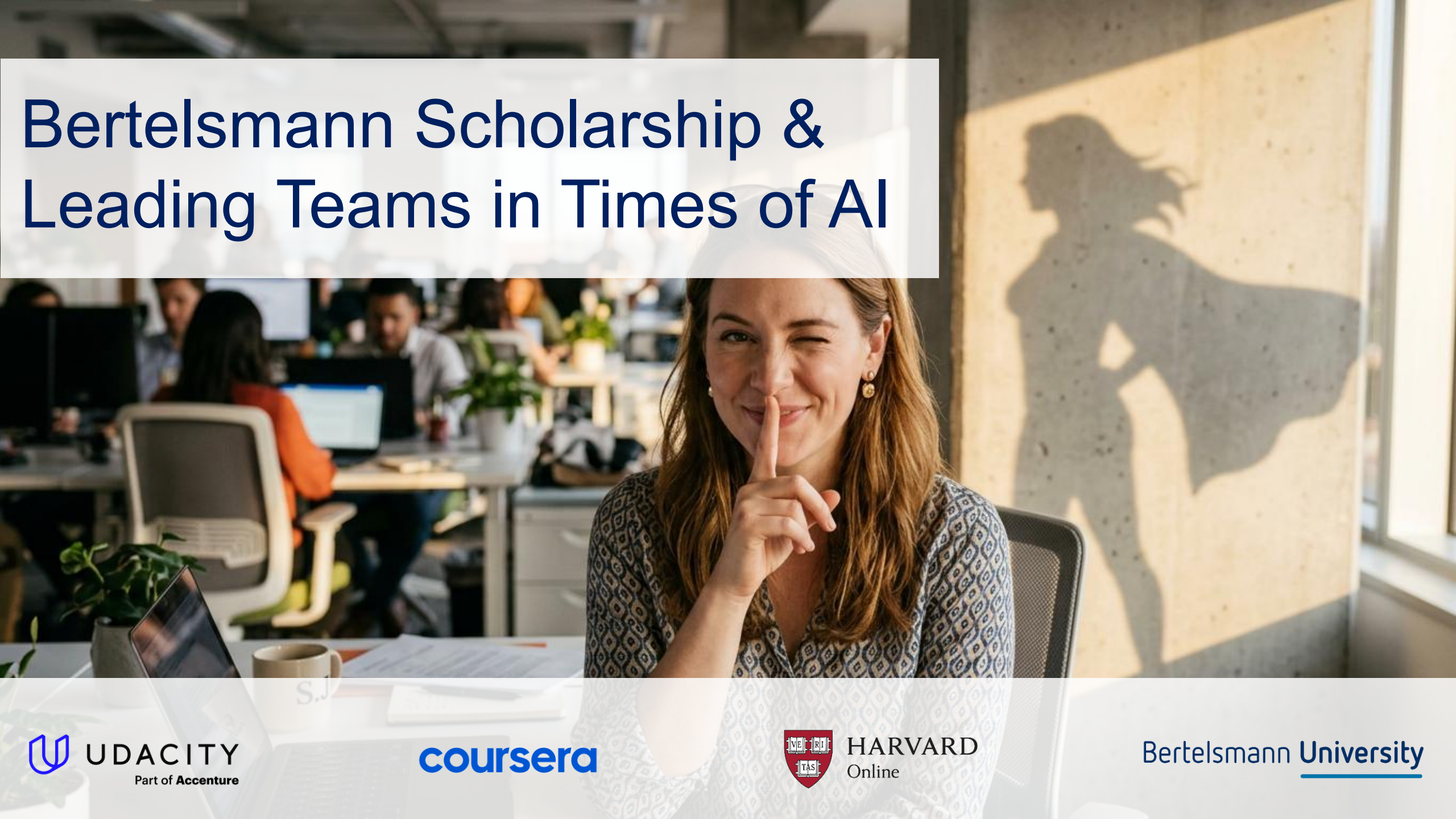




Bertelsmann Scholarship & Leading Teams in Times of AI

Who are your contacts?

