

THE 90-DAY PATHWAY MAP · 2026

The 90-Day Pathway Map

All 4 persona pathways printed. Module sequencing by week. Portfolio milestones with named checkpoints. Resume and LinkedIn rebuild checklist. The full **CPE - Certified Prompt Engineer** pathway alumni follow — adapted to your starting point.

Inside the map

✓ 4 persona-specific 90-day roadmaps	✓ Module sequence per persona
✓ Portfolio milestones + checkpoints	✓ 17-module CPE syllabus reference
✓ Resume + LinkedIn rebuild checklist	✓ Interview prep checklist
✓ Weekly cadence + daily anchors	✓ Persona-aware day-90 outcome

4
Personas
Persona-aware paths

12
Weeks
90-day pathway

17
Modules
Same syllabus · 4 orderings

Credential: **CPE - Certified Prompt Engineer** · Issued by **Global Skill Development Council** · Recognized in 100+ countries.

Page one carries no calls-to-action by design. The persona-lane map begins on page two.

READING GUIDE

How to read this pathway map

Six blocks. Find your persona on page 3 · trace your lane on page 4 · then read your persona deep-dive on pages 7-14. The checklists at the back are persona-tagged.

Block	Pages	What you'll find
1 · The 4 personas	3	Quick definitions · pick yours · cross-reference to other CPE brochures.
2 · The signature 4-lane map	4	All 4 persona pathways laid out across 12 weeks · module-by-module.
3 · Portfolio milestones & checkpoints	5–6	Named day-checkpoints all 4 personas hit · with the artifact at each one.
4 · Persona deep-dives	7–14	Two pages per persona: weekly cadence + week-by-week module + day-90 outcome.
5 · Resume + LinkedIn rebuild	15–17	Pre-CPE / mid-CPE / post-CPE rewrite · persona-tagged.
6 · Syllabus, exam, closer	18–28	17 modules · exam · sample certificate · FAQ · checklists · enrollment.

Cross-reference to the CPE family: the Hiring Report covers market data. The Salary Report covers pay grids. Maya's Story covers one individual's narrative. The Toolkit Playbook is the desk reference. *This pathway map is the structural plan* the reader walks — adapted to their persona.

PERSONAS · PICK YOURS

The 4 personas · which one are you?

Four personas. Each starts from a different place and reaches a slightly different day-90 outcome. Pick the closest fit; the credential is the same regardless. The *sequence* is what changes.

#	Persona	Starting point	Day-90 outcome target
1	Writer · Content Marketer	Content marketer · copywriter · journalist · brand strategist · no Python expected.	AI Content Strategist · AI Copywriter · AI Writing Specialist.
2	Engineer · Developer	Software engineer · developer · data engineer · ML / DS adjacent · Python fluent.	Prompt Engineer · LLM Developer · AI Automation Specialist.
3	PM · Strategist	Product / project manager · business analyst · operations · consulting · light technical.	Conversational AI Designer · AI Content Strategist · Prompt Engineer (light).
4	Career Switcher	Career break · industry change · pre-tech · finance · retail · education · varied.	Multiple landing roles possible · ChatGPT Specialist · AI Trainer · Conv AI Designer.

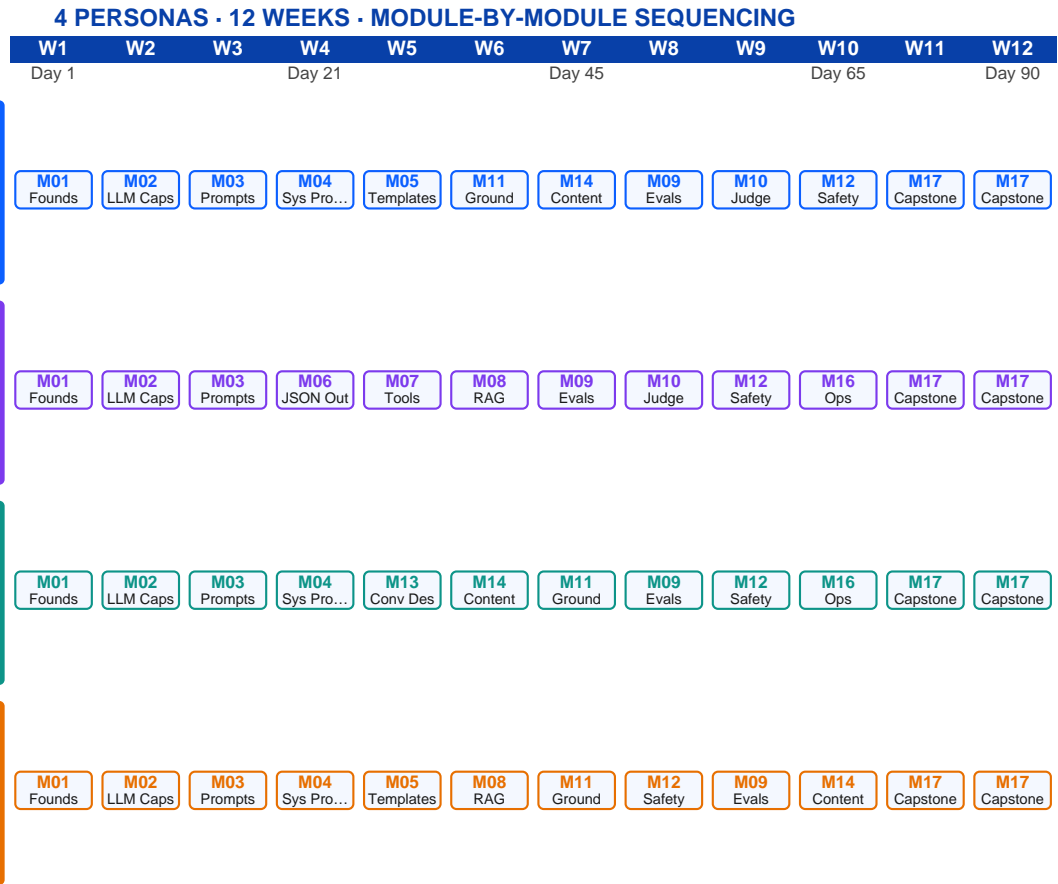
Not sure which one to pick?

