

Your essential guide to Google AI in your job



What's inside:

We hope you find this guide helpful to identify ways to apply AI to your job.

Remember: always follow the policies of your employer when using AI.

1

Prompting Best Practices

Learn tips for writing clear, effective prompts that maximize your learning and task completion.

2

Gemini

Discover how the latest Gemini features - including image generation, Deep Research, and Guided Learning - can elevate and support your work.

3

NotebookLM

Use NotebookLM to supercharge your research, summarize information from multiple sources, establish a central team knowledge hub, and create custom audio and video overviews.

4

Gemini in Workspace

Explore how Gemini in Google Workspace can help you analyze data, draft emails, generate meeting notes, and much more.

5

Ready-to-use Prompts for Professionals

Gain access to real prompts teams can use to accelerate their work.

- Human resources
- IT
- Marketing
- Project management
- Sales
- UX design

Prompt like a pro: 5-step framework

Structure of a great prompt

There's no single way to prompt AI. But the key is being *clear* and *specific* to what you are trying to achieve and providing *context*. The below 5-step framework is a simple way to start writing prompts with elements that can guide Gemini to help you achieve the results you're looking for. You can use this as a model when building your own prompts.

Step	What it means	Example
Persona	Which expertise you want AI to draw from	Marketing professional
Task	What you want AI to help you with	Create a tagline
Context	Any background information AI needs to help you with this task	Efficient washing machine
Format	How you want the results to appear e.g. table, bulleted list, paragraph	No more than 6 words
References	[Optional] Examples of what you are looking for	Example of successful tagline



Example Prompt:

You are a seasoned advertising writer. Create a concise tagline that highlights the key features of a new washing machine. The washing machine's features are that it gets clothes extra clean, has 25 customizable settings, and fits in a small space. The tagline should use an active voice, and be no more than 6 words. Refer to this example of a successful tagline in this industry that emphasizes efficiency and convenience: "Reference #1: "Less soap. More clean."

Multimodal prompting

Google Gemini is multimodal, meaning that you can **provide it with different types of media** in your prompt, like files, images or spreadsheets. For example, you could share a project plan with Gemini and then ask for its help in identifying possible risks. Or share a draft client proposal and ask for feedback.

You can also ask Gemini to **generate different types of media**, like images, videos, and more. You could upload a product image and ask Gemini to make adjustments to the background so it can be featured on your website.

Get started at gemini.google.com



Your AI-powered assistant for business.

Start a new chat

Enter your prompt in the chat box

Access your settings and history here

Add files to your prompt to provide more context

Explore additional features in the 'Tools' menu

Instead of typing your prompt, speak it!

A screenshot of the Gemini web interface. The interface shows a chat window with the text "Hello, Maya" and "What should we do today?". Below the chat window is a text input box labeled "Ask Gemini" with a plus icon, a "Tools" button, and a microphone icon. On the left side, there is a sidebar with a menu icon, a settings/history icon, and a gear icon. Annotations with lines pointing to these elements are provided: "Start a new chat" points to the menu icon, "Enter your prompt in the chat box" points to the text input box, "Access your settings and history here" points to the settings/history icon, "Add files to your prompt to provide more context" points to the plus icon, "Explore additional features in the 'Tools' menu" points to the "Tools" button, and "Instead of typing your prompt, speak it!" points to the microphone icon.

Deep Research

Deep Research: Conduct in-depth, cited research reports on complex topics, like industries or trends, to get you nuanced insights



Create videos with Veo

Videos with Veo: Create 8-second videos you can use for presentations or marketing based on your requirements



Create images

Images: Generate new images based on a prompt, or upload images for editing or modifications



Canvas

Canvas: Collaborate with Gemini in a side-panel to build apps, games, or to edit documents



Guided Learning

Guided Learning: Want to learn something new? Get interactive, step-by-step help from Gemini.

Google

**Some features are only offered through Gemini Pro*

grow.google/ai

Get started at notebooklm.google.com

NotebookLM

Understand anything with NotebookLM

Give your notebook a name

Upload your sources (like pitch decks, research, project plans, or customer insights).

NotebookLM will only use information from the sources you provide. Think of it as an expert on your specific documents.

Share your notebook with your team so everyone can access the information and get their questions answered.