The Bertelsmann University program leads



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For further information, please visit: www.bertelsmann-university.com



Bertelsmann Scholarship

What's new? New content & individualized learning based on skill profiles

Bertelsmann Scholarship

coursera

1,500 scholarships

Target group: all employees
Content focus: AI Fluency & Transformation

Personal AI agent for targeted skills-based learning

 **UDACITY**
Part of **Accenture**

400 scholarships

Target group: all employees
Content: AI Engineering, Agentic AI,
AI Security & Product Management
Nanodegrees

New content/ Nanodegrees

 **HARVARD**
Online

250 scholarships

Target group: all employees
Content: Agentic AI Foundations

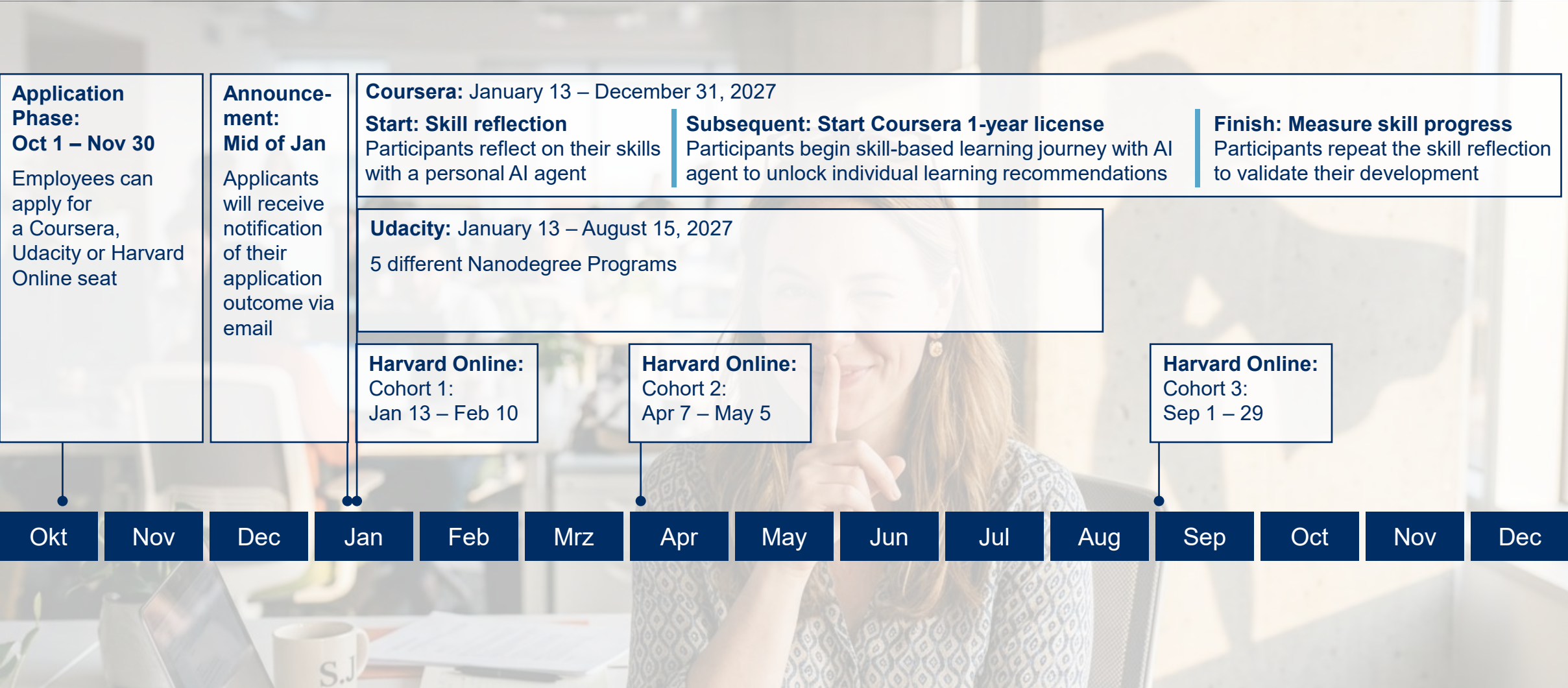
New content/ course

Bertelsmann Scholarship Provider Overview

		 UDACITY Part of Accenture	 HARVARD Online
 Who should attend	All employees who want to develop skills in AI fluency and transformation	All employees who want to expand their AI Engineering , Agentic AI , AI Security or Product Management skills	Employees who want to get an introduction to Agentic AI
 Content	Explore tailored AI content using your personal AI agent for targeted skill-based learning + full catalog access NEW	5 Nanodegrees: AI Engineering, Agentic AI, Product Management & Cybersecurity. Complete the first ND and get access to the entire Udacity catalog NEW	Course: Agentic AI Foundations NEW
 Course Style	Benefit from a personal AI agent and get access to video lectures, readings, quizzes, and assignments NEW	Video lessons, short quizzes, and complete comprehensive real-world projects.	Real world cases delivered via short videos, interactive exercises, and exchange forums
 Duration	12 months / self-paced	7 months / self-paced	4 weeks/ self-paced
 Engagement / Interactivity	Inactive users may be replaced with waitlisted applicants	Inactive users are removed after the activation deadline expires	Highly interactive program in a Bertelsmann-only cohort
 Certificate	Get certificates from renowned universities and institutions	Get an industry-recognized Udacity certificate	Get a renowned Harvard Online certificate
	1,500 seats	400 seats	250 seats

