

[GET THE PATHWAY BROCHURE](#)

Four Pathways. One Credential. Your AI Career Start.

Full 12-week roadmap, all 4 persona pathways, complete GSDC syllabus, and exam details — in one downloadable PDF.

PATHWAYS DESIGNED FOR

• Career Switcher

• Developer Pivot

• Manager / Leader

• Student / New Grad

4

Personas

14

Modules

76

LBDs

12

Weeks

Inside this toolkit

- Personalized pathways for 4 personas
- Full 14-module syllabus + 76 LBD activities
- Career-switcher case studies
- Exam details + sample certificate

WELCOME

Why a pathway, not a course

Generative AI is the fastest-growing career category of 2026, but no single learning path fits everyone. A marketer transitioning into prompt engineering, a backend developer pivoting into AI engineering, a product manager learning to lead AI teams, and a recent graduate starting from scratch all need the same end-state — but they need to arrive there from very different starting points.

This brochure gives you four pathways through the same credential. Read your persona first; then compare with the others to see how flexible the journey is. The destination is the same: an industry-recognised GSDC credential and a portfolio that gets interviews.

Built for career change

70% of 2025 cohort enrolled to switch roles or industries. The pathway structure exists because generic courses fail this audience.

One destination, four routes

Every persona reaches the same credential, the same 76 LBDs, and the same exam — but the entry steps, pace, and emphasis differ.

The four personas this brochure covers

● Career Switcher

● Developer Pivot

● Manager / Leader

● Student / New Grad

WHAT YOU'LL GET

Inside the 28-page pathway brochure

This is a working document. Read your own persona first, but skim the others too — many candidates find their actual pathway lives between two personas.

- **4 persona pathways**
Career Switcher, Developer Pivot, Manager/Leader, and Student/New-Grad — each with its own 12-week plan.
- **Full 14-module syllabus**
Topics, learning outcomes, recommended tools, and reading list for every module.
- **All 76 LBD activities**
Learn-by-Doing activities with brief, success criteria, and portfolio artifact.
- **Career-switcher case studies**
Five real-world stories of people who shifted into AI roles in under 90 days.
- **Exam details + sample certificate**
Format, scoring band, retake policy, and digital badge specification.
- **Enrolment + FAQs**
Four-step enrolment, refund policy, retake policy, mentor pod structure.

[FIND YOUR PATHWAY](#)

Which persona are you?

Use these one-sentence prompts to identify your starting persona. If two fit you, pick the one closer to your current day job — you can switch tracks in the first three weeks at no cost.

Career Switcher

CS

You work in marketing, ops, finance, HR, or a non-technical function and want to transition into a generative-AI role inside the next 6 months.

Developer Pivot

DP

You're already a working software developer (backend, frontend, data, or DevOps) and want to add AI engineering to your stack.

Manager / Leader

ML

You lead a team or function and need to credibly sponsor AI initiatives, hire AI talent, and make build-vs-buy decisions.

Student / New Grad

SN

You're studying or just graduated, with limited industry experience, and want your first role to be in AI rather than pivoting later.

[TAKE THE NEXT STEP](#)

From pathway to credential

You now know which persona fits you. The credential is what turns the pathway into an outcome — a 12-week programme with mentor pods, all 76 LBDs, the capstone, and the GSDC credential employers recognise. Whichever persona you picked, this is the same credential at the end.

[OFFER] · RELATED

Enrol in the GSDC Pathway-aligned Certification

Same persona pathway you just identified — now with mentor support, LBDs, and the GSDC credential.

[Start My Certification →](#)

Tap anywhere →

4

Personas

14

Modules

76

LBDs

12

Weeks

✓

Career switch

Tap the card above, or visit gsdcouncil.org · Generative AI Career Pathway Guide

[PERSONA PATHWAY · 1 OF 4](#)

Career Switcher pathway

STARTING POINT

You work in a non-technical role and have limited or no programming background.

This pathway adds 1–2 weeks of pre-cohort onboarding so non-programmers arrive at Module 1 comfortable with Python, terminals, and Git. From there, the emphasis is on prompt engineering, RAG patterns, and low-code agent building — where career switchers see the fastest interview signals.

Module emphasis for this pathway

M1 Foundations

M2 Prompting

M4 RAG

M5 Agents

M10 Product

M14 Capstone

12-week plan, phased for this persona

Weeks 0-3

Python warm-up · M1 Foundations · M2 Prompting basics. Goal: comfortable in a notebook.

