

# Automate Business Workflows Using Gemini

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## Presenter

**Maria Elena Duron**

**U.S. Southwest Coach, Grow with Google**

**Chief AI Officer**

**Founder, Smart Brand System™**





What is one repetitive task that steals 2+ hours of your week?

## Agenda

1. Business workflow definition
2. Gemini overview
3. Business workflow demo
4. Audience Q&A

# Business Workflows

## Definition

A repeatable sequence of tasks that completes a business goal (e.g., onboarding a client, approving an invoice, or triaging a support ticket)

Source: Gemini

## Anatomy

- **Trigger:** The event that starts the process (Email arrives).
- **Action:** The work being done (Drafting a proposal).
- **Outcome:** Finish result (Sent agreement).

Source: Gemini

## Friction Factor

Identifying where workflows currently break (manual data entry, “copy-pasting” between apps, and waiting for approvals)

Source: Gemini

## Interaction Trigger

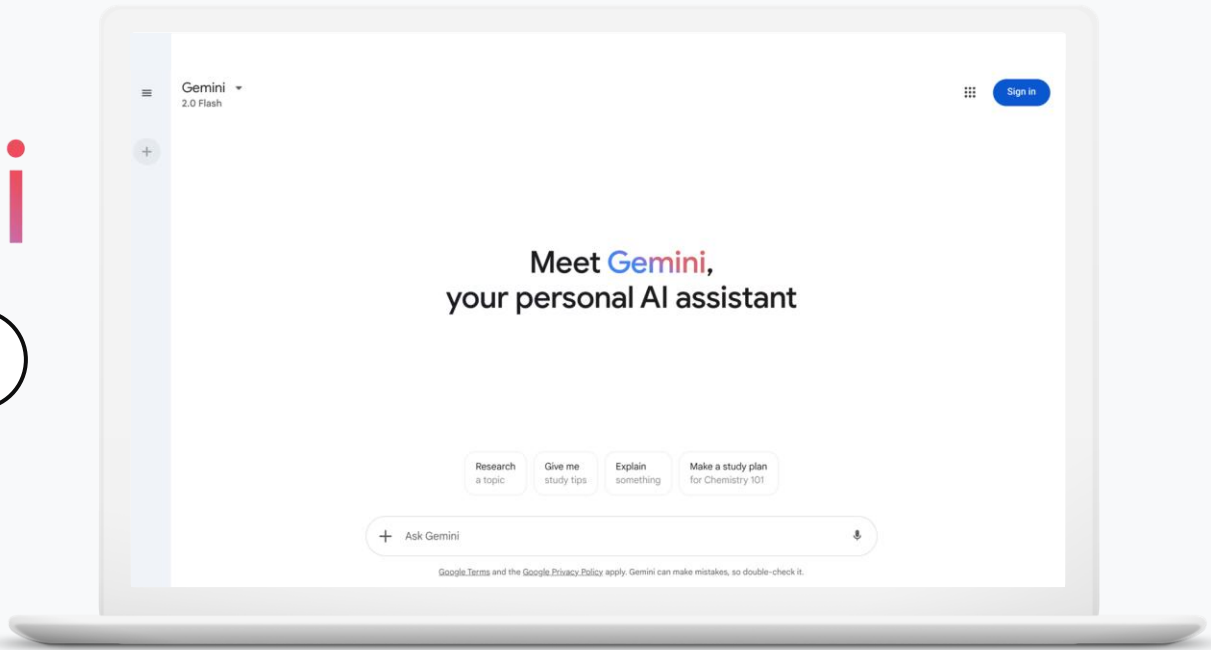
Which part of your workflow is the biggest bottleneck?

