



EXECUTIVE ESSENTIALS

Prioritize your people to put generative AI to work



```
1 <script>  
2 var x = document.getElement  
3 function getLocation() {  
4   if (navigator.geolocation) {  
5     navigator.geolocation.get  
6   } else {  
7     x.innerHTML += "Geolocatio  
8   }  
9 }  
10 function showPosition(posi  
11 x.innerHTML += "Latitude: " +  
12 "Longitude: " + position  
13 }  
14 </script>  
15 </script>  
16 var x = document.getElement  
17 function getLocation() {  
18   if (navigator.geolocation) {  
19     navigator.geolocation.wa  
20   } else {  
21     x.innerHTML += "Geolocatio  
22     "Longitude:"
```

INTRODUCTION

Embracing generative AI

Artificial intelligence (AI) is one of the most transformational technologies of our generation. It is transforming how we do business—fueling innovation, optimizing costs, accelerating decision making, and enhancing customer experiences. It is also transforming the way we work and the skills we need, from entry-level roles to the executive suite.

The race is on to unlock the power of generative AI to address some of the world's biggest challenges and achieve a competitive advantage. With new use cases emerging daily, executive leaders are tasked with navigating and keeping pace with how to unlock generative AI opportunities to help reinvent their businesses.

Right now, training your workforce with AI skill sets may be the best multiplier investment to deliver the business value of AI—and a much simpler, cost-effective proposition than you think.

This eBook can help leaders forge ahead and stay on top of generative AI. Discover short and incisive essential AI training for executives, access real-

world insights from Amazon, and learn about leading companies that are investing in technology and AI skills in tandem to help put AI to work.

For over 25 years, Amazon has pioneered advances in generative AI and machine learning (ML) technologies, embedding its capabilities into Amazon Web Services (AWS) solutions and services, enhancing customer experiences, and accelerating innovation. No matter where you are in your organization's AI learning journey, AWS has the experience and expertise to guide you toward reaching your goals.

Content

[Top three executive essentials ›](#)

[Future proof your workforce ›](#)

[Customer success stories ›](#)

[Access Training for Business Decision Makers today›](#)

Venture capitalists' investment in generative AI

\$4.5B

in 2022, an increase of 100% since 2018.¹

60%

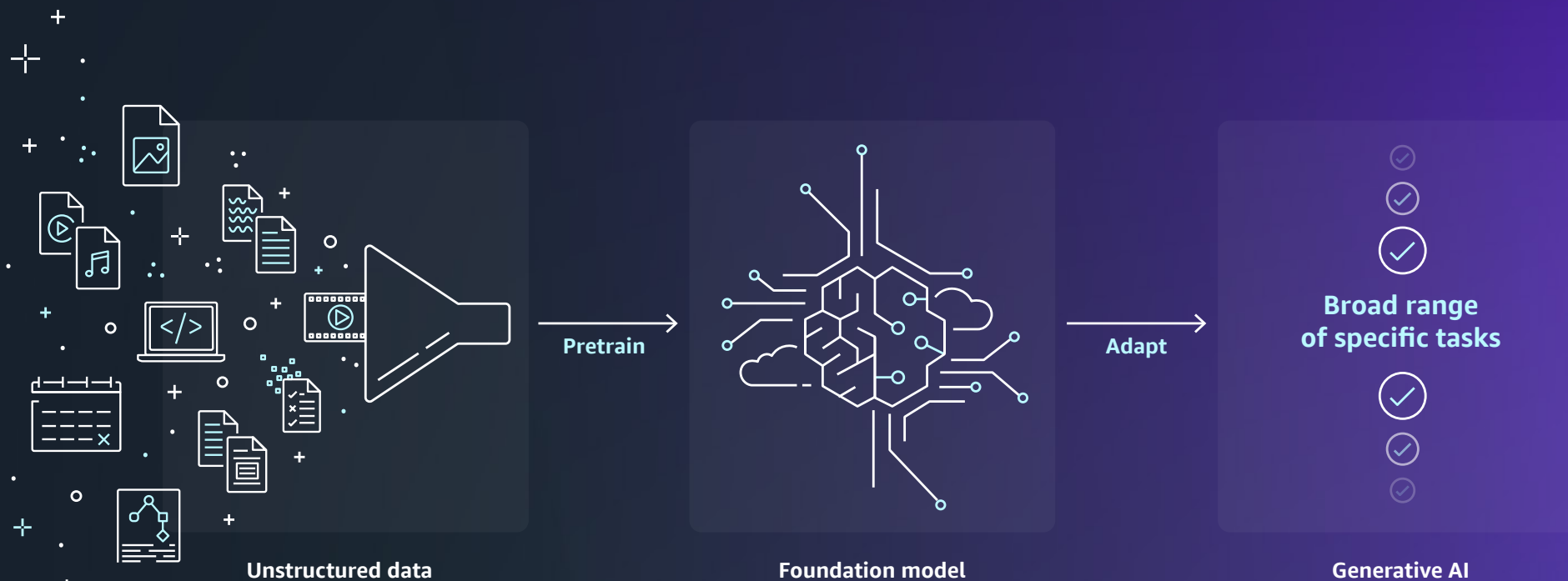
of business owners believe AI increases productivity.²



