# Empower Decision Makers with Generative AI Training

Duration: **1 Day**

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**Empower Decision Makers with Generative AI** is a business-focused training program designed for executives, managers, and decision makers who want to understand the transformative impact of **Generative AI** on modern organizations. As artificial intelligence continues to reshape industries, business leaders must be able to identify opportunities, evaluate risks, and make informed decisions about AI adoption and implementation.

This course introduces key concepts such as **Generative AI**, **Large Language Models (LLMs)**, **Vertex AI**, **Model Garden**, **Vertex AI Agent Builder**, **Google Workspace AI**, and **Prompt Engineering**. Participants will explore real-world use cases, industry applications, and practical strategies for integrating AI into business operations.

By the end of the training, attendees will have the knowledge needed to evaluate AI opportunities, prioritize initiatives, and support responsible AI adoption across their organizations.

## Who Should Attend

This course is ideal for:

- **Business Leaders**
- **Executives**
- **Decision Makers**
- **Department Managers**
- **Digital Transformation Leaders**
- **Innovation Managers**
- **Product Managers**
- **Business Analysts**
- Strategic planning teams
- Leaders responsible for AI initiatives

## What You Will Learn

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

- Define **Generative AI** and understand its business impact.
- Differentiate between AI, ML, and Generative AI technologies.
- Identify AI opportunities within their organization.
- Select appropriate AI solutions for different business personas.
- Evaluate industry-specific AI use cases.
- Prioritize AI initiatives and investments.
- Understand **Responsible AI** principles.
- Address data privacy and ethical AI considerations.
- Apply effective **Prompt Design** techniques.
- Support AI-driven innovation and business transformation.

## Training Outline

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## Understanding Generative AI

### What is Generative AI?

- **Generative AI Fundamentals**
- Artificial Intelligence and Machine Learning concepts
- How Generative AI works
- Foundation Models
- Large Language Models (LLMs)

### Generative AI vs AI/ML

- Generative AI compared to traditional ML
- Predictive versus generative systems
- Content generation capabilities
- Business use cases

### Business Applications of Generative AI

- Operational efficiency
- Digital transformation
- Process automation
- Decision support systems

## Generative AI in Your Organization

### AI Personas Across the Enterprise

- Business users
- Executives
- Technical teams
- Data scientists
- AI practitioners

### Google Cloud AI Services

#### Google Workspace AI

- Intelligent document creation
- Meeting summarization
- Content generation
- Productivity enhancement

#### Vertex AI Studio

- **Vertex AI Studio**
- Prompt development
- Model testing
- AI prototyping

#### Model Garden

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- **Model Garden**
- Foundation model exploration
- Pre-built AI models
- Solution acceleration

#### Vertex AI Agent Builder

- **Vertex AI Agent Builder**
- AI assistants
- Enterprise chatbots
- Intelligent automation solutions

## Industry Use Cases

### Retail

- Personalized customer experiences
- Recommendation systems
- AI-powered content creation

### Automotive

- Intelligent support systems
- Manufacturing optimization
- Customer engagement solutions

### Software Development

- Code generation
- Documentation automation
- Software testing support

### Financial Services

- Risk analysis
- Customer service automation
- AI-powered advisory solutions

## Generative AI Case Studies

### Identifying AI Opportunities

- Business challenge analysis
- AI opportunity discovery
- Value creation strategies

### Scoping AI Projects

- Technical requirements
- Operational considerations
- Success metrics

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### Prioritization and Evaluation

- ROI analysis
- Risk assessment
- Business impact measurement

## Responsible AI

### Responsible AI Principles

- **Responsible AI**
- Ethical AI practices
- Transparency
- Accountability

### Google AI Principles

- Google's Responsible AI framework
- Trustworthy AI systems
- Fairness and bias mitigation

### Data Privacy

- Data security fundamentals
- Privacy controls
- Generative AI and compliance

## Prompt Design

### Introduction to Prompt Design

- **Prompt Design**
- Understanding prompts
- Why prompt quality matters
- Improving AI-generated outputs

### Types of Prompts

- Informational prompts
- Task-oriented prompts
- Content generation prompts

### Prompt Design Strategies

- Clear instructions
- Context creation
- Output optimization techniques

## Improving Prompts

### Prompt Design vs Prompt Engineering

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- **Prompt Engineering**
- Prompt optimization methodologies
- Improving AI performance

**Zero-Shot Prompting**

- Direct instruction techniques
- Rapid content generation

**Few-Shot Prompting**

- Example-based prompting
- Improving output quality

**Chain of Thought Prompting**

- Step-by-step reasoning
- Solving complex business problems

## Hands-On Labs

**Prompt Design Lab**

- Prompt creation exercises
- Real-world business scenarios

**Advanced Prompt Optimization Lab**

- Prompt refinement techniques
- Evaluating LLM outputs

**Gemini Pro Vision (Optional)**

- Image understanding
- Multimodal AI applications
- Vision-based generative AI solutions