- A. Starting the task
- B. Moving data between apps
- C. Getting final approval

Source: Gemini

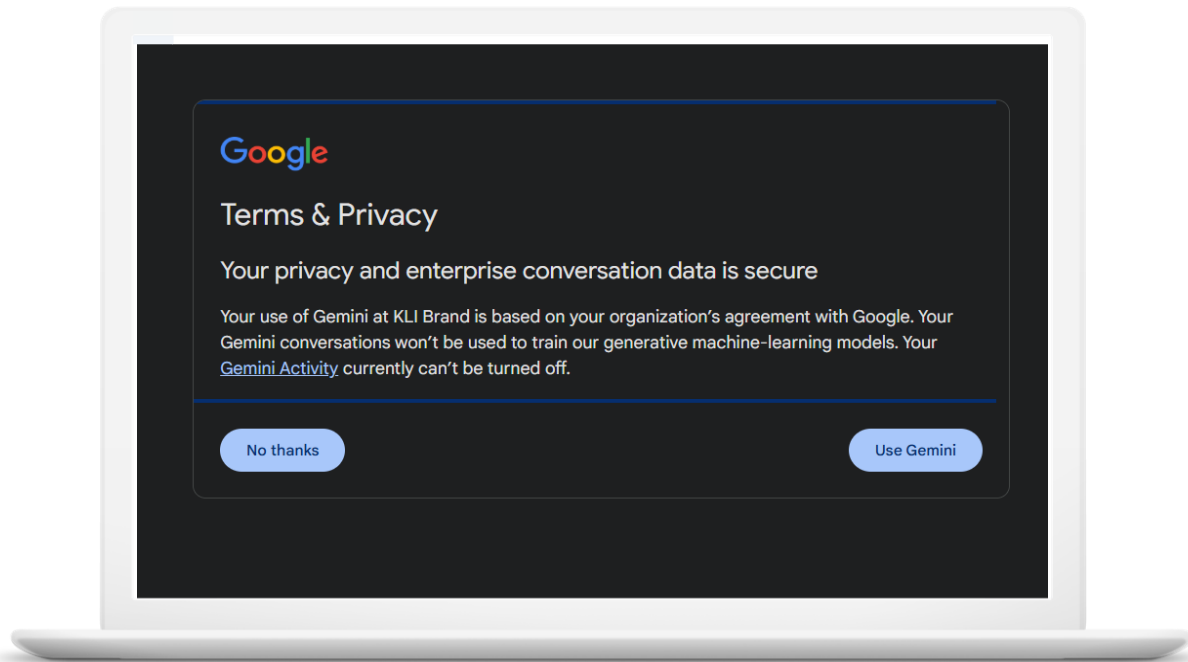


gemini.google.com





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## Multi-Talented Reasoning Engine

Unlike older AI that just predicted the next word in a sentence, **Gemini 3.1** is a "Multimodal Reasoning Engine." This means it doesn't just read text—it simultaneously understands:

- **Video & Images:** "Watch this recorded meeting and tell me why the client seemed hesitant."
- **Massive Documents:** With a **1-million+ token context window**, you can upload a 1,000-page PDF or a massive codebase, and Gemini "remembers" it all.
- *Updated May 2026 – Gemini 3.1 Flash and Gemini 3.5*

Source: Gemini

## An Action Agent...Not Just a Chatbot

The biggest shift in 2026 is moving from **Chat** to **Action**. Gemini is now designed to execute multi-step workflows:

- **Personal Intelligence:** It securely connects to your Gmail, Drive, and Calendar to find information (e.g., *"Find the last invoice from Vendor X and summarize our payment terms"*).
- **Scheduled Actions:** You can now tell Gemini to perform recurring tasks, like summarizing your "Urgent" emails every morning at 8AM.
- **Cross-App Connectivity:** It acts as the "connective tissue" between Google Workspace apps, moving data from an email into a Sheet and then into a Slide deck without manual copy-pasting.

Source: Gemini

## Tiers For Different Needs

- **Gemini Flash (The Sprinter):** Optimized for speed and high-volume tasks like chat replies or quick summaries.
- **Gemini Pro (The Manager):** The balanced model for complex reasoning, long-form writing, and multi-app workflows.
- **Gemini Deep Think (The Expert):** Used for advanced logic, coding, and solving complex business problems that require "thinking" before answering.

Source: Gemini

Demo

# Write a prompt to delegate a task

Help me with [task].

You're a [persona].

The output should be [format].