- **Default to Persona 4** (Career Switcher) if you're between roles or unsure where you're heading.
- **Pick Persona 1** if you write or strategize content for a living — even part-time.
- **Pick Persona 2** if Python is your first instinct when solving a problem.
- **Pick Persona 3** if your week is mostly meetings, planning and stakeholder work.

PATHWAY HERO

The 4 persona pathways - one map

Below: all 4 persona pathways across 12 weeks. Same 17-module syllabus, different orderings. The chip in each cell is the module that persona works through that week.



What the lanes share: Week 1-3 (M01-M03) is identical across all personas — foundations. Week 11-12 is always the capstone (M17). The 8 weeks in between are where the personas diverge.

RELATED · YOUR PATHWAY

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Walk your 90-day pathway inside CPE

Every persona pathway in this map runs inside CPE. Enroll while the half-price window is open.

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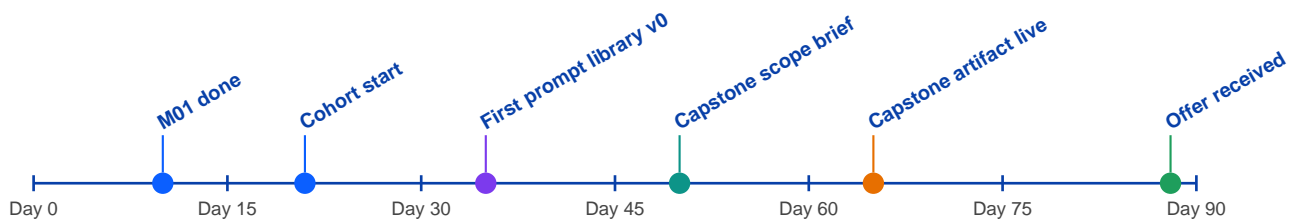
Tap anywhere on this card →

MILESTONES

Portfolio milestones - checkpoints (1 of 2)

Six named checkpoints across the 90 days. All 4 personas hit them. The *artifact* at each checkpoint differs by persona — but the date does not.

PORTFOLIO CHECKPOINTS · 90-DAY SCHEDULE



Day	Checkpoint	What every persona ships
10	M01 complete	Glossary of 30 terms · 3-model side-by-side · 1-page fit rubric.
21	Cohort start	Enrolled · mentor introduction · weekly cadence committed.
35	First prompt library v0	5-template library · versioned · with eval rubric drafted.
50	Capstone scope brief	Problem · users · data · metrics · risks · controls · written.
65	Capstone artifact live	Working artifact · gold set 60+ rows · eval results page · 90-sec walkthrough.
88	Offer received	First external interview-pipeline outcome · band conversation initiated.

MILESTONES

Portfolio milestones - what differs by persona (2 of 2)

The dates above are shared. The shape of the artifact at each one differs by persona. Below: the persona-specific artifact at the two biggest checkpoints — Day 35 (prompt library v0) and Day 65 (capstone live).

