Grow with Google

Make AI Work for You

Presenter

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Grow with Google



Welcome!

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.

gemini.google.com

AI can help you...

- Research
- Plan
- Brainstorm
- Communicate
- Draft



- Code
- Analyze data
- Manage projects
- Design
- Edit

...and more!

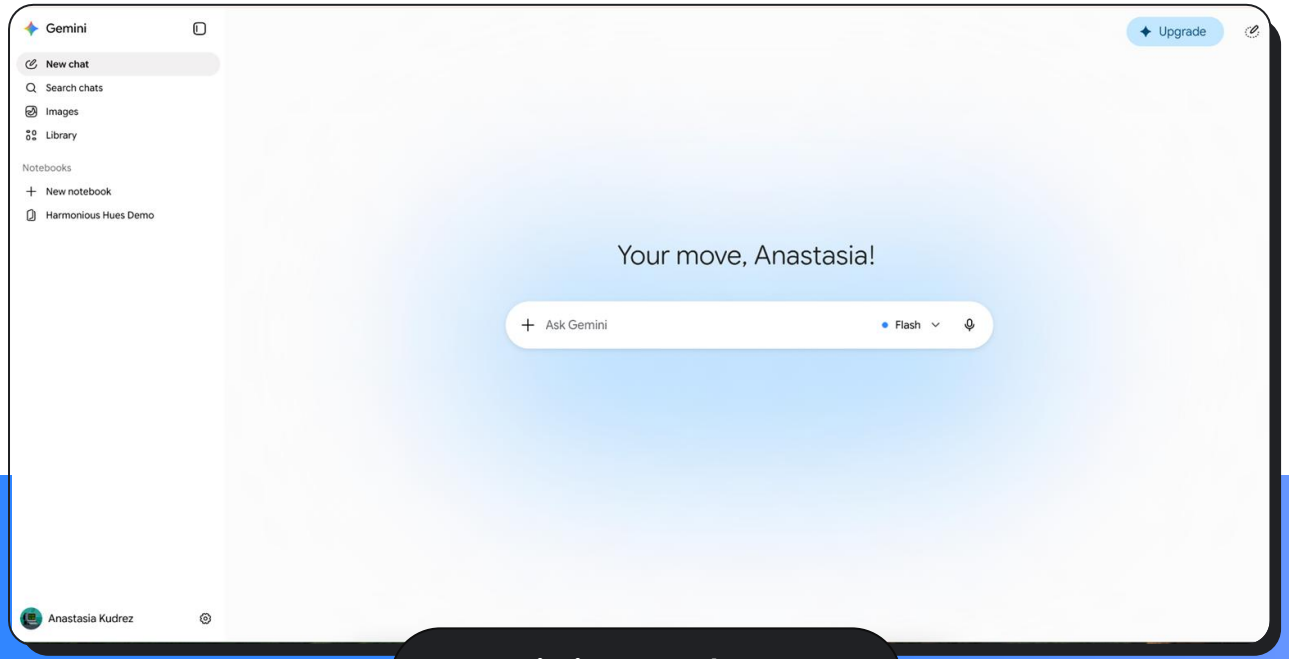
Agenda

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



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].

Remember

- 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?

Demo



Prompt chaining

Guides a gen AI tool through a series of interconnected prompts, adding new layers of context or tasks each step of the way

I want to expand my restaurant offerings. Act as my business advisor and list 3 complementary services we could provide.

First prompt in chain

That's an exciting goal! Expanding your offerings is a great way to boost revenue, attract new customers, and increase loyalty.

1. Interactive Cooking Classes or Workshops
2. Themed Tasting Nights with Partnered Vendors
3. Curated "Meal Kit" or Specialty Product Line

Prompt chaining

Which of these can we launch within 6 months?



Themed Tasting Nights: 6-Month Action Plan

- Partner and Theme Selection: 2-3 Weeks
- Menu Development & Costing: 2-3 Weeks
- Legal, Permitting, & Logistics: 2-3 Weeks
- Marketing & Ticketing Setup: 4 weeks
- Execute Event and Gather Feedback

Prompt chaining

If I want to move forward, what tasks should I complete this week?