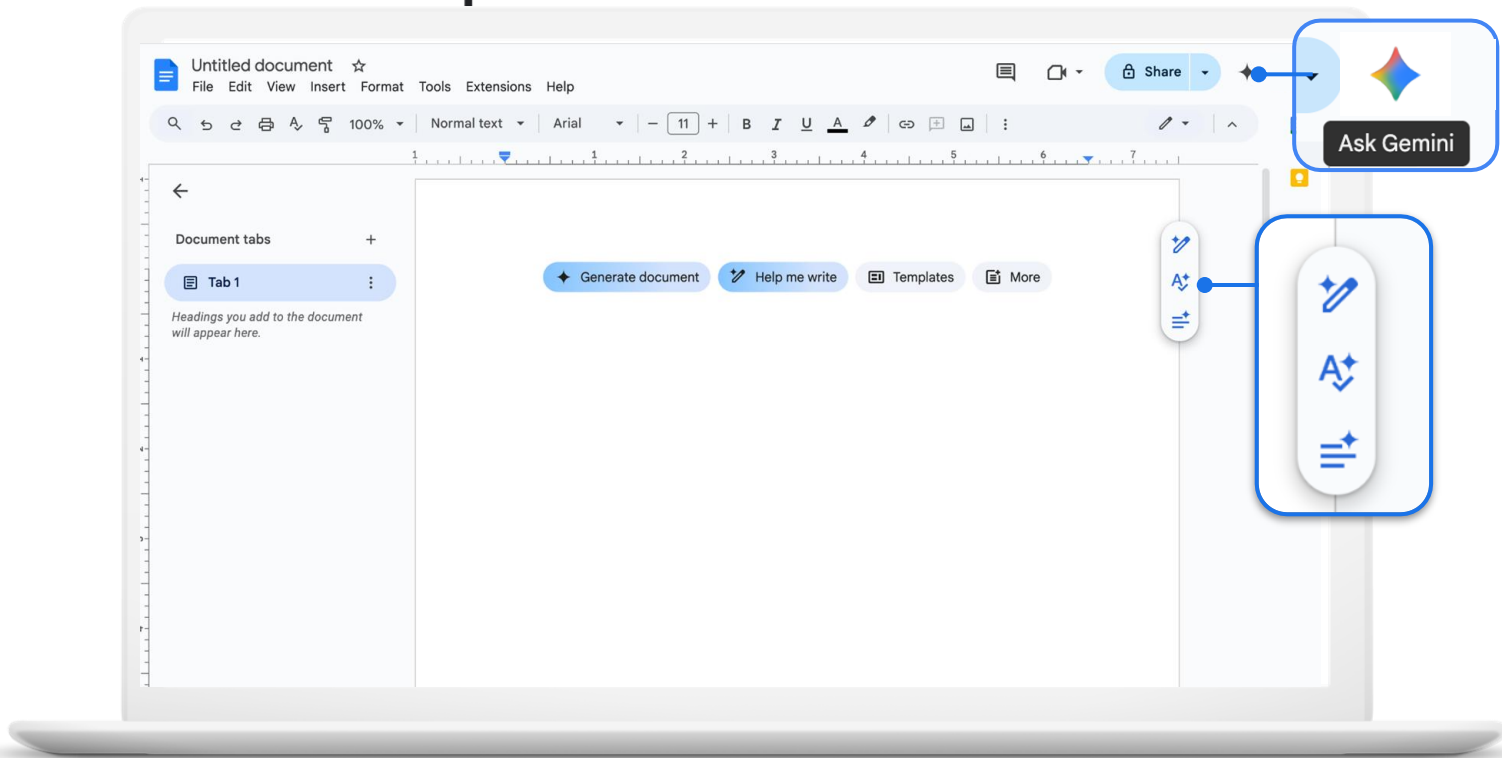
You should know that [context].

Here are some [references].



