# Scaled - Empower Decision Makers with Generative AI Training

Duration: **1 Day**

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## Overview

**Scaled – Empower Decision Makers with Generative AI Training** is designed to help business users, leaders, and decision makers understand generative AI technologies and explore how they can create value across organisational processes.

Through this training, participants will:

- Understand the fundamentals of **generative AI** and how it differs from traditional artificial intelligence and machine learning.
- Explore **real-world generative AI use cases** across industries to identify relevant business opportunities.
- Discover **Google Cloud's generative AI services** and evaluate solutions for different user personas.
- Develop an understanding of **Responsible AI principles and data privacy**.
- Learn to create more effective AI interactions through **Prompt Design and Prompt Engineering** techniques.
- Make more informed decisions about **prioritising, evaluating, and implementing generative AI initiatives**.

**Scaled – Empower Decision Makers with Generative AI Training** provides business users, business leaders, and decision makers with a comprehensive understanding of **generative artificial intelligence and its impact on organisations**.

The course helps participants explore how generative AI can influence business operations and supports them in making informed decisions about adopting AI technologies.

Learners will examine the **transformative potential of generative AI**, explore practical applications across different industries, and consider opportunities to improve **innovation and operational efficiency**.

The programme introduces **Google Cloud generative AI services**, products designed for different user personas, industry-specific use cases, Responsible AI principles, and prompt design approaches.

Participants will also explore how to **identify, scope, prioritise, and evaluate generative AI use cases** within their own organisations.

Through **practical labs and use-case development activities**, learners will have opportunities to apply the concepts to business-oriented scenarios.

By the end of the training, participants will be better equipped to make**informed and strategic decisions about implementing generative AI solutions** within their organisations.

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## Prerequisites

**There are no specific prerequisites for this course.**

## Who Should Attend

This course is designed for professionals who want to understand the organisational impact of generative AI and identify opportunities for its application in business processes.

It is particularly suitable for:

- **Business Users:** Professionals interested in exploring how generative AI tools can support everyday business activities.
- **Business Leaders and Managers:** Individuals seeking to understand how AI can influence organisational efficiency, innovation, and business objectives.
- **Decision Makers:** Professionals responsible for evaluating opportunities and making decisions about the adoption of generative AI solutions.

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## What You Will Learn

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

- Define **generative AI** and explain how it differs from other types of artificial intelligence.
- Assess the **potential organisational impact and business opportunities** associated with generative AI.
- Identify different **user personas** affected by generative AI and explain how they can benefit from the technology.
- Understand how services such as **Google Workspace, Vertex AI Studio, Model Garden, and Vertex AI Agent Builder** support different user requirements.
- Explore **real-world generative AI use cases** across industries and evaluate opportunities for organisational adoption.
- **Identify, prioritise, and assess potential generative AI applications** within their organisation.
- Explain the foundations of **Responsible AI** and how these principles relate to generative AI technologies.
- Understand the importance of **data privacy** when using generative AI solutions.
- Explain the purpose and value of **Prompt Design** in improving AI interactions.
- Create **effective prompts** using established general best practices.
- Recognise and apply prompting approaches such as **Zero-Shot, Few-Shot, and Chain-of-Thought Prompting**.
- Make more **informed decisions about adopting generative AI solutions** within their organisation.

## Outline

### 1. Understanding Generative AI

This module introduces the **fundamental concepts of generative AI**, its relationship with other AI technologies, and its potential business applications.

**Key Topics:**

- Differences between **generative AI and artificial intelligence/machine learning (AI/ML)**
- Exploring generative AI use cases
- Examining **business applications of generative AI**

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- Defining generative AI as a **subset of artificial intelligence**
- Assessing AI's **potential impact on organisations**
- Reviewing examples of **generative AI applications**

## 2. Generative AI in Your Organization

Explore how different user personas can benefit from generative AI and how **Google Cloud services** address their requirements.

**Key Topics:**

- Understanding **user personas and relevant products**
- Exploring **Google Workspace** for business audiences
- Comparing **consumer AI products and enterprise AI solutions**
- Introducing **Vertex AI Studio** for general audiences
- Exploring **Model Garden** for AI practitioners
- Examining **Vertex AI Agent Builder** for power users
- Defining different **personas for generative AI**
- Exploring services that support different user requirements

## 3. Industry Use Cases

Examine how generative AI can be applied to common business challenges across different industries.

**Key Topics:**

- Identifying **common business challenges**
- Exploring **generative AI use cases across industries**

## 4. Generative AI Case Study

Learn how to evaluate potential generative AI initiatives and identify relevant applications within an organisation.

**Key Topics:**

- Identifying potential **generative AI use cases**
- Understanding key **scoping considerations**
- **Prioritising and evaluating** use cases
- **Activity:** Brainstorming generative AI use cases for your organisation

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## 5. Responsible AI

Explore the principles and practices that support the responsible use of generative AI technologies, including the importance of data privacy.

**Key Topics:**

- Understanding **data privacy at Google**
- Exploring **AI and responsibility**
- Examining **Google's AI Principles**
- Applying **Responsible AI best practices**
- Understanding the relationship between **data privacy and generative AI**

## 6. Prompt Design

Learn how effective **prompt design** can improve interactions with generative AI tools and support more useful results.

**Key Topics:**

- Understanding **what prompt design is and why it matters**
- Exploring different **prompt content types**
- Learning effective **prompt design strategies**
- Improving prompts through **iteration and refinement**
- **Lab:** Introduction to prompt design

## 7. Improving Prompts

Explore advanced prompting approaches and techniques for improving the quality of generative AI outputs.

**Key Topics:**

- Comparing **Prompt Design and Prompt Engineering**
- Using **Zero-Shot and Few-Shot Prompting**
- Exploring **Chain-of-Thought Prompting**
- Introduction to additional prompting techniques
- **Lab:** Improving your prompts
- **Optional Lab:** Writing prompts for Gemini Pro Visio

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