¹ "Vertical Snapshot: Generative AI," PitchBook, March 2023

² Haan, K., "24 Top AI Statistics And Trends In 2023," Forbes, April 2023

Understanding generative AI



Generative AI is a type of AI that can create new content and ideas, including conversations, stories, images, videos, and music. The technology runs on foundation models (FMs) that are pretrained on extensive data and capable of learning complex concepts. These FMs can be customized to perform domain-specific functions, allowing organizations to create differentiation while only using a small fraction of their data and compute power. Generative AI is transforming businesses across virtually every industry, with new use cases, products, and services emerging daily.

Applying generative AI

From chatbots and virtual assistants to intelligent contact centers, personalization, and content moderation, the next generation of tools and new application releases with generative AI can improve outcomes across many industry-specific use cases. Here are a few examples:



Healthcare and life sciences

- Accelerate drug discovery
- Design novel protein and synthetic gene sequences
- Create synthetic patient data



Financial services

- Improve experiences
- Enhance knowledge worker efficiency
- Analyze market sentiment
- Innovate and automate



Media and entertainment

- Accelerate content creation
- Enhance music compositions
- Introduce new gaming possibilities



Education

- Summarize texts
- Automate testing and grading
- Personalize and invent new learning experiences



Automotive and manufacturing

- Improve part design
- Develop new in-vehicle experiences
- Automate testing and maintenance

TOP THREE EXECUTIVE ESSENTIALS

How can you add business value with generative AI?



Code generation

Improve developer productivity by 57% with [Amazon CodeWhisperer](#)



Virtual assistants

Enhance the customer experience with human-like responses.



Contact center analytics

Summarize and extract insights from customer calls.



Conversational search

Extract insights from all your corporate information.



Personalization

Improve personalized recommendations and generate tailored content.



Content generation

Create text, images, videos, and music.



Design and creativity

Get suggestions, generate prototypes, and explore innovative concepts.

And more



FREE TRAINING

Start your AI journey today

[Generative AI for Executives](#) (13 minutes) offers executives a high-level picture of generative AI, real-world enterprise use cases, and suggested workforce training to upskill workforces on emerging technologies.

[Digital Transformation for Executives](#) (7 minutes) is designed to help leaders learn how to implement digital transformation and what technologies and training will help.

Make your technology investments count

The availability of skilled talent is currently the single biggest barrier to industry transformation.³ Unless the AI skills gap is addressed, business leaders risk getting left behind.

