

GENERATIVE AI FOUNDATIONS

94%

OF LEADERS SAY AI
INITIATIVES WILL FAIL
WITHOUT SKILLED
EMPLOYEES¹

79%

BELIEVE THEY NEED
TO ADOPT AI TO
STAY COMPETITIVE²

“Employers can rely on Gen Z
to leverage AI thoughtfully
and to bring an informed
perspective to AI initiatives²

LEARN THE SKILLS EMPLOYERS ARE LOOKING FOR

AI isn't replacing jobs; it's expanding them and becoming an integrated part of roles across industries³. While implementation has increased over the past decade³, companies are finding their workforces can't keep up with their investment—implementing AI models costs businesses an average of at least \$5 million, and without skilled employees, nearly one-third of generative AI projects will be abandoned by the end of 2025⁴.

To maximize investment returns, companies must choose between upskilling employees or hiring AI-proficient professionals. Certiport's Generative AI Foundations course equips individuals across industries with essential AI skills. This certification opens doors to new opportunities, potentially leading to higher-paying roles for professionals who can effectively leverage AI tools.

1. 2024 Work Trend Index Annual Report from Microsoft and LinkedIn

2. Handshake.com, 2024

3. *The Lightcast Global AI Skills Outlook*, Lightcast

4. How costs, ROI shape generative AI adoption plans, CIO Dive

Generative AI Foundations, part of Certiport's Critical Career Skills program, was developed as a collaboration between the experienced Certiport content team, a group of generative AI professionals and educators, and psychometrician Dr. David Lauret. The Generative AI Foundations certification supports a standardized benchmark for generative AI competency with brand-agnostic lessons, so everything taught will be applicable no matter what tools professionals use. It covers:

GENERATIVE AI METHODS AND METHODOLOGIES

Professionals will explore and become familiar with all types of generative AI tools. They'll understand the ways text and image models produce outputs, the training behind large language models (LLMs), and how training impacts outputs. They'll also learn how to recognize different input and output types, as well as how to choose and customize models based on individual tasks. Additionally, they'll understand the limitations of generative AI.

BASIC PROMPT ENGINEERING

Candidates will delve into the fundamentals of prompt engineering and how to create prompts that generate desired content outcomes. They will test prompts to create text, image, and video outputs, while also learning how to transform content to meet specific requirements and work within certain constraints.

PROMPT REFINEMENT

Building on the basics, candidates will explore how to improve prompts to achieve more targeted outcomes. This will include trying different types of prompting techniques, using reverse prompting, and verifying output accuracy.

ETHICS, LAWS, AND SOCIETAL IMPACT

Focusing on using generative AI responsibly, learners will explore the potential for bias and legal implications of using generative AI. They will also learn the importance of data privacy and other types of risks. Finally, they will explore the positive and negative impacts generative AI tools have on society.

A candidate who successfully completes the Generative AI Foundations exam will be able to certify that they have a comprehensive understanding of how to effectively and responsibly use generative AI tools.

GROW YOUR CAREER WITH GENERATIVE AI FOUNDATIONS

Professionals who can confidently use generative AI tools will be more valuable to employers. Understanding tool-agnostic basics will help professionals keep up with generative AI as it continuously evolves. They'll also have the necessary skills to complete tasks more effectively, get more accurate results from the tools they use, and find new ways to use AI in their roles.



GET STARTED

The Generative AI Foundations certification offers a wide range of learning tools and CertPREP Practice Tests, powered by Gmetrix, to help learners prepare for the Generative AI Foundations exam.

Level up your career today!

