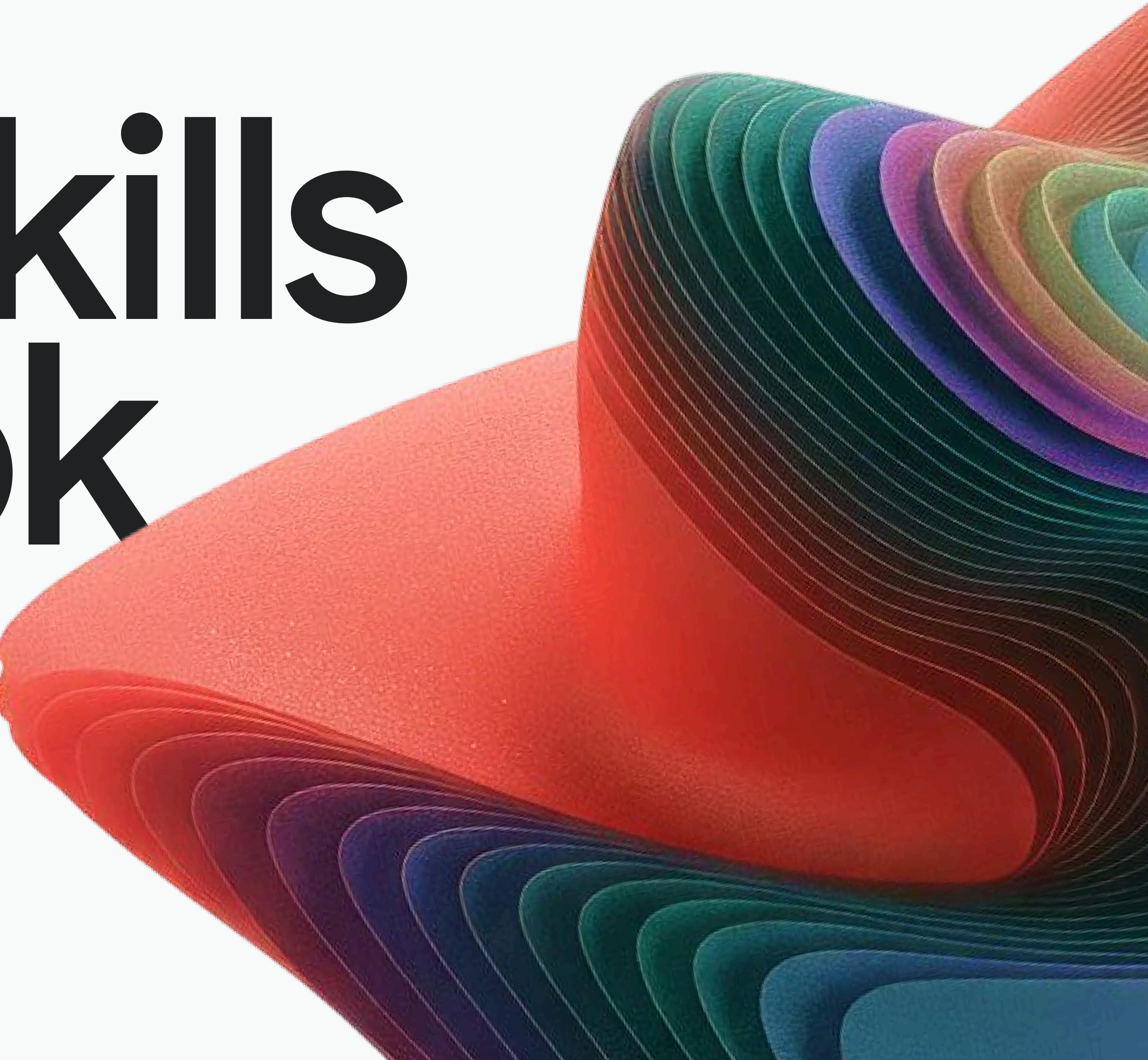


# The AI skills playbook

Your guide to building  
an AI-ready workforce.



# For today's business leaders, AI skilling isn't just a training initiative —it's a core business strategy.

As advancements in AI gather speed, it's not just about adapting, it's about discovering powerful new ways for employees to be innovative, automate repetitive tasks, and work alongside AI.

This playbook outlines a 5-step strategy (along with actionable courses) for upskilling teams.

Let's get started.

