

How this small business owner jump-started her AI skilling journey with the Google AI Professional Certificate

Grow with Google

Challenge

Operating since 1992, Icy Mountain Water Co. is a family-run mom-and-pop shop in Medicine Hat, Alberta. Brandy Wilde wears almost every hat in the business—from bookkeeping and HR to marketing and tech support. When AI began taking off, Brandy knew it was the next frontier but felt lost on where to start. Like many small business owners, she was "simply too busy being busy" to find time for professional development. The overwhelming day-to-day operations left her feeling intimidated by the new technology and capped by the hours in a day.

Solution

Determined to evolve her family business, Brandy enrolled in the Grow with Google AI Professional Certificate. She initially worried that her endless to-do list would prevent her from completing it, but the course's flexible format allowed her to learn at her own pace. The step-by-step labs immediately gave her practical ways to apply AI to her daily operations. She began using AI to handle repetitive administrative tasks and rapidly generate creative assets, such as stickers for community events, turning a tool that once felt daunting into an accessible everyday resource.

Impact

For Brandy, getting her time back has been life-changing. By offloading hours of manual work to AI, she finally has the breathing room to focus on high-impact growth and community partnerships. This newfound efficiency gave her the capacity to secure a massive partnership as the exclusive water and ice sponsor for the Special Olympics 2026 Summer Games & Solar Plunge. Instead of feeling intimidated, Brandy now sees how AI can help streamline operations and scale Icy Mountain Water Co. for years to come.

"When AI started taking off, I felt lost on how to use it to save time in my family business. The Grow with Google AI Professional Certificate changed that. The labs let me apply concepts step-by-step to my actual work, and the flexible course format made it incredibly easy to balance with my busy schedule."

Brandy Wilde, Google AI Professional Certificate Graduate

