tta the training associates

AI COURSE CERTIFICATIONS

AI ESSENTIALS

thetrainingassociates.com

Experience. Talent. Results.

About TTA

For over 30 years, TTA (The Training Associates) has been the go-to partner for organizations seeking world-class learning and development talent.

As a women-owned business and pioneer in the L&D industry, we help organizations, from fast-growing startups to Fortune 500 enterprises, build workforce capability through expertly designed training solutions.

Our strength lies in our expansive network of vetted, highly skilled professionals. With thousands of trainers, instructional designers, and subject matter experts, we bring unmatched experience across learning strategy, leadership development, compliance, systems training, and now, cutting-edge areas like AI, machine learning, and blockchain.

As the demand for technical and AI skills accelerates, TTA is uniquely positioned to support organizations with role-based certification programs, scalable technical training, and the expert talent to deploy it all.

With TTA, you gain a strategic partner committed to future-ready learning, designed to drive performance, adoption, and measurable business impact.

30+ Years Experience

23K L&D Professionals

12M+ Learners Educated

15K Skill Sets

80+ Industry Awards

100+ Countries

certified
WBENC
WOMEN'S BUSINESS ENTERPRISE

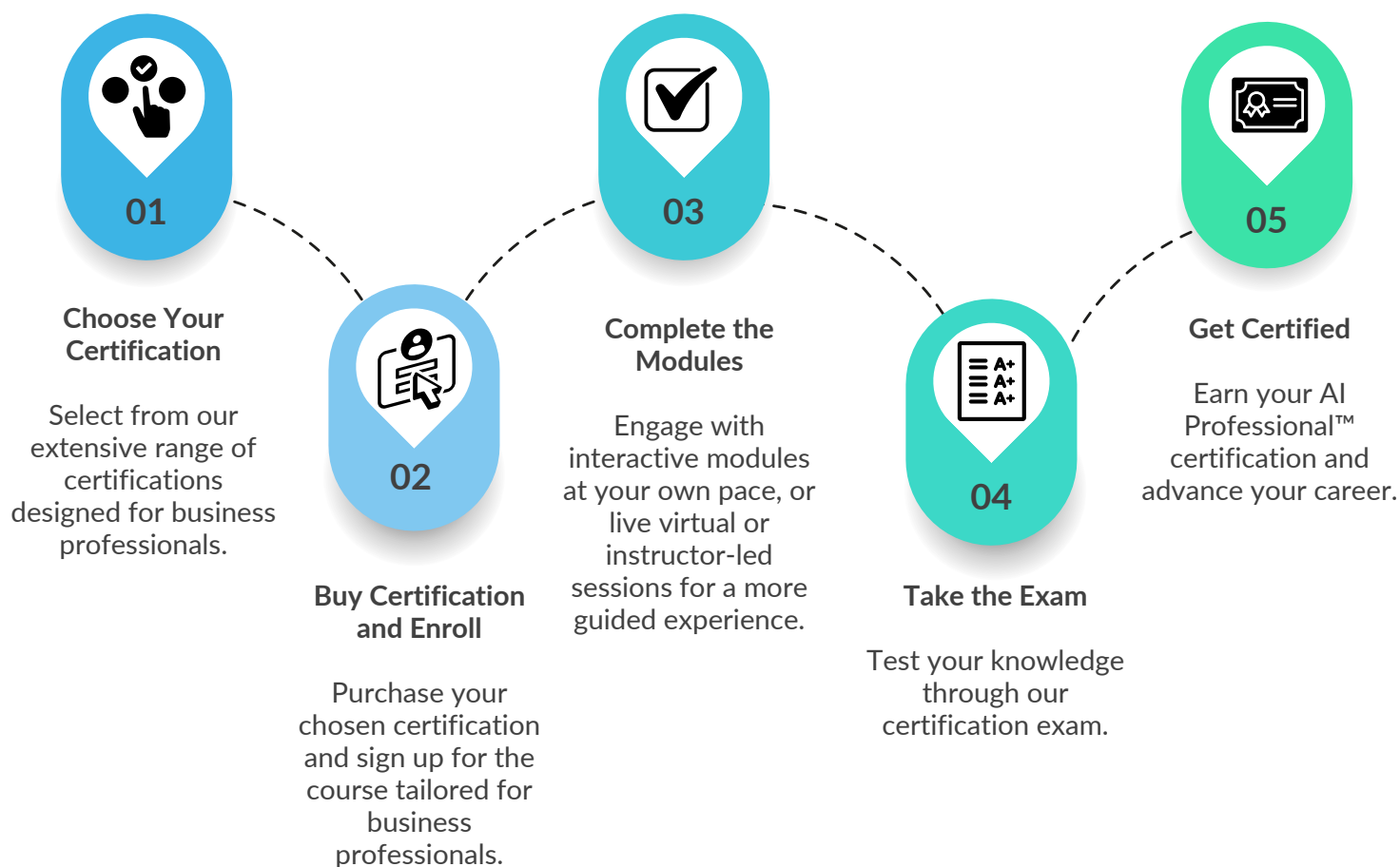# Index

Empower with AI Certifications

As industries accelerate their adoption of automation, data intelligence, and decentralized systems, the demand for skilled professionals who can apply these tools effectively is rising fast. In fact, 75% of executives say they're struggling to find the talent needed to meet their AI goals.