**82%**

of decision-makers agree that technical learning resources help their organization stay ahead in AI<sup>1</sup>

“

Cloud and the technology move so fast ... The shelf life of technology is three years so you need to always be on top and learn the new things.”

Data scientist (UK)  
Manufacturing company with 1,000–4,999 employees

Google/Ipsos. Cloud Learning Services Market Pulse, fielded Oct–Nov 2024. (US, UK, FR, BR, JP, AU/NZ).





# 5 steps for building AI skills

Good intentions don't build skills—a clear strategy does. You need a path that turns your team's AI ambition into tangible results. Here it is.

- 01 Establish your AI baseline
- 02 Put AI where your team already works
- 03 Build a framework for trust
- 04 Offer flexible learning
- 05 Celebrate every learning milestone

01

# Establish your AI baseline

Before building an AI strategy, work out where your team stands today. This will help you create a targeted plan to invest in the right skills for the right people.



A simple employee survey can help you answer critical questions like:

-  What are our ambitions for AI, and how do they connect to our business goals?
-  Which teams or roles are our top priority for training?
-  What are our key metrics for success (e.g., productivity gains, time saved)?
-  Do we have established policies to drive change management?

**48%**

of employees rank training as the most important factor for gen AI adoption, yet nearly half feel they are receiving moderate or less support<sup>2</sup>

<sup>2</sup> McKinsey. (2025). *Superagency in the workplace: Empowering people to unlock AI's full potential*.

# Explore these courses

## Unleash Team Potential: Assess Learning Needs Using Gen AI

Topics: Data insights, educational evaluation, natural language processing, evidence-based practice

This course offers practical guidance on using gen AI to perform skill assessments and support career development. It empowers leaders to elevate team performance, foster talent growth, and bridge skill gaps to achieve success.

Outcome  
Course completion badge

[Get started](#) →

## Introduction to Gen AI

Topics: Gen AI, large language models, responsible AI

This video series explores core gen AI concepts, real-world applications of large language models, prompt tuning techniques, and responsible AI principles. From here, learners can access beginner gen AI training courses.

Outcome  
5x course completion badges

[Get started](#) →

Remember to

Buy-in

**Get executive support for your AI initiatives**



Impact

**Define success with clear objectives and measurable key results**



“

The challenge [with training] I think for everyone and something I've personally experienced, is to understand its relevance to my daily activities ... the question is whether it aligns with what I'm looking for and whether I'll actually use it.”

**Security professional (France)**  
Private infrastructure company with more than 10,000 employees

Google/Ipsos. Cloud Learning Services Market Pulse, fielded Oct–Nov 2024. (US, UK, FR, BR, JP, AU/NZ).



02

# Put AI where your team already works



Drafting email...

The fastest way to drive adoption is to build AI into the tools your teams use every day. This way, it's easier for your people to get started, and it's easier for you to solve pain points and deliver quick wins with AI.



Office workers can use Gemini to draft emails or build reports



Support teams can resolve queries faster with AI agents



Developers can use AI to write and debug code in their IDE

75%

of practitioners prefer to get hands-on when it comes to AI training<sup>3</sup>

<sup>3</sup> Google/Ipsos, Cloud Learning Services Market Pulse, fielded Sep–Nov 2024. (US, UK, FR, DE, IN, BR, MX, JP, AU/NZ). Practitioners (n=902); Practitioners (n=902); Practitioners interested in training on AI (n=417). Findings reflect the opinion of survey respondents only.

# Explore these courses

## Introduction to Gemini for Google Workspace

Topics: Gen AI, Gemini for Google Workspace

This course explores the features of Gemini in Google Workspace, and shows how they can be used to improve productivity and efficiency.

Outcome

Course completion badge

[Get started](#) →

## AI Boost Bites: NotebookLM for Competitive Edge

Topics: Extracting insights with NotebookLM

This video demonstrates how to use NotebookLM to gather and analyze publicly available information, combine it with internal documents, and extract key competitive insights.

Outcome

Course completion badge

[Get started](#) →

Remember to

Pilot



**Identify pilots that support your long-term objectives**

Guide



**Provide best practice guides to accelerate AI adoption**

03

# Build a framework for trust



Responsible AI guidelines



To innovate fast, your teams need the confidence to experiment safely. A strong framework for responsible AI builds trust between you and your teams, and helps them get more from the tools they use.

