

No. 169

CERTIFICATION GUIDE

Google Cloud Generative AI Leader Study Guide

A plain-language guide to the Generative AI Leader exam

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BEFORE YOU BEGIN

How to use this guide

What this guide covers, who it is for, and how to use it.

The **Google Cloud Certified Generative AI Leader** certification is a business-focused credential for anyone who leads, sells, plans or advises on generative AI. It needs no coding and no hands-on labs, but it does need a clear understanding of gen AI concepts, Google Cloud's offerings and how to adopt AI responsibly.

This guide explains it in plain language: exam facts, the four sections with diagrams, a value estimate example, a study plan, original practice questions and exam-day advice.

What this guide is, and is not

- An independent study companion written in its own words.
- **Not** official Google material; it does not reproduce exam questions or the exam guide text.
- Google renamed products in 2026; check the exam guide for the names used on the exam.

Who this guide is for

- **Business leaders and managers** guiding AI adoption.
- **Sales, marketing and consulting** professionals.
- **Technical staff** who want the business view.

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How the guide is organized

- **Part I — The certification** (Chapters 1–5): what it is, format, sections and a plan.
- **Part II — Fundamentals and offerings** (Chapters 6–20): sections 1 and 2.
- **Part III — Better output and business strategy** (Chapters 21–32): sections 3 and 4.
- **Part IV — Exam success** (Chapters 33–39): practice questions, exam day and next steps.
- **Reference**: checklists, glossary and further reading.

Callouts

TIP
Practical study and exam advice.

IN PRACTICE
How a concept looks in a real organization.

WATCH OUT
Common traps and misunderstandings.

KEY IDEA
The one thing to remember from a section.

A note on screens

Screens are **illustrations**, not real Google Cloud consoles or exam screens.

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PART I

The certification

These chapters explain the certification and how to prepare.

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CHAPTER 1

What the certification is

A business-focused AI certification.

It shows that you can explain gen AI, match business problems to Google Cloud's offerings, improve results and lead responsible adoption.

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CHAPTER 2

Exam format

The exam.

Item	Detail
Questions	50-60 multiple choice
Time	90 minutes
Fee	US$99 plus tax
Delivery	online or onsite proctored
Validity	3 years
Prerequisites	none; no coding

Figure 2.1 Exam at a glance

That is about 90 to 105 seconds per question. Product recall, not time, is what trips most people.

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CHAPTER 3

The exam sections

Four sections.

Exam section	Approximate weight
1 Fundamentals of gen AI	~30%
2 Google Cloud's gen AI offerings	~35%
3 Techniques to improve gen AI model output	~20%
4 Business strategies for a successful gen AI solution	~15%

Figure 3.1 Generative AI Leader exam sections

Weights are approximate; check Google's current exam guide.

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CHAPTER 4

The 2026 product renaming

The 2026 renaming.

At Google Cloud Next in April 2026, Google renamed Vertex AI as the **Gemini Enterprise Agent Platform** and folded Agentspace into **Gemini Enterprise**.

WATCH OUT

Study material that only says "Vertex AI" may predate the change; use the names in the current exam guide.

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