

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**

2 days

**LEVEL**

100 - Introductory

**FORMAT**

Instructor-led

**SCALABLE**

1-16, scaled to 1000

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.
- Implement the Google-Cloud-recommended steps to successfully deploy a transformational generative AI solution.
- Analyze how different data types drive business solutions and innovation in generative AI.
- Explain the role of foundation models and strategies for managing large language model (LLM) limitations.
- Describe the key security, responsibility, and architectural factors when choosing Google Cloud's generative AI resources.
- Apply prompt engineering techniques and templates to build automated workflows.
- Describe the core functionality and business value of Gemini for Google Workspace and Google Cloud.
- Lead and manage organizational transformation initiatives driven by generative AI.

Overview	5 modules · 20 classroom activities
Who this course is for	• Customers, Partners
Products	• Gemini Enterprise • Agent Studio on Gemini Enterprise Agent Platform • Gemini App
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