The screenshot shows the NotebookLM interface with a notebook titled "Harmonious Hues Customer Reviews". The interface is divided into three main sections: Sources, Chat, and Studio.

- Sources:** On the left, there's a "Sources" panel with a "Discover" button and a list of uploaded sources. Two sources are listed: "Harmonious Hues Customer Emails.pdf" and "Harmonious Hues Customer Reviews.pdf", both with checkboxes to select them.
- Chat:** The central "Chat" panel shows the notebook title and a summary of the sources. It includes a "Save to note" button and a "Start typing..." input field. Below the input field, there are buttons for "Video Overview", "Audio Overview", and "Mind Map".
- Studio:** On the right, the "Studio" panel displays various output options: "Audio Overview", "Video Overview", "Mind Map", "Reports", "Flashcards", and "Quiz". Each option has a corresponding icon and a pencil icon for editing.

At the bottom of the Studio panel, there's a note: "Studio output will be saved here. After adding sources, click to add Audio Overview, Study Guide, Mind Map, and more!" and an "Add note" button.

Audio Overview: Turn your uploaded sources into in-depth "podcast" summaries.

Mind Map visually summarize your uploaded sources, with related ideas as branching diagram.

Flashcards: Create interactive cards from your sources to help you memorize key terms and concepts.

A close-up of the Studio panel showing six output options arranged in a 2x3 grid:

- Audio Overview:** Represented by a waveform icon.
- Video Overview:** Represented by a video camera icon.
- Mind Map:** Represented by a network diagram icon.
- Reports:** Represented by a document with a plus icon.
- Flashcards:** Represented by a card icon.
- Quiz:** Represented by a question mark icon.

Video Overview: Turn your source documents into a video of AI-narrated slides.

Reports: Generate custom documents, like blog posts, based on your source material.

Quiz: Test your comprehension of with custom questions based on your uploaded sources.

Google Workspace with Gemini

With Gemini in Google Workspace, you can access the power of Gemini right where you're working.



Write

Gemini works behind the scenes to help you write - whether it's refining existing work or helping you get started.



Create

With Gemini, you can easily create images for presentations and meetings from a single prompt.



Organize

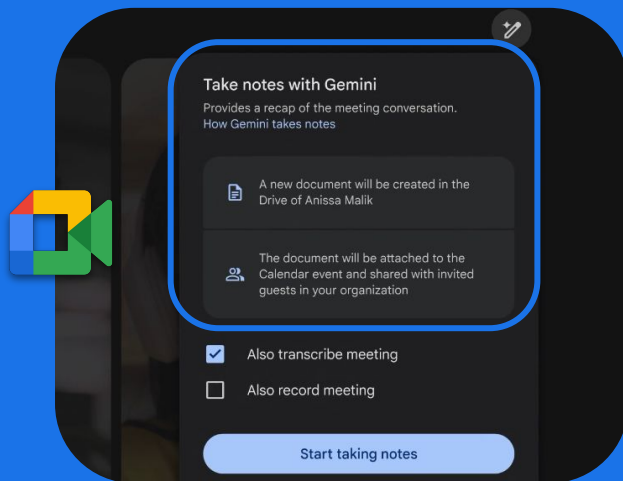
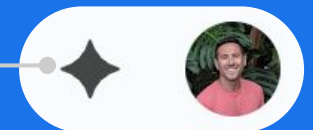
Gemini is here to help you analyze and act on your data quickly.



Connect

Gemini helps you look and sound your best on video calls so you can focus on the conversation

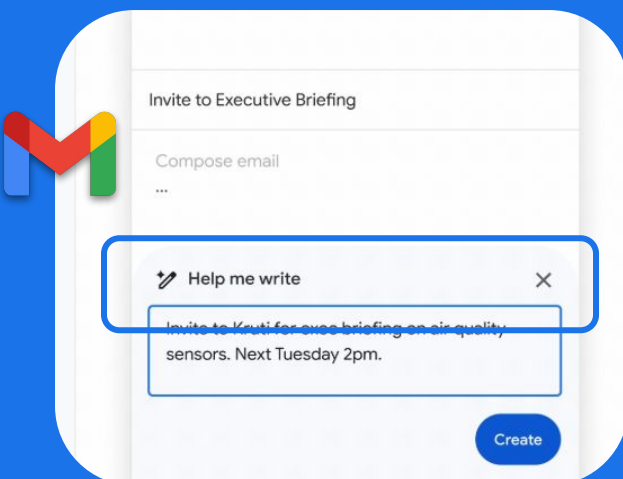
To get started, click the Gemini spark icon next to your avatar in the top-right corner within Google Workspace.