Persona	Day 35 - prompt library v0	Day 65 - capstone live
1 - Writer	5-template content library · brand-voice eval rubric drafted.	30-prompt content-ops library · brand-voice eval · zero hallucinated stats.
2 - Engineer	5-template tool-use scaffold · JSON schema validator drafted.	Working RAG / chat / tool-use feature · 60-scenario gold set · eval harness.
3 - PM	5-template stakeholder-facing library · disclosure copy drafted.	Conversational flow design · escalation paths · UX disclosure block live.
4 - Switcher	5-template generalist library · documentation + use-case map.	Generalist capstone aligned to target role · adaptable across 2-3 hire tracks.

Pattern: the milestone *name* is the same; the milestone *artifact* differs. That's why the same credential reaches different day-90 outcomes per persona — and why hiring teams take a single CPE candidate seriously across multiple role types.

The two checkpoints that move the most

- **Day 35** · the library that becomes your capstone seed. Built right, the rest follows.
- **Day 65** · the artifact recruiters open at panel. Without it, the credential alone reads thin.

PERSONA 1 **Writer - Content Marketer**
 OF 4
 Foundations first · brand-voice mid · capstone late · no Python

Who this persona is

Content marketers · copywriters · journalists · brand strategists · long-form writers · social media leads. Day-0: you can write but feel the AI-first content era pulling you out of your strongest skill. Day-90 target: AI Content Strategist · AI Copywriter · AI Writing Specialist.

Weekly cadence · what you do every week

Day	Activity	Time
Mon-Fri AM	5-prompt warm-up · drift / brand-voice tuning practice	10 min
Mon-Fri PM	1 lab from the week's module · ship the deliverable	60 min
Wed evening	Mentor session (cohort starts Day 21)	60 min
Sat morning	Self-quiz (10 questions) · weekly retro	45 min
Sun morning	Reading + 1 prompt-craft article · brand-voice corpus building	60 min

Module sequencing for this persona

Foundations: M01 · M02 (Weeks 1-2) · **Prompt patterns:** M03 · M04 · M05 (Weeks 3-5) · **Grounding & content:** M11 · M14 (Weeks 6-7) · **Evals:** M09 · M10 (Weeks 8-9) · **Safety:** M12 (Week 10) · **Capstone:** M17 (Weeks 11-12).

PERSONA 1 · WEEKS

Persona 1 - weekly map & outcomes

Week	Days	Module	What you ship at week-end
1	1-7	M01 · Foundations	Glossary · landscape note · 3-model side-by-side.
2	8-14	M02 · LLM capabilities	Context-window planner · tokenization analysis.
3	15-21	M03 · Prompt patterns	Zero/few-shot library v0 · prompt journal started.
4	22-28	M04 · System prompts	Brand-voice system prompt · refusal rules drafted.
5	29-35	M05 · Templates & versioning	5-template library v0 shipped
6	36-42	M11 · Grounding	Hallucination audit on real outputs · sources doc.
7	43-49	M14 · Content strategy	Content QA rubric · disclosure block template.
8	50-56	M09 · Evals	60-scenario gold set built
9	57-63	M10 · LLM-as-judge	Brand-voice judge rubric · cross-judge correlation.
10	64-70	M12 · Safety	Capstone artifact live
11	71-77	M17 · Capstone build	Eval results page · 90-sec video walkthrough.
12	78-90	M17 · Interview & offer	Cover notes · 8 targets · interviews · offer.

Day-90 outcome target for Persona 1

AI Content Strategist · AI Copywriter · AI Writing Specialist roles. Typical USA p50 base on Day 90: \$108-128k depending on city. See sister Salary Report for the full 5x4 grid.

LIMITED-TIME OFFER

[LIMITED TIME]

The half-price window is open — for now

The current enrollment bracket sits inside a limited-time discount window. Lock in your seat before it closes for the quarter.

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PERSONA 2 **Engineer - Developer**

OF 4

Foundations fast · tools / RAG deep · ops mid · Python expected

Who this persona is

Software engineers · backend / full-stack developers · data engineers · ML / DS-adjacent practitioners. Day-0: you already code; you've used ChatGPT or Claude but haven't shipped a production LLM feature with evals. Day-90 target: Prompt Engineer · LLM Developer · AI Automation Specialist.

Weekly cadence · what you do every week

Day	Activity	Time
Mon-Fri AM	Build session: ship one prompt + one eval row to your gold set	30 min
Mon-Fri PM	1 lab from the week's module + tooling integration practice	60 min
Wed evening	Mentor session (cohort starts Day 21)	60 min
Sat morning	Mini-build (mini-RAG · mini-eval-harness · etc)	120 min
Sun morning	Reading + 1 production-AI engineering article	45 min

Module sequencing for this persona

Foundations: M01 · M02 · M03 (Weeks 1-3) · **Structured outputs & tools:** M06 · M07 (Weeks 4-5) · **RAG:** M08 (Week 6) · **Evals:** M09 · M10 (Weeks 7-8) · **Safety:** M12 (Week 9) · **Ops:** M16 (Week 10) · **Capstone:** M17 (Weeks 11-12).

