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!

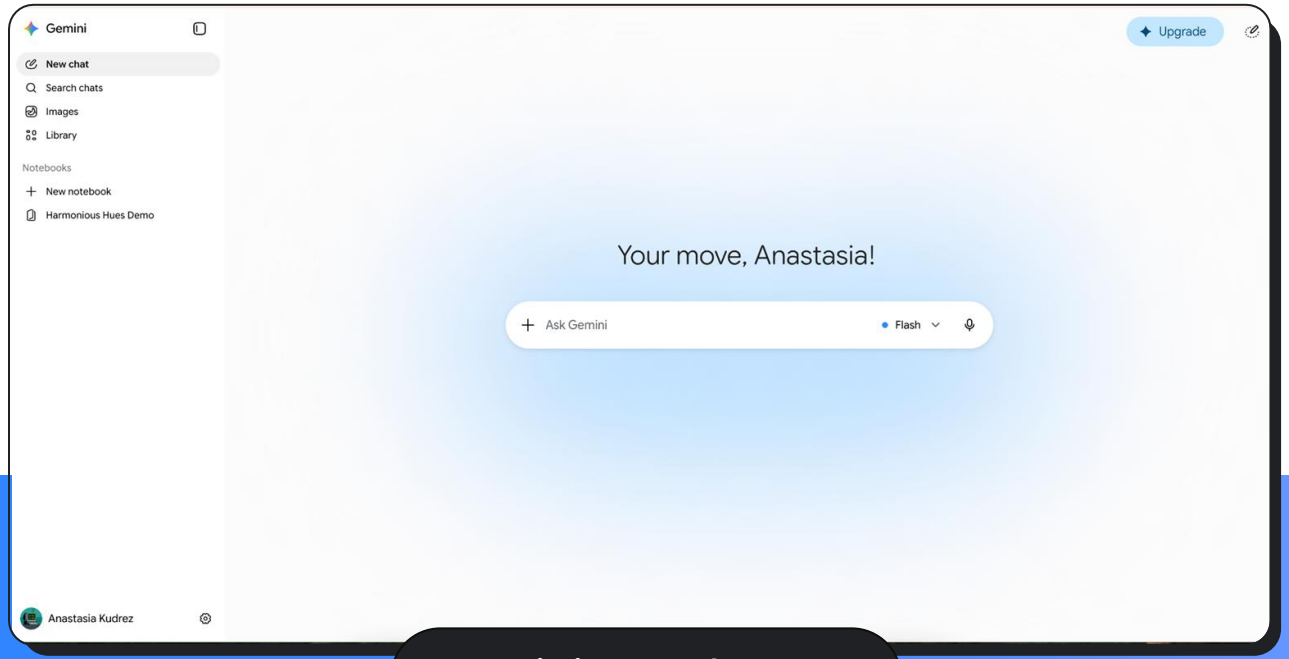
Agenda

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

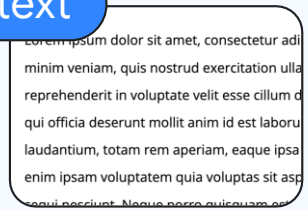
Let’s try that prompt again

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

Gemini

Built for multimodality

text



images



video

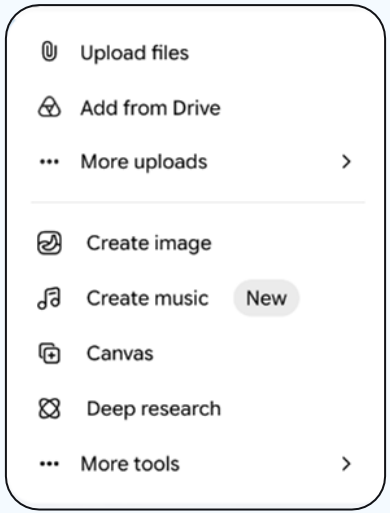


code



audio





Introducing Harmonious Hues



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!







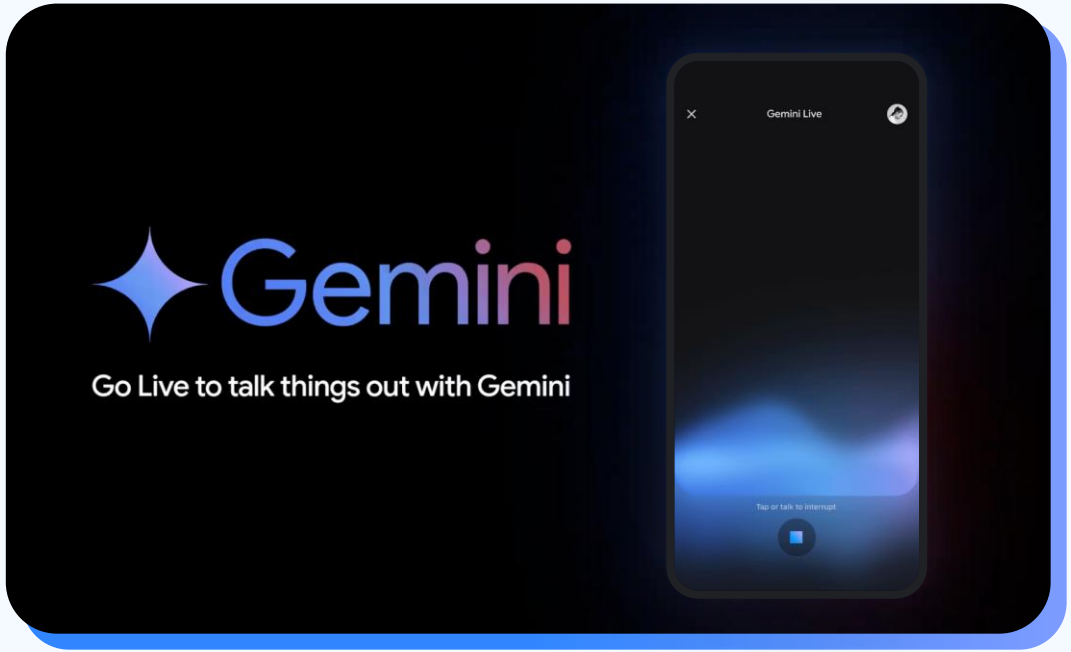
Drumroll



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/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?

