

Automate Business Workflows Using Gemini

- **SCORE San Antonio**
- **SCORE Austin**
- **Greater Killeen Chamber of Commerce**
- **BakerRipley**
- **SCORE Houston**
- **Illinois SBDC Bradley University – Peoria IL**
- **Texas A & M Victoria SBDC**
- **El Paso Community College SBDC**
- **SCORE Rio Grande Valley**
- **Texas State SBDC**
- **Texas Tech University SBDC – Lubbock TX**
- **SCORE Corpus Christi**
- **Community Action Agency of Oklahoma**
- **Royse City Chamber**
- **UT Rio Grande Valley SBDC**
- **MSU SBDC – Wichita Falls TX**
- **UTPB SBDC – Midland/Odessa TX**
- **Oklahoma SBDC**
- **Trinity Valley SBDC**
- **Sul Ross State University SBDC**

Presenter

Maria Elena Duron

U.S. Southwest Coach, Grow with Google

Founder & CEO, Smart Brand System

Chief AI Officer (CAIO)





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

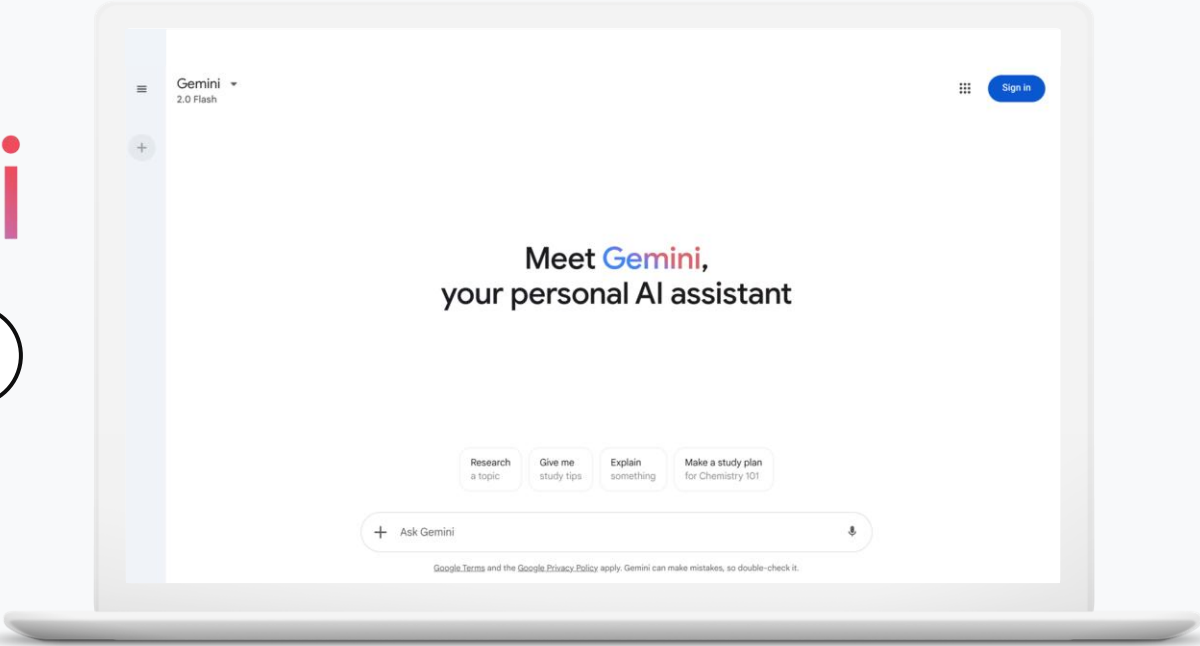
Which part of your workflow is the biggest bottleneck?