[Google's AI Principles](#) offer a great starting point when developing your own framework.



Bold innovation that solves real problems



Develop and deploy responsibly



Tools that benefit everyone

72%

of practitioners are interested in resources provided by industry experts for training on AI<sup>4</sup>

<sup>4</sup> Google/Ipsos, Cloud Learning Services Market Pulse, fielded Sep–Nov 2024. (US, UK, FR, DE, IN, BR, MX, JP, AU/NZ). Practitioners interested in training on AI (n=457); Practitioners (n=902). Findings reflect the opinion of survey respondents only.

# Explore these courses

## Introduction to Responsible AI

Topics: Strategic thinking, corporate governance, AI safety, ethical responsibility

This is an introductory-level microlearning course aimed at explaining what responsible AI is, why it's important, and how Google implements responsible AI in its products.

Outcome  
Course completion badge

Get started →

## Introduction to Security in the World of AI

Topics: AI security, secure AI framework, industry use cases

AI offers transformative possibilities, but also introduces new security challenges. This course equips security and data protection leaders with strategies to securely manage AI, offering a framework for proactively identifying and mitigating AI-specific risks, protecting sensitive data, ensuring compliance, and building a resilient AI infrastructure.

Outcome  
Course completion badge

Get started →

Remember to

Data

**Ensure your data is both secure and accessible to the right teams**

Responsibility

**Establish clear governance guidelines from the start**

“  
[Google are] experts within the field. They offer a lot of insight and they’re clearly leading the way. They’re a highly reputable organization and they value innovation. We can see that within their modules. We want a personalized experience coming from people who are experts.”

**VP of business development (US)**  
Financial services company with more than 10,000 employees

Google/Ipsos. Cloud Learning Services Market Pulse, fielded Oct–Nov 2024. (US, UK, FR, BR, JP, AU/NZ).



04

# Offer flexible learning



Course progress

Your team members don't just work differently—they learn differently. Some prefer a dedicated session, others learn best in 10-minute bursts between tasks, and many need hands-on practice to grasp a new concept.

**66%**

of practitioners are going to social platforms like YouTube for cloud learning<sup>5</sup>

<sup>5</sup>Google/Ipsos, Cloud Learning Services Market Pulse, fielded Sep–Nov 2024. (US, UK, FR, DE, IN, BR, MX, JP, AU/NZ). Practitioners (n=902); Practitioners (n=902), students (n=1350). Findings reflect the opinion of survey respondents only.

# Explore these courses

## AI Boost Bites: Your Edge in the AI-Powered World

Topics: Applying AI in everyday work, AI use cases, Google's AI tools

These 10-minute sessions show how Google's experts use AI tools like Gemini, Gemini for Workspace, NotebookLM, and AI Studio—sharing proven strategies for content creation, market intelligence, and real-world business challenges.

Outcome

Deeper understanding of Google AI features and products

[Get started](#) →

## Develop AI-Powered Prototypes in Google AI Studio

Topics: Prompting, multimodal AI, prototyping AI apps, using API keys

In this course, learn how to craft effective prompts, leverage multimodal capabilities for image and video analysis, prototype functional AI-driven applications from templates and text prompts, and use API keys to build and deploy custom AI solutions.

Outcome

Course completion badge

[Get started](#) →

Remember to

Hands-on

**Make learning worth their time with hands-on experiences**



Bite-sized

**Offer short courses that explain things quickly and clearly**



05

# Celebrate every learning milestone



Certificate of Leadership



Certificate of Teamwork

Formal recognition turns a learning moment into a career achievement. Credentialing is a powerful way to validate new skills, motivate your employees, and give leaders confidence when building their teams.

**88%**

of leaders agree that a relevant certification makes a candidate stand out<sup>6</sup>

<sup>6</sup>Google/Ipsos, Cloud Learning Services Market Pulse, fielded Sep–Nov 2024. (US, UK, FR, DE, IN, BR, MX, JP, AU/NZ). Decision-makers (n=902); Decision-makers (n=902). Findings reflect the opinion of survey respondents only.

# Explore these courses

## Generative AI Leader

Topics: Systems integration, data management, Google Cloud services, data ingestion, data analysis, DevOps, continuous improvement process

Through a curated collection of on-demand courses, learners progress from a broad overview of gen AI to mastering how to leverage gen AI and Google Cloud for organizational transformation.

