

Grow with Google

Make AI Work for You



Presenter

Maria Elena Duron

U.S. Southwest Google Coach,
Grow with Google

Founder & CEO, Smart Brand
System

Chief AI Officer (CAIO)



Welcome!

Please open your workbook to page 4 and answer the following question:

What are 3 tasks you wish you could delegate this week?

Navigate to **gemini.google.com** on your computer.

Click

Sign in

to sign in to your personal Google account, if you have one.

Let's warm up

Without overthinking it, try to use AI to accomplish one of the tasks you listed before the workshop.

gemini.google.com

AI can help you...

Research

Plan

Brainstorm

Communicate

Draft



Code

Analyze data

Manage projects

Design

Edit

...and more!

Agenda

- 1 Intro to Google Gemini

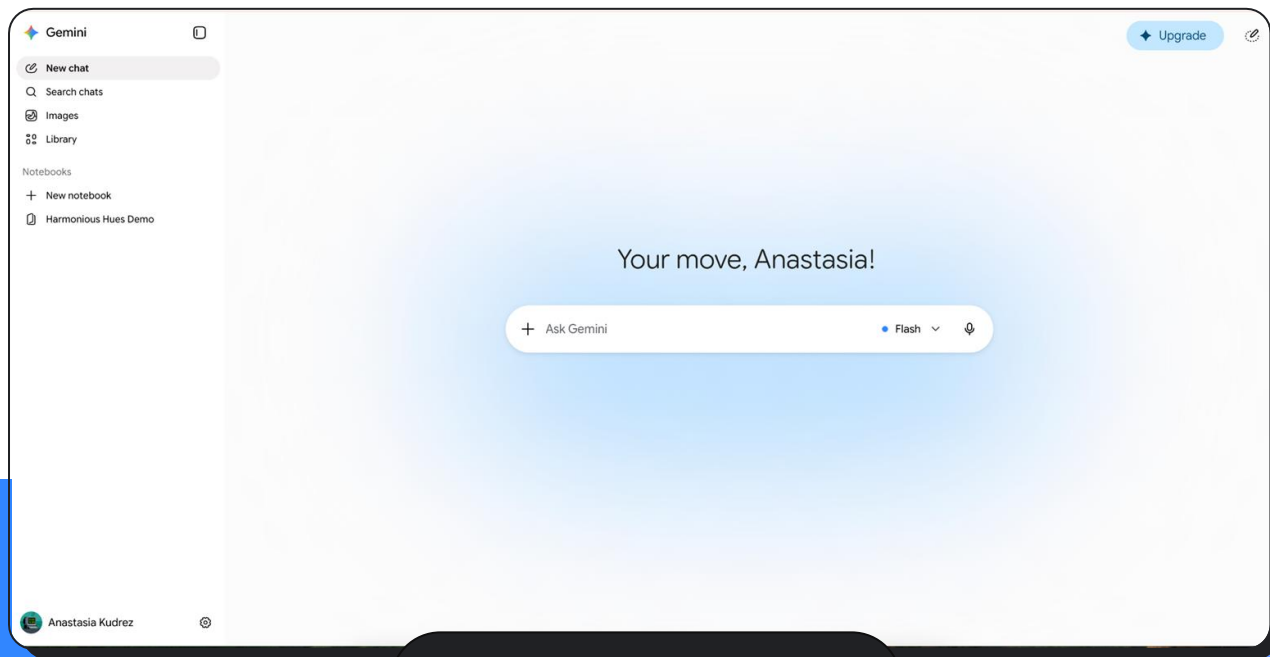
- 2 Understand anything with Gemini Notebook

- 3 Explore Google Workspace with Gemini

- 4 Recap & resources

1

Intro to Google Gemini



gemini.google.com

Prompting Framework:

Giving specific instructions to an AI tool so it can achieve what you want it to do.

You're a [persona].

Help me with [task].

The output should be [format].

You should know that [context].



Don't forget

- Be the human in the loop
- Evaluate your output
- Iterate for better results
- The 3 C's: concise, clear, consistent

Let's try that prompt again

Using the prompt framework,
iterate on your original prompt.
Can you improve the results?

5:00



Built for multimodality

text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

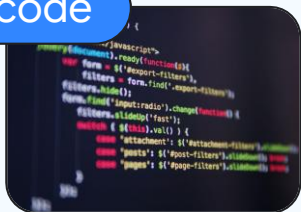
images



video



code



audio



- Upload files
- Add from Drive
- More uploads >

- Create image
- Create music **New**
- Canvas
- Deep research
- More tools >

Introducing Harmonious Hues



**Harmonious Hues
Painting Co.**

This small business offers commercial and residential painting services.

