# [Sf=ir] Institute

Google Cloud | GCP100GENAIDEMAKER

# Introduction to Generative AI for Decision Makers

Decision-makers: understand the potential of Google Cloud Generative Al for your business

0.5 jour / 3h

# What you'll learn

- Define generative AI and distinguish between generative AI and other types of AI.
- Explain the impact and potential application of generative AI
- Understand the pillars of Responsible AI and how it relates to generative AI.
- Define the potential personas affected by generative AI and how they can leverage this new technology
- Survey applications of generative AI across different horizontals through a case study.

# Target audience

Customers

# **Prerequisites**

There are no prerequisites for this course. The workshop aims to provide both introductory and advanced insights into Gen AI, making it suitable for individuals with varying levels of AI expertise.

### Course Outline

#### Module 01: Understanding Generative Al

#### **Topics**

- Gen Al versus Al/ML
- Gen Al Applications
- Business Impact of Gen Al

#### Objectives

- Define generative AI as a subset of AI.
- Discuss the potential impact of AI on organizations.
- Provide examples of generative AI applications.

#### Module 02: Generative AI in your Organization

#### **Topics**

- Personas and products
- Business audience: Google Workspace
- Consumer AI products versus enterprise AI
- Al practitioners: Vertex Al Model Garden
- Developers: Vertex Al Studio and Vertex Al Agent Builder

#### Objectives

- Define the different personas in your organization for generative Al.
- Explore different services for the different personas in your organization.

#### Module 03: Responsible Al

- Al and responsibility
- Google's Al principles
- Responsible AI practices
- Data privacy at Google
- Customers' responsibilities

#### Objectives

- How Google approaches Responsible AI
- The pillars of Responsible AI at Google

- Data privacy and generative AI
- Customer's responsibilities using Gen Al

#### **Module 04: Generative AI Case Study**

#### **Topics**

- Use case identification and scoping considerations
- Use case prioritization evaluation
- Generative AI project steps
- Case study discussion

#### Objectives

- Identify possible generative AI use cases
- Evaluate and discuss generative AI use cases