Outcome

5x course completion badges and certification readiness

[Get started →](#)

## Google Data Analytics Certificate

Topics: Data types and structures, using data to solve problems, how to analyze data, data storytelling, R programming, AI

This flexible, foundational program provides all the skills you need to gain a data analytics certificate. Gain an understanding of different skills, like how to analyze and visualize data, and how to use AI for data analytics to streamline your workflow. Learn how organizations use data to make effective decisions.

Outcome  
Certificate

[Get started →](#)

## Remember to

Recognition

**Recognize and reward employees who develop new skills**



Play

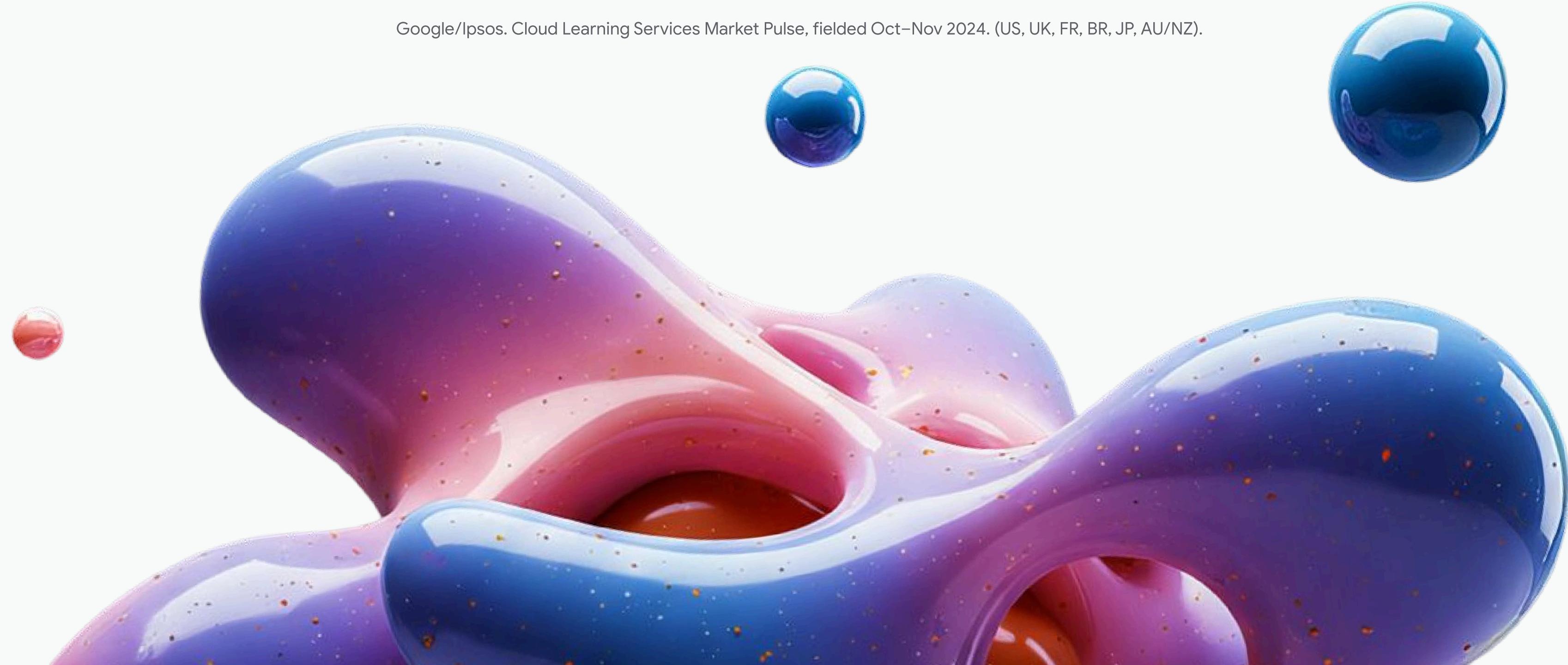
**Make learning fun with gamification and leaderboards**



“  
Skill badges serve as a nice incentive, like leveling up in a computer game, and encourage people to continue on to learn and earn.”

IT professional (US)  
Education company with 100–199 employees

Google/Ipsos. Cloud Learning Services Market Pulse, fielded Oct–Nov 2024. (US, UK, FR, BR, JP, AU/NZ).



# Build your AI-ready team

Start learning with Google Skills for free

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