

## RFP 2025 - 002/ Omantel – AI Academy

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Omantel  
People Unit – Talent Development

**Proposal Submission Date: 11<sup>th</sup> of December 2024**

About Omantel

Omantel, as Oman's first and leading integrated telecommunications services provider, places a strong emphasis on talent management as part of its organizational strategy. The company's approach to talent management is centered on attracting and developing talent within a team-oriented environment. This is aligned with their mission to fulfill all communications needs of their customers and deliver profitable growth to shareholders.

A key aspect of Omantel's strategy is its focus on adapting to changing consumer behaviors and technological advancements in the telecommunications industry. The company recognizes the need for continuous evolution in its approach to managing and upskilling its talent pool. This is evident in their "Future Portal" strategy, which aims to transform Omantel from a traditional telecom company into one that is responsive to rapid technological changes. This strategy involves cultural changes, capacity-building, and investing in the development of their talent pool to stay relevant in the evolving ICT sector.

Project Overview

Omantel has previously designed and delivered various AI programs covering fundamental concepts, research applications, and basic techniques to provide employees with an introductory understanding of AI. The current initiative aims to build on this foundation by implementing a more structured program that delves deeper into advanced AI concepts and skills. This enhanced program is designed to equip Omantel staff with in-depth AI knowledge and expertise, supporting them in applying AI effectively across their roles.

The **AI Academy** project aims to design, develop, and implement a comprehensive training program that equips Omantel employees with the necessary knowledge and skills in Artificial Intelligence and this is fully aligned with the transformation of Telecom to TecCho. The program is structured into **Four main layers**:

Level	Description
Awareness Level	For employees requiring a foundational understanding of AI concepts and their impact on the industry.
Core Training	Targeted at employees who need intermediate skills in AI tools, data handling, and basic programming.
Specialized Training	Advanced modules for employees involved in AI-centric roles, focusing on deep technical skills and strategic implementation.
Leadership Layer	This layer focuses on strategic understanding, decision-making, and managing AI-driven transformations within the organization.

A pivotal component of the project is the initial **technical assessment** designed to evaluate the current AI knowledge across the organization. This assessment will enable the customization of learning paths, ensuring that each employee engages with content that is most relevant to their role and existing skill level. The adaptive nature of the program allows proficient employees to bypass certain modules, optimizing the learning experience.

By investing in this project, Omantel seeks to foster a data-driven culture, enhance innovation, and maintain its position as a market leader by leveraging AI technologies effectively.

## Objectives

The objectives of the AI Academy are to:

- **Assess Current Knowledge:** Implement a technical assessment to gauge employees' existing AI competencies.
- **Customized Learning Paths:** Map employees to appropriate learning tracks based on assessment results and job profiles.
- **Elevate AI Competencies:** Provide tiered training modules to build foundational to advanced AI skills.
- **Optimize Learning Efficiency:** Allow employees to skip modules where they demonstrate proficiency.
- **Support Organizational Goals:** Align the AI skill development with Omantel's strategic objectives and digital transformation initiatives.

## Scope of Work (SOW)

### • Technical Assessment Design

- **Assessment Purpose:** Measure foundational to advanced AI knowledge among employees.
- **Structure:** Adaptive questioning covering AI fundamentals, applications, ethics, and specialized competencies.
- **Outcome Mapping:** Generate personalized learning paths directing employees to Awareness, Core, or Specialized levels.
- **Customization:** The assessment to be designed separately for each level based on the required knowledge.

### • Curriculum Development

Develop a comprehensive curriculum with the following modules, and the bidder has the option of proposing other modules to fit the required level:

#### 1. Awareness Level Modules

- **AI Fundamentals:** Introduction to AI history, key concepts, and significance.
- **Ethics in AI:** Understanding ethical considerations and data privacy.
- **AI in Telecommunications:** Exploring AI applications specific to the telecom industry.
- **AI for Non-Technical Roles:** Simplified insights into AI's business impact.

