

# GOOGLE GENERATIVE AI LEADER

Course Code: 899027

Understand how generative AI transforms organizations across business functions and industries!

In this 2 days-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.

Five modules to master the fundamentals :

- Gen AI: Beyond the chatbot
- Gen AI: Unlock foundational concepts
- Gen AI: Navigate the landscape
- Gen AI apps: Transform your work
- Gen AI agents: Transform your organization

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## What You'll Learn

Upon successful completion of this training, participants should be able to:

- 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.

## Who Needs to Attend

This course is intended for business professionals of all levels and job roles who want to contribute to their company's gen AI transformation.

## Prerequisites

There is no prerequisite for this course except a basic general understanding of AI concepts.

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VIRTUAL CLASSROOM LIVE

\$1,800 USD

2 Day

## Virtual Classroom Live Outline

### **Gen AI: Beyond the chatbot**

- 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.
- 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?

### **Gen AI: Unlock foundational concepts**

- 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.
- Activity: Supervised, unsupervised, or reinforcement learning?
- Discussion: Model matchmaker
- Discussion: Organizational roadblocks to responsible AI

### **Gen AI: Navigate the landscape**

- 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.
- Discussion: Conversational and workflow agents
- Activity: The writing assistant
- Activity: Edge or cloud?
- Activity: Best solution

### **Gen AI apps: Transform your work**

- 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.
- Discussion: Customer service
- Try it: Step into the role
- Activity: Pick-a-product
- Discussion: Gemini for Google Cloud in your organization

### **Gen AI agents: Transform your organization**

- 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.
- Activity: The better prompt technique
- Activity: Agent tooling example - Meeting location planner APIs
- Activity: Pick-a-product

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