Weeks 4-6

M3 Embeddings (light) · M4 RAG end-to-end. Goal: first portfolio artifact shipped.

Weeks 7-9

M5 Agents · M6 Eval (light) · M10 Product framing. Goal: a working agent demo.

Weeks 10-12

M14 Capstone + interview prep. Goal: portfolio site live and exam passed.

EXPECTED OUTCOME · 90 DAYS

By day 90: GitHub portfolio with 3 polished artifacts, an active LinkedIn profile rewritten for AI roles, and warm intros to junior-AI / prompt-engineer postings via the alumni channel.

PERSONA PATHWAY · 2 OF 4

Developer Pivot pathway

STARTING POINT

You're an active software developer (any stack) and want to add AI engineering to your skillset.

This pathway skips the basics and front-loads orchestration, vector search, agents, and serving. Developers already know how to ship — what they need is the GenAI-specific stack and the production patterns that make AI features behave reliably under real traffic.

Module emphasis for this pathway

M3 Embeddings

M4 RAG

M5 Agents

M6 Eval

M8 Serving

M9 Guardrails

12-week plan, phased for this persona**Weeks 1-3**

M1-2 condensed · M3 Embeddings. Goal: vector pipeline running locally.

Weeks 4-6

M4 RAG · M5 Agents · M6 Eval. Goal: agent + eval harness in CI.

Weeks 7-9

M7 Fine-tune (light) · M8 Serving · M9 Guardrails. Goal: a deployed feature.

Weeks 10-12

M11 Cost · M14 Capstone. Goal: production-ready capstone with observability.

EXPECTED OUTCOME - 90 DAYS

By day 90: a deployed GenAI feature with eval-in-CI, observable P95 latency under target, and 2–3 senior AI-engineer interview loops in progress.

[PERSONA PATHWAY · 3 OF 4](#)

Manager / Leader pathway

STARTING POINT

You're a senior IC, PM, team lead, or executive sponsor expected to make credible AI decisions.

This pathway swaps deep coding labs for product, cost, governance, and team-design content. You still build — but the artifacts are evaluation harnesses, AI roadmaps, and TCO models, not low-level serving code. The goal is to sponsor AI work with the same fluency as your senior engineers.

Module emphasis for this pathway

M1 Foundations

M2 Prompting

M6 Eval

M10 Product

M11 Cost

M12 Governance

12-week plan, phased for this persona

Weeks 1-3

M1 Foundations · M2 Prompting (no-code first). Goal: hands-on intuition.

Weeks 4-6

M4 RAG conceptual · M6 Evaluation strategy. Goal: an eval harness owned by you.

Weeks 7-9

M10 Product · M11 Cost · M12 Governance. Goal: a build-vs-buy decision doc.

Weeks 10-12

M13 Consulting patterns · M14 Capstone (strategy artifact). Goal: AI roadmap shipped.

EXPECTED OUTCOME - 90 DAYS

By day 90: a documented AI roadmap, TCO model, and governance policy for your team. Endorsement from peers as the credible AI voice in your function.

[DON'T LET THE COHORT CLOSE](#)

Pathway-aligned cohorts fill quickly

Each cohort blends candidates across all four personas, with mentor pods sized to keep peer chemistry strong. Slots in pathway-aligned pods are capped per intake — the persona-specific onboarding (especially for Career Switchers) is the first to close.

[OFFER] · LIMITED TIME

Lock your seat in the current pathway cohort

Mentor pods and persona-specific onboarding are capped per cohort. Reserve yours before this window closes.

[Secure My Pathway Seat →](#)

Tap anywhere →

4

Personas

14

Modules

76

LBDs

12

Weeks

✓

Career switch

Tap the card above, or visit gsdcouncil.org · Generative AI Career Pathway Guide

[PERSONA PATHWAY · 4 OF 4](#)

Student / New-Grad pathway

STARTING POINT

You're studying or recently graduated, with limited industry experience, and want your first job to be in AI.

This pathway leans hardest on portfolio depth and interview prep. Students don't need to differentiate from peers on credentials alone — they need two or three artifacts that look like they came from a junior engineer at a real AI company. This plan front-loads exactly that.

Module emphasis for this pathway

M1 Foundations

M2 Prompting

M4 RAG

M5 Agents

M6 Eval

M14 Capstone

12-week plan, phased for this persona

Weeks 1-3

M1-2 thorough · daily LBDs · interview-style review. Goal: GitHub starts looking real.