Bertelsmann Scholarship

Timeline and milestones



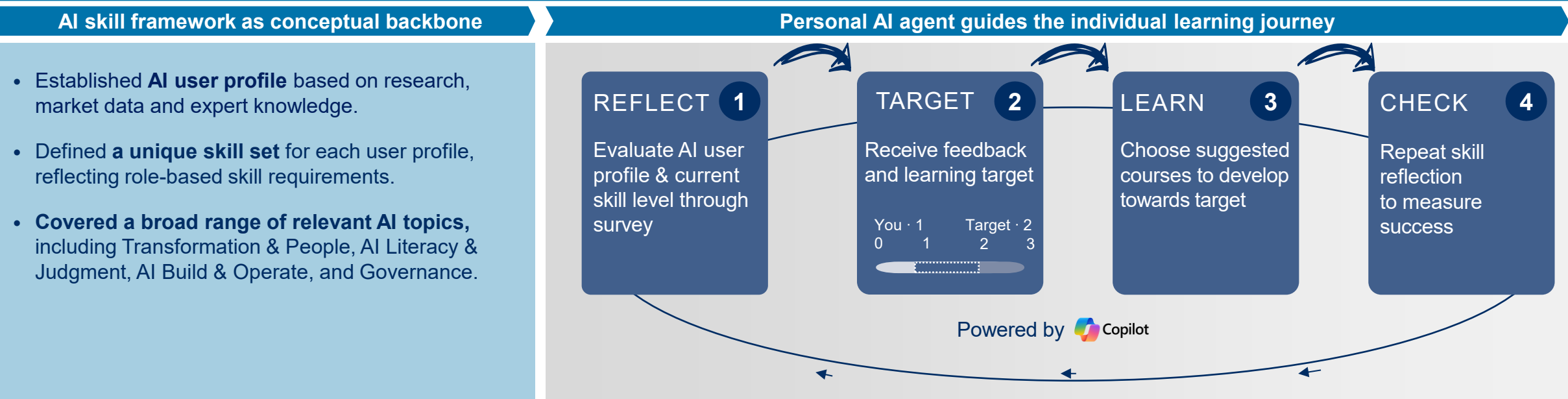
Bertelsmann Scholarship

Coursera in more detail: Overview

 Who should attend	All employees who want to develop skills in AI fluency and transformation through a personal AI agent for targeted skill-based learning
 Content	• 12-months unlimited access to nearly all learning content on the Coursera platform • Coursera courses include recorded auto-graded and peer-reviewed assignments, video lectures, and community discussion forums • Browse and preview the full Coursera catalog here.
 Learning Experience & Engagement / Interactivity	• Personal AI agent for targeted skill-based learning • Learners can learn at their own pace with bite-sized sessions and a self-paced learning model • Short lectures and lessons, so learners can make meaningful progress in just a few minutes a day • The time varies by each course. Courses typically take 1–6 weeks to complete, with an average total learning time of 20 hours • Highest flexibility in picking learning content • Inactive users may be replaced with waitlist participants
 Certificate	Learners will receive a shareable electronic course certificate upon completion.
 Duration	January 13 – December 31, 2027

Bertelsmann Scholarship

Coursera in more detail: Personal AI agent enables skill-based learning



Details next page

User profile	Profile description	AI skill set
User	Apply AI: Uses approved AI tools to perform individual work tasks effectively and responsibly, including prompting, critical evaluation of outputs, and compliance with AI policies.	Unique skill set
Power user	Scale AI: Applies AI at an advanced level to improve workflows, creates reusable AI assets such as prompts, GPTs or automations, and enables others to adopt proven practices.	Unique skill set

Deep-dive: AI skills framework for personal AI agent – Skills and levels for AI user profiles in scope