Our role-based certification programs are designed to close that gap. Whether you're preparing your workforce for digital transformation or enhancing specialized capabilities, our AI and blockchain certifications deliver practical, job-aligned skills that empower your teams to adapt, innovate, and lead.

Explore Role-Based Certifications Aligned to Your Business Needs

From foundational knowledge to advanced applications, our certifications support employees across functions—technical, creative, business, and beyond. Each program equips learners with real-world tools and industry-relevant expertise to solve problems, enhance decision-making, and drive meaningful growth.

How it Works

01

Choose Your Certification

Select from our extensive range of certifications designed for business professionals.

02

Buy Certification and Enroll

Purchase your chosen certification and sign up for the course tailored for business professionals.

03

Complete the Modules

Engage with interactive modules at your own pace, or live virtual or instructor-led sessions for a more guided experience.

04

Take the Exam

Test your knowledge through our certification exam.

05

Get Certified

Earn your AI Professional™ certification and advance your career.

Benefits of AI Certifications

AI is reshaping the workplace, and organizations that invest in upskilling are gaining a measurable edge. According to McKinsey, over 50% of companies have already adopted AI in at least one business function, and that number continues to rise.

As AI capabilities grow, so does the need for employees who understand how to use these tools strategically and responsibly. Certification programs help close this gap, equipping teams with the skills to drive innovation, improve efficiency, and stay ahead of the curve.

Comprehensive Learning
Equip your workforce with a solid foundation and advanced expertise in AI and blockchain—tailored to various roles and skill levels across the organization.

Practical Skills
Employees gain real-world experience through applied projects and simulations, enabling faster adoption of AI tools and smoother integration into workflows.

Talent Development
Support internal mobility and reduce turnover by investing in certifications that prepare employees for future-focused roles and leadership pathways.

Strategic Problem Solving
Empower teams with the critical thinking and technical skills needed to solve complex challenges and optimize business outcomes with AI.

Ethics and Governance
Promote responsible innovation by educating your teams on ethical considerations, data privacy, and AI governance standards.

Future-Ready Curriculum
Keep your organization ahead of the curve with certifications built on the latest advancements—curated by top educators and industry experts.

Organizations that embed continuous learning through structured certification programs build a culture of adaptability, resilience, and forward momentum. Investing in role-based AI and blockchain certifications ensures your teams keeps pace with change, and becomes drivers of it, positioning your business to lead in an increasingly intelligent economy.

AI **Essentials**
Certifications

AI+ Foundation™

SKILLS YOU'LL GAIN

- AI Fundamentals
- Prompt Engineering
- Deployment of AI Models
- AI Ethics
- AI Governance
- AI-Driven Automation
- AI Strategies

TOOLS YOU'LL MASTER

- ChatGPT
- Humata AI
- Amto.AI
- AI Lawyer

WHO SHOULD ENROLL

- Business Professionals
- Technology Leaders
- Ethics Professionals
- AI Enthusiasts

ABOUT AI⁺ FOUNDATION™

Building the Future with AI: A Strong Foundation for Tomorrow's Innovators.
- Beginner-Friendly Course: Ideal starting point to explore AI principles and practical tools
- Foundational Learning: Covers AI fundamentals, real-world applications, and ethics
- No Technical Background Needed: Requires basic interest in using technology

OVERVIEW

- Foundational AI Knowledge: Gain a strong foundation in AI, ethics, and real-world applications, equipping you with essential AI knowledge.
- Practical Application of AI: Learn how to effectively interact with AI models and apply AI tools to real-world challenges.
- Ethical AI Adoption: Understand the ethical considerations of AI, including fairness, transparency, and privacy.
- Increased Competitiveness: Learn prompt engineering and AI tools to enhance innovation in your work.
- Real-World Insights: Explore how AI is reshaping industries and gain valuable insights into its practical applications.

AT A GLANCE

Included: Course + Official exam + Digital badge

Duration: Instructor-Led: 1 day (live or virtual) or Self-Paced: 6 hours of content

Delivery: Self-paced eLearning, virtual, or in-person options available

Exam Format: 50 questions, 70% passing, 90 minutes, online

Outcome: Industry recognized credential + hands on experience

AI+ Executive™

SKILLS YOU'LL GAIN

- AI Strategy Development
- AI Integration in Business
- Ethical Considerations in AI
- AI Trend Analysis
- Informed Decision-Making with AI
- Leadership in AI-Driven Organizations
- AI-Driven Business Transformation

TOOLS YOU'LL MASTER

- Copilot
- UiPath
- Pega Infinity

WHO SHOULD ENROLL

- Business Leaders & Executives
- Data Scientists & Analysts
- IT Managers
- Technology Consultants