Weeks 4-6

M3 · M4 · M5. Goal: 2 portfolio artifacts shipped with READMEs and demos.

Weeks 7-9

M6 Eval · M7 Fine-tune (intro) · M9 Guardrails. Goal: 3rd artifact + eval write-up.

Weeks 10-12

M14 Capstone + mock interviews + employer connect. Goal: 5+ active applications.

EXPECTED OUTCOME - 90 DAYS

By day 90: a polished portfolio site, GSDC credential earned, and active interview pipelines via the alumni network's intern and junior-engineer postings.

SIDE-BY-SIDE COMPARISON

All four pathways at a glance

Use this matrix to compare pathways quickly. Same credential, same modules — but the emphasis, pace, and artifacts differ to fit each persona's starting point.

Attribute	Career Switcher	Developer Pivot	Manager / Leader	Student / New Grad
Pre-cohort prep	1-2 wks Python	Skip	Skip	Daily LBDs
Coding load	Medium	High	Light	High
Eval emphasis	Light	Heavy	Heavy	Medium
Product focus	Medium	Light	Heavy	Light
Portfolio depth	3 artifacts	Capstone-heavy	Strategy docs	3 artifacts
Target role	Prompt Eng	AI Engineer	AI PM / Lead	Jr AI Eng
Capstone style	Applied demo	Production	Strategy	Showcase

14-MODULE SYLLABUS · 1 OF 2

Modules M1 – M7

M1**Generative AI Foundations**

Transformer basics, capabilities and limits of modern LLMs, environment setup.

M2**Prompt Engineering**

Zero/few-shot, chain-of-thought, ReAct, structured outputs, prompt-injection defense.

M3**Embeddings & Vector Search**

Embedding models, similarity, dimensionality, hybrid search, multimodal embeddings.

M4**Retrieval-Augmented Generation**

Chunking, hybrid retrieval, re-ranking, context construction, RAG-specific eval.

M5**Agents & Orchestration**

Tool use, planners, memory, multi-agent orchestration, controllability.

M6**Evaluation in Practice**

Offline + online eval harnesses, LLM-as-judge, human review, eval in CI.

M7**Fine-tuning & Adaptation**

SFT, LoRA / QLoRA, DPO, dataset curation, eval after adaptation.

[HALF-PRICE ACCESS](#)

The pathway-aligned certification at 50% off

GSDC opens a recurring promotional window where the Career Pathway-aligned Certification is available at half the standard fee. The promotional rate covers the full 12-week pathway, all 76 LBDs, mentor pods, persona-specific onboarding, and the post-cert career-switch support — nothing is removed at the lower rate.

[OFFER] · 50% OFF

Get your persona pathway at half the standard rate

Same 14 modules, same 76 LBDs, same mentor and career-switch support — at 50% off.

Claim 50% Off Now →

Tap anywhere →

4

Personas

14

Modules

76

LBDs

12

Weeks



Career switch

Tap the card above, or visit gsdcouncil.org · Generative AI Career Pathway Guide

14-MODULE SYLLABUS · 2 OF 2

Modules M8 – M14

M8**Production Serving**

Inference servers, streaming, batching, quantization, caching, observability.

M9**Guardrails & Safety**

Input/output filtering, jailbreak resistance, sensitive-data masking, policy.

M10**AI Product Strategy**

Roadmap, build-vs-buy, hosted-vs-open, success metrics, AI UX patterns.

M11**Cost & Unit Economics**

Per-request cost models, caching tactics, model-tier routing, hosted-vs-open math.

M12**Governance & Policy**

Regulatory landscape, internal AI policy, data residency, audit trails.

M13**AI Consulting Practice**

Discovery, opportunity sizing, vendor selection, change management for non-AI teams.

M14**Capstone Project**

End-to-end shipped artifact with full eval and write-up — style varies by persona.

LEARN-BY-DOING ACTIVITIES

All 76 LBDs across the pathway

Each module ships with a set of Learn-by-Doing activities — small, scoped builds that produce a reviewable portfolio artifact. Mentors grade them; recruiters review them. Distribution by module:



TOTAL · 76 Learn-by-Doing activities

[SAMPLE LBD](#)

What one Learn-by-Doing activity looks like

LBD M5-2 · BUILD A MULTI-STEP AGENT WITH REAL TOOLS

Brief

Build an agent that uses three external tools — web search, a calculator, and an internal product-data API — to answer compound questions with citations. Add memory across turns, retry logic on tool failure, and a trace UI showing every step. Include 20 graded test cases covering happy path and edge cases.

