

The **human** **strength** behind AI systems.

Advanced AI capability for
the people who build it



FIREBRAND

LYCEUM EDUCATION GROUP

AI capability isn't built by models alone. It's built by the people who design, engineer, and deploy them. Firebrand develops specialist AI capability for the people who build secure, scalable, production-ready systems.

Your guide to Firebrand's AI offering

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What sets Firebrand apart

Our programmes are shaped by industry leaders, aligned to real enterprise challenges, and designed through a purpose-built pathway that includes vendor-aligned certifications, expert instruction, and our certification guarantee.



This is how we turn AI potential into real organisational performance.

Co-created with industry experts

Our curriculum is shaped with leaders across industry, ensuring relevance, real-world alignment, and forward-looking capability.

Bespoke enterprise solutions

Training aligned to your environment, workforce, goals, and organisational maturity, designed through expert consultation.

Delivered by AI experts

Practitioner-instructors bring deep expertise across AI engineering, architecture, MLOps and data science.

Responsible and trusted AI capability

Governance, ethical evaluation, and risk management are embedded throughout our AI programmes, alongside globally recognised certifications in AI risk management and cyber security.

Vendor-backed certification depth and pathways

Aligned to Microsoft, AWS, ISACA and BCS ecosystems, with structured pathways that validate capability at every level.

Certification Guarantee

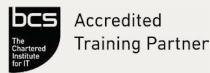
If a learner doesn't pass first time, they can repeat the course at no additional training cost.

Real-world capability

Hands-on labs, real deployment scenarios and system-level learning ensure learners gain operational confidence.

Confidence in training excellence

Building the human capability behind AI depends on proven outcomes. Choose a training partner recognised and awarded by the global authorities that shape global AI standards.



How your teams will learn

Our AI training is designed around the realities of modern business operations. Made to be flexible, fast, focused, and consistent across all formats. Expert instructors, hands-on practice and measurable outcomes.

✓ Instructor-led learning (Online Live or In-Person)

Expert-led AI training delivered live online or in-person in a classroom setting, with real-time guidance, hands-on labs, and structured progression. Same expert instructors. Same depth. Same proven outcomes.

Considering in-person, city-centre learning? Visit our website to check classroom locations and availability by course.

✓ Fast-Track Bootcamps (Residential)

Fast-Track Bootcamps are Firebrand's unique accelerated learning model, providing a focused, distraction-free environment that dramatically reduces time-to-competency and offers the fastest route to certification, with on-site testing included.

✓ Bespoke enterprise training

Custom-designed programmes shaped around your environment, technology ecosystems, and organisational priorities. Blending tailored pathways, practitioner insights and guaranteed outcomes, our bespoke programmes minimise disruption while accelerating capability development.

✓ Online self-paced

Flexible, on-demand learning designed to fit around busy schedules, with courses available anytime, anywhere, allowing self-paced progression. Ideal for self-motivated learners who want the freedom to build in-demand skills independently, supported by resources that enable a structured, reliable path to certification.

Where your organisation needs AI capability support

Most organisations have uneven AI capability

Firebrand builds advanced, role-aligned capability across the full spectrum of AI talent, from AI architects to builders and engineers. Programmes are structured around real organisational needs, and delivered in accelerated, expert-led formats that unify capability across technical teams.

AI tools and platform development outpaces skills

Firebrand builds the advanced, practical capability that keeps AI professionals ahead of the curve. Our programmes evolve with the technology itself, built with experts from across Microsoft, AWS, ISACA, and BCS ecosystems, and are rooted in real-world engineering challenges. Learners train to stay relevant, effective, and ready for what comes next.

Gaps between AI theory and real-world demands leave teams unprepared

Firebrand's Lecture-Lab-Review model builds applied capability through repetition, pressure, and expert feedback. Learners handle real architectures, pipelines, models and deployment scenarios, building instinct and job-ready confidence.

High stakes certification demands outcomes you can trust

Our Certification Guarantee means that if learners miss, we retrain them for free. Because confidence isn't just something we back, it's what we train for.

Increasing governance expectations expose critical capability gaps

Firebrand embeds responsible AI, ethical evaluation, and risk management into technical training, shaping engineers who understand compliance, control, and safe deployment. Learners build systems that behave reliably and predictably.



