



# Google Prompting Essentials

Key Competencies & Skills Mapping

Grow with **Google**

## Boost your career with in-demand AI skills

### GOOGLE CAREER ESSENTIALS

Google Career Essentials help people build in-demand skills to grow their careers. The courses are developed and taught by Google employees, offer flexible learning in under 10 hours, and give people a credential to showcase their new skills to employers.

### GOOGLE PROMPTING ESSENTIALS

Google Prompting Essentials is a course that helps people effectively prompt gen AI tools in 5 easy steps, to save time and simplify complex tasks. No previous experience is necessary. Taught by AI experts at Google, this self-paced course can be completed in under 10 hours. The course focuses on how to generate useful results, while keeping in mind responsible AI practices, like evaluating outputs for bias and errors. As they progress through the course, learners create a library of reusable prompts, so the next time they need a little help from AI, they're not prompting from scratch. The skills from the course can be applied across any generative AI tool or model.

9 out of 10

workers lack AI skills <sup>1</sup>

21

words in a successful prompt, but  
most people include less than 9 <sup>2</sup>

### TOP SKILLS

- How to prompt generative AI tools
- How to design effective prompts
- How to evaluate and iterate to achieve useful results
- How to include different modalities, like text, image, and audio in prompts
- How to use AI responsibly

# Course overview

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In **Google Prompting Essentials**, learners will:

- Practice using 5 steps to write effective prompts.
- Apply prompting techniques to help with everyday tasks.
- Use prompting to speed up data analysis and build presentations.
- Explore advanced prompting techniques such as prompt chaining.
- Design prompts to create AI agents to role-play conversations and get expert feedback.
- Build a prompt library of reusable prompts.
- Use AI responsibly and evaluate outputs for bias and errors.

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## CONTENT BREAKDOWN



40

**Videos** where experts at Google will explain concepts, share guidance, and demonstrate how to prompt.



17

**Readings** to deepen understanding and spark ideas about how to prompt like a pro.



5

**Quizzes** to measure progress and provide meaningful feedback.



7

**Activities** to practice prompting skills and apply new learnings.

## MODULE 1

Start writing prompts like a pro  
(~3.5 hours)

## MODULE 2

Design prompts for everyday work tasks  
(~2 hours)

## MODULE 3

Speed up data analysis and presentation building  
(~1.5 hours)

## MODULE 4

Use AI as a creative or expert partner  
(~2 hours)

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## ESTIMATED TIME TO COMPLETE

Under 10 hours

# Module 1 — Start writing prompts like a pro

Need a dependable formula for writing prompts? We'll share a 5-step prompting framework that you can use across tools and models. And if your prompt doesn't produce what you need on the first try, don't worry – that's part of the process! You'll learn how to evaluate and iterate until you get the results you're looking for.

## By the end of this module, learners will:

- Define prompting in reference to gen AI tools.
- Recognize and apply the prompting framework to create effective prompts.
- Understand the importance of evaluating outputs and refining prompts as key to receiving desired outputs.
- Identify multimodal prompting strategies.
- Understand the importance of maintaining a human-in-the-loop approach when prompting gen AI.
- Understand the ethical risks when prompting gen AI, and develop a responsible prompting practice.
- Identify AI limitations, recognize when they can occur, and apply strategies to mitigate them.

## PROMPTING SKILLS ACQUIRED:

- ❑ Craft clear, effective prompts for gen AI tools
- ❑ Practice four iteration methods
- ❑ Learn multimodal prompting strategies
- ❑ Create images using gen AI

## PROMPT LIBRARY:

As learners progress through the course, they can save their most effective prompts. In this module, they'll create prompts that help with:

- ❑ Planning
- ❑ Brainstorming
- ❑ Image generation

**ESTIMATED TIME:** ~3.5 hours

## CONTENT BREAKDOWN:



13

Videos



5

Readings



1

Quizzes



3

Hands-on activities

## Module 2 — Design prompts for everyday work tasks

Don't know when to use AI? We'll guide you through examples that can help you save time at work. You'll design prompts that help you draft emails and adapt them to different audiences, supercharge your brainstorming, quickly build tables and trackers, turn meeting notes into action items, and summarize lengthy documents.

