# Google Empower Decision Makers with Generative AI

## Duration: 1 Day  Course Code: GO8322  Delivery Method: Virtual Learning

### Overview:

**This course is designed for business users, business leaders, and decision makers who want to understand the transformative potential of generative AI and its impact on their organizations.**

You'll gain a comprehensive understanding of this technology, learn how it can be leveraged to drive innovation and efficiency, and explore the range of generative AI services available on Google Cloud. By the end of this course, you'll be equipped to make informed decisions about implementing AI solutions.

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Virtual Learning

This interactive training can be taken from any location, your office or home and is delivered by a trainer. This training does not have any delegates in the class with the instructor, since all delegates are virtually connected.  Virtual delegates do not travel to this course, Global Knowledge will send you all the information needed before the start of the course and you can test the logins.

### Target Audience:

- Business users, Business leaders, Decision makers, Customers

### Objectives:

- **After this course participants should be able to:**
- Define generative AI as a subset of AI.
- Discuss AI's potential impact on organizations.
- Provide examples of generative AI applications.
- Define the different personas in your organization for generative AI.
- Explore different services for the different personas in your organization.
- Understand common business challenges across different industries.
- Explore use cases for generative AI across different industries.
- Identify Gen AI use cases for your organization.
- Evaluate and prioritize generative AI use cases.
- Learn how Google approaches Responsible AI.
- Define the pillars of Responsible AI at Google.
- Understand the relationship between data privacy and generative AI.
- Understand the importance of prompt design for generative AI.
- Write effective prompts for interacting with LLMs.
- Use prompt design strategies to improve output from LLMs.

### Prerequisites:

Basic knowledge of Customer Relationship Management (CRM) concepts and business processes is recommended to effectively understand customer engagement, sales workflows, and data-driven decision making.

### Testing and Certification

None

## Follow-on-Courses:

- GO8330 - Architecting with Google Kubernetes Engine
- GO9095 - Introduction to AI and Machine Learning on Google Cloud

## Content:

1- Understanding Generative AI

- Generative AI vs. AI/ML
- Gen AI Use Cases
- Business Applications of Gen AI

2- Generative AI in your Organization

- 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

3- Industry Use Cases

- Common business challenges
- Use cases across different industries

4- Generative AI Case Study

- Use case identification
- Scoping considerations
- Use case prioritization and evaluation
- Activity: Brainstorm Gen AI use cases for your organization

5- Responsible AI

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

6- Prompt Design

- What is prompt design and why is it important?
- Prompt content types
- Prompt design strategies
- Iterating prompts for improvement
- Lab: Introduction to Prompt Design

7- Improving Prompts

- Prompt design vs. prompt engineering
- Zero-shot and few-shot prompting
- Chain of thought prompting
- Overview of additional techniques
- Lab: Improving Your Prompts
- Optional Lab: Writing Prompts for Gemini Pro Vision

## Further Information:

For More information, or to book your course, please call us on +1 (800) 268 7737

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