Your strategic partner for AI skills

Firebrand is part of the Lyceum Education Group, a unified ecosystem that builds AI capability across every role, level, and stage of organisational maturity.

Where Firebrand develops advanced, specialist capability for AI builders, the wider Lyceum Education Group delivers the end-to-end pathways organisations need to scale AI confidently and consistently.

From foundational AI literacy to advanced engineering expertise, the Group provides a connected learning pipeline through apprenticeships, professional development, certifications and specialist programmes delivered by BPP, Firebrand, Estio, and DMI. Designed to ensure organisations build capability not just for their specialists, but for leaders, practitioners, and the wider workforce.



One trusted partner

Strategic provider delivering scalable skills solutions with proven impact in complex, enterprise environments



Leader in AI skills

Our programmes are shaped by industry insight, backed by government, and delivered for leading national organisations



Delivered by AI specialists

Our tutors are **experienced AI developers, engineers, and data scientists**, offering learners practical, industry-relevant insight beyond academic theory



Business-aligned outcomes

We measure the impact of learning against our clients' core strategic goals



Co-created with industry experts

Our curriculum is shaped by insights from national skills boards and AI leaders from organisations like **Capgemini, Siemens, NatWest, and Accenture** ensuring alignment with current and emerging needs



Access Microsoft ECIF and ESI funding

Top 20 Global Microsoft Learning Partner, with an extensive catalogue of Microsoft accreditations and access to funding channels



Designed for industry

Informed by our work with our diverse client portfolio, working with **90% of the FTSE 100 companies** and a longstanding commitment to operational relevance in learning design

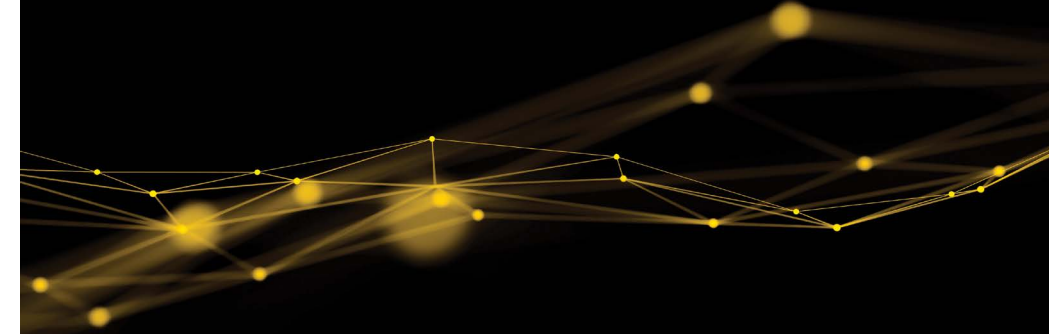
AI capability built around your needs

Firebrand builds AI capability by starting with your environment, not a course catalogue.

Our consultation process identifies your industry context, organisational maturity and role specific requirements to design a capability pathway that fits your business reality.

How we do it

- ✓ **Industry alignment**
Informed by our cross-sector AI Skills Board and practitioners with real deployment experience
- ✓ **Role-aligned pathways**
Structured, vendor-aligned learning and certification routes for architects, engineers, MLOps specialists and more
- ✓ **Maturity-aligned design**
AI experts shape a customised curriculum matched to organisational readiness and goals
- ✓ **Flexible delivery**
From Residential Bootcamps, Online Live delivery, In-Person or Self-Paced Online learning accessible anywhere
- ✓ **Certification Guarantee**
Confidence in outcomes, backed by risk-free retraining



Our six-stage development model

- 1 Consultation**
In-depth engagement with key stakeholders to understand your workforce needs, strategic goals, and operational context.
- 2 Discovery**
Facilitated workshops and training needs analysis to define learning objectives and co-design the programme structure.
- 3 Flexible delivery**
Train your teams in the way that works for them: Residential, Online Live, In-Person or Self-Paced Online, all with the same expert instructors and guaranteed outcomes.
- 4 Content creation**
Development of contextualised learning content using real scenarios, ensuring relevance and immediate applicability.
- 5 Refinement and roll out**
Collaborative review and refinement of the programme, with continuous feedback loops to ensure sustained impact and alignment with evolving business needs.
- 6 Certification Guarantee**
If a learner doesn't pass first time, they re-attend the course at no additional training cost.

