Good Things Foundation

Google AI Professional Certificate Q&A - FAQ

1. Programme Overview & Eligibility

Q: Who is the target audience for this programme?

The programme is primarily designed to upskill employed workers in sectors highly exposed to AI automation (75% of target audience), such as administration, secretarial, sales, customer service, and data entry . Up to 25% of the target can include individuals currently not in work or volunteers (such as Digital Champions) supporting your organisation.

Q: Can staff within our own organisation enroll in the courses?

Yes, staff members who require upskilling in these foundational AI skills or hold administrative or customer support can take the courses.

Q: Are self-employed individuals eligible?

Yes, self-employed individuals qualify as part of the employed target group.

2. Course Details & Content

Q: What does the course cover and how long does it take?

The Google AI Professional Certificate takes around 10 to 14 hours total to complete across 7 to 8 online, self-paced courses . Modules cover AI Fundamentals, Brainstorming & Planning, Research & Insights, Writing & Communicating, Content Creation, Data Analysis, and App Building .

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Q: What is considered a full completion for grant targets?

Learners need to complete 6 out of the 8 courses within 3 months to be counted as a completion for grant targets . Completing all courses awards the full official certificate .

Q: Is the course free for learners?

Yes, access is completely free for learners funded through Good Things Foundation grant licences . An optional 3-month trial of Google AI Pro is offered, but learners can finish the programme without activating any paid trials .

Q: Is the certificate recognised by employers?

Yes, the curriculum is vetted by major employers based on real-world labor market data, and learners earn a Google certificate .

3. Grant Funding, Contracts & Delivery

Q: What contract sizes are available?

There are two contract options :

- **£14,850 contract:** Target of 275 enrolled, 220 completed .
- **£7,452 contract:** Target of 138 enrolled, 110 completed .

Q: How are grant payments structured?

Funding is distributed in 5 equal payments across the project duration, starting with an upfront payment in January 2027 upon contract sign-off and onboarding, followed by performance-based milestone payments in April, July, October 2027, and January 2028 .

Q: What can the funding be spent on?

Funding can cover staff delivery costs, room hire, devices, equipment, and marketing required to support project delivery .

Q: How can training be delivered?

Delivery models are flexible. Organisations can offer group sessions, face-to-face 1:1 support, hybrid learning, or self-paced learning with wrap-around coaching .

4. Reporting & Key Dates

Q: What are the key application and project dates?

- **Application Deadline:** Friday 6th November 2026 at 12 noon .
- **Results Communicated:** By 5pm Tuesday 8th December 2026 .
- **Onboarding & Training:** January 7th & 11th, 2027 .
- **Delivery Window:** January 4th, 2027 – January 31st, 2028 .

Q: How is learner data tracked and reported?

Hubs register learners in the Good Things Members' Area and invite them via Coursera . Admins have access to a dashboard to monitor enrollment and progress . No formal document collection (like passports) is required for registration .