Skill ¹⁾	Manager	User	Power user	Executive	Builder	Platform Enabler
TRANSFORMATION & PEOPLE – DEFINE						
AI Value & Use Case Identification	E	B	E	A		
Human-AI Workflow Redesign	E		A	B		
Enablement, Influence & Adoption	E		E	E		
AI LITERACY & JUDGMENT – DISCOVER						
AI Fundamentals	A	A	E	A	E	A
Prompting & Context Design	A	A	E	A	E	A
Critical Evaluation	A	A	E	A	E	A
AI BUILD & OPERATE – DELIVER						
AI Solution Design		B	A		A	
AI Solution Engineering			A		E	E
AI Operations & Security			A		E	E
GOVERNANCE – DE-RISK						
AI Governance & Compliance	A	A	A	A	A	A

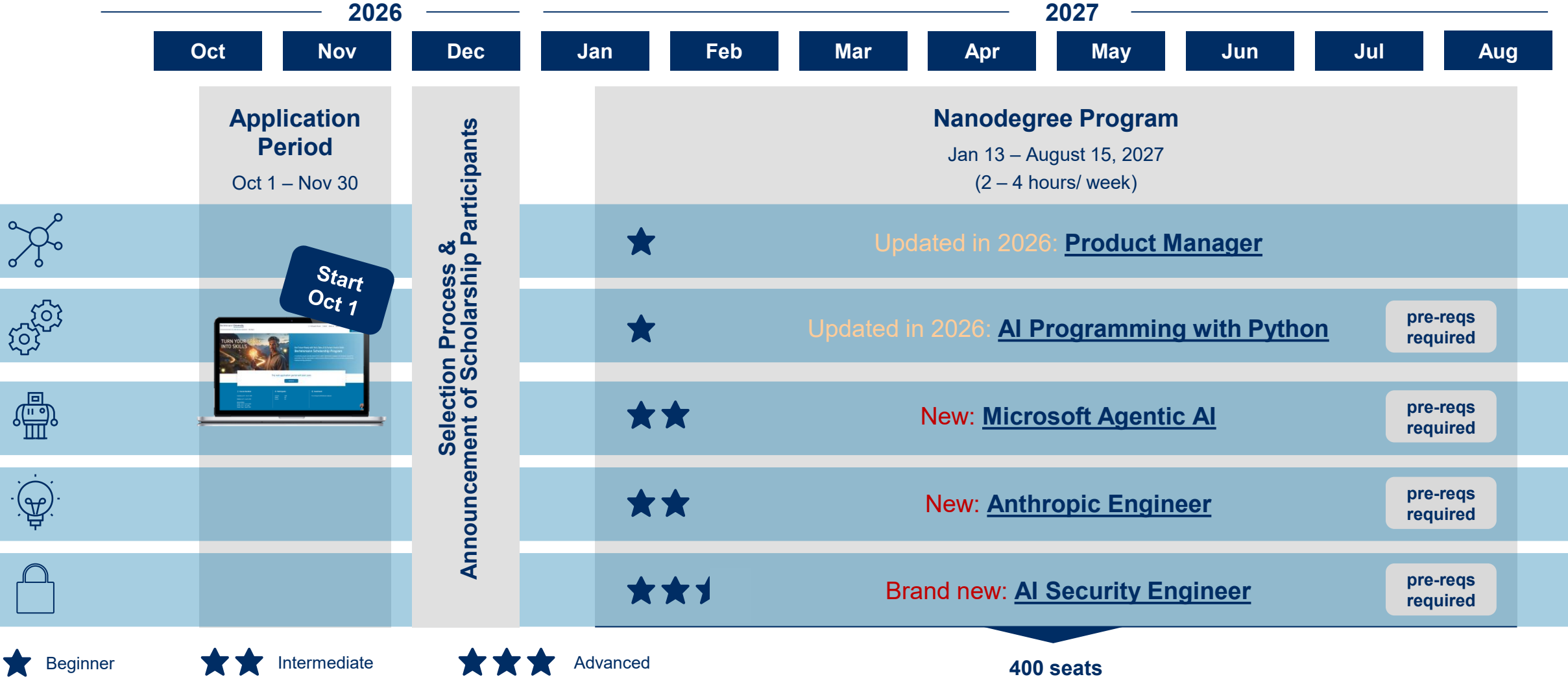
B = Basic proficiency level
A = Advanced proficiency level
E = Expert proficiency level

1) Skill order reflects the sequence of the AI value creation process.

Bertelsmann Scholarship

Udacity in more detail: New course content and stronger development / expert focus

Bertelsmann University



Bertelsmann Scholarship

Harvard Online in more detail: New course Agentic AI Foundations



Who should attend

Employees who want to gain a practical, non-technical understanding of Agentic AI and learn how AI agents can create value in business.