Why certification matters

Certification is more than a credential. It's the assurance that teams can build, deploy, and govern AI responsibly, safely, and at scale.

The value behind a capable workforce

Strengthen your competitive edge

Certified teams demonstrate proven capability, helping your organisation operate with confidence in high-pressure environments.

Raise the standard of performance

Certification ensures your people meet recognised technical standards, reducing errors and improving system reliability.

Demonstrate compliance and assurance

Vendor-backed AI certifications provide credible proof of competence for audits, governance reviews and regulatory expectations.

Align to global best practices

Certifications grounded in Microsoft, AWS, ASACA, and BCS ecosystems ensure your capability matches leading industry frameworks.

Develop workforce capability that lasts

As AI technologies evolve, certified professionals are better equipped to adapt, learn, and stay ahead of changing requirements, reducing future skills gaps.



Why training matters

Retain and motivate high-value talent

Investment in development keeps high performers motivated, committed and aligned to your organisation's goals.

Close critical capability gaps

Training addresses technical shortages that slow delivery and threaten core operations.

Improve operations outcomes

Well-trained, certified teams work more effectively, reduce incidents, avoid rework, and prevent costly system failures.

Stay ahead of competitors

In a market where AI talent is scarce, developing your existing teams ensures capability grows faster than technology shifts or hiring pressures.

Maximise technology investments

Training ensures your AI platforms, models, and tools are used to their full potential.

AI certification pathways: vendor-approved, industry-recognised

AI capability must align to the ecosystems your organisation relies on.

Firebrand delivers structured certification routes across Microsoft, AWS, ISACA and BCS, ensuring capability is validated, recognised, and operationally aligned.

Why this matters

- Certifications validate real-world proficiency
- Pathways support long-term capability growth
- Ecosystem alignment reduces deployment risk
- Enables teams to work confidently across cloud and AI stacks

Powered by Microsoft-aligned learning and funding

As a Top 20 global Microsoft Learning Partner, Firebrand provides access to Microsoft-accredited training and funding support including ECIF and ESI, accelerating workforce AI readiness.



Programmes to build practical, in-role capability

Our programmes build advanced capability across the full spectrum of AI roles, from engineers and architects to specialists working at the cutting edge of deployment. Every programme blends hands-on practice, expert teaching, and real-world scenarios to ensure your people can design, build, and operate AI systems with confidence in role.

PECB ISO/IEC 42001 Lead Implementer – Artificial Intelligence Management System (AIMS)

Accelerate organisational readiness with expert-led AIMS governance training.

As AI adoption accelerates, organisations need structured, responsible, and standards-driven approaches to managing risk and ensuring trust. The ISO/IEC 42001 Lead Implementer course develops the capabilities required to plan, implement, operate, maintain, and continually improve an Artificial Intelligence Management System (AIMS) aligned with ISO/IEC 42001.

Designed for organisations aiming to embed transparency, accountability, and compliance into their AI operations, this programme supports readiness for emerging regulatory, ethical, and governance expectations.

Combining essential theory with practical, real-world application, the training enables participants to confidently interpret and apply AIMS principles in operational environments – strengthening

organisational capability and ensuring AI systems are deployed responsibly and effectively.

Topics covered include:

- Core concepts and structure of an AIMS
- Interpreting ISO/IEC 42001 requirements from both implementation and operational perspectives
- Planning and deploying an effective AIMS framework
- Operational management, monitoring, and continuous improvement
- Certification audit readiness, including evidence requirements and audit expectations



ISO 42001 Lead Auditor – Artificial Intelligence Management System (AIMS)

Empowering organisations to audit, govern, and manage AI responsibly at scale.

Strengthen your organisation's AI governance and compliance capabilities with Firebrand's accelerated ISO/IEC 42001 Lead Auditor programme. Designed for teams responsible for auditing, evaluating, and governing AI systems, this course equips professionals to assess Artificial Intelligence Management Systems (AIMS) against the world's first global AI management standard.

Delivered by expert instructors, the programme develops the skills needed to plan, conduct, and manage end-to-end AIMS audits. Learners gain hands-on experience through practical case studies, audit simulations, and real-world scenarios, ensuring they can confidently identify nonconformities, evaluate AI governance controls,

and report findings aligned with ISO/IEC 42001, ISO 19011, and ISO/IEC 17021-1 requirements.