PERSONA 2 · WEEKS

Persona 2 - weekly map & outcomes

Week	Days	Module	What you ship at week-end
1	1-7	M01 · Foundations	Glossary · 3-model side-by-side · token budget.
2	8-14	M02 · LLM capabilities	Context-window planner · trace analysis memo.
3	15-21	M03 · Prompt patterns	Zero/few-shot · CoT · ReAct mini-experiments.
4	22-28	M06 · JSON schemas	Strict JSON schema · validation tests.
5	29-35	M07 · Function calling	Tool-use spec for 3 tools · 5-template library v0
6	36-42	M08 · RAG & retrieval	RAG prototype · 30-scenario eval set.
7	43-49	M09 · Evals	Eval harness · 6-metric scoring.
8	50-56	M10 · LLM-as-judge	60-scenario gold set + judge rubric
9	57-63	M12 · Safety	Injection defence test set · 10-attack red-team.
10	64-70	M16 · Ops	Capstone artifact live · cost & latency ops
11	71-77	M17 · Capstone build	Eval results · monitoring dashboard mock.
12	78-90	M17 · Interview & offer	Cover notes · 8 targets · interviews · offer.

Day-90 outcome target for Persona 2

Prompt Engineer · LLM Developer · AI Automation Specialist roles. Typical USA p50 base on Day 90: \$145-195k depending on city. The highest-base persona track.

PERSONA 3 **PM - Strategist**

OF 4

Foundations & system-prompts fast · UX / content mid · capstone late

Who this persona is

Product managers · project managers · business analysts · operations leads · consultants · ChatGPT power-users. Day-0: you spend most of your week in meetings, specs and stakeholder work. Day-90 target: Conversational AI Designer · AI Content Strategist · Prompt Engineer (PM-leaning).

Weekly cadence · what you do every week

Day	Activity	Time
Mon-Fri AM	Stakeholder language drill: 1 prompt-craft term defined out loud	10 min
Mon-Fri PM	1 lab + 1 prompt-strategy doc adapted to a real feature	60 min
Wed evening	Mentor session (cohort starts Day 21)	60 min
Sat morning	Stakeholder-explainer drafting · feature-spec adaptation	90 min
Sun morning	Reading + 1 AI product / UX article	45 min

Module sequencing for this persona

Foundations: M01 · M02 · M03 (Weeks 1-3) · **System prompts & design:** M04 · M13 (Weeks 4-5) ·

Content strategy: M14 (Week 6) · **Grounding & evals:** M11 · M09 (Weeks 7-8) · **Safety & ops:** M12 · M16 (Weeks 9-10) · **Capstone:** M17 (Weeks 11-12).

PERSONA 3 · WEEKS

Persona 3 - weekly map & outcomes

Week	Days	Module	What you ship at week-end
1	1-7	M01 · Foundations	Glossary · landscape note · stakeholder explainer v0.
2	8-14	M02 · LLM capabilities	Context-window planner · trace memo (non-code).
3	15-21	M03 · Prompt patterns	5-template prompt library · stakeholder-readable.
4	22-28	M04 · System prompts	Persona spec for a real feature · refusal rules.
5	29-35	M13 · Conv AI design	Chat flow + escalation paths · 5-template lib v0
6	36-42	M14 · Content strategy	Content QA rubric · disclosure copy designed.
7	43-49	M11 · Grounding	Hallucination audit + grounding strategy doc.
8	50-56	M09 · Evals	60-scenario gold set + manual review rubric
9	57-63	M12 · Safety	Injection defence design + escalation playbook.
10	64-70	M16 · Ops	Capstone artifact live · adoption dashboard mock
11	71-77	M17 · Capstone build	Exec-summary one-pager · viva rehearsal.
12	78-90	M17 · Interview & offer	Cover notes · 8 targets · case-round prep · offer.

Day-90 outcome target for Persona 3

Conversational AI Designer · AI Content Strategist · Prompt Engineer (PM-leaning). Typical USA p50 base on Day 90: \$128-160k depending on city. The PM track grows fastest into senior bands.

HALF-PRICE CERTIFICATION

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Same credential, same pathway — at half the cost

All 17 modules, persona-aware sequencing, capstone integration and the recognized digital badge — at fifty percent off.

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PERSONA 4 **Career Switcher**

OF 4

Broad foundations · adaptable mid · target-narrow late

Who this persona is

Career-break returners · industry-changers · pre-tech professionals · those moving from finance / retail / education / hospitality / government. Day-0: you're evaluating multiple landing roles. Day-90 target: ChatGPT Specialist · AI Trainer · Conversational AI Designer (start) · then narrow to a specialism over months 4-12.