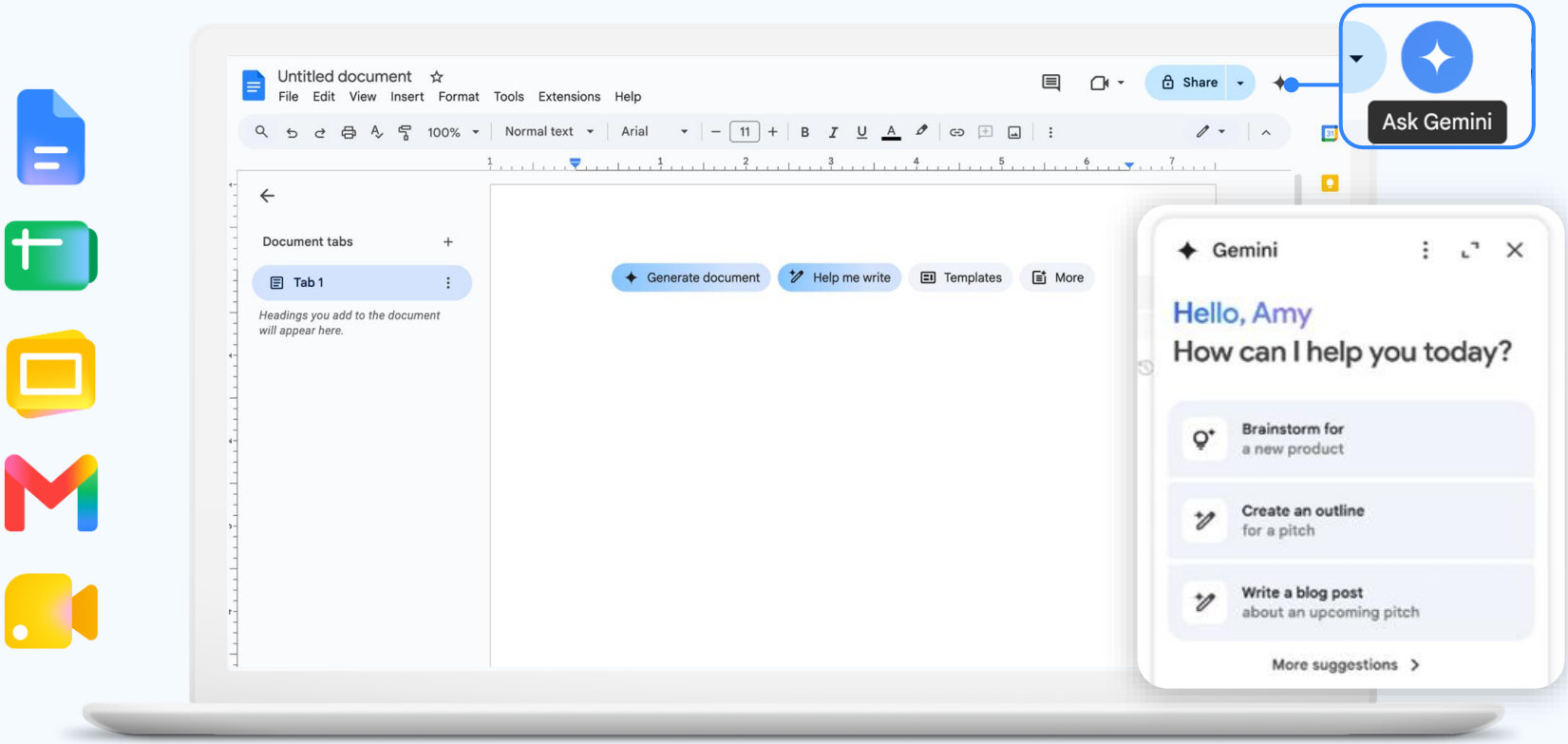
3

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.

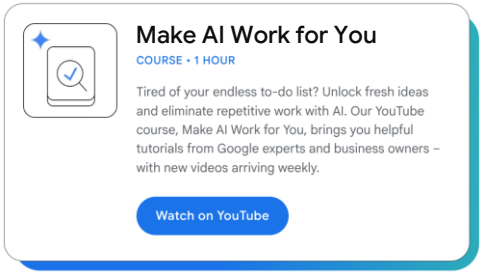
Tell

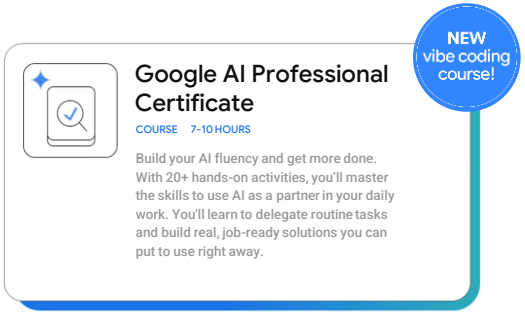
clients and coworkers about your use of AI tools.

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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- 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

To stay connected with me

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Thank you!

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