What you learn

Get a detailed overview at the Harvard Online program Syllabus: [Agentic AI Foundations](#)



Learning Experience & Engagement / Interactivity

- Highly interactive program in a Bertelsmann-only cohort
- Short video lectures from Harvard faculty and guest experts focusing on real-world cases
- Frequent opportunities to collaborate and exchange ideas with cohort peers
- Practical, non-technical exploration of Agentic AI and its business impact



Certificate

Learners will receive a Harvard Online Certificate



Dates & Duration (tbd)

Group 1: January 13 – February 10, 2027
Group 2: April 7 – May 5, 2027
Group 3: September 1 – 29, 2027
4 weeks at 2-3 hours / week

Bertelsmann Scholarship Application process

Bertelsmann University



When to apply

Application period: **Oct 1 – Nov 30, 2026**



How to apply

The application has to be made proactively via application forms.

<https://www.bertelsmann-university.com/scholarship-program.html>

(Application go-live on October 1, 2026):



Who should apply?

Bertelsmann employees who want to advance their future-ready skills



What's requested?

1. Choice of provider
2. Personal data (Employees should provide their Levio employee-ID)
3. Motivational questions

Bertelsmann Scholarship Selection process

Bertelsmann University



Selection Criteria

Divisional Distribution
Diversity (Gender, Countries)
Motivational Questions



Who will do the Selection

Bertelsmann University Team will apply the
selection criteria

Bertelsmann Scholarship

How HR should support the initiative

Bertelsmann University

Bertelsmann University

Info & Marketing Package

- FAQ
- Infographic
- Digital Flyer
- Printed Poster
- Stickers
- Monitor Slides (digital poster)
- Lock Screen Slides

Go-live & further Communication

- BeNet Articles
- BCP Articles & Postings
- CHRO Letter
- Community Postings (Teams, BCP)
- Social Media Campaign
- Info Session for Employees: Oct 8, 4 PM CEST, Link: [MS Teams](#)

Further Support

- Student Support and Motivation via email
- Communities
- Levio Reporting (training plan & history)
- HRlytics Reporting

Your Turn!

Use our Material and adapt them to your needs!

You can find the Info & Marketing Package on our Scholarship [Info Website](#).

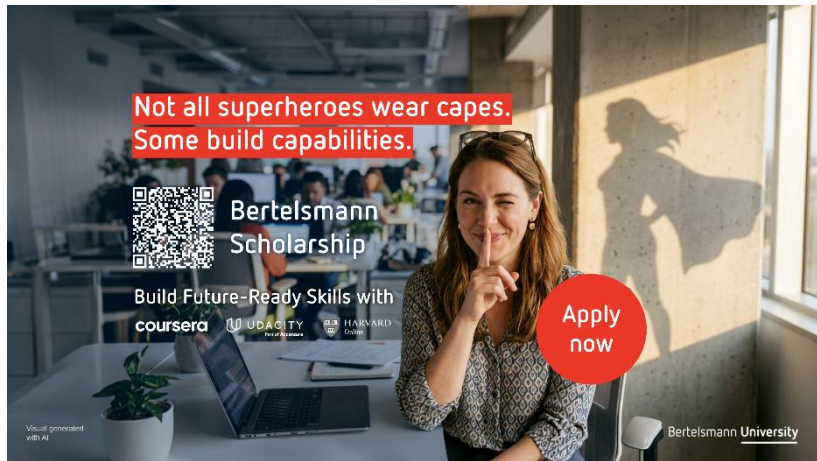
For printed posters & stickers, submit your information here:
<https://survey.lamapoll.de/2026-Scholarship-Poster>

Support & motivate learners during & after the Program

- Get to know your students in Levio
- Organize/support study groups & networking events
- Ensure managers' awareness to support employees and create space for learning
- Offer post graduation career support

