

Empower Decision Makers with Generative AI

This course is designed for business users, business leaders, and decision makers who want to understand the transformative potential of generative AI and its impact on their organizations. You'll gain a comprehensive understanding of this technology, learn how it can be leveraged to drive innovation and efficiency, and explore the range of generative AI services available on Google Cloud. By the end of this course, you'll be equipped to make informed decisions about implementing AI solutions.

**DURATION**

1 day

**LEVEL**

100 - Introductory

**FORMAT**

Instructor-led

**SCALABLE**

1-16, scaled to 1000

What you'll learn

- Define generative AI and distinguish between generative AI and other types of AI.
- Define the potential personas affected by generative AI and how they can leverage this new technology.
- Gain insights into real-world generative AI use cases across industries, such as Retail, Automotive, Software Development, and Financial Services.
- Identify and prioritize possible applications in your organization.
- Understand the pillars of Responsible AI and how it relates to generative AI.
- Explain the importance and value of prompt design.
- Design effective prompts following general best practices.
- Discuss the potential impact and value of artificial intelligence on organizations.
- Explain the relationship between data privacy, security, and generative AI.

Overview	7 modules · 3 labs · 1 classroom activity
Who this course is for	• Business users, business leaders, and decision makers
Products	• Gemini Enterprise Agent Platform Model Garden • Agent Studio on Gemini Enterprise Agent Platform

Module 01 [Understanding Generative AI](#)

Topics	• Generative AI vs. AI/ML • Gen AI Use Cases • Business Applications of Gen AI
Objectives	• Define generative AI as a subset of AI. • Discuss AI's potential impact on organizations. • Provide examples of generative AI applications.
Activities	• Demo: Instructor Gemini Enterprise demo • Quiz

Module 02 [Generative AI in your Organization](#)

Topics	• Personas and products • Business audience: Workspace • Consumer AI products vs. Enterprise AI • General Audience: Agent Studio • AI Practitioners: Model Garden • Power Users: Agent Platform
Objectives	• Define the different personas in your organization for generative AI. • Explore different services for the different personas in your organization.

Module 03

Industry Use Cases

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| Topics | <ul style="list-style-type: none">• Common business challenges• Use cases across different industries |
| Objectives | <ul style="list-style-type: none">• Understand common business challenges across different industries.• Explore use cases for generative AI across different industries. |

Module 04

Generative AI Case Study

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| Topics | <ul style="list-style-type: none">• Use case identification• Scoping considerations• Use case prioritization and evaluation |
| Objectives | <ul style="list-style-type: none">• Identify Gen AI use cases for your organization.• Evaluate and prioritize generative AI use cases. |
| Activities | <ul style="list-style-type: none">• Activity: Brainstorm Gen AI use cases for your organization |

Module 05

Responsible AI

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| Topics | <ul style="list-style-type: none">• Data Privacy at Google• AI and responsibility• Google's AI principles• Responsible AI best practices |
| Objectives | <ul style="list-style-type: none">• Learn how Google approaches Responsible AI.• Define the pillars of Responsible AI at Google.• Understand the relationship between data privacy and generative AI. |
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Module 06

Prompt Design

Topics	• What is prompt design and why is it important? • Prompt content types • Prompt design strategies • Iterating prompts for improvement
Objectives	• Understand the importance of prompt design for generative AI. • Write effective prompts for interacting with LLMs.

Module 07

Improving Prompts

Topics	• Prompt design vs. prompt engineering • Zero-shot and few-shot prompting • Chain of thought prompting • Overview of additional techniques
Objectives	• Use prompt design strategies to improve output from LLMs.
Activities	• Optional Lab: Writing Prompts for Gemini Pro Vision