because their leaders feared AI would hallucinate or go off the rails. A leader who understands when and why AI fails can set guardrails and move. If your executives are in this camp, their tier is your first priority, not your last.

2. Workforce readiness survey (12 questions)

Run this anonymously. Anonymity is what makes the usage data believable. Save the exact instrument: you will run it again at 90 days, and the deltas write your executive report for you.

Current use

#	Question	Answer
1	Which AI tools did you use for work in the past month, sanctioned or not?	
2	How often did you use AI for work in the past month? (Daily / Weekly / Rarely / Never)	
3	What kinds of work tasks did you use AI for?	
4	Have you used an AI tool the company has not approved? (Y/N)	

Confidence

#	Question	Answer
5	How confident are you that you could spot a factual error in an AI-generated draft? (1 to 5)	
6	How confident are you that you know which data should never be entered into an AI tool? (1 to 5)	
7	How confident are you giving an AI tool clear instructions and context to get a useful result? (1 to 5)	
8	Could you find the company AI policy and approved-tools list right now? (Y/N)	

Fears and trust

#	Question	Answer
9	What worries you most about AI at work?	
10	What would make you feel more secure as we adopt AI?	
11	Do you feel your input shapes how AI gets adopted here? (Y/N)	
12	What one AI training topic would help you most in your role?	

Shadow-AI audit checklist

Most workforces are already using AI, just not the tools you gave them. The goal is a map, not a disciplinary file.

- ☐ Declare an amnesty window in writing before the audit starts
- ☐ Invite self-disclosure without consequences, and say so explicitly
- ☐ Ask managers to surface where unsanctioned tools have crept into workflows
- ☐ Check expense reports where policy allows
- ☐ Check browser analytics where policy allows
- ☐ Map the findings: which tools, which teams, which tasks
- ☐ Confirm nobody has been disciplined based on audit disclosures

Never punish disclosure

if anyone gets in trouble for admitting they used an unsanctioned tool during your assessment, your data collection ends that day and your training launches into silence. Keep the amnesty promise. You need the truth more than you need enforcement this early.

3. 90-day rollout checklist

Policy first, then a pilot cohort, then role-based tracks, then reinforcement, in that order. Each phase de-risks the next, and skipping ahead is the most common way these programs die.

Phase 1: Policy and approved tools (weeks 1 to 3)

- ☐ Draft or refresh the AI policy
- ☐ Publish the approved-tools list
- ☐ Spell out the data red lines in plain language: personal data, credentials, unreleased financials, trade secrets, NDA-covered material
- ☐ Announce that training is coming and why
- ☐ Frame the announcement as capability-building, never surveillance or a precursor to cuts
- ☐ Put trusted voices in front of the rollout: peers and HR, not only executives
- ☐ Say plainly what the training is not: not a performance evaluation, not a list of roles being automated
- ☐ Exit check: any employee can find the policy and the tool list in one click

Phase 2: Pilot cohort (weeks 3 to 6)

- ☐ Pick one team that is willing, visible, and talkative
- ☐ Run the baseline plus your first role-specific material with them
- ☐ Collect real examples: wins, failure cases, and the questions people actually asked
- ☐ Revise the curriculum using those examples
- ☐ Exit check: a bank of internal examples and a revised curriculum

Phase 3: Role-based tracks (weeks 6 to 12)

- ☐ Launch the tiered tracks from the role matrix in section 1
- ☐ Train managers first or alongside their teams, never after
- ☐ Build practice into every track: sandboxed prompt exercises, output-verification drills, conversational practice
- ☐ Collect input from employees and visibly act on it
- ☐ Exit check: every tier has started and first behavior changes are observed

Phase 4: Reinforcement (week 12 and beyond)

- ☐ Stand up office hours
- ☐ Recruit champions in each department
- ☐ Refresh examples quarterly
- ☐ Set a policy review cadence
- ☐ Exit check: AI questions have a home and examples stay current

4. Behavior-measurement plan

Measure behavior, not attendance. Use the suggested starting points, then commit to your own plan in the template below. Fill it in before training launches.

Suggested starting points

Kirkpatrick level	What to measure	Instrument	Timing
1: Reaction	Confidence delta and perceived relevance	Pre/post version of your baseline survey	Immediately after each track
2: Learning	Can they spot a flawed output and apply the data rules?	Scenario-based assessment, not a recall quiz	End of each track
3: Behavior	Sanctioned-tool adoption, policy-incident rate, quality of AI-assisted work samples	Tool telemetry, incident logs, manager reviews of real work	30, 60, and 90 days post-training
4: Results	Cycle time or quality on targeted workflows	Before/after operational metrics on chosen workflows	Quarterly

Your plan

Kirkpatrick level	Your metric	Instrument	Timing
1: Reaction			
2: Learning			
3: Behavior			
4: Results			

Before launch:

- ☐ Pick two or three level 4 workflows now; retrofitted results metrics convince no one
- ☐ Save the baseline survey so you can run the identical instrument at 90 days
- ☐ Name who reviews AI-assisted work samples at the 30, 60, and 90 day marks

Level 4 workflows I will track: _____

Completion rates are not the goal

a high completion rate tells you nothing about whether people now verify outputs or have stopped pasting customer data into chatbots, and those two behaviors are the whole point of the program. If you track only one number, make it a level 3 behavior, like the policy-incident rate or verified adoption of sanctioned tools.

Have any questions? Email me at devlin@devlinpeck.com