5M CLOUD JOBS ARE UNFILLED GLOBALLY

as the shift to cloud computing accelerates, enterprises and the global workforce have failed to keep up with the skills required⁴

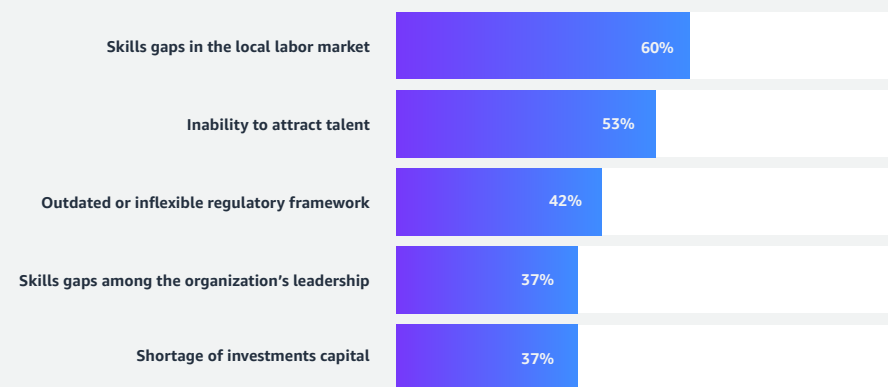
75% OF ORGANIZATIONS

plan to adopt big data, cloud computing, and artificial intelligence in the next five years⁵

Skills and talent gaps block industry transformation

Percent of respondents rating this as a main barrier

Source: World Economic Forum, Future of Jobs Report 2023



³ "The Value of a 'Full Stack' Approach to Cloud Talent Management," Enterprise Strategy Group white paper commissioned by AWS, March 2023

⁴ "Prioritizing People: 4 Strategies that Make or Break Cloud Migrations and Beyond (AWS re:Invent 2022)," AWS Training and Certification Blog, December 2022

⁵ "The Future of Jobs Report 2023," World Economic Forum, April 2023

FUTURE PROOF YOUR WORKFORCE

Extract business value with AWS Training

With AWS Training, teams can navigate generative AI tools and resources on AWS and confidently forge ahead with this technology that is evolving at lightning speed.

NEARLY 1/3

of all businesses expect a return on investment in skills training within 6–12 months⁵

Organizations that invest in AWS Training and Certification see a

234% RETURN ON THEIR INVESTMENT

and they realize the payback in less than 6 months⁵



⁵ "The Total Economic Impact Of AWS Training And Certification," Forrester study commissioned by AWS, May 2022



How organizations are leveraging AWS generative AI and machine learning services



The Bank of Montreal leverages AWS re/Start and Skills Guild programs to accelerate its AI innovation efforts.

[Discover how the Bank of Montreal is leveraging AWS Training to stay ahead with AI >](#)



PHILIPS

Royal Philips, a health technology company, is leveraging generative AI and ML services, including Amazon Bedrock, to:

- Provide clinical decision support
- Make more accurate diagnoses
- Automate administrative tasks

OmnicomGroup

Omnicom, a global marketing and communications company, is leveraging generative AI and ML services, including:

- [Amazon Bedrock](#)
- [Amazon Elastic Compute Cloud](#) (Amazon EC2) Trn1n instances powered by [AWS Trainium chips](#)

FUTURE PROOF YOUR WORKFORCE

Generating AI expertise

The top three workforce strategies that help realize the promise of AI innovation:

1. Upskill your advanced digitally skilled workers in the flow of work
2. Activate all your talent. Join the 25% of companies currently training non-technical workers with relevant, foundational technical knowledge to enable them to understand how to drive innovation in their roles.
3. Being a destination employer for cloud-ready, entry-level talent



Meet **AWS Skill Builder**, your online workforce learning center

Maximize your learning investment with training that's baked into employees' day-to-day skills that can be put to use immediately. Courses are suitable for teams and individuals at every level—from executive leaders interested in how generative AI and cloud skills can transform business to developers seeking to use generative AI to boost productivity. Learn from AWS experts and build out in-demand digital skills with access to over 600 free digital courses. AWS continuous training is helping thousands of customers realize their own AI initiatives today to future proof their organizations for tomorrow.

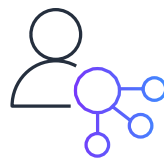
[Watch how an AWS Skills Builder Team subscription can help you upskill your workforce and maximize your cloud investment ›](#)

[Watch how Cisco leveraged AWS Skill Builder to scale up with cloud skills in this video ›](#)



Connect with qualified candidates

Find cloud-skilled candidates to fill your open roles today.



