

Turning Business Documents into Action Using NotebookLM

- **Texas Tech University – Lubbock SBDC**
- **Texas Tech University – Abilene SBDC**
- **SCORE Austin**
- **SCORE San Antonio**
- **Jamestown Regional Entrepreneur Center**
- **WTAMU SBDC – Amarillo TX**
- **Tarleton SBDC – Stephenville TX**
- **UTPB SBDC – Midland/Odessa TX**
- **MSU SBDC – Wichita Falls TX**
- **SCORE Rio Grande Valley**
- **Sul Ross State University SBDC**
- **Illinois SBDC Bradley University – Peoria, IL**
- **Community Action Agency of Oklahoma**
- **BakerRipley**
- **El Paso Community College SBDC**
- **Texas A & M – Victoria SBDC**
- **UT Rio Grande Valley SBDC**
- **SCORE Houston**
- **SCORE Corpus Christi**
- **SRSU International SBDC**
- **Texas State SBDC**

Your Coach

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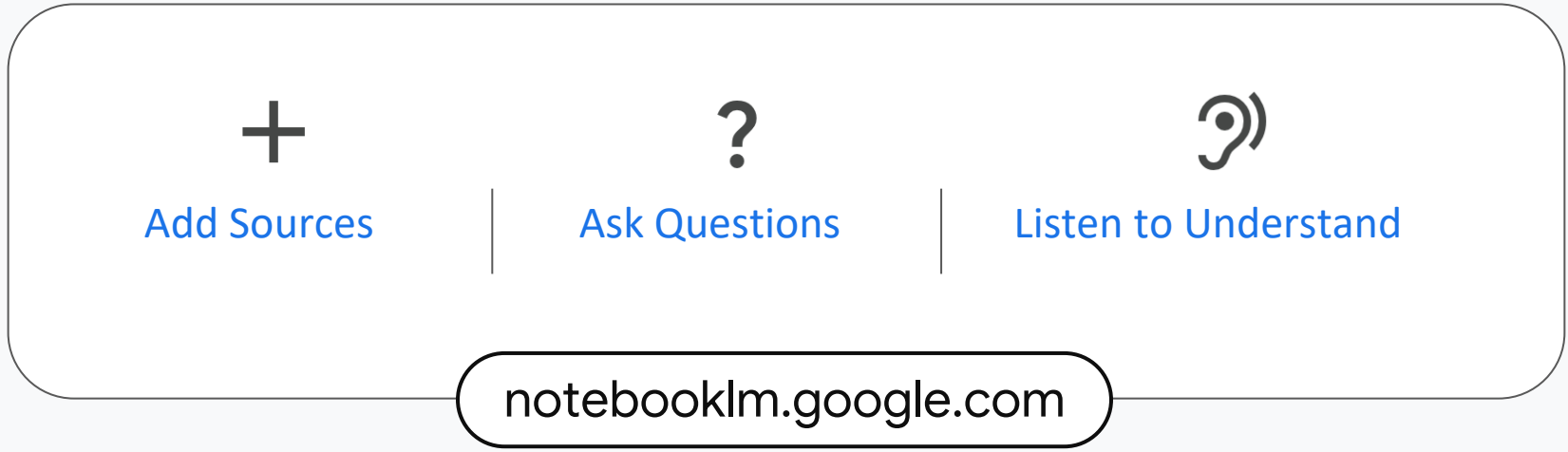


How many hours per
week do you spend
searching for info in
old files?

Agenda

1. NotebookLM overview
2. Example business use cases
3. Live demo
4. Audience Q&A

NotebookLM



Source-Grounded Advantage

Unlike ChatGPT or standard Gemini, NotebookLM *only* answers based on the files you upload. This eliminates "hallucinations" and provides **cited proof** (little gray numbers you can click to see the exact source text).

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

2026 Studio Features

- **Audio & Video Overviews:** AI-generated "deep dive" podcasts or explainer videos based on your files.
- **Data Tables:** Automatically extracting scattered data into structured tables for Google Sheets.
- **Agentic Search:** The new "Deep Research" button that scans the live web and merges it with your private files.

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

Business Use Cases

What Should Upload?

Examples include:

- Customer & Sales
- Operations & HR
- Market Intelligence

Source: Turning Business Documents into Action Presentation.”
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

What Should Upload?

Customer & Sales:

- *Transcripts:* Upload 10 Zoom sales calls to find common objections.
- *Case Studies:* Turn success stories into a "Sales Cheat Sheet."

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

What Should Upload?

Operations & HR:

- *SOPs/Employee Handbooks*: Create a "New Hire Bot" that answers "How do I request PTO?" based on company policy.
- *Training Manuals*: Turn a 40-page technical manual into a 5-minute **Audio Overview** for on-the-go learning.

Source: Turning Business Documents into Action Presentation."
Gemini, Gemini. 3.1, Google, 27 Feb. 2026

What Should Upload?

Market Intelligence:

- *Competitor Whitepapers:* Upload 5 competitor reports to create a "Comparison Table" of features and pricing.
- *Brand Guides:* Ensure all marketing drafts match your company's tone and visual style

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Gemini, Gemini. 3.1, Google, 27 Feb. 2026

Demo

Next Steps

ACT responsibly

Assess

what the AI experience produces – its output – for accuracy, bias, and potential harms.

Consider

the effects of using AI, including privacy and security implications.

Tell

clients and coworkers about your use of AI tools.

One Notebook Challenge

Create one Notebook today for a project you've been procrastinating on.

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Small Group Coaching:
8 Available Spots



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Google Career Certificates

Entry level

NEW



AI Professional



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Data Analytics



Digital Marketing
& E-commerce



IT Support



Project
Management



UX Design

Advanced

Business Intelligence

Advanced Data Analytics

IT Automation with Python

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No-cost access to the
AI Professional Certificate
plus three months of Google
Workspace Business Standard

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Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building





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Q&A

Thank you!