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

Source: Gemini

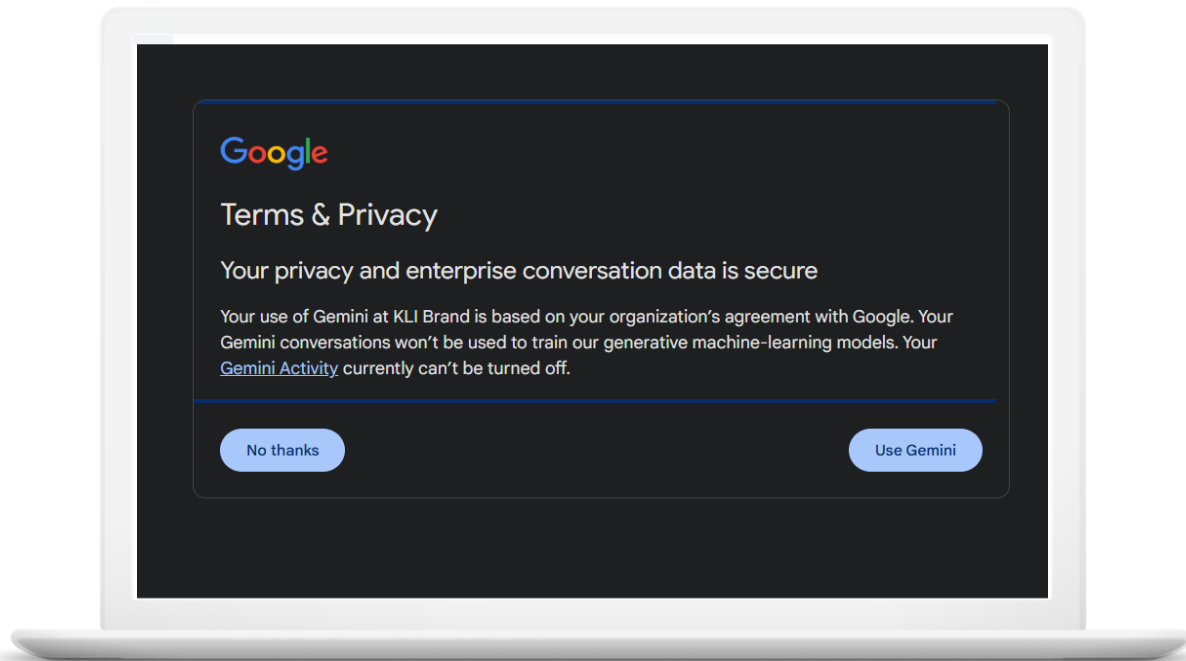


gemini.google.com





gemini.google.com



Demo



Ian McDonald

Founder and AI workflow consultant

Helping business owners turn scattered information into practical systems

ianmcdonald.ai

ian@ianmcdonald.ai

LinkedIn · Facebook · Instagram · YouTube — @ianmcdonald.ai

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 Aug 2026 - Gemini 3.5 Flash and Gemini 3.1 Pro and Gemini 3.5 Pro (Deep Think)*

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

Write a prompt to delegate a task

Help me with [task].

You're a [persona].

The output should be [format].