#### 2. Core Training Modules

- **Data Handling and Management:** Essentials of data collection and preprocessing.
- **AI Tools and Technologies:** Overview of AI tools, including basic programming with Python.
- **Introduction to Machine Learning:** Fundamental ML concepts and algorithm types.
- **AI in Business Operations:** Integrating AI into operational workflows.

#### 3. Specialized Training Modules

- **Advanced Machine Learning and Deep Learning:** In-depth exploration of complex algorithms.
- **Machine Learning Modeling (MLL):** This module would cover the end-to-end process of building, training, and deploying machine learning models.
- **Natural Language Processing (NLP):** Techniques for processing and analyzing human language.

- **Data Science and Analytics for AI:** Advanced data analysis and visualization methods.
- **AI Strategy and Leadership:** Crafting and managing AI strategies within the organization.
- **AI Product Development:** Steps for developing and deploying AI products.

#### 4. Leadership Layer

- **AI Strategy and Vision:**  
Covers the broader impact of AI on business strategy, including aligning AI initiatives with organizational goals, identifying AI opportunities, and setting a strategic vision.
- **AI and Change Management:**  
Equips leaders with the skills to guide their teams through AI-related changes, including addressing resistance, fostering adaptability, and effectively communicating AI benefits.
- **Data-Driven Decision-Making:**  
Focuses on using AI insights and data analytics to make informed, objective business decisions.
- **Ethics and Governance in AI:**  
Educates leaders on the ethical, legal, and social implications of AI, including bias, transparency, privacy, and accountability.
- **Talent and Team Development for AI Competency:**  
Provides strategies for building and retaining an AI-skilled workforce, including identifying talent, fostering ongoing development, and creating a collaborative, innovative environment.

#### • Customized Learning Paths

- **Modular Structure:** Enable employees to skip modules based on proficiency.
- **Progressive Learning:** Content designed to build upon previous knowledge aligned with roles.

#### • Interactive Learning:

- Incorporate quizzes, exercises, and real-time progress tracking.

#### • Facilitation and Support

- **Instructor-Led Training:** Live sessions for complex topics in Core and Specialized modules.
- **On-Demand Assistance:** Support channels for learner inquiries and assistance.

#### • Evaluation and Feedback

- **Post-Training Assessment:** Evaluate knowledge retention and application after each module.
- **Feedback Mechanism:** Collect and analyze participant feedback for continuous improvement.

#### • On-Job Application for Core and Specialized Layers

The AI Academy will emphasize practical, **on-the-job application**, with 70% of learning outcomes expected to be applied in real-world work environments. Bidders are required to propose a strategy to facilitate this on-the-job application. This strategy should include:

##### 1- Practical Projects:

- Design job-related projects for both Core and Specialized participants that allow them to apply AI knowledge to real challenges within their departments.
- Propose structured project assignments that directly relate to daily tasks, such as optimizing processes, analyzing data, or testing AI-driven solutions relevant to Omantel's operations.

##### 2- Mentorship and Coaching:

- Recommend a mentorship or coaching program where participants receive guidance from AI experts or internal mentors during the application of their learning.

- Outline potential roles for mentors in supporting employees' skill application, providing feedback, and troubleshooting issues encountered on the job.

### **3- Performance and Impact Tracking:**

- Suggest methods to track and measure the effectiveness of on-job applications, including how successfully employees implement AI tools, data analysis, and problem-solving techniques learned in training.
- Define performance indicators that assess employees' ability to apply learned skills effectively, as well as the impact on their team or department's productivity and innovation.

### **4- Feedback Loops and Continuous Improvement:**

- Propose a system for gathering feedback from participants on the applicability of their training in real-world tasks and adjusting the curriculum based on these insights.
- Encourage ongoing improvement of on-the-job projects based on feedback to ensure continued relevance to evolving job demands.

