Google Cloud

Generative AI Leader

In this course, you will take a journey from a broad overview of gen AI to understanding how to leverage gen AI and Google Cloud for organizational transformation.

DURATION
Two days

LEVEL
Introductory

FORMAT
Instructor led

What you'll learn

- Describe how generative AI transforms organizations across business functions and industries.
- Define core gen AI concepts (artificial intelligence, gen AI, machine learning, etc.).
- Identify the core layers of the gen AI landscape (applications, agents, platforms, models, and infrastructure).
- Explain how you can combine the components of generative AI agents to build powerful solutions.
- Identify Google Cloud products and solutions that support the implementation and scaling of generative AI initiatives.

Overview	5 modules · 20 classroom activities
Who this course is for	Customers, Partners
Products	• Gemini • Gemini Advanced • Gemini in Google Workspace • Gemini in Google Cloud • Google Agentspace • NotebookLM • AI Applications • Google AI Studio • Vertex AI • Vertex AI Studio
Prerequisite	None
Not covered	This course is intended for business professionals of all levels and job roles who want to contribute to their company's gen AI transformation. For developers and hands-on practitioners, more in-depth technical training for Google Cloud AI/ML products is available in our specialized courses.

Module 01   Gen AI: Beyond the chatbot

Topics	• Introduction to gen AI for businesses • Introduction to gen AI foundations • Gen AI strategy
Objectives	• Discover how generative AI transforms organizations across business functions and industries. • Explore how generative AI uses foundation models and prompt engineering to create value. • Identify Google Cloud's unique strengths in the field of generative AI. • Explain the Google-Cloud-recommended steps to successfully implement a transformational gen AI solution.

Activities	• Discussion: What is your why?
	• Discussion: Feeling inspired
	• Try it: Hands-on with the Gemini app
	• Discussion: Benefits of Google Cloud when building AI solutions
	• Try it: Prioritization exercise
	• Activity: Augmentation or automation?

Module 02   Gen AI: Unlock foundational concepts

Topics	• Core gen AI concepts
	• Foundation models
	• Responsible AI
Objectives	• Define core generative AI concepts.
	• Explain how data types are used in generative AI for business solutions, innovation, and competitive edge.
	• Explain the role of foundation models in generative AI.
	• Describe the Google-Cloud-recommended strategies for handling LLM limitations.
	• Describe the challenges and key factors involved in responsibly and securely developing and deploying AI.
Activities	• Activity: Supervised, unsupervised, or reinforcement learning?
	• Discussion: Model matchmaker
	• Discussion: Organizational roadblocks to responsible AI

Module 03   Gen AI: Navigate the landscape

Topics	• The gen AI landscape
	• Gen AI agents and applications
	• Gen AI platform, model, and infrastructure
	• Gen AI project resources and management
Objectives	• Describe the layers of the gen AI landscape.
	• Determine strategic entry points within the gen AI landscape to address specific business needs and drive innovation.
	• Describe the components of the Google Cloud gen AI portfolio.
	• Explain how Google Cloud's AI-optimized resources support gen AI development.
	• Describe the business factors to consider when deciding what to use for specific applications.

Activities	• Discussion: Conversational and workflow agents
	• Activity: The writing assistant
	• Activity: Edge or cloud?
	• Activity: Best solution

Module 04   Gen AI apps: Transform your work

Topics	• Prompting techniques
	• Gen AI for productivity
	• Gemini for Google Cloud

Objectives	• Explain prompt engineering techniques and how they drive better results.
	• Develop automated workflows by using generative AI prompt templates and tools.
	• Describe the core functionality and business value of using Gemini for Google Workspace.
	• Describe the core functionality and business value of using Gemini for Google Cloud.

Activities	• Discussion: Customer service
	• Try it: Step into the role
	• Activity: Pick-a-product
	• Discussion: Gemini for Google Cloud in your organization

Module 05   Gen AI agents: Transform your organization

Topics	• Today's agents
	• Building agents
	• Enhancing the customer experience with agents

Objectives	• Define the components of generative AI agents and how they work together.
	• Explain how you can combine the components of generative AI agents to build powerful solutions.
	• Describe how you can use Google Cloud's gen AI products to create generative AI agents and solutions.
	• Explain how to effectively lead and manage organizational transformation with gen AI.

Activities	• Activity: The better prompt technique
	• Activity: Agent tooling example – Meeting location planner APIs
	• Activity: Pick-a-product