Become a destination employer for the next generation of cloud-ready talent

AWS Education Programs prepare learners from diverse backgrounds for in-demand, entry-level cloud roles around the world. We're supporting these individuals as they launch their careers, helping them to become lifelong AWS learners who can help your organization thrive.

AWS TRAINING

Generative AI training starts here

Building on more than 25 years of developing generative AI and ML technologies, AWS and Amazon are helping organizations meet the demand for generative AI and ML talent courses for every experience level and position. The following digital, on-demand training courses are tailored for every discipline, from developers and engineers to data scientists and executives.

Incisive, free, and low-cost online training courses for cloud and generative AI

[For C-suite and non-technical leaders ›](#)

[For developers and technical audiences ›](#)

[For AWS Partners ›](#)



For C-suite and non-technical leaders

Explore the cloud's capabilities and business benefits for innovation and competitive advantage with guidance specific to the role you play in the organization's use of the cloud.

Cloud for CEOs (9 minutes) gives chief executive officers and presidents a high-level picture of cloud computing technology. Learn what the cloud is, why you should consider the cloud, and how to get started on your cloud adoption journey.

Cloud for CFOs (13 minutes) gives chief financial officers a high-level picture of cloud computing, key considerations to know before moving your organization to the cloud, your role during a cloud transformation, challenges you may experience, and how to engage with CIOs in a cloud migration.

Cloud for CMOs (8 minutes) gives chief marketing officers a high-level picture of cloud computing technology and why you should consider the cloud from a marketing perspective. You will review how to gain customer insights and increase marketing ROI with the cloud and how to get started with digital transformation.

Cloud for CTOs (10 minutes) gives chief technology officers a high-level picture of cloud computing technology and how it can help your organization adapt to customer needs and deliver enhanced user experiences through scalable, cost-effective, and accessible technology solutions. The course also covers Agile development, DevOps strategy, AI, and ML.

Cloud for CIOs (9 minutes) gives chief information officers, vice presidents, and directors of IT a high-level picture of cloud computing, reasons to consider moving to the cloud, how to be successful, and steps to get started.

Cloud for CISOs (11 minutes) gives chief information security officers and other managers and directors of security a high-level picture of cloud computing technology from a security perspective. You will explore why you should consider the cloud and how to build a culture of security and a compliance program on AWS. You will also explore ransomware mitigation.





For developers and technical audiences

CodeWhisperer: Getting started

Designed to help developers get more done faster, this self-paced digital course introduces learners to CodeWhisperer, an AI coding companion.

AWS Jam Journey: Build using CodeWhisperer

In a secure sandboxed AWS environment, developers get practical experience with CodeWhisperer.

Generative AI Foundations on AWS

For technologists already familiar with AI modeling, deep dive on pretraining, fine-tuning, and deploying state-of-the-art FMs on AWS.

Generative AI with Large Language Models

Developed for data scientists and engineers, become an expert in electing, training, fine-tuning, and deploying large language models (LLMs) for real-world applications.

Machine Learning Essentials for Business and Technical Decision Makers

Decision makers can gain insight on how to integrate ML into business processes and how to successfully achieve organizational adoption of ML.

For AWS Partners

AWS Partner: Generative AI on AWS Essentials (Business)

AWS Partner professionals can discover the basis of generative AI on AWS and how it can help reinvent your businesses.

AWS PartnerCast – Building Generative AI on AWS: Key Service Features and Demos

From Amazon Bedrock to CodeWhisperer to **Amazon SageMaker**, deep dive into AWS generative AI services and capabilities.

In addition to the generative AI training above, we offer more than 80 courses and learning resources on generative AI and ML through **AWS Skill Builder** and **AWS Educate** that build on Amazon and AWS more than 25 years of experience developing generative AI and ML technologies.

CONCLUSION

Have questions? Ask an AWS expert

Talk to an AWS expert to find out what training options are right for your organization.

In addition to the generative AI training above, we offer more than 80 courses and learning resources on generative AI and ML through [AWS Skill Builder](#) and [AWS Educate](#).

[Request a consult](#) ›