Success criteria

Task completion	≥ 85% on the 20-case test set
Tool selection	Correct tool chosen ≥ 90% of the time
Recovery	Tool-failure cases resolved on retry ≥ 80%
Latency	Median end-to-end ≤ 6s per query
Trace UI	Every step visible with input/output, in time order
Write-up	1-page summary covering design + observed failure modes

Portfolio artifact

GitHub repository with reproducible run instructions, a short Loom-style demo (3 minutes), and the design write-up. Reviewable by a hiring manager in under 10 minutes — the format hiring teams actually like.

TIME-BOUND WINDOW

Your fast-track offer is valid for 48 hours

If you are reading this brochure as part of an outreach campaign, your enrolment window is time-bound — typically 48 hours from when the document was shared with you. Within that window, your persona-specific pod slot is held without cost and the promotional rate is applied automatically at checkout.

[OFFER] · VALID 48 HOURS

Activate your reserved pathway seat in the next 48 hours

Your persona-specific pod slot and promotional rate are auto-applied at checkout. After the window closes, both reset.

[Activate My Seat →](#)

Tap anywhere →

4

Personas

14

Modules

76

LBDs

12

Weeks

✓

Career switch

Tap the card above, or visit gsdcouncil.org · Generative AI Career Pathway Guide

CAREER-SWITCHER CASE STUDIES

Five real switches into AI roles

Five short, anonymised stories from the 2025 cohorts. Names changed, roles and trajectories real. These are not the top 1% — they are typical outcomes for candidates who completed the pathway and the LBDs.

M., Marketing → Prompt Engineer

Content marketer at a SaaS company. Took the Career Switcher pathway. Capstone: an internal prompt library + eval harness. Now: full-time Prompt Engineer at the same employer, 38% comp increase, ~85 days post-cert.

R., Backend Dev → AI Engineer

Backend developer (5 yrs Python). Developer Pivot pathway. Capstone: a production RAG service over the company knowledge base. Now: AI Engineer at a series-B start-up, ~60 days post-cert.

S., Product Manager → AI PM

PM at a fintech. Manager/Leader pathway. Capstone: an AI roadmap + TCO model for her function. Now: still at the fintech but leading the AI product initiative, with a new title and budget.

A., Civil Engineer → AI Consultant

Civil engineer who'd been learning Python on the side. Career Switcher pathway. Capstone: a vendor-selection framework. Now: independent AI consultant, five-figure project pipeline 90 days post-cert.

J., CS Student → Junior AI Engineer

Final-year CS student. Student/New-Grad pathway. Capstone: an agent with three tools and a trace UI. Now: Junior AI Engineer at a mid-size product company, first job out of school.

EXAM DETAILS

How the certification exam works

The exam is the final gate, in addition to LBD review. It is proctored, online, and designed to be completed in a single sitting. The exam is the same across all four personas — the pathway differences are in how you get there, not in what's tested.