Third prompt in chain

This Week's Action Plan:

1. Select Your First Partner
2. Define the Theme & Menu Anchors
3. Initial Legal/Insurance Check
4. Staffing & Space Check
5. Set Up Ticketing

Examples

- Act as a **restaurant operations manager**. Build a weekly staff schedule that balances coverage, avoids overtime, and fits my restaurant hours, staff roles, and busy times: [insert details].
- Act as a **restaurant financial analyst**. Review my cost and sales data to find profit opportunities, suggest purchasing adjustments, and list 2–3 ways to cut waste: [insert data or summary].
- Act as a **restaurant marketing strategist**. Create a 4-week plan with social posts (captions + hashtags), one promo idea, and a re-engagement message based on my restaurant type, location, and target audience: [insert details].

Write a prompt to delegate a task

Help me with a comprehensive 30-day marketing campaign for our seasonal menu launch.

You're a restaurant marketing consultant, social media expert and a food stylist.

The output should be a detailed social media content calendar for instagram and facebook (post copy, image/video concepts and hashtags). Also include ideal post timings and influencers.

You should know that my restaurant is a small, owner operated, family-style Italian restaurant in Chicago, IL. We source fresh, seasonal and local ingredients. Our new menu features authentic yet innovative dishes aimed at young professionals and families.

Here are some references: menu, photos, reviews etc.

Write a prompt to delegate a task

Help me with identifying the critical bottlenecks within my restaurants operational workflow during peak dinner service and recommend 3 actionable solutions.

You're a 'lean operations' consultant for a restaurant and an expert in restaurant efficiency.

The output should be a diagnostic action plan, starting with 5 things that need to be observed, times and optimised. Then include a list of bottlenecks and their low cost, high impact solutions.

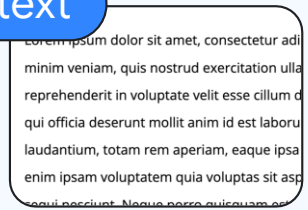
You should know that my restaurant is an Italian restaurant with a 6 person staff team (3 chefs, 2 servers, 1 manager) The kitchen has 3 stations: Fry/Apps, Saute/Pasta, and Grill/Expo. The bottleneck seems to be at the Saute/Pasta station where the cook has to manage 8 burners and plate our biggest sellers. Food is taking 25+ minutes when our goal is 15.