## **Impact Analysis**

The objective of impact analysis for the AI Academy is to assess the effectiveness of the training program in achieving practical, job-relevant outcomes and driving measurable organizational benefits. Using Kirkpatrick's Levels 3 and 4, we would like to measure how participants apply their learning in real work settings (**Level 3**) and evaluate the resulting organizational outcomes (**Level 4**).

### **Kirkpatrick's Level 3: Behavior (Application on the Job)**

- **Purpose:** Assess the extent to which participants have successfully applied their learning in their roles and changed their behavior in ways that align with the Academy's objectives.

#### **Methodology:**

##### **1. Observation and Self-Reporting:**

- Use self-assessment surveys and 360-degree or 90-degree feedback (from peers, managers, and team members) to gather insights on how well participants are applying new AI skills on the job.
- Conduct regular follow-up interviews with participants and supervisors to evaluate changes in behavior and the practical application of skills.

##### **2. Workplace Application Projects:**

- Track the completion and quality of job-related projects assigned during the Core and Specialized layers. Assessments can be based on deliverables, problem-solving approaches, and innovative applications.
- Create case studies for successful project implementations, highlighting how AI skills were applied to real-world Omantel scenarios, such as process optimization or AI-driven data analysis.

##### **3. Mentorship Checkpoints:**

- Incorporate mentor feedback to evaluate participants' progress in applying skills. Mentors can provide insights on observed improvements, challenges faced, and the support needed to reinforce learning.

## Kirkpatrick's Level 4: Results (Organizational Impact)

- **Purpose:** Measure the broader organizational benefits and long-term impacts of the AI Academy on Omantel's strategic objectives.

### Methodology:

#### 1. Key Business Outcomes:

- Define metrics aligned with Omantel's goals, such as productivity improvements, increased innovation in AI-driven solutions, cost savings, and enhanced customer satisfaction.
- Evaluate if and how these outcomes have improved as a direct result of employees applying AI knowledge from the training.

#### 2. Departmental and Organizational Performance:

- Track departmental KPIs related to operational efficiency, revenue growth, customer retention, or other strategic metrics relevant to AI deployment.
- Compare pre- and post-training performance metrics, noting any statistically significant improvements.

#### 3. Innovation and Problem-Solving:

- Assess how the AI Academy has fostered innovation, such as new AI initiatives, automated processes, or enhanced service offerings.
- Track contributions from trained employees to AI projects, noting instances where AI knowledge directly contributed to organizational improvements or problem-solving.

#### 4. ROI Analysis:

- Conduct a Return on Investment (ROI) analysis to quantify the monetary value of benefits gained from the training relative to program costs.
- Factor in productivity gains, efficiency improvements, and potential revenue increases attributable to AI-enabled projects led by trained employees.

#### 5. Stakeholder Satisfaction and Feedback:

- Gather feedback from stakeholders, including department heads and project leaders, on the perceived impact of the training on team performance, innovation, and alignment with Omantel's goals.
- Assess any observed cultural shift towards a more data-driven, innovative mindset within the organization.

## Requirements

Bidder should meet the following qualifications:

- **Expertise in AI Training:** Proven experience in developing AI training programs.
- **Instructional Design Proficiency:** Skilled in creating engaging digital and blended learning experiences.
- **Adaptive Assessment Tools:** Capability to provide or integrate an adaptive assessment system.
- **Industry Knowledge:** Understanding of AI applications in telecommunications.

## Proposal Submission Requirements

Proposals should include:

- **Project Plan:** Detailed methodology, timelines, and deliverables for each SOW component.
- **Cost Breakdown:** Comprehensive pricing for all services and materials.
- **Team Profiles:** Qualifications and experience of key personnel.
- **Relevant Experience:** Case studies and references from similar projects.

## Selection Criteria

Evaluation of proposals will be based on:

- **Technical Proposal:**
  - Scope of Work
  - Approach & Methodology
  - Expertise profiles
  - Assessment tools
  - Impact assessment approach
- **Commercial Proposal**
  - The proposal should include a total breakdown of the cost, and it should be inclusive of all travelling, accommodation and logistics expenses.