Achieving the PECB Lead Auditor certification equips teams to lead internal and external audits, support compliance initiatives, and strengthen organisational oversight of AI risks, ethics, and accountability.

Topics covered include:

- Foundations of AIMS and ISO/IEC 42001
- Audit principles, methods, and risk-based planning
- On-site audit activities and nonconformity assessment
- Closing audits, reporting, and compliance alignment



ISACA Advanced in AI Audit™ (AAIA™)

Enable your audit teams to lead governance, risk, and assurance in the AI-driven enterprise.

As organisations accelerate AI adoption, the need for skilled auditors who can evaluate AI risk, governance, and compliance has never been more urgent. The ISACA Advanced in AI Audit™ (AAIA™) certification is designed for experienced audit and assurance professionals, particularly those holding CISA®, CIA, or CPA credentials, who must provide informed oversight in an increasingly AI-augmented operational landscape.

This advanced certification equips teams with the capabilities to assess AI governance structures, identify emerging risks, and evaluate whether AI solutions align with organisational strategy, regulatory expectations, and ethical standards. Covering three critical domains – AI governance and risk, AI operations, and AI auditing tools and techniques, this programme ensures your auditors can both evaluate AI systems and leverage AI-enabled methods to strengthen the audit function itself.

By upskilling your audit teams with AAIA™, your organisation gains the expertise required to challenge AI-driven decisions, validate controls across the AI lifecycle, and advise stakeholders with confidence. This certification positions auditors as strategic partners, ensuring safe, compliant, and value-aligned AI adoption across the enterprise.

Topics covered include:

- AI governance and risk management, to equip your teams to establish robust AI governance and risk-management frameworks
- AI operations and lifecycle oversight, to manage the full AI lifecycle
- AI auditing tools, methods and reporting



ISACA Advanced in AI Security Management™ (AAISM™)

Enterprise-Grade Training for Secure, Compliant AI Adoption.

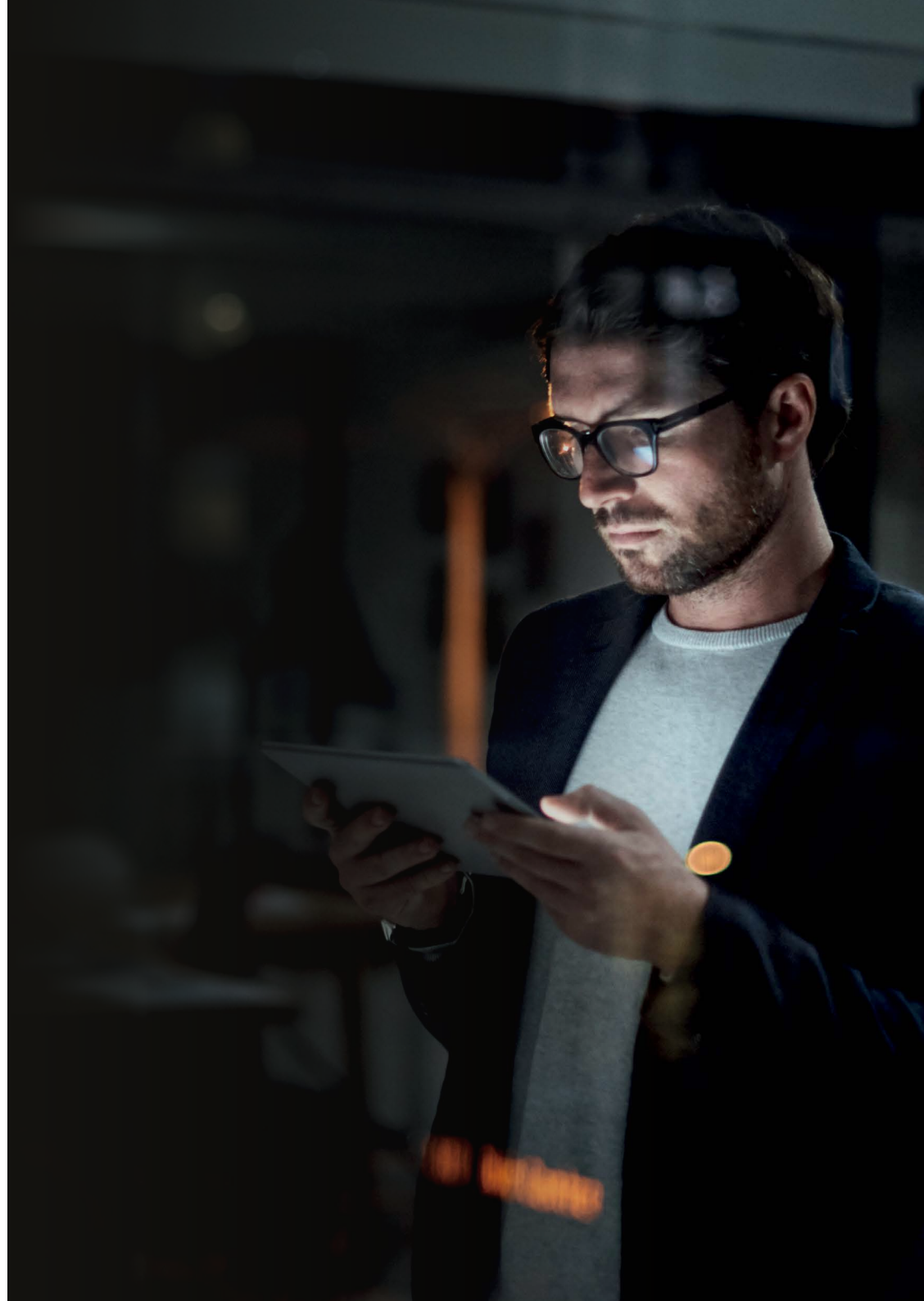
The ISACA Advanced in AI Security Management™ (AAISM™) is an accelerated, executive-level course enabling organisations to govern, secure, and scale AI responsibly. Designed for experienced security leaders, it strengthens enterprise capability in AI governance, risk management, and controls; supporting ethical, compliant AI programmes aligned to business strategy.