Here are some references including menu

Gemini

Built for multimodality

text



images



video

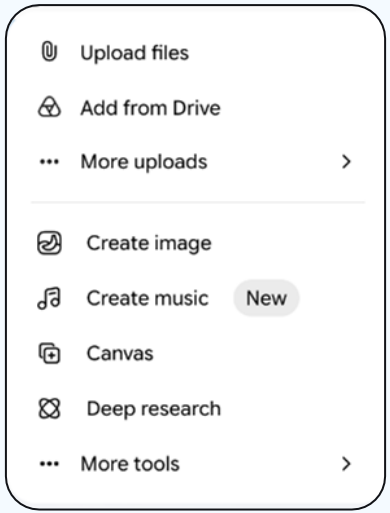


code



audio







The Gilded Spoon

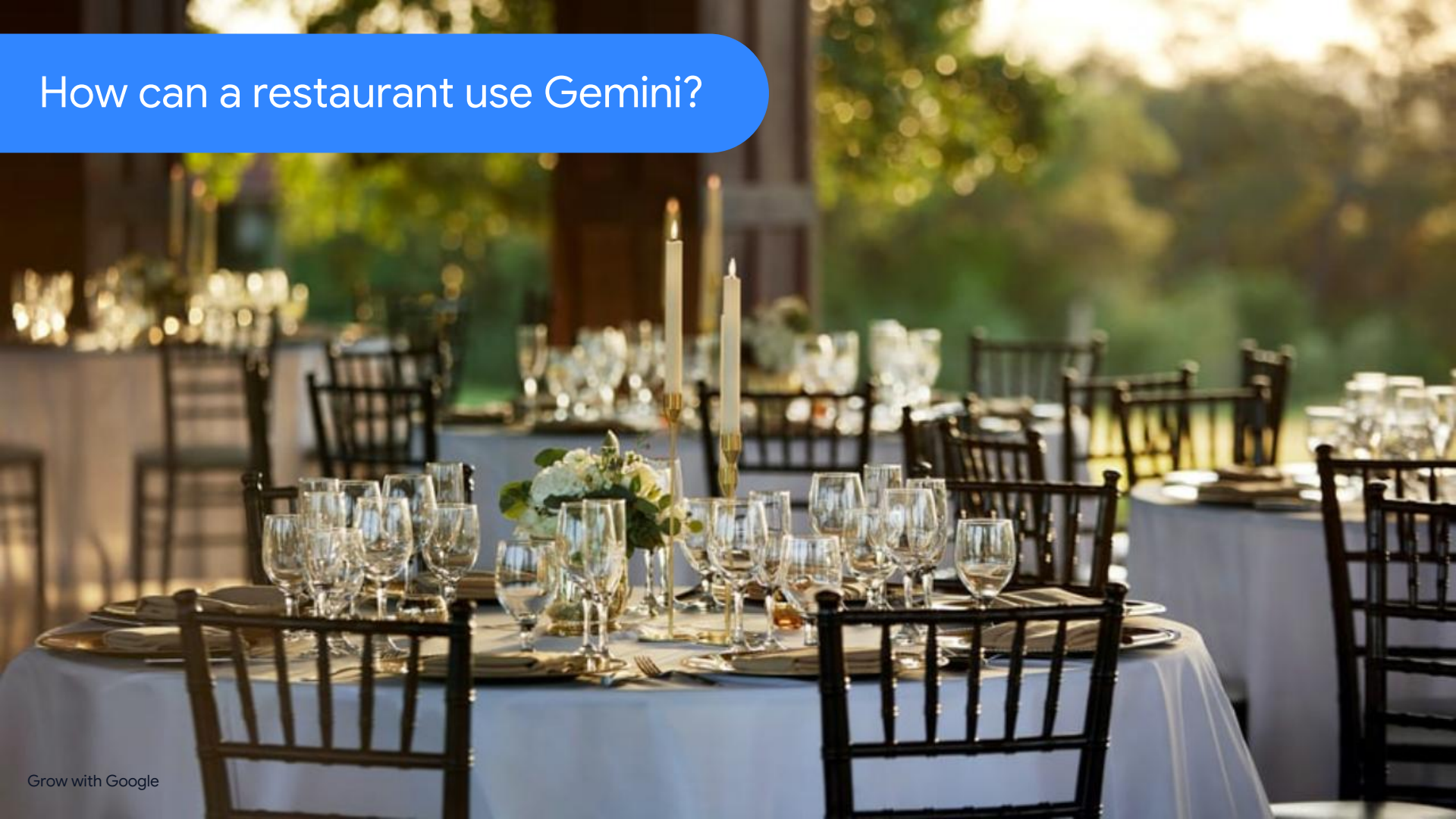
FINE CATERING & EVENTS

Introducing The Gilded Spoon

This small business offers premier farm-to-table dining and event catering services.

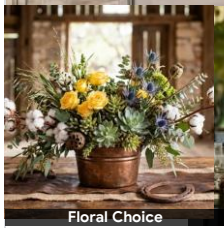
They want to secure high-value catering clients, but struggle to help customers visualize custom proposals.

How can a restaurant use Gemini?



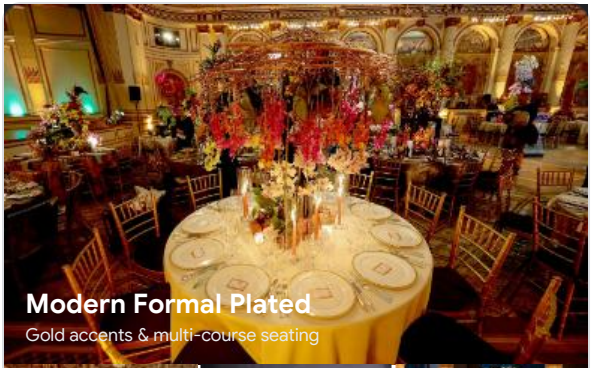
By creating mockups for a client!