Weekly cadence · what you do every week

Day	Activity	Time
Mon-Fri AM	5-prompt warm-up · vocabulary practice · curiosity exploration	10 min
Mon-Fri PM	1 lab + 1 generalist artifact step	60 min
Wed evening	Mentor session (cohort starts Day 21) · target-role calibration	60 min
Sat morning	Network outreach: 2 informational calls per week	90 min
Sun morning	Reading + 1 article from your target adjacent industry	45 min

Module sequencing for this persona

Foundations: M01 · M02 · M03 (Weeks 1-3) · **Versatile patterns:** M04 · M05 · M08 (Weeks 4-6) ·

Grounding & safety: M11 · M12 (Weeks 7-8) · **Evals & content:** M09 · M14 (Weeks 9-10) · **Capstone:** M17 (Weeks 11-12).

PERSONA 4 · WEEKS

Persona 4 - weekly map & outcomes

Week	Days	Module	What you ship at week-end
1	1-7	M01 · Foundations	Glossary · landscape note · target-role exploration.
2	8-14	M02 · LLM capabilities	Capability map adapted to your target industry.
3	15-21	M03 · Prompt patterns	5-template library v0 · generalist scaffolds.
4	22-28	M04 · System prompts	Persona spec for 2 different target roles.
5	29-35	M05 · Templates	Cross-role library shipped · 10 templates
6	36-42	M08 · RAG (light)	Mini-RAG with documents from your target domain.
7	43-49	M11 · Grounding	Truthfulness rubric + edge-case catalogue.
8	50-56	M12 · Safety	Injection defence drill + escalation rules.
9	57-63	M09 · Evals	60-scenario gold set · cross-target eval
10	64-70	M14 · Content strategy	Capstone artifact live · narrowed to 1 target role
11	71-77	M17 · Capstone build	Exec summary · 3-target adaptability rationale.
12	78-90	M17 · Interview & offer	Cover notes · 12 targets (broader · adaptable) · offer.

Day-90 outcome target for Persona 4

ChatGPT Specialist · AI Trainer · Conversational AI Designer (entry tier). Typical USA p50 base on Day 90: \$95-130k depending on landing role. Often a stepping stone — month 6-12 typically narrows into one of Personas 1-3 outcomes.

REBUILD · PHASE 1

Resume + LinkedIn rebuild - Day 0 (pre-CPE)

Phase 1 of the rebuild happens before CPE starts. Tell the world you're switching. Public commitment compounds. Persona-tagged below.

Persona	LinkedIn headline (pre-CPE)	Resume update (pre-CPE)
1 · Writer	"Content Marketer · transitioning to AI-first content · CPE candidate"	Add a 'Prompt & AI Skills' section: 5 prompt categories you can already work in.
2 · Engineer	"Engineer · prompt-engineering CPE candidate · LLM applications"	Add a 'Recent AI work' section: 3 LLM-backed mini-projects.
3 · PM	"PM · AI product strategy · CPE candidate · prompt & eval craft"	Add a 'AI strategy' section: 3 features you've shipped with AI in the loop.
4 · Switcher	"Career switcher into prompt engineering · CPE candidate · multi-role"	Add a 'Transition skills' section: 3 transferable + 3 new AI-adjacent skills.

Three rebuild anti-patterns to avoid in phase 1

- **“Used ChatGPT” without specifics.** Replace with concrete prompt categories you've shipped.
- **Hiding the transition.** Recruiters Google your name; LinkedIn says your direction. Don't be coy.
- **Erasing your strongest skill.** Your writing / engineering / PM background is what makes you a strong CPE candidate. Don't bury it.

REBUILD · PHASE 2

Resume + LinkedIn rebuild - Day 45 (mid-CPE)

Phase 2 happens at the midpoint of CPE — right after your prompt library v0 is shipped (Day 35) and before your capstone is fully live. This is the moment the transition stops being aspirational and becomes evidenced.

Section to update	What to add at Day 45
LinkedIn headline	Replace “candidate” with “in-progress” + the target role for your persona (e.g. “AI Content Strategist in-progress · CPE”).
LinkedIn featured section	Add a link to your prompt library v0 (Day 35 milestone). Even unfinished, it signals shipped work.
LinkedIn About section	Rewrite to lead with your day-90 target role · 3 sentences max · concrete artifacts.
Resume Skills section	Replace abstract terms with the page-12 keyword list from the sister Hiring Report.
Resume Projects section	Add the prompt library v0 with eval rubric reference. Name the gold-set size.
Resume Header	If your current title doesn't include AI, append “(transitioning to [persona target role])”.