Bertelsmann Scholarship

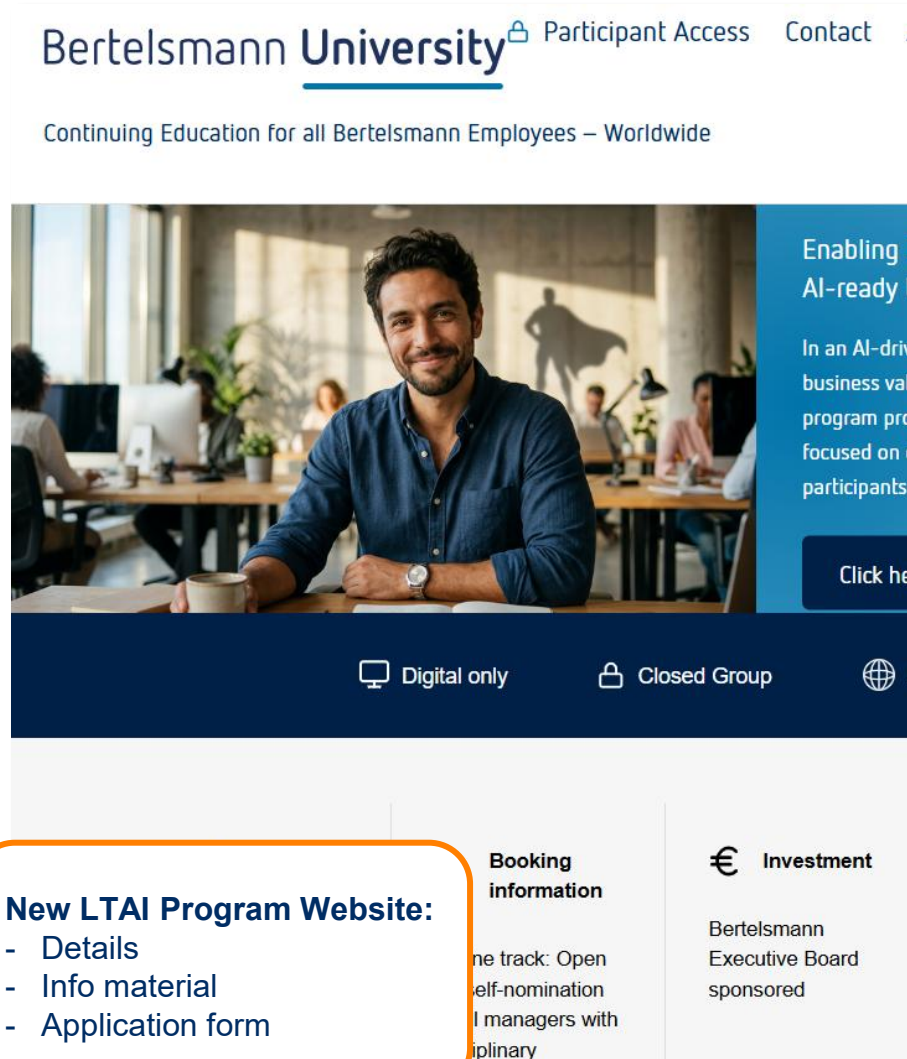
Preview of the campaign “Not all Superheroes wear capes. Some build capabilities.”



Leading Teams in Times of AI



Leading Teams in Times of AI – Program components and timeline



The screenshot shows the Bertelsmann University website. At the top, there's a navigation bar with 'Bertelsmann University', 'Participant Access', and 'Contact'. Below this, a tagline reads 'Continuing Education for all Bertelsmann Employees – Worldwide'. The main content area features a large image of a man in a blue shirt sitting at a desk in a modern office. To the right of the image, there's text about 'Enabling AI-ready' and 'In an AI-driven business value program'. Below the image, there are buttons for 'Digital only' and 'Closed Group'. At the bottom, there's a section for 'Booking information' and 'Investment'.

New LTAI Program Website:

- Details
- Info material
- Application form

Booking information

Online track: Open self-nomination for all managers with disciplinary

Investment

Bertelsmann Executive Board sponsored

Online learning track



Content is based on insights by personal AI tutor for skill-based learning

Topics include:

- AI Fluency
- Leadership & transformation in the AI era
- + **NEW:** full coursera access throughout the entire online learning phase

500 seats | 12 months

Nadia AI Leadership Coach



- 12 months access to award-winning AI-powered leadership coach Nadia by Valence
- 24/7 coach and personal tutor in your pocket
- Support leaders 1:1 in AI transformation and daily leadership challenges
- Built on an AI skills framework for leadership roles
- Backed by scientific coaching frameworks and built into the Microsoft workspace

1000 seats | 12 months

Next week: Invitation e-mail to leaders

By Nov 30: Leaders choose full LTAI experience or Nadia AI coach standalone

Jan: Info to successful participants

Jan - Dec: Online learning phase and progress tracking

May: Info wildcard opportunity for onsite

Sep 21 –23, 2027: LTAI Onsite (Berlin)

Questions?