### By the end of this module, learners will:

- Apply the prompting framework to:
  - Draft communications.
  - Adjust the tone and style of text output.
  - Help with brainstorming.
  - Summarize lengthy documents and extract key insights.
- Introduce constraints to create tables and timeline trackers.
- Understand the benefits of long context windows.

### PROMPTING SKILLS ACQUIRED:

- ❑ Draft and improve communications by adjusting tone and style
- ❑ Build tables and trackers
- ❑ Turn meeting notes into action items
- ❑ Summarize lengthy documents
- ❑ Use a long-context window to generate more coherent and contextually relevant outputs

### PROMPT LIBRARY

As learners progress through the course, they can save their most effective prompts. In this module, they'll create prompts that help with:

- ❑ Building a timeline
- ❑ Summarization
- ❑ Email generation

**ESTIMATED TIME:** ~2 hours

### CONTENT BREAKDOWN:



9

Videos



3

Readings



1

Quizzes



2

Hands-on activities

## Module 3 — Speed up data analysis and presentation building

Need to crunch data or pull together a presentation? You'll design prompts that help you extract insights, understand spreadsheet formulas, and build graphs to visualize data. Once you're ready to present your findings, you can use AI tools to help with speaker notes and practice before your big day.

### By the end of this module, learners will:

- Apply the prompting framework to:
  - Extract insights from data.
  - Explore data visualization strategies.
  - Identify and fix spreadsheet formulas.
  - Develop engaging speaker notes.
  - Practice and improve their presentation skills.
- Develop a responsible prompting practice when entering data into generative AI tools.
- Understand AI sampling parameters, how they work, and strategies for their use.

### PROMPTING SKILLS ACQUIRED:

- ❑ Extract insights from data
- ❑ Decipher spreadsheet formulas
- ❑ Create talking points for a presentation
- ❑ Use voice to prompt to get feedback on presentation skills
- ❑ Visualize data to keep audiences engaged

### PROMPT LIBRARY

As learners progress through the course, they can save their most effective prompts. In this module, they'll create prompts that help with:

- ❑ Analyzing data

**ESTIMATED TIME:** ~1.5 hours

### CONTENT BREAKDOWN:



8

Videos



2

Readings



1

Quizzes



1

Hands-on activities

## Module 4 — Use AI as a creative or expert partner

Wish you had a partner to help think through different possibilities? You'll use advanced prompting techniques, like prompt chaining and multimodal prompting, to turn abstract ideas into step-by-step solutions. Even better, you'll create a personalized AI agent to role-play conversations and provide expert feedback that can help you prepare for any scenario.

### By the end of this module, learners will:

- Apply prompt chaining to tackle complex tasks.
- Understand prompt chaining techniques, such as chain-of-thought prompting and tree-of-thought prompting.
- Advance prompting skills through meta-prompting and explore power up strategies.
- Create AI agents, and recognize their benefits and potential use cases.
- Understand prompt versioning and the benefits of saving and reusing prompts over time.

### SKILLS ACQUIRED:

- ❑ Solve complex problems with prompt chaining
- ❑ Explore prompting techniques such as meta-prompting, chain-of-thought prompting, and tree-of-thought prompting
- ❑ Create an AI agent for simulations and expert feedback

### PROMPT LIBRARY

As learners progress through the course, they can save their most effective prompts. In this module, they'll create prompts that help with:

- ❑ Creating an AI agent

**ESTIMATED TIME:** ~2 hours

### CONTENT BREAKDOWN:



10

Videos



5

Readings



2

Quizzes



1

Hands-on activities