



6 Tips & Ideas for Creating an AI Upskilling Program

A Quick Guide to Fueling Internal AI Literacy and Experimentation

As AI reshapes the modern workplace, building internal AI literacy is no longer a luxury—it's a competitive advantage. The most forward-thinking companies aren't just adopting AI tools; they're investing in their people's ability to understand, experiment with, and apply AI in daily workflows.

This guide outlines six proven tactics, drawn from companies leading in AI transformation, that you can implement today—without overhauling your operations. These tips are designed to help HubSpot Solutions Partners and other B2B consultancies grow their internal AI capabilities and create a culture of innovation.



Invest in Trusted AI Learning Platforms

Use Case:

Curate self-paced courses from recognized education providers

Benefit:

Upskill at scale without building content from scratch

Instead of reinventing the wheel, many companies are subscribing to trusted AI learning platforms to train their teams. Providers like [LinkedIn Learning](#), [Coursera](#), [DeepLearning.AI](#), and [edX](#) offer beginner-to-advanced AI courses covering prompt engineering, generative AI, LLMs, and real-world applications in sales, marketing, and operations.

EXAMPLE

HubSpot Solutions Partner, West Monroe, led a week-long workforce development program called [AI Week](#), featuring a company-wide AI competition where employees showcased innovations that drive real business outcomes, with top projects recognized for their cutting-edge approaches to AI integration and productivity enhancements.



Quick Win Tip:

Build a “Start Here” AI learning path tailored to your business roles (e.g. marketing, dev, ops) and assign 1-2 courses per quarter.



Host Weekly AI Show & Tells

Use Case:

Create space for employees to demo AI experiments or workflows

Benefit:

Democratizes innovation and uncovers hidden use cases

Leading AI organizations are cultivating bottom-up learning through internal “AI Show & Tells.” These weekly or biweekly sessions let team members present how they’ve used AI in their roles—creating an internal, crowdsourced knowledge base of ideas, prompts, and tools.



Quick Win Tip:

Launch a recurring 30-minute Friday session. Encourage quick, informal demos of AI uses in real workflows—from marketing copy to dev automation.

Embed AI in Team Goals and OKRs

Use Case:

Incentivize teams to explore and adopt AI in meaningful ways

Benefit:

Turns AI from a side project into a strategic initiative

AI transformation doesn’t happen by chance—it happens by design. Companies are embedding AI experimentation into OKRs and quarterly goals. This encourages teams to identify specific areas where AI can drive efficiency, scale, or new offerings.



Quick Win Tip:

Set one team-level goal per quarter around AI. For example: “Identify two repeatable processes that could be AI-assisted and pilot a solution.”



Create an Internal AI Resource Hub

Use Case:

Centralize your AI playbooks, tools, use cases, and best prompts

Benefit:

Streamlines onboarding and helps teams adopt tools faster

AI-leading firms are building internal hubs to house their favorite tools, curated prompts, course recommendations, case studies, and team-tested use cases. This “AI Wiki” becomes a go-to resource that evolves over time as people learn and share.



Quick Win Tip:

Start simple—create a shared doc with your favorite ChatGPT prompts, AI tools you’ve tested, and links to approved learning resources.

Appoint an AI Champion (or Small Task Force)

Use Case:

Assign responsibility for AI experimentation and enablement

Benefit:

Accelerates adoption through internal leadership and accountability

Every successful internal transformation has a leader. Appoint a team member to act as your “AI Champion”—tasked with tracking tools, running experiments, sharing updates, and organizing internal training. Larger teams might form a cross-functional AI Task Force.



Quick Win Tip:

Appoint a part-time AI Champion from your ops, marketing, or solutions team. Give them time and budget to explore tools and run internal sessions.



Purchase AI Mastery Memberships (Discounted for HubSpot Partners)

Use Case:

Enroll team members in structured, role-specific AI learning

Benefit:

Focused, professional-grade upskilling tailored to marketing, sales and business

HubSpot Solutions Partners can access discounted memberships to the AI Mastery Program from the Marketing AI Institute. Courses like Piloting AI and Scaling AI are designed specifically for marketers, strategists, and consultants looking to apply AI to real business challenges.



Quick Win Tip:

Use your partner discount to enroll your AI champion or services lead, then run internal workshops to cascade the learnings. These memberships are traditionally \$1,000/year and partners can get them for \$299!



Final Thoughts:

Upskilling your workforce in AI doesn't require a full-time L&D department or custom-built curriculum. With the right mix of curated training, peer sharing, and internal enablement, any consultancy can begin building a stronger, smarter, AI-powered team today.

Pro Tip: Start with just one tactic—like a weekly show & tell—and let internal momentum build. The firms seeing the biggest AI impact are the ones giving their people space to learn, try, and share.