ABOUT AI+ EXECUTIVE™

Pioneering AI: Leading with Insight and Impact
- Strategic Business Focus: Tailored for leaders to drive AI-led business transformation
- Decision-Making Power: Equips professionals with hands-on insights for informed AI adoption
- End-to-End Understanding: Covers frameworks from AI basics to real-world implementation
- Leadership-Ready Skills: Empowers executives to confidently integrate AI within operations

OVERVIEW

- Strategic AI Insights: Understand AI technologies and their business impact to develop and execute effective AI strategies.
- Practical Application: Engage in workshops and case studies to gain practical, actionable AI knowledge.
- Ethical AI Implementation: Learn the ethical and legal considerations for responsible AI practices.
- Future-Proof Workforce: Prepare your team with the skills needed to thrive in an AI-driven workplace.

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AI⁺ Prompt Engineer Level 1™

ABOUT AI⁺ PROMPT ENGINEER LEVEL 1™

Master AI Prompts: Elevate Your Engineering Skills
- Foundational Knowledge: Covers generative AI, ML, NLP, and neural networks essentials
- Hands-on Learning: Offers practical training in designing and optimizing prompts
- Industry-Relevant Skills: Prepares learners to build effective AI solutions across sectors
- Prompting Expertise: Certifies participants to craft impactful, domain-specific prompts

OVERVIEW

- Comprehensive AI Knowledge: Understand AI fundamentals, including machine learning, deep learning, and natural language processing.
- Advanced Prompt Engineering: Master key principles and advanced techniques to craft effective prompts and troubleshoot issues.
- Practical AI Tools and Models: Gain hands-on experience with cutting-edge AI tools, text, and image generation models like GPT-4 and DALL-E 2.
- Ethical AI Practices: Learn about AI ethics, including data security, privacy, and regulatory compliance to ensure responsible AI use.

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SKILLS YOU'LL GAIN

- Familiarity with Neural Networks
- Basics of Natural Language Processing (NLP)
- History and Concepts of AI
- Designing Effective AI Prompts
- Practical Application of Prompt Engineering
- Project-Based Learning in AI Prompting

TOOLS YOU'LL MASTER

- LangChain
- OpenAI's GPT

WHO SHOULD ENROLL

- Research Scientists
- Data Scientists & Analysts
- Developers
- Programmers
- Business Leaders
- Business Strategists
- Machine Learning Engineers

AI⁺ Everyone™

SKILLS YOU'LL GAIN

- Fundamental AI Principles
- Technological Advancements in AI
- Real-World AI Applications
- AI Project Workflows
- Ethical Considerations in AI
- Generative AI Understanding
- Industry-Specific AI Implications

TOOLS YOU'LL MASTER

- Runway ML
- SciPy
- AIVA
- Grammarly

WHO SHOULD ENROLL

- Business Leaders
- Marketing Professionals
- Product Managers
- Consultants & Trainers

ABOUT AI⁺ EVERYONE™

Empower Lives with AI: Accessible, Intuitive, Impactful
- Beginner-Friendly Course: Ideal starting point for those new to AI, covering core principles and practical insights
- Comprehensive Learning: Covers AI basics, real-world applications, generative AI, and ethical considerations
- Industry & Societal Impact: Gain insights into AI's role in industries and its broader societal influence
- Actionable Guidance: Offers step-by-step resources to kickstart your AI journey and develop essential skills

OVERVIEW

- AI Fundamentals for All: Understand the core principles of AI, its technologies, and how they apply across industries to drive innovation and improve processes.
- Practical Knowledge: Gain hands-on experience through accessible, real-world applications, ensuring you can implement AI solutions effectively.
- Ethical and Responsible AI: Learn the ethical considerations and societal impacts of AI, ensuring that you can apply AI technologies responsibly and ethically.
- Ready for AI-Driven Success: Build a strong foundation in AI, preparing you to navigate and thrive in an AI-driven world with the skills and confidence to contribute meaningfully.

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Next Steps

AI is evolving fast, make sure your skills are, too.

✓ **Explore the Course Catalog**
Browse role-specific and industry-aligned certifications to find the best fit for your goals.

✓ **Choose the Right Path**
Whether you're seeking foundational knowledge or specialized expertise, there's a program for every level.

✓ **Plan for Your Team**
Looking to scale training across a department or the entire organization? We'll help design a strategy that aligns with your business objectives.

✓ **Enroll and Begin Learning**
Flexible delivery options, including self-paced, virtual, and in-person, make it easy to get started.

✓ **Get Certified, Stay Ahead**
Earn a digital credential that signals your team's readiness to lead in an AI-powered world.

75% of executives say they lack the AI skills needed to meet their goals.

Let's fix that, together.

Whether you're exploring options for a single team or building a company-wide AI learning strategy, TTA is here to help. We'll work with you to align certifications with business objectives, recommend the right learning paths, and tailor a scalable plan that fits your needs and workforce.

Have questions?

Contact Us

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