AAISM equips certified CISM or CISSP professionals to identify, assess, and mitigate AI-specific risks, implement responsible AI policies, and ensure regulatory compliance. As ISACA's first AI-centric security management credential, it builds on proven frameworks to address emerging AI threats while maintaining operational resilience.

Delivered by Firebrand, an ISACA Elite+ Partner, this programme provides official courseware, expert instruction, and ANSI-aligned certification, validating organisational competence and positioning your business as a trusted leader in AI security and governance.

Topics covered include:

- AI Governance and Program Management
- AI Risk Management
- AI Technologies and Controls



IAPP Artificial Intelligence Governance Professional® (AIGP®)

Accelerated, enterprise-ready training to build confident AI governance capability across your organisation.

As organisations scale their use of AI, the need for robust governance continues to grow. Regulatory pressure, ethical expectations, and operational risk require professionals who can ensure AI is deployed safely, responsibly, and in line with emerging global standards.

The accelerated IAPP Artificial Intelligence Governance Professional® (AIGP®) programme equips teams to design, implement, and manage responsible AI governance frameworks. Using the latest AIGP Body of Knowledge, participants gain practical skills to minimise risk, enhance transparency, and strengthen trust in AI-enabled environments.

This business-ready curriculum provides a clear understanding of the responsibilities of an AI governance professional and prepares delegates to lead initiatives that reduce risk while supporting innovation and competitive advantage.

Topics covered include:

- Foundations of AI governance
- Applying laws, standards, and frameworks
- Governing AI development and risk controls
- Governing AI deployment, monitoring, and responsible use



BCS Foundation Certificate in Artificial Intelligence

Equip your teams with AI knowledge to support responsible, strategic adoption.

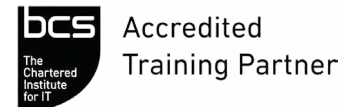
Empower your workforce with the essential understanding needed to evaluate and apply artificial intelligence effectively. The BCS Foundation Certificate in Artificial Intelligence provides a solid grounding in AI concepts, capabilities, and business impacts, enabling informed and responsible decision-making across your organisation.

This accelerated programme covers ethical and sustainable AI, robotics, machine learning fundamentals, and the practical opportunities and challenges of AI adoption. Teams learn to assess AI products and services confidently, strengthening capability for vendor evaluation, solution selection, and new use-case analysis.