Gemini in Google Meets

Gemini in Google Meets is your meeting note taker to help you capture the details so you can focus on the conversation. Use it to:

- Transcribe meetings for easier follow-up
- Generate captions translated to and from certain languages during meetings
- Create unique background images



Gemini in Gmail

Gemini is your Gmail productivity partner that can help save you time at your desk or on the go. Use it to:

- Draft and summarize emails
- Edit written content by formalizing, shortening, or elaborating on existing text.

Google Workspace with Gemini

With Gemini in Google Workspace, you can access the power of Gemini right where you're working.

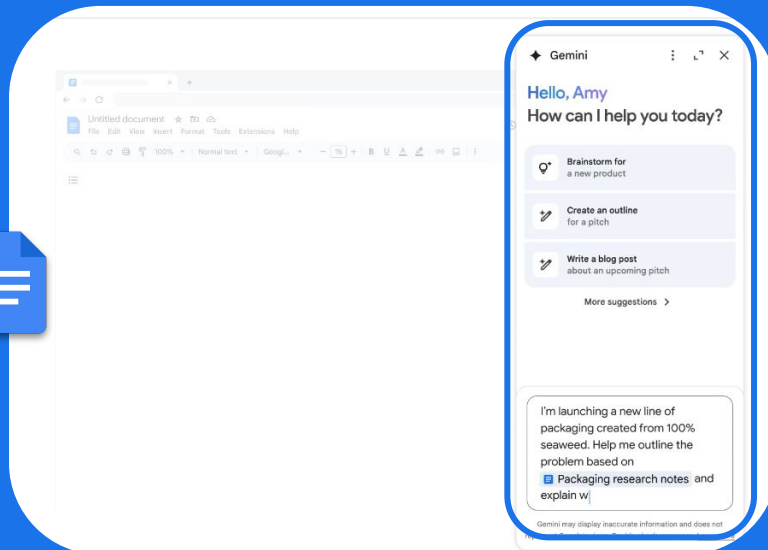
To get started, click the Gemini spark icon next to your avatar in the top-right corner within Google Workspace.



Gemini in Google Docs

Gemini is your writing assistant that can help perform a variety of tasks related to writing and refining documents. Use it to:

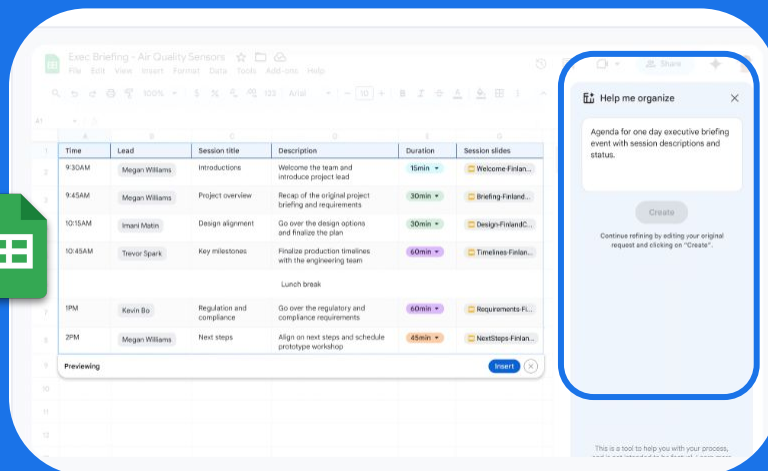
- Write or summarize content for your document
- Edit phrasing to shorten, rephrase or formalize
- Brainstorm new ideas
- Proofread for spelling and grammar



Gemini in Google Sheets

Gemini is your data partner that can help you organize, visualize, and act on your insights within Google Sheets. Use it to:

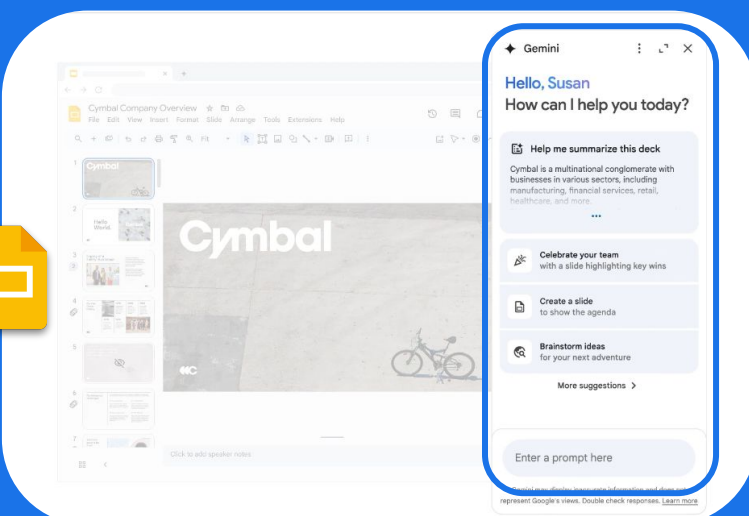
- Analyze data to uncover insights
- Generate visualizations, like charts or graphs



Gemini in Google Slides

Gemini is your creative assistant for presentations - generating images and designs at your fingertips.

- Generate unique images to visually convey ideas
- Apply specific visual styles to generated images
- Summarize main ideas from a presentation



Ready-to-use prompts



Generative AI for Human Resource Professionals

Google Gemini is your AI assistant to help you in your work.

It can help you save time on everyday tasks, like drafting, editing, or analyzing documents. You can also brainstorm new ideas, research topics, and get feedback in order to make better decisions.

These ready-to-use prompts are a starting point for you to get started with Gemini in your role. Feel free to experiment with these prompts, adjust them to your needs, upload relevant materials to provide additional context, and create your own. The best way to learn how to use AI is to try!



Start by going to gemini.google.com

Use Case	Prompt
1. Draft a job description	Act as an expert HR recruiter. Draft a comprehensive and engaging job description for the role of [job title]. Our company, [company name], is in the [industry] industry. We need a candidate with [number] years of experience and key skills in [skill 1, skill 2, skill 3]. The role reports to the [manager's title]. Use a professional but approachable tone and use clear headings for Responsibilities, Qualifications, and Benefits.
2. Generate interview questions	Act as an experienced hiring manager. Generate [number] behavioral interview questions for a [job title] position based on the attached job description. Include a mix of questions that assess technical skills, problem-solving, and teamwork. Include possible follow-up questions for each question.
3. Create an onboarding checklist	You are a company onboarding specialist. Create structured first month onboarding checklist for a new [job title] based on the attached document. The checklist should be broken down by Week 1, Week 2, and Weeks 3-4. Include tasks related to paperwork, IT & system access, review of our employee handbook and company policies, team introductions, mandatory trainings, and initial project assignments.
4. Draft internal communications	Act as an internal communications expert. Draft an announcement to all employees about the upcoming [company event, e.g., required trainings, benefits enrollment]. The event is on [date] at [location/time]. The tone should be [desired tone, e.g. enthusiastic and informative]. Optimize the communication to get employees to [call-to-action, e.g., RSVP by a certain date].
5. Build employee survey questions	You are an HR analyst. Generate [number] anonymous survey questions to gather employee feedback on [topic, e.g., tools & systems effectiveness]. Include a mix of multiple-choice and open-ended questions.
6. Analyze an employee survey	Act an analyst. Based on the attached anonymous employee survey about [topic, e.g. skill development needs, a new internal platform rollout], identify the top [number] takeaways and themes. Add direct comments as references to help illustrate some of the key insights. Suggest recommended next steps for any areas of improvement identified.
7. Outline a learning and development module	As a training and development manager, create a high-level outline for a new training module on [training topic, e.g., effective presentations, time management]. The target audience is [target Audience, e.g., new managers, sales teams] and the objective of the training is to [objective, e.g. increase competitive sales capabilities]. The outline should include learning objectives, key topics, and suggested activities for a [duration, e.g., 60-minute] virtual session.



