

BBB + Google: A Powerful Partnership for AI

The Better Business Bureau (BBB) is proud to announce a groundbreaking new partnership with Google, through its *Grow with Google* initiative, to offer free access to AI and career training for BBB Accredited Businesses nationwide.

What's the Announcement?

As part of this exciting collaboration, each local BBB will receive 500 free licenses to distribute to their teams and Accredited Businesses. The courses are hosted on Coursera and developed by Google experts—no degree or prior experience required.

Grow with Google's AI training program offers practical, online modules designed to equip learners with essential generative-AI skills — from writing effective prompts to applying AI tools in business and everyday work. Investing 5–6 hours in these courses gives you a certificate from Google you can showcase, and practical ways to integrate AI into your toolkit — without needing IT skills.

Available Training Opportunities

Google AI Courses

- AI Essentials (5 hours): Learn how to use generative AI tools for productivity and creativity.
- Prompting Essentials (6 hours): Master the art of writing prompts to make AI work smarter for you.
- Agile Essentials (6 hours): Learn to manage projects efficiently, apply agile methods through real-world practice.

Google Career Certificates

- Cybersecurity
- IT Support
- Digital Marketing & E-commerce
- Data Analytics
- Project Management

- UX Design

These courses are designed to equip professionals with practical, job-ready skills to thrive in a rapidly changing digital landscape.

Why It Matters

This partnership reflects BBB's ongoing commitment to supporting workforce development and empowering small businesses with tools and training that foster long-term success. Whether you're a business owner or a team member, this is an opportunity to grow, learn, and lead in today's technology-driven world.

How to Get Access

To claim your free training license, please complete this [interest form](#).

Invest in yourself. Embrace the future. Learn with Google and BBB.

Grow
with
