

# Empower Decision Makers with Generative AI

The best training on Generative AI for Decision Makers

1 jour / 7h

## Learning outcomes

- 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.

## Who this course is for

Customers, business users, business leaders, and decision makers

## Prerequisites

None

## Course Outline

## **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.

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

### **Topics**

- Personas and products • Business audience: Workspace
- Consumer AI products vs. Enterprise AI
- General Audience: Vertex AI Studio
- AI Practitioners: Model Garden
- Power Users: Vertex AI Agent Builder

### **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**

### **Topics**

- Common business challenges
- Use cases across different industries

### **Objectives**

- Understand common business challenges across different industries.
- Explore use cases for generative AI across different industries.

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

### **Topics**

- Use case identification
- Scoping considerations

- Use case prioritization and evaluation

## **Objectives**

- Identify Gen AI use cases for your organization.
- Evaluate and prioritize generative AI use cases.

## **Activities**

- Activity: Brainstorm Gen AI use cases for your organization

## **Module 05: Responsible AI**

### **Topics**

- Data Privacy at Google
- AI and responsibility
- Google's AI principles
- Responsible AI best practices

### **Objectives**

- Learn how Google approaches Responsible AI.
- Define the pillars of Responsible AI at Google.
- Understand the relationship between data privacy and generative AI.

## **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.

### **Activities**

- Lab: Introduction to Prompt Design

## **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**

- Lab: Improving Your Prompts
- Optional Lab: Writing Prompts for Gemini Pro Vision