Generative AI for Sales Professionals

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gemini.google.com

Use Case	Prompt
1. Write a cold outreach email	Act as a top-performing sales development representative. Write a concise and compelling cold outreach email. I am selling <i>[product/service name]</i> , which helps <i>[target company type]</i> solve <i>[problem]</i> . My target persona is the <i>[recipient's job title]</i> . My goal is to book a 15-minute introductory call. Keep the email under 150 words and use a confident, value-focused tone.
2. Customize outreach to prospects	I am an account executive preparing to email a key prospect who is the <i>[prospect's title]</i> at a <i>[company description]</i> . Based on their company's recent announcement about <i>[company news/initiative]</i> , draft an opening paragraph for my email that connects their announcement to the value proposition of my product, <i>[product name and description]</i> .
3. Generate discovery call questions	As a seasoned salesperson, generate <i>[number]</i> open-ended discovery call questions for a potential customer in the <i>[industry]</i> industry. The questions should help me uncover their current challenges, goals, budget, and decision-making process related to <i>[product category]</i> .
4. Create a sales pitch outline	You are a sales coach. Create a 5-minute sales pitch outline for <i>[product/service name]</i> . Attached is additional context on our <i>[product/service]</i> and how it compares to competition. The outline should follow a logical structure. The target audience is a <i>[target role, e.g., VP of Marketing]</i> .
5. Handle a common sales objection	Act as an expert sales trainer. I frequently encounter the following objection in sales conversations for our <i>[product/service]</i> : <i>[objection, e.g., 'price is too high' or 'we don't have the budget right now']</i> . Provide three different, empathetic, and effective responses to this objection, aiming to reframe the conversation around value and ROI.
6. Draft a follow-up sequence	You are a strategic account executive. Draft a 3-step email follow-up sequence for a prospect who has not responded after an initial meeting. The first email should be a gentle nudge, the second should provide additional value (like one of the attached case studies), and the third should be a final attempt email. The prospect's main challenges are <i>[prospect's pain point]</i> .
7. Enhance a business proposal	Act as a new business proposal specialist. Draft a compelling executive summary for the attached sales proposal. Our company is proposing to provide <i>[product/service]</i> . The solution will address their primary challenges of <i>[client challenge 1]</i> and <i>[client challenge 2]</i> , leading to benefits like <i>[benefit 1]</i> and <i>[benefit 2]</i> . Also, provide overall feedback on the proposal and 3-5 areas of improvement.



Generative AI for Marketing Professionals

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Start by going to
gemini.google.com

Use Case	Prompt
1. Find trends and insights	Act as a market researcher of the [industry, e.g. running shoe industry]. Conduct an analysis of the state of the industry overall, and identify the latest trends in consumer behavior, preferences and the customer journey and path to purchase. Generate a report that includes citations and specific examples where applicable. I am particularly interested in understanding [topic, e.g. how new runners decide on which brand to purchase].
2. Brainstorm a marketing campaign	Act as a creative director. Brainstorm [number] new marketing campaign concepts based on the attached marketing brief. The campaign's objectives are to [objective, e.g. increase consideration] of [product name], a [product category] that helps [audience, e.g. parents]. The key benefit for this audience is [benefits, e.g. long-lasting quality materials and value]. The brand's tone is [tone, e.g., playful, sophisticated, reliable].
3. Find blog post ideas	Act as a content strategist. Generate [number] blog post ideas for a company that sells [product/service]. The target audience is [target audience description, e.g., small business owners]. The ideas should be a mix of "how-to" guides, listicles, trends, and thought leadership pieces related to the core topic of [main topic].
4. Create a social media calendar	You are a creative social media manager. Generate a one-week social media calendar for [platform name, e.g., LinkedIn]. The campaign is for our new [product/service name], launching on [date]. The target audience is [target audience description]. The goal is to drive sign-ups for a webinar. Format as a table with columns for Day, Post Copy, Image/Video Idea, and Call-to-Action.
5. Draft A/B test copy	Act as an ad copywriter with expertise in conversion optimization. For an online ad campaign promoting our [product and description], write two variations of ad copy (A and B). Variation A should focus on the [feature/benefit 1] and have a direct call to action. Variation B should use a customer testimonial and a question-based hook. The target audience is [target audience].
6. Get feedback on creative	Act as a marketing expert. Review the attached [asset, e.g. website homepage screenshot] as [audience, e.g. a first-time visitor]. Provide overall feedback on what can be done to [objective, e.g. decrease bounce rate]. Suggest 3-5 concrete changes we could make or tests that would help increase overall performance.
7. Analyze performance	Act as a marketing analyst. Analyze of the attached [type, e.g. website, online advertising, e-commerce] report. Summarize the top insights from the report, and suggest questions we should investigate as follow-up. Provide 3-5 recommendations that can be explored to improve overall performance, especially [metric, e.g. average order value].



