

Generative AI Leader

Gemini course to learn how to leverage Gemini's generative AI to boost your productivity and efficiency in Google Workspace.

2 jours / 14h

Course overview

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.

Learning outcomes

- 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.

Target audience

This is for any business professional who influences how their organization expands their business, uses technology, or optimizes processes. This includes line-of-business leaders,

decision makers, and strategy influencers in any area of an organization. This training is also applicable in non-technical areas such as Marketing, Sales, Finance, HR, and R&D.

Anyone interested in Generative AI on Google Cloud and preparing for the [Google Cloud Generative AI Leader certification](#).

Prerequisites

None

Course Outline

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 generative AI
- Explain the recommended steps to implement transformational gen AI solutions

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 gen AI for business and innovation
- Explain the role of foundation models in gen AI
- Describe strategies for handling LLM limitations
- Describe challenges in responsibly and securely developing 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 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