They want to grow their business, but don't know where to start.

How can a painting company use Gemini?



By creating mockups for a client!



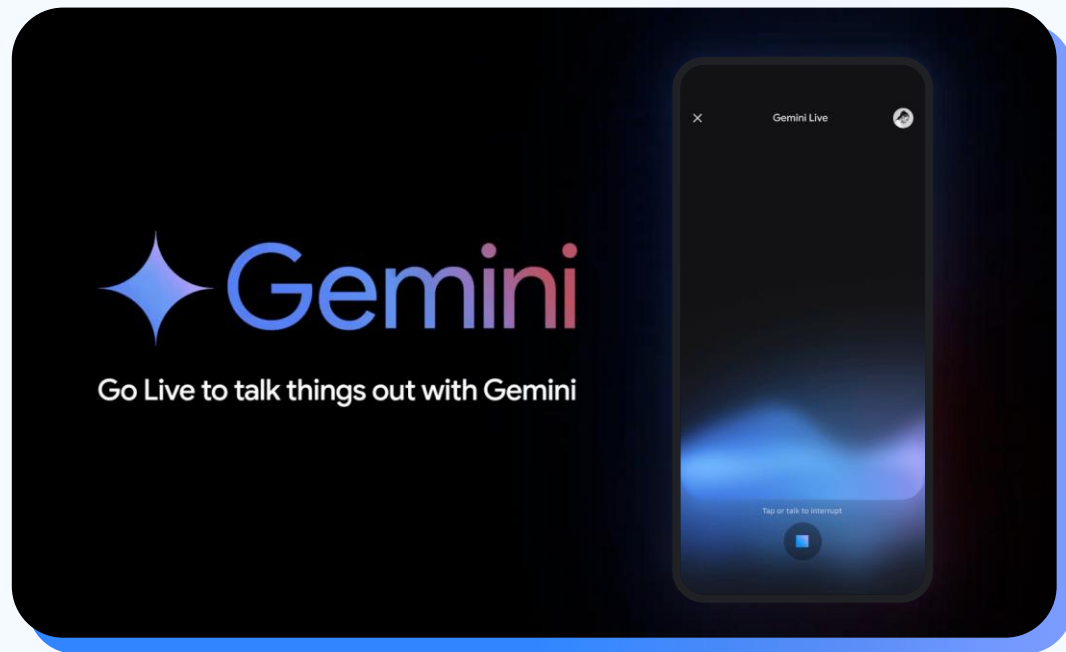
Drumroll



Gemini Live

A conversational experience available in the Gemini app on Android and iOS that lets you have a natural, free-flowing, back-and-forth conversation with Gemini using your voice

 Ask Gemini





**Harmonious Hues
Painting Co.**

2

Understand anything with Gemini Notebook



Gemini Notebook



Add Sources



Ask Questions



Listen to Understand

notebook.google.com

Live demo

goo.gle/gwggworkshop

Time to make your own notebook

Turn to page 8 in your workbook

Sample files: goo.gl/gwgworkshop

- ✓ Add sources
- ✓ Ask questions
- ✓ Create assets

What other use cases
can you think of?

