Cloud Hero: Getting Started with Gemini Enterprise Training

Duration: **1 Day**

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Cloud Hero: Getting Started with Gemini Enterprise is designed for business users, business leaders, and decision makers who want to develop a practical understanding of generative AI and the potential impact it can have on organisations.

Throughout the course, participants explore the core characteristics of generative AI, how it differs from traditional AI and machine learning approaches, and the opportunities it can create for businesses. Real-world examples from different industries demonstrate how generative AI can be applied to common organisational challenges and business scenarios.

The programme also examines how different user personas can take advantage of Google Cloud's generative AI services. Solutions including Workspace, Vertex AI Studio, Model Garden, and Vertex AI Agent Builder are considered in relation to different user requirements and levels of AI expertise.

Responsible AI and data privacy are addressed alongside prompt design. Participants learn why well-designed prompts are important and explore approaches including zero-shot, few-shot, and chain-of-thought prompting through practical activities.

By the end of the course, learners will be better prepared to identify generative AI opportunities within their own organisations, prioritise potential use cases, and make informed decisions about adopting AI solutions.

Prerequisites

There are no specific technical or professional prerequisites for this course.

Who Should Attend

This course is designed for:

- Business users,
- Business leaders and managers,
- Decision makers who want to understand generative AI and its potential impact on organisations and business processes.

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What You Will Learn

By the end of the course, participants will be able to:

- Define generative AI and distinguish it from other forms of artificial intelligence,
- Identify different personas that may be affected by generative AI and explain how they can benefit from the technology,
- Examine real-world generative AI use cases across different industries,
- Identify and prioritise potential generative AI applications within their organisation,
- Explain the key pillars of Responsible AI and their relationship with generative AI,
- Understand the importance and business value of effective prompt design,
- Create effective prompts by applying general prompt design best practices.

Training Outline

Understanding Generative AI

- Compare generative AI with traditional AI and machine learning
- Explore common generative AI use cases
- Examine business applications of generative AI
- Understand generative AI as a subset of artificial intelligence
- Consider the potential organisational impact of AI
- Review examples of generative AI applications

Generative AI in Your Organisation

This section explores how different user personas can work with generative AI products and services.

- Personas and relevant products
- Workspace for business audiences
- Consumer AI products compared with enterprise AI
- Vertex AI Studio for general audiences
- Model Garden for AI practitioners
- Vertex AI Agent Builder for power users
- Define different generative AI personas
- Explore services suited to different user groups

Industry Use Cases

- Examine common business challenges
- Explore generative AI use cases across different industries

Generative AI Case Study

- Identify potential use cases
- Consider requirements when defining scope
- Evaluate and prioritise use cases
- **Activity:** Brainstorm generative AI opportunities for your organisation

Responsible AI

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- Data privacy at Google
- AI and responsibility
- Google's AI principles
- Responsible AI best practices
- Understand the relationship between data privacy and generative AI

Prompt Design

- What is prompt design and why does it matter?
- Explore different prompt content types
- Apply prompt design strategies
- Iterate and refine prompts to improve results
- **Lab:** Introduction to prompt design

Improving Prompts

- Understand the difference between prompt design and prompt engineering
- Zero-shot prompting
- Few-shot prompting
- Chain-of-thought prompting
- Overview of additional prompting techniques
- **Lab:** Improve your prompts
- **Optional Lab:** Write prompts for Gemini Pro Vision