FORMAT

60 multiple-choice + 4 scenario-based questions

DURATION

90 minutes, single sitting

PASS MARK

65% overall, with a 50% floor on scenario items

PROCTORING

Browser-based with live invigilation

RETAKE POLICY

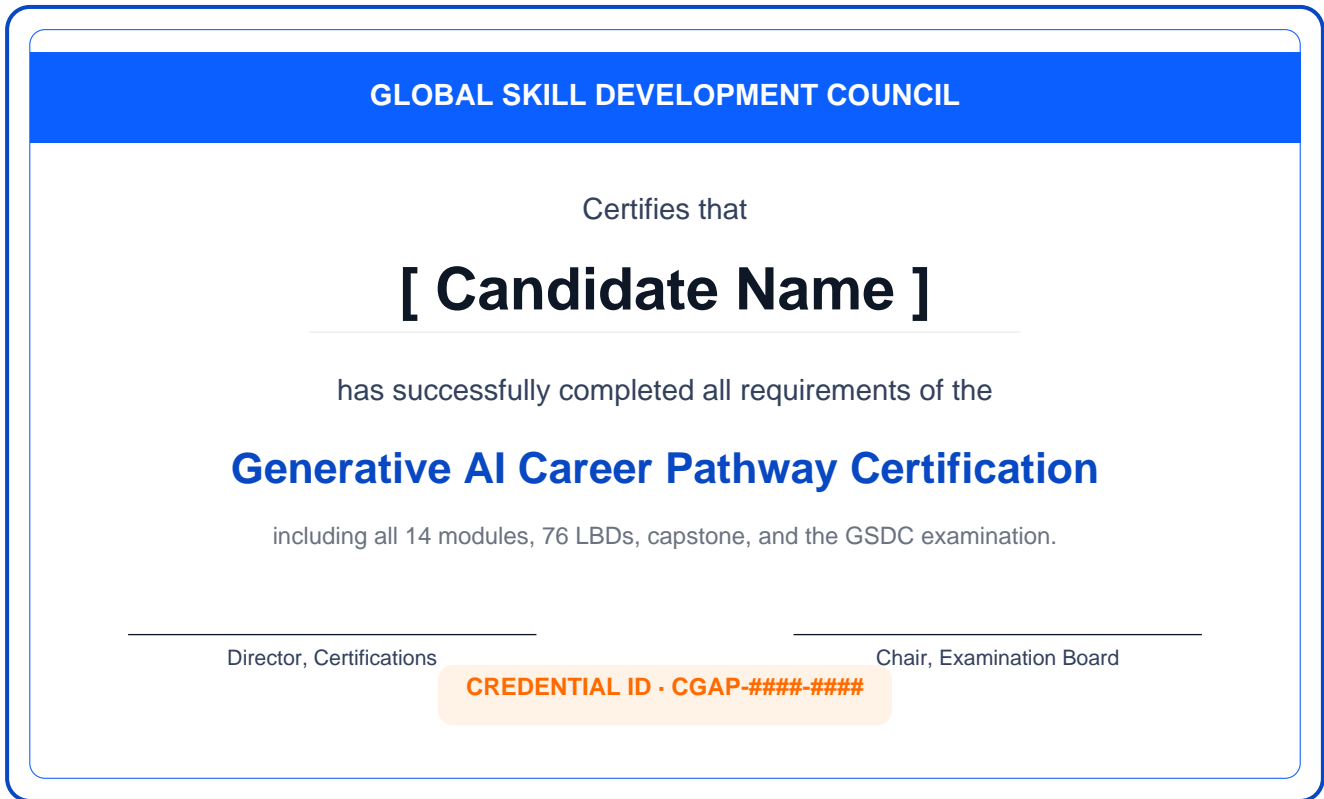
Two free retakes within 12 months

SCORING BAND

Pass / Merit / Distinction ($\geq 75\%$ / $\geq 85\%$)

SAMPLE CERTIFICATE

What you receive on passing



Each credential is paired with a verifiable digital badge and a public verification URL hosted on the GSDC credentialing system.

HALF OFF, FULL PATHWAY

Half-price access · second window

If you missed the earlier promotional rate, a second 50%-off window is currently open for candidates who reach this page of the brochure. It's the lowest publicly available pricing on the Career Pathway-aligned credential and includes every persona track described in this document.

[OFFER] · 50% OFF

Half-price certification — full pathway, no add-ons removed

Includes the full syllabus, all 76 LBDs, persona-specific onboarding, capstone review, and post-cert career support.

[Apply 50% Discount →](#)

Tap anywhere →

4

Personas

14

Modules

76

LBDs

12

Weeks



Career switch

Tap the card above, or visit gsdcouncil.org · Generative AI Career Pathway Guide

[12-WEEK ROADMAP](#)

The shared structure under every pathway

Each persona pathway sits on the same underlying four-phase structure. Pace and emphasis differ — but the checkpoints, the credential, and the cohort calendar are identical.

PHASE 1 Weeks 1-3	Foundations & Prompting MODULES IN THIS PHASE M1 Foundations M2 Prompting M6 Eval (intro)
PHASE 2 Weeks 4-6	Retrieval & Agents MODULES IN THIS PHASE M3 Embeddings M4 RAG M5 Agents
PHASE 3 Weeks 7-9	Production & Adaptation MODULES IN THIS PHASE M7 Fine-tune M8 Serving M9 Guardrails
PHASE 4 Weeks 10-12	Product, Policy, Capstone MODULES IN THIS PHASE M10-13 M14 Capstone Exam + LBD review

OUTCOMES BY PERSONA

What graduates actually do, by pathway

Outcomes split predictably by persona. Below are the 90-day post-cert outcomes from the 2025 cohorts, segmented by starting pathway.