Prompt like a pro

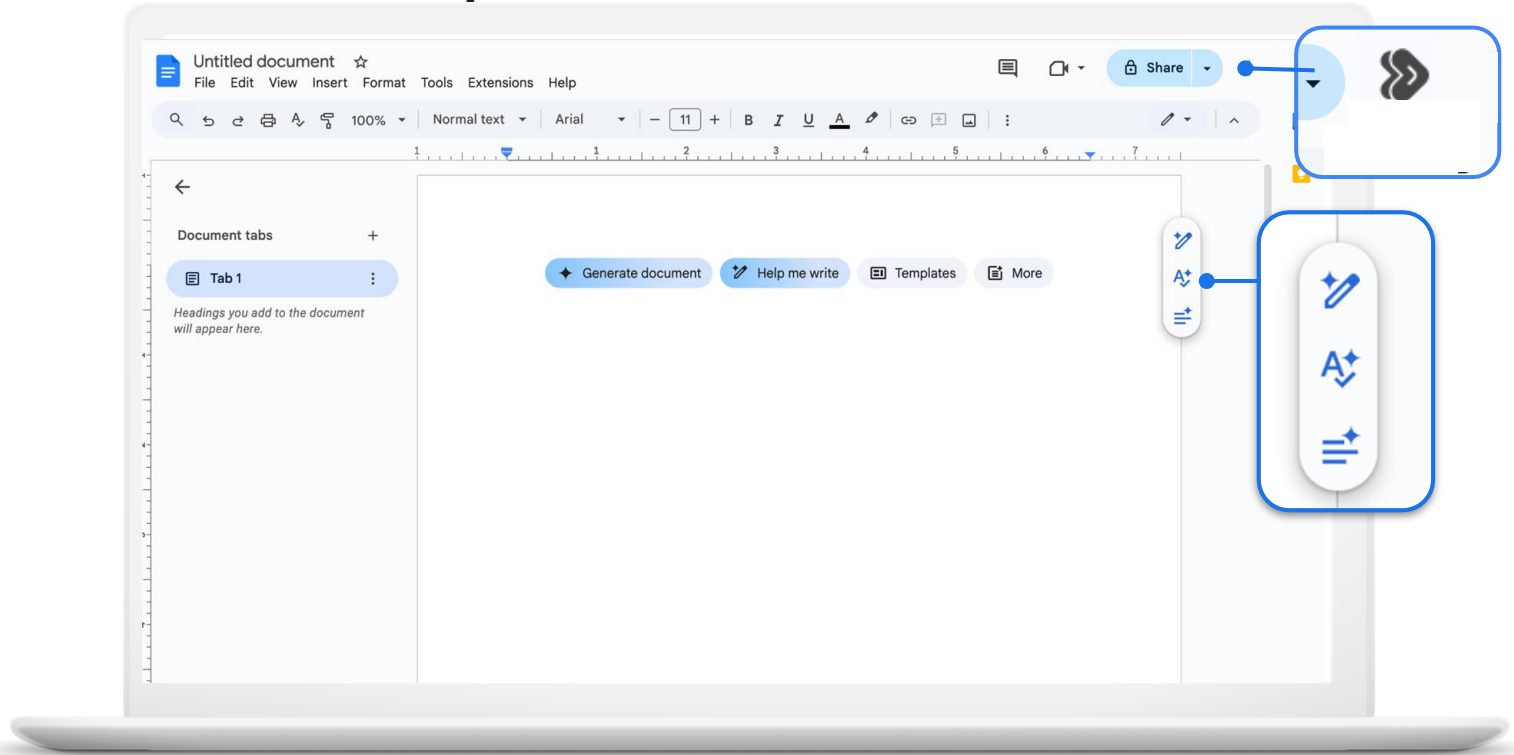
# Grow your business with Workspace





Prompt like a pro

# Grow your business with Workspace



Q&A

# 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.

# Google Career Certificates

Entry level

NEW



AI Professional



Cybersecurity



Data Analytics



Digital Marketing & E-commerce



IT Support



Project Management



UX Design

Advanced

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Advanced Data Analytics

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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



# The One Hour Challenge

Examine what task takes you about an hour to complete.

Commit to automating it this week.

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**Small Group Coaching:**  
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- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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# Questions?



Thank you!

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