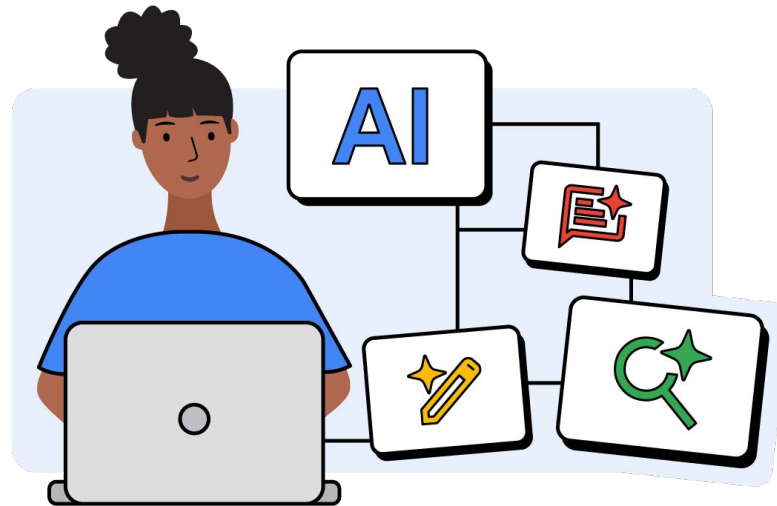


Google AI Essentials



Key Competencies & Skills Mapping

Grow with **Google**

Boost your career with in-demand job skills

GOOGLE CAREER ESSENTIALS

Google Career Essentials help you build in-demand skills to grow your career. Whether you're looking to add a skill to your resume, apply a new skill to enhance your work, or simply learn something new, these courses will help you quickly gain valuable competencies. They are developed and taught by Google employees, offer flexible learning, and give you a credential to showcase your new skills to employers.

GOOGLE AI ESSENTIALS

Google AI Essentials is a self-paced course designed to help people across roles and industries get essential AI skills to boost their productivity, zero experience required. The course is taught by AI experts at Google who are working to make the technology helpful for everyone. In under 15 hours, they'll do more than teach you about AI — they'll show you how to actually use it in the real world. Stuck at the beginning of a project? You'll learn how to use AI tools to generate ideas and content. Planning an event? You'll use AI tools to help research, organize, and make more informed decisions. Drowning in a flooded inbox? You'll use AI tools to help speed up those daily work tasks like drafting email responses. You'll also learn how to write effective prompts and use AI responsibly by identifying AI's potential biases and avoiding harm. After you complete the course, you'll earn a certificate from Google to share with your network. By using AI as a helpful collaboration tool, you can set yourself up for success in today's dynamic workplace — and you don't even need programming skills to use it.

21 x

Increase in job postings mentioning AI technologies¹

1.75

Hours saved each day by employees to who use generative AI²

TOP SKILLS YOU WILL GAIN:

- Use generative AI tools to help:
 - Develop ideas and content
 - Make more informed decisions
 - Speed up daily work tasks
- Write effective prompts to help:
 - Summarize information
 - Create taglines, and more.
- Use AI responsibly
- AI literacy
- Critical thinking
- Problem solving
- Iterative thinking

¹LinkedIn [Future of Work Report](#) (2023).

²Visier [Survey Report: Closing the Global Skills Gap](#) (2023).

Course Overview

Upon completing **Google AI Essentials**, graduates will:

- Use AI tools in the workplace
- Write prompts that generate useful outputs
- Use AI responsibly by identifying AI's potential biases and avoiding harm
- Develop strategies to stay up-to-date in the emerging landscape of AI

Module 1
Introduction to AI





Module 5
Stay Ahead of the AI Curve

Module 2
Maximize Productivity With AI Tools

Module 3
Discover the Art of Prompt Engineering

Module 4
Use AI Responsibly

CONTENT BREAKDOWN:

	48	Videos
	14	Readings
	5	Quizzes
	7	Hands-on activities





Module 1 — Introduction to AI

In this module, learners will discover how AI works and explore foundational AI concepts such as machine learning (ML). They will learn about the rise of generative AI and how to perform tasks with it. By the end of this module, learners will have an understanding of the capabilities and limitations of AI tools and how to integrate generative AI in the workplace.

By the end of this module, learners will:

- Define the field of AI
- Explain how AI functions at a basic level, including how AI technology can be trained to learn from data
- Describe the capabilities and limitations of AI tools
- Recognize the importance of human oversight when using AI

CONTENT BREAKDOWN:

	11	Videos
	3	Readings
	1	Quiz
	1	Hands-on activity

Module 2 — Maximize productivity with AI tools

In this module, learners will leverage generative AI tools to speed up work tasks and boost their productivity. They will examine the important role humans play in the effective use of AI, and understand the types of workplace tasks you can augment with AI. By the end of this module, learners will be able to determine if AI is right for a given task and how to use AI to accelerate workflows.

By the end of this module, learners will:

- Recognize how generative AI can be used for several different workplace applications
- Describe how AI tools are powered by AI models to produce outputs
- Identify opportunities to leverage AI for increased productivity and optimized work processes
- Explain the importance of providing human oversight when using AI tools
- Evaluate whether generative AI is an optimal tool to apply to a specific task

CONTENT BREAKDOWN:



11

Videos



4

Readings



1

Quiz



2

Hands-on activities

Module 3 — Discover the art of prompt engineering

In this module, learners will write effective prompts to get the output they want. They will learn how to incorporate prompting techniques, such as few-shot prompting, into their work. They will understand how generative AI tools produce output and the importance of evaluating output before using it. By the end of this module, learners will be able to write clear and specific prompts and produce outputs that help accomplish workplace tasks.

By the end of this module, learners will:

- Explain potential issues in LLM output
- Describe the role of writing effective prompts in producing LLM output
- Create prompts that provide clear and specific instructions for a variety of use cases relevant to knowledge workers
- Analyze the output of an LLM model and refine prompts as needed
- Apply specific prompting techniques, including few-shot prompting

CONTENT BREAKDOWN:



9

Videos



3

Readings



1

Quiz



2

Hands-on activities




Module 4 — Use AI responsibly

In this module, learners will use AI responsibly by mitigating unfair biases and inaccuracies. They will learn how to apply a framework of AI harms to sample workplace scenarios and recognize the security risks of using AI in the workplace. By the end of this module, learners will gain an understanding of how to use AI responsibly and effectively, and a checklist to help you do it.

By the end of this module, learners will:

- Explain risks and biases that are inherent to modern AI, and best practices for how to approach them
- Describe how data bias is reflected in modern AI models
- Recognize possible privacy and security repercussions of AI use
- Identify AI harms and their potential impact on users and social structures

CONTENT BREAKDOWN:

	8	Videos
	2	Readings
	1	Quiz

Module 5 — Stay ahead of the AI curve

In this module, learners will continue developing their skills within the current and emerging AI landscape. They will learn about the ways organizations have leveraged AI and consider how these innovations may inspire their own AI-powered workplace solutions. By the end of this module, they will develop a strategy to stay up-to-date with future AI developments.

By the end of this module, learners will:

- Develop strategies for staying knowledgeable about AI
- Evaluate additional AI tools and their potential for future application in the workplace
- Describe a variety of innovative ways AI has been integrated into the workplace
- Identify opportunities for leveraging AI in the workplace

CONTENT BREAKDOWN:



9

Videos



2

Readings



1

Quiz



2

Hands-on activities