[PAIR THE PATHWAY WITH THE CREDENTIAL](#)

The natural companion to this document

This brochure is the planning artifact. The credential is the execution artifact. Candidates who succeed almost always pair the two — the brochure tells them which persona pathway fits and what the journey looks like; the credential gives them the mentors, LBDs, and structure to actually walk it.

[OFFER] · RELATED

Pair this pathway brochure with the GSDC credential

Same 4 personas, same mentor pods, same LBDs and career-switch support — packaged into one structured 12-week credential.

[Get the Credential →](#)

Tap anywhere →

4

Personas

14

Modules

76

LBDs

12

Weeks

✓

Career switch

Tap the card above, or visit gsdcouncil.org · Generative AI Career Pathway Guide

MENTORS & COMMUNITY

Who you'll learn from, and with

Every mentor pod is led by a practising senior GenAI engineer or product leader, vetted by GSDC's accreditation board. For persona-specific pods, mentors are matched to the dominant persona — career-switchers get mentors who themselves switched, managers get mentors with leadership backgrounds.

Persona-matched mentor pods

Cohorts split into pods of 8–10 candidates per lead mentor. Pods are intentionally diverse across personas so peer learning crosses tracks — but the mentor is matched to the dominant pod persona for relevance.

Lifetime community access

GSDC Alumni Slack and quarterly virtual meetups stay open for life. About 40% of post-cert offers in 2025 came through the alumni channel — particularly valuable for career switchers.

Mentor bench at a glance

120+ Active mentors

9 Avg years senior

18 Industries

4.8/5 Mentor rating

FINAL 48 HOURS

The fast-track window closes soon

Candidates who reach this section of the brochure typically convert into enrolled learners within the next 48 hours, because that is the window in which their reserved persona-matched pod slot is held. After 48 hours the slot is released back into the general queue and the discount expires.

[OFFER] · VALID 48 HOURS

Convert your reservation into an enrolment

Your persona-matched pod slot and auto-applied discount expire after 48 hours. Confirm to keep both.

Confirm My Enrolment →

Tap anywhere →

4

Personas

14

Modules

76

LBDs

12

Weeks

✓

Career switch

Tap the card above, or visit gsdcouncil.org · Generative AI Career Pathway Guide

FINAL STEPS

How to enrol - quick FAQs

Enrolment in 4 steps

- 1 Pick your persona using the quiz on page 4 — change is free in the first 3 weeks.
- 2 Reserve your seat — tap any CTA in this brochure to open the form.
- 3 Onboarding call within 24 hours of payment confirms your pod and pathway pace.
- 4 Week 1 unlocks on the cohort start date with M1 lectures and persona-specific LBDs.

Quick FAQs

Q. Can I switch personas mid-cohort?

A. Yes — free in the first 3 weeks. Later switches may add 1-2 modules.

Q. Is the Career-Switcher pathway really enough without coding?

A. Yes — but expect 1-2 extra weeks of pre-cohort Python warm-up to keep up.

Q. Is the credential industry-recognised?

A. Yes — listed on the GSDC public registry with a verifiable digital badge.

Q. What if I miss the 12-week window?

A. The dashboard stays open 12 months. Only mentor-pod access is time-bounded.

Q. Are retakes allowed?

A. Two free retakes within 12 months — no effect on the final credential.

Q. Is there a refund policy?

A. Full refund within 7 days; partial after that per the published schedule.

[END OF THE BROCHURE](#)

From pathway to credential — start today

You have now seen the 4 persona pathways, the 12-week roadmap, the 14-module syllabus, the 76 LBDs, the career-switcher case studies, the exam and certificate, the outcomes by persona, the mentor structure, and the enrolment process. The final step is yours — take it while the cohort, the reserved pod slot, and the promotional rate are still in play in the same window.

[OFFER] · RELATED

Begin your Career Pathway-aligned credential now

Everything in this 28-page brochure ships under one credential. Start where you finished reading.

[Start My Certification →](#)

Tap anywhere →

4

Personas

14

Modules

76

LBDs

12

Weeks



Career switch

Tap the card above, or visit gsdcouncil.org · Generative AI Career Pathway Guide

Thank you for reading. We'll see you in the cohort.