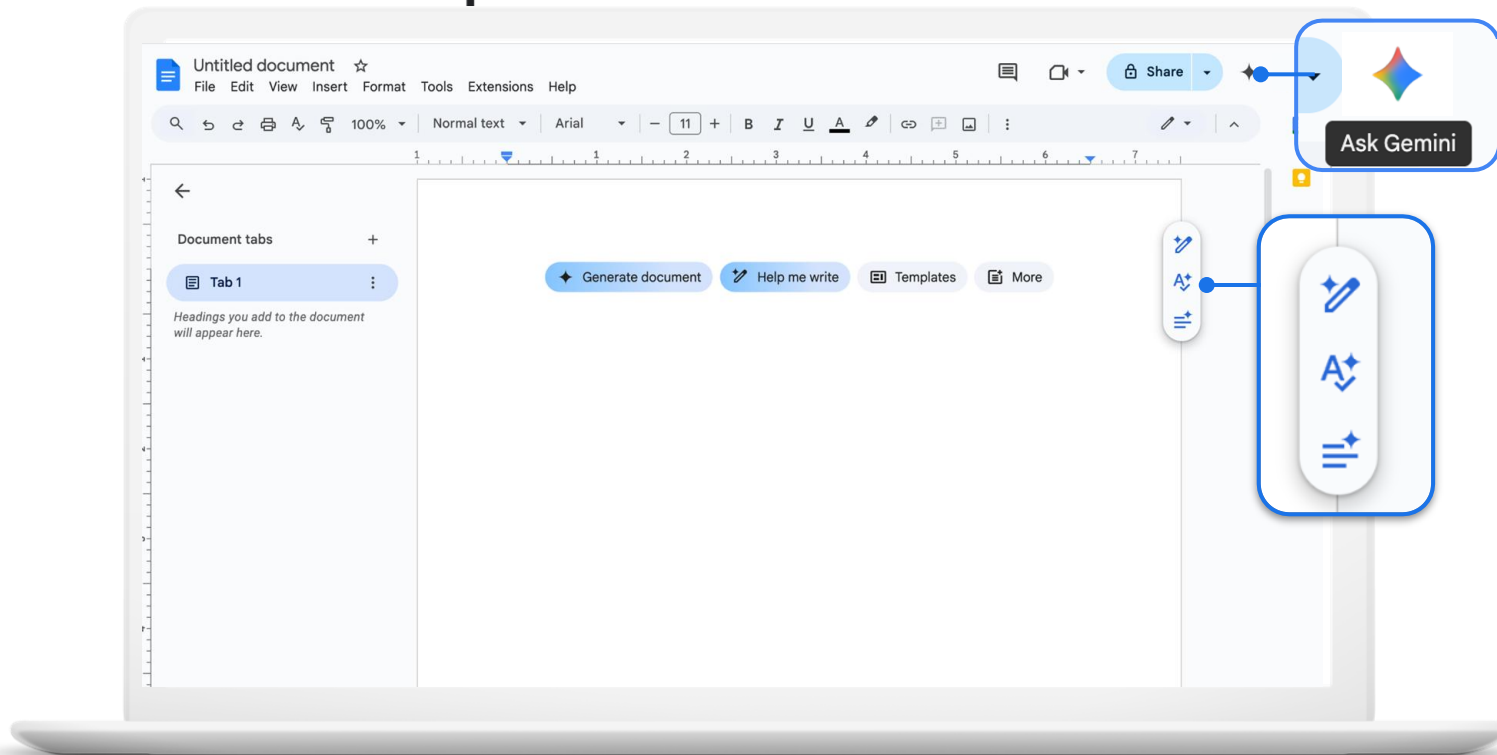
You should know that [context].

Here are some [references].



Prompt like a pro

Grow your business with Workspace



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



AI Professional



Cybersecurity



Data Analytics



Digital Marketing
& E-commerce



IT Support



Project Management



UX Design

Advanced

Business Intelligence

Advanced Data Analytics

IT Automation with Python

grow.google/certificates

For small businesses

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

grow.google/business



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.

- **SCORE San Antonio**
- **SCORE Austin**
- **Greater Killeen Chamber of Commerce**
- **BakerRipley**
- **SCORE Houston**
- **Illinois SBDC Bradley University – Peoria IL**
- **Texas A & M Victoria SBDC**
- **El Paso Community College SBDC**
- **SCORE Rio Grande Valley**
- **Texas State SBDC**
- **Texas Tech University SBDC – Lubbock TX**
- **SCORE Corpus Christi**
- **Community Action Agency of Oklahoma**
- **Royse City Chamber**
- **UT Rio Grande Valley SBDC**
- **MSU SBDC – Wichita Falls TX**
- **UTPB SBDC – Midland/Odessa TX**
- **Oklahoma SBDC**
- **Trinity Valley SBDC**
- **Sul Ross State University SBDC**

Small Group Coaching:
4 Available Spots



smartbrandkit.com/coach



Maria Elena Duron



maria@smartbrandsystem.com

mduron@google.com



CEO, Smart Brand System™



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



International Marketing keynote speaker



International Speaker Google, Search, and AI



370+ ★★★★★ Google reviews



ReviewMaria.com



SMART BRAND SYSTEM™
-BUILDING BRANDS-

SmartBrandSystem.com



@mariaduron



@marketingcoachmaria

Thank you!

**Loved these slides?
Get my weekly insights
and free templates at**

<https://www.smartbusinessstudio.com/tip-of-the-week>



SMART BRAND SYSTEM™
BE SEEN. BE TRUSTED. BE CHOSEN.