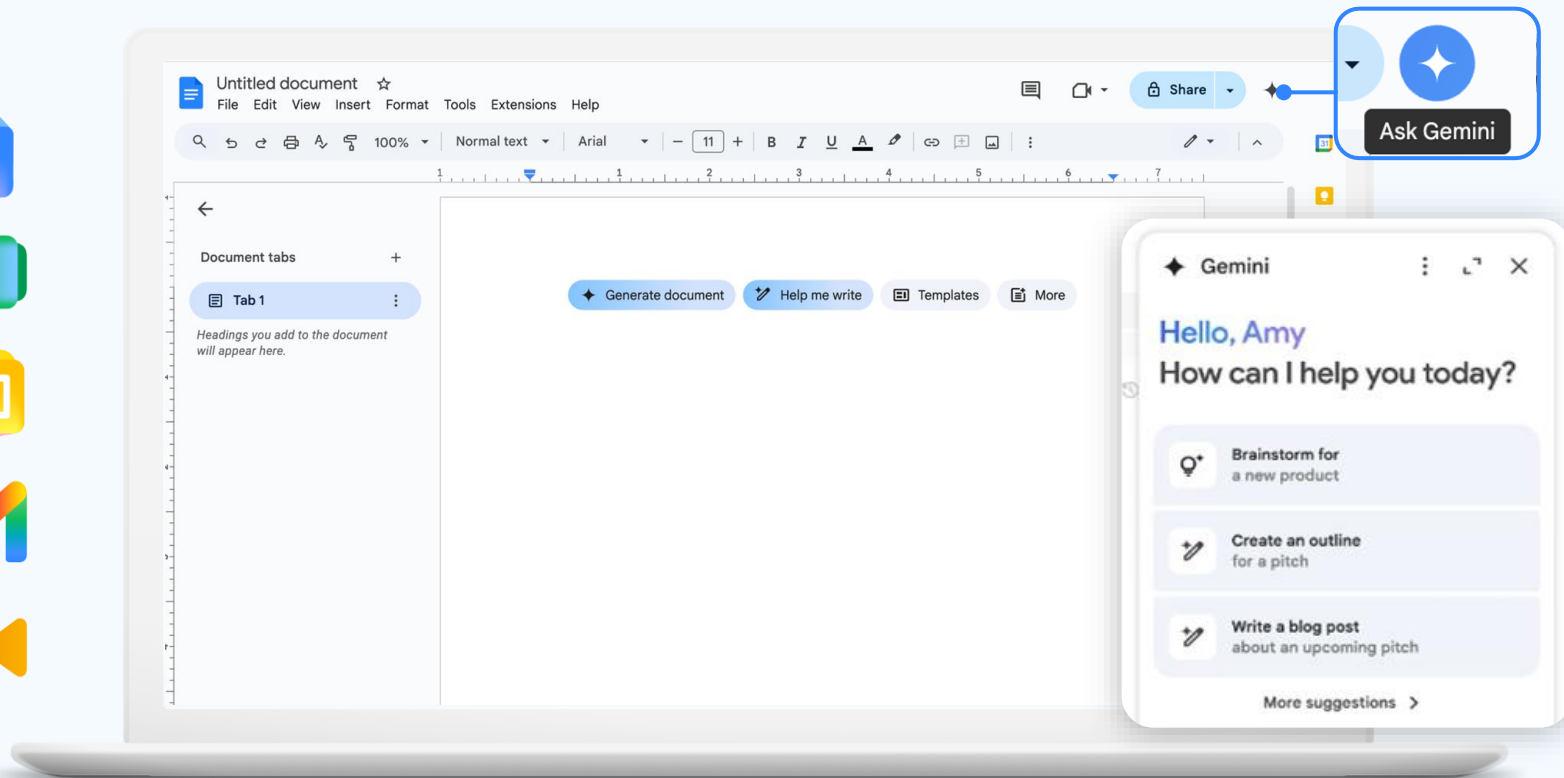
5:00

Google Workspace with Gemini

For consumers: one.google.com

For businesses: workspace.google.com

Google Workspace with Gemini



Live demo

Recap & resources

ACT responsibly:

Ask

if AI is appropriate for this task, if the data is safe to use, and if you're following the rules.

Check

before you use the AI output for accuracy, bias, appropriateness, originality, and potential harm.

Tell

clients and coworkers about your use of AI tools.

grow.google/SMB

Build essential skills with **AI training**

Flexible, online training programs designed to help you supercharge your work or business with AI.



Make AI Work for You

COURSE • 1 HOUR

Tired of your endless to-do list? Unlock fresh ideas and eliminate repetitive work with AI. Our YouTube course, Make AI Work for You, brings you helpful tutorials from Google experts and business owners – with new videos arriving weekly.

[Watch on YouTube](#)



Google AI Professional Certificate

COURSE 7-10 HOURS

Build your AI fluency and get more done. With 20+ hands-on activities, you'll master the skills to use AI as a partner in your daily work. You'll learn to delegate routine tasks and build real, job-ready solutions you can put to use right away.

NEW
vibe coding
course!

U.S. businesses can access the Google AI Professional Certificate at no cost. Terms apply - visit

grow.google/smb

Start a new habit!

Think about what you're already doing and how AI could help.

Commit to trying twice per day.

Thank you!

To share your story on social, use [#MakeAIWorkForYou](#)
and tag [@GrowWithGoogle](#)

To stay connected with me:

smartbrandkit.com/next



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



SMART BRAND SYSTEM™
-BUILDING BRANDS-

SmartBrandSystem.com



Leave a Review!
ReviewMaria.com



@mariaduron



@marketingcoachmaria