OFFER VALID FOR 48 HOURS

[48 HOURS ONLY]

Your 50% offer expires in 48 hours

This discount bracket runs for 48 hours from the moment you opened the map. Move from reader to enrolled in under two minutes.

Activate Offer Now →

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REBUILD · PHASE 3

Resume + LinkedIn rebuild · Day 75 (post-capstone)

Phase 3 happens after your capstone artifact is live (Day 65) but before interviews start in earnest. This is the version recruiters will see during your interview pipeline.

Section to update	What changes by Day 75
LinkedIn headline	Drop "in-progress". Lead with the target role + "Certified Prompt Engineer · GSDC".
LinkedIn featured section	Link to: (1) your capstone URL · (2) your eval results page · (3) your 90-second walkthrough video.
LinkedIn certifications	Add CPE under Licenses & Certifications. Make sure the GSDC badge is visible.
LinkedIn About section	Rewrite the opening line: "[Target role] · shipped [capstone artifact] · [primary outcome metric]."
Resume header / summary	Lead bullet: the capstone outcome (5x velocity · zero hallucinated stats · etc.).
Resume Projects section	Replace the v0 reference with the full capstone breakdown: 30-prompt library · 60-scenario gold set · 4 evals · disclosure block.
Resume Certifications	CPE · Certified Prompt Engineer · GSDC · Recognized in 100+ countries.
Cover-note template	1-paragraph opener: target role · capstone link · what you'd do in first 30 days at the target firm.

INTERVIEW PREP

Interview-prep checklist - 30-minute drill

Print this page. Run through it once before any USA prompt-engineering interview. Sections A and B are shared across personas; C is persona-specific.

Section A - The opening 90 seconds

- I can deliver a 90-second introduction tying my background to my CPE journey.
- I name the credential explicitly: "Certified Prompt Engineer - GSDC".
- I close the intro with the capstone outcome metric.

Section B - The technical / case round

- I can walk my capstone end-to-end in under 3 minutes.
- I can name 3 prompt patterns and pick the right one per scenario.
- I can size a gold set + describe its 50/30/20 coverage.
- I can name 3 prompt-injection defences across specific layers.
- I can describe LLM-as-judge with one failure mode.

Section C - Persona-specific drills

- Persona 1 (Writer): brand-voice eval rubric + content-QA flow ready.
- Persona 2 (Engineer): RAG / tool-use architecture diagram + eval harness ready.
- Persona 3 (PM): stakeholder explainer + escalation paths + disclosure copy ready.
- Persona 4 (Switcher): transition narrative (1-min) + cross-role adaptability story ready.

Section D - The closing

- I have 3 questions for the interviewer that signal my interest in their stack.
- I know my salary-band anchor (see sister Salary Report for the 5x4 grid).
- I have my counter-script practiced out loud (see Salary Report page 15).

SYLLABUS

The 17-module CPE syllabus - part 1 of 2

All 17 modules. The same syllabus appears in different orderings across the 4 personas in this map. Below: modules 1-9.

#	Module	Phase	Hit by personas
M01	Prompt-engineering foundations	Foundations	1 · 2 · 3 · 4
M02	LLM capabilities & limits	Foundations	1 · 2 · 3 · 4
M03	Zero-shot, few-shot & CoT patterns	Core skills	1 · 2 · 3 · 4
M04	System prompts & persona design	Core skills	1 · 3 · 4
M05	Prompt template libraries & versioning	Core skills	1 · 4
M06	Structured outputs & JSON schemas	Core skills	2
M07	Function calling & tool use	Core skills	2
M08	RAG · retrieval & embeddings	Core skills	2 · 4
M09	Eval design · gold sets & rubrics	Core skills	1 · 2 · 3 · 4

What every persona hits: M01, M02, M03, M09. Those are the universal modules — the “every-CPE-candidate” floor. The rest is persona-aware.

SYLLABUS

The 17-module CPE syllabus - part 2 of 2

#	Module	Phase	Hit by personas
M10	LLM-as-judge & automated evals	Core skills	1 · 2
M11	Hallucination, grounding & truthfulness	Core skills	1 · 3 · 4
M12	Safety, abuse & injection defence	Build & ship	1 · 2 · 3 · 4
M13	Conversational AI design patterns	Build & ship	3
M14	AI content strategy & QA	Build & ship	1 · 3 · 4
M15	Automation workflows · Zapier / Make / n8n	Build & ship	— (specialism)
M16	Cost, latency & production ops	Build & ship	2 · 3
M17	Capstone, exam prep & viva	Capstone	1 · 2 · 3 · 4

Modules every persona touches

- **M01, M02, M03, M09, M12, M17** — the universal floor across all 4 personas.
- **M04, M11, M14** — three-of-four personas (the engineer-track skips these from the primary path).
- **M06, M07, M10** — the engineer-track deep emphasis.
- **M13** — the PM persona's signature deep module (conv-AI design).
- **M15** — outside the core 12-week path; specialism deep-dive available post-credential.