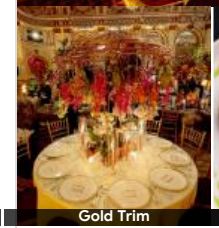



Floral Choice


Linen Option

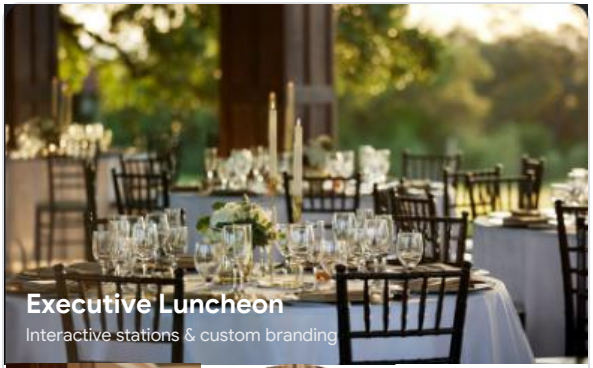

Platter Style




Gold Trim


Plated Entree

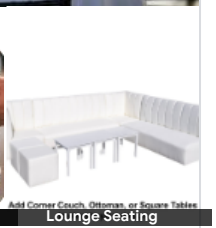

Centerpiece





Branded Sign


Chef Bar

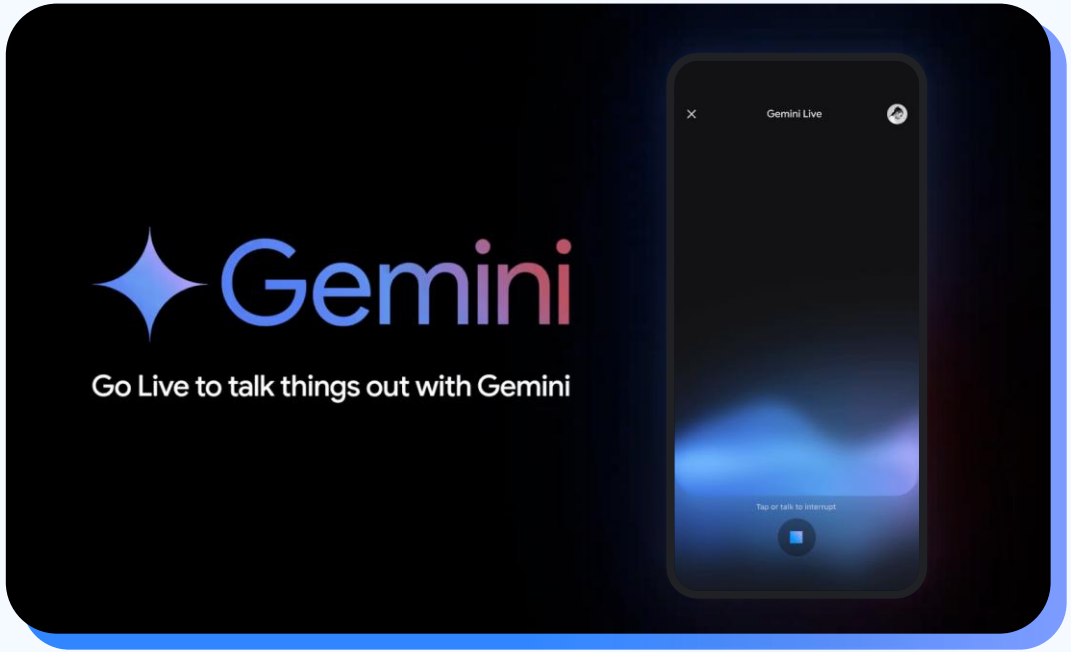

Lounge Seating


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



2

Understand anything with Gemini Notebook

Gemini Notebook

Add Sources	Ask Questions	Listen to Understand

notebook.google.com

Live demo

goo.gle/gwgworkshop

Time to make your own notebook

Sample files: **goo.gle/gwgworkshop**

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

What other use cases can you think of?