By building shared AI literacy across technical and non-technical staff, this certification supports strategic planning, risk awareness, and preparedness for the evolving interaction between humans and intelligent systems.

Topics covered include:

- Ethical and sustainable AI principles
- AI and robotics fundamentals
- Assessing AI benefits, challenges, and risks
- Practical machine learning concepts
- The evolving roles of humans and machines



Certification Guarantee and expert workforce support

How does the Certification Guarantee work?

Our Certification Guarantee gives your organisation confidence in every training investment. If an employee doesn't pass their exam on the first attempt, they can repeat the course at no additional training cost. The guarantee ensures that your people receive the support they need to succeed, with minimal disruption to your business.

Most Firebrand courses include all the exams required for the certification. Employees complete these exams during the course, as Firebrand is both an official training and test centre.

Your employees can attend the same course as many times as needed within 12 months – paying only for exam fees, accommodation, and incidental costs. This guarantee applies to both Residential and Online Instructor-Led (OIL) courses.

Our expert support

We're confident your employees will pass because our accelerated courses are designed for success. With our Lecture-Lab-Review methodology, learners develop faster and retain more.

They'll also benefit from:

- 24/7 lab access
- Up to 12 hours a day with an instructor
- Immediate answers to questions



Your payment choices: Invest in your workforce, your way

With flexible payment solutions, Firebrand makes it easier for organisations to upskill teams at speed. Choose the right finance option to build capability, strengthen performance and maximise organisational impact.

Flexible budgeting

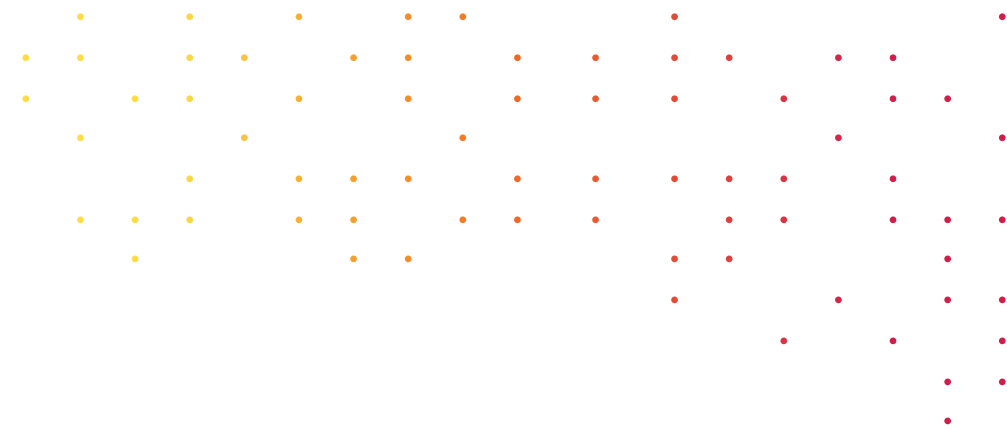
Train the people you need, when you need them, while saving up to 25% with Firebrand Passport. Ideal for scaling capability across technical teams.

- Access exclusive corporate rates based on your forecasted demand
- Benefit from the same trusted, accelerated training
- Reduce downtime with immersive training that delivers skills fast
- Maximise ROI by aligning training to business-critical needs

Bespoke training

Customised programmes designed around your technology stack, goals, and operating environment.

- Build role-ready capability for live projects
- Strengthen partnerships and support long-term capability growth
- Leverage tailored pathways that align training directly to business outcomes
- Expand globally with IR35-compliant delivery



Microsoft unlimited

Unlimited Microsoft courses for six months, at one base price. Built for organisations needing scalable, managed learning solutions.

- Achieve multiple Microsoft certifications at reduced cost
- Access the latest Microsoft Official Curriculum (MOC)
- Accelerate technical readiness across teams

Firebrand membership

A smarter way to invest in your people, with priority access and exclusive benefits for enterprise-wide development.

- Priority support, guaranteed course access and preferential rates
- Exclusive perks, tailored support and corporate-level savings
- Earn points for every course completed and unlock higher-tier benefits
- Gain increasing rewards as your organisation's expertise grows

How can we help?

We're here to support your workforce development goals and help your teams build certified, job-ready capability fast. Discover the quickest path to reducing time-to-competency across your organisation. Get in touch or submit an enquiry to get started.

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