

Motran

Fluent or Falling Behind.

AI literacy isn't a bonus skill. It's the new baseline for every role, every team, and every organisation that wants to stay competitive.

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The Bar Has Already Moved.

THIS ISN'T COMING – IT'S HERE

72% of enterprise leaders already say AI literacy is essential for day-to-day work. 66% of hiring managers say they wouldn't hire someone without AI skills. The question is no longer whether your team needs AI fluency — it's whether they have it.

The old world

- ✗ **AI was a specialist skill**
Something for data teams and developers. Everyone else could ignore it and still do their job well.
- ✗ **Knowing tools was enough**
Excel, PowerPoint, email. A standard toolkit that stayed stable for decades.

The new reality

- ✓ **AI fluency is table stakes**
59% of enterprise leaders report an AI skills gap in their organisation right now — despite most already investing in training.
- ✓ **AI-skilled roles earn 56% more**
PwC finds AI-exposed roles command a significant wage premium and are evolving 66% faster than others.

THE HARD TRUTH

Organisations aren't short on AI tools. They're short on people who can use them well.



Why Training Isn't Working.

INVESTMENT WITHOUT CAPABILITY

82% of enterprise leaders say they offer AI training. Yet 59% still report a skills gap. The problem isn't access — it's how training is designed. Passive, generic, and disconnected from real work, most programs produce certificates, not capability.

Three Reasons the Gap Persists

01

Training targets specialists, not everyone

Most AI learning programs focus on technical teams. But value is created across every function — finance, HR, marketing, operations. Literacy has to scale wider than IT.

02

Content without context doesn't stick

Generic AI courses don't connect to real workflows. When training isn't anchored to the actual job, it doesn't change how people work.

03

No measurement, no accountability

Only 35% of organisations have a mature, workforce-wide upskilling program with clear outcomes. Without benchmarks, gaps stay invisible until they become crises.

THE DIFFERENTIATOR

Organisations with mature AI upskilling are nearly twice as likely to see significant AI ROI.

Building Real AI Fluency.



AI literacy isn't one course. It's a capability system — built role by role, embedded in real work, and measured against outcomes.

01

Foundational fluency for all

Every employee needs a working understanding of what AI can and can't do, how to prompt it effectively, and when to trust its output. This is the new minimum.

02

Role-based applied skills

A marketer using AI is different from a finance analyst using AI. Training must connect to the actual workflows, tools, and decisions of each role.

03

Judgment and responsible use

The highest-ranked AI skill among enterprise leaders isn't technical — it's knowing when AI is wrong, when it introduces risk, and how to apply human oversight.

Literacy Is the Lever.



Organisations that pair AI investment with structured workforce capability building are nearly twice as likely to see strong returns. The tools are available to everyone. The advantage now belongs to the organisations whose people actually know how to use them.

Questions to Ask Your Team

01

What percentage of your workforce could use AI confidently in their role today?

02

Is your current AI training connected to real workflows — or just content?

03

Which roles in your organisation are most exposed to AI disruption and least prepared?

04

If competitors close the literacy gap before you do, where do you lose first?

MOTRAN THOUGHT LEADERSHIP

We help organisations build AI literacy at scale.

From passive training, to applied workforce capability.

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Ready to close the AI literacy gap?

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