PERSONA-AWARE PATHWAY

[50% OFF]

A pathway sequenced for your starting point

Writer · engineer · PM · career switcher. The map adapts; the credential stays the same.

[Pick My Persona →](#)

Tap anywhere on this card →

CERTIFICATE

Sample certificate

Below is a stylised preview of the digital certificate issued on completion. The live certificate is dated, individually numbered, and accompanied by a verifiable digital badge you can share on LinkedIn, your CV and email signature.



Verification: every certificate is independently verifiable at gsdcouncil.org/verify using the credential ID printed on the certificate.

CHECKLIST · 90 DAYS

Printable pathway checklist

Print this page. Tick the boxes as you walk the 90 days. Sections A-D apply to all personas; row E differs by persona.

Section A · Days 1-15 · pick + commit

- I have picked my persona (1, 2, 3 or 4 from page 3).
- I have read my persona's deep-dive pages.
- I have blocked my weekly study slot (5-7 hours).
- I have done the Day-0 LinkedIn / Resume update (page 15).

Section B · Days 16-45 · foundations

- CPE cohort start confirmed (Day 21).
- Modules 1-3 complete · 5-template library v0 shipped (Day 35).
- Day-45 LinkedIn / Resume rebuild done (page 16).

Section C · Days 46-70 · capstone

- Capstone scope brief written (Day 50).
- 60-scenario gold set built.
- Capstone artifact live (Day 65).
- 90-second walkthrough video recorded.

Section D · Days 71-90 · interviews + offer

- Day-75 LinkedIn / Resume rebuild done (page 17).
- 8 target firms identified · tailored cover notes drafted.
- 12+ mock interviews completed (STAR / PASS drills).
- Counter-script practiced (Salary Report page 15).
- Offer received · counter sent · accepted (Day 88-90).

Section E · Persona-specific

- Persona 1: brand-voice rubric · content QA · disclosure block all live.
- Persona 2: RAG / tool-use / eval harness all live · monitoring dashboard mock.
- Persona 3: chat flow · escalation paths · exec summary · viva rehearsed.
- Persona 4: generalist library + 3-target adaptability rationale ready.

PITFALLS

Common pitfalls in a 90-day pathway

Eight pitfalls account for most of the “I started but didn't finish” outcomes. Knowing each in advance is half the protection.

Pitfall	How to avoid it
Trying to follow all 4 persona lanes at once	Pick one persona on Day 1. Adapt later only if your target changes.
Skipping the Day-0 rebuild	Phase 1 LinkedIn / Resume update is free · public commitment compounds.
Postponing the capstone	Day 50 scope brief · Day 65 live. Without it, the credential alone reads thin.
No real users for your capstone	Pick a project your current (or last) employer would actually use. Real users beat toy projects.
Ignoring the milestone checkpoints	Day 10 · 21 · 35 · 50 · 65 · 88. Each one is a public commitment, not a wish.
Going broad in interviews (Persona 4 trap)	Even switchers should narrow to 1-2 target roles at Day 75 · before applying.
Skipping the counter (offer phase)	Always counter. The sister Salary Report has the script. \$10-25k typically left on the table.
Stopping at the credential	Day 90 is the start, not the end. The 6-12 months after compound the most.

POST-PATHWAY

After Day 90 - the next 270 days

Day 90 is the launch, not the destination. Below: the typical CPE-alumni trajectory in the 6-12 months after the credential — by persona.

Window	Persona 1 (Writer)	Persona 2 (Engineer)	Persona 3 (PM)	Persona 4 (Switcher)
Day 91-180	First role shipped · team adoption.	First feature shipped · ops baseline.	First feature scoped · cross-team adoption.	Narrowed to one of P1-P3 trajectories.
Day 181-270	Re-band conversation · brand strategy upgrade.	Senior promotion conversation · architecture role.	Senior PM with AI focus · spec leadership.	First real promotion in the new track.
Day 271-365	Specialism: AI Content Strategist (senior) or Director of AI Content.	Specialism: LLM Architect or staff PE.	Specialism: Director of AI Product or Senior PM (AI).	Targeted band entry · second specialism if needed.

NO CODING REQUIRED

[50% OFF]

A pathway designed for non-coders too

2 of the 4 persona pathways assume no Python. The other 2 build technical depth gradually. Choose by starting point, not by gatekeep.

