Generative AI Leader Training

BİLGİNÇ
IT Academy
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Duration: **2 Day**

Generative AI Leader provides an accessible introduction to generative AI for professionals responsible for guiding organisational AI strategy and transformation. The course explores how generative AI can reshape business functions, working practices, and industries while creating new opportunities for innovation.

Participants develop an understanding of essential concepts across artificial intelligence, machine learning, and generative AI before exploring the wider generative AI landscape. Applications, agents, platforms, models, and infrastructure are examined to show how different components work together to support business-focused AI solutions.

The programme also introduces Google Cloud products and solutions that can support organisations as they implement and scale generative AI initiatives. Participants consider the business factors involved in selecting suitable solutions and identify strategic entry points based on organisational requirements and innovation goals.

Other key areas include prompt engineering, AI-supported productivity, automated workflows, and generative AI agents. Responsible AI, security, and organisational transformation are incorporated throughout the course, helping participants develop the knowledge required to lead generative AI initiatives from both a business and strategic perspective.

Prerequisites

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

Who Should Attend

This course is designed for **professionals responsible for leading, shaping, or implementing an organisation's generative AI strategy**.

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What You Will Learn

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

- Describe how generative AI can transform organisations across different business functions and industries,
- Define essential concepts including artificial intelligence, machine learning, and generative AI,
- Identify the main layers of the generative AI landscape, including applications, agents, platforms, models, and infrastructure,
- Explain how generative AI agent components can be combined to create effective solutions,
- Identify Google Cloud products and solutions that support the implementation and scaling of generative AI initiatives,
- Explain how prompt engineering techniques can improve the quality and effectiveness of AI-generated results,
- Describe strategies for developing and deploying AI solutions responsibly and securely.

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Training Outline

Introduction to Generative AI for Business

This section introduces the impact of generative AI on organisations and considers its potential role in business transformation.

- Overview of generative AI and its organisational impact
- Generative AI strategy and transformation across business functions
- Explore Google Cloud's strengths in generative AI
- Understand the steps involved in implementing transformational generative AI solutions

Generative AI: Understanding the Foundations

Participants explore the concepts that underpin generative AI and consider the role of different data types in business solutions.

- Essential generative AI concepts
- Foundation models and their role in generative AI
- Responsible development and deployment of AI
- Data types used in generative AI business solutions

Navigating the Generative AI Landscape

This section examines the different technology layers within the generative AI ecosystem and how organisations can approach solution selection.

- Layers of the generative AI landscape: applications, agents, platforms, models, and infrastructure
- Identify strategic entry points based on business requirements and innovation opportunities
- Explore Google Cloud's generative AI portfolio and AI-optimised resources
- Consider business factors when selecting generative AI solutions

Generative AI Applications: Transforming the Way You Work

Explore how generative AI applications can support productivity and help automate everyday workflows.

- Apply prompt engineering techniques
- Use generative AI to improve productivity
- Explore Gemini for Google Workspace and Google Cloud
- Develop automated workflows using generative AI tools

Generative AI Agents: Transforming the Organisation

The final section explores the structure and capabilities of generative AI agents and their potential role in broader organisational transformation.

- Understand the components and functions of generative AI agents
- Build and combine agent components to create solutions
- Use agents to enhance customer experiences
- Lead and manage organisational transformation with generative AI

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