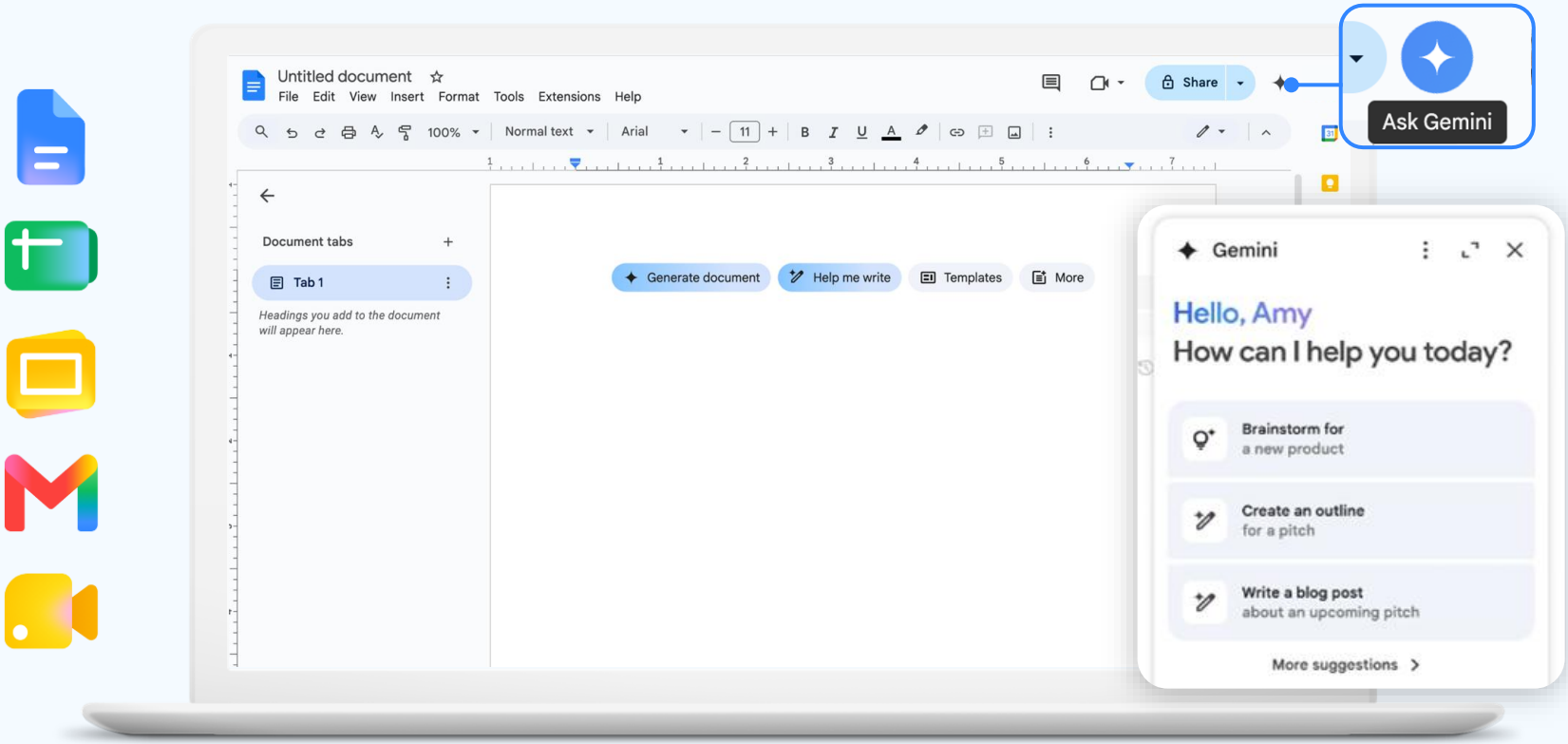
3

Google Workspace with Gemini

For consumers: one.google.com

For businesses: workspace.google.com

Google Workspace with Gemini



Live demo

4

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.

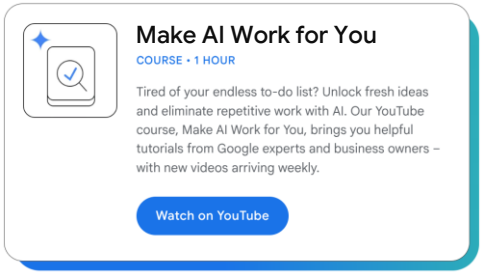
Tell

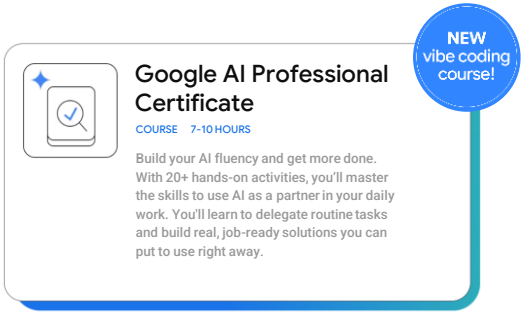
clients and coworkers about your use of AI tools.

grow.google/SMB

Build essential skills with AI training

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





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.



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- International Marketing keynote speaker
- International Speaker Google, Search, and AI
- 370+ ★★★★★ Google reviews

To stay connected with me

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