[Start No-Code Path →](#)

Tap anywhere on this card →

FAQ

Frequently asked questions

Question	Short answer
What if I don't fit any one persona?	Default to Persona 4 (Switcher). It's intentionally the most adaptable pathway.
Can I change persona mid-way?	Yes. Many readers shift between P1 and P3 around Day 30. The first 3 modules are persona-agnostic, so changing late is fine.
Is 90 days realistic for a non-coder?	Yes. Personas 1, 3 and 4 don't require coding. Real users + real artifacts substitute for code.
Can I do this around a full-time job?	Yes. 5-7 hrs / week. Maya's Story brochure (#17) walks through how one person did it.
What if I miss a checkpoint?	Adjust. The dates are reference; the order matters more. Don't restart — pick up where you stopped.
What if my company doesn't have a real capstone use case?	Build for a real user team outside your job — an open-source project, a friend's small business, a community group.
Are the resume bullets in this map 'keyword-stuffed'?	No. Page 12 of the Hiring Report has the canonical keyword list; the rebuild pages here use it sparingly with real evidence.
What if I want both the engineering AND content track?	Pick one for the 90-day pathway. Add the other 6-12 months later as a specialism — most stack on top in year 2.
What if I fail the exam?	Retakes allowed per the GSDC retake policy. Two sample exams + mock viva included.
What if the program isn't a fit?	GSDC offers a 7-day money-back guarantee per its refund policy.

FAMILY

Sister brochures & sister credentials

The CPE family has five brochures. Each tells the same credential from a different angle. Below: where to read next, depending on what you need.

Brochure	Identity	When to read
90-Day Pathway Map (this brochure)	4 persona pathways · module sequencing by week · resume + LinkedIn rebuild.	When you're planning the actual 90 days you'll walk.
USA Hiring Report 2026	4,200+ jobs · 9 role variants · 30 employers · 50+ interview Qs.	When you're picking a target role and building a shortlist.
USA Salary Report 2026	5x4 pay grid · 4 percentiles per cell · ROI math · negotiation script.	When you're anchoring an offer or planning your target band.
The Prompt Engineer Story (Maya R.)	5-chapter narrative · 90-day journey · \$98K → \$142K.	When you want the individual journey, not the aggregate data.
Toolkit Playbook	12 artifact templates · 5-pillar framework · 30+ tools.	When you're shipping work and need a desk reference.

Other GSDC AI credentials worth knowing

Credential	What it adds	Typical reader
CGAIP · Certified Generative AI Professional	Foundation generative-AI credential.	Anyone working with or around generative AI.
AAIPC · Certified Agentic AI Professional	Specialism: multi-step agents, tool surfaces, agent ops.	Engineers / PMs on autonomous agentic systems.
CGAIPM · Generative AI in Project Management	Specialism: how PMs run projects with GenAI in the loop.	Project managers in any function.

GETTING STARTED

How to start this week

Five moves to take this week — before you enroll — that line up your 90-day pathway.

Move	What you do	Time
1 · Pick your persona	Read page 3. Match yourself to one of the 4 personas. Don't agonize — Persona 4 (Switcher) is the default for ambiguity.	15 min
2 · Print your lane	Print page 4 (the 4-lane map). Highlight your persona's row.	5 min
3 · Block your weekly slot	5-7 hours per week for 12 weeks. Put it in the calendar before you enroll.	10 min
4 · Do the Day-0 rebuild (page 15)	LinkedIn headline · resume update · for your persona.	30 min
5 · Tell one person	Manager · mentor · partner · friend. Public commitment compounds.	30 min

By the time you start Module 1, your persona is picked, your lane is printed, your weekly slot is blocked, your LinkedIn says you're in motion, and one person knows. The program accelerates everything else.

NEXT COHORT INTAKE

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Join the next CPE cohort intake

Daily live sessions, peer cohort, capstone shipped end-to-end. Move from map reader to enrolled candidate in under two minutes.

[Join the Next Cohort →](#)

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ENROLLMENT

Walk your 90 days

You've picked your persona, traced your lane, read your weekly map, and mapped the rebuild. The next step is starting Module 1. Access opens immediately; your cohort is assigned within 24 hours.

Step	What happens
1 · Click any CTA in this map	You land on the official CPE program page.
2 · Apply your offer at checkout	Your 50% discount is auto-applied within the offer window.
3 · Complete enrolment	Your access details, cohort schedule and mentor introduction arrive in your inbox.
4 · Start Module 1 · Day 1 of your pathway	Open the GSDC Live Studio and begin the 12-week pathway.

Direct contact

Program page: gsdcouncil.org/certification-program/prompt-engineering-pathway

Issuing body: Global Skill Development Council (GSDC)

Recognition: 100+ countries · 250,000+ certified

Credential code: CPE · Certified Prompt Engineer

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Thank you for reading the 90-Day Pathway Map. We'll see you inside Module 1 — and soon after, at Day 90 with an offer in hand.