Generative AI for Information Technology Professionals

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Start by going to
gemini.google.com

Use Case

Prompt

1. Write a how-to guide for software

Write a simple, step-by-step guide for non-technical employees on how to *[Perform a Task, e.g., 'set up multi-factor authentication on their account']* using the software *[software name]*. Use clear headings for each step and include a "troubleshooting" section for common problems.

2. Draft a system outage notification

You are an IT communications manager. Draft a brief and clear announcement for all staff about a planned system outage for *[system name, e.g., 'the file server']*. The outage will be on *[date]* from *[start time]* to *[end time]*. Explain the reason for the outage (*[reason, e.g., 'to perform critical security updates']*) and what employees should do to prepare.

3. Explain a technical concept simply

As an IT support specialist and explain to a user why *[common IT problem, e.g., 'their computer is running slow']*. Explain the concept of *[technical concept, e.g., 'lack of RAM']* using a simple analogy.

4. Create a troubleshooting flowchart

You are a system administrator. Create a flowchart in bullet format to help users troubleshoot a *[common issue, e.g., 'I can't connect to the Wi-Fi']*. Start with a basic question like "Is your Wi-Fi turned on?" and provide "Yes/No" paths with subsequent steps like "Try restarting your computer" or "Check if other devices can connect."

5. Generate an asset decommissioning plan

You are an IT asset manager. Create a checklist for decommissioning a *[type of Asset, e.g., 'company laptop']* for an employee who is leaving. The checklist should include steps for *[steps, e.g. data backup, secure data wiping, software license revocation, and updating the asset inventory system]*.

6. Compare IT options

We are currently evaluating *[topic of evaluation, e.g. upgrading employees to a new type of hardware]*. Compare our existing *[system, hardware]* to *[new system, new hardware]* across different technical features.

7. Generate IT policy FAQs

Based on the attached updates to our IT policy on *[policy topic, e.g., 'data storage']*, generate a list of 10 frequently asked questions (FAQs) and their answers to help employees understand the new policy.



Generative AI for UX Design Professionals

Google Gemini is your AI assistant to help you in your work.

It can help you save time on everyday tasks, like drafting, editing, or analyzing documents. You can also brainstorm new ideas, research topics, and get feedback in order to make better decisions.

These ready-to-use prompts are a starting point for you to get started with Gemini in your role. Feel free to experiment with these prompts, adjust them to your needs, upload relevant materials to provide additional context, and create your own. The best way to learn how to use AI is to try!



Start by going to gemini.google.com

Use Case	Prompt
1. Create a user persona	Act as a UX researcher. Create a detailed user persona for a new [product, e.g., 'mobile fitness app']. The target user is a [User Description, e.g., 'busy professional in their 30s']. The persona should include a fictitious name, a short bio, goals, needs, and frustrations.
2. Generate user interview questions	You are a UX researcher preparing for user interviews. Generate [number] open-ended interview questions to understand how users currently manage [user task, e.g., 'weekly grocery shopping']. The questions should focus on their current behaviors, pain points, and goals, without leading them to a specific solution.
3. Summarize user feedback	You are a UX research assistant for [type of product or service]. Based on the attached survey responses, analyze the feedback and summarize the top 5 recurring themes or pain points mentioned by users.
4. Brainstorm A/B testing ideas	Act as a conversion rate optimization specialist for [surface, e.g. mobile app, website]. I want to improve the [metric, e.g. "add to cart" clicks]. Brainstorm [number] A/B test ideas based on the attached screen designs. The ideas should involve changing elements like the [element 1, e.g., 'headline'], [element 2, e.g., 'call-to-action button color'], or [element 3, e.g., 'hero image']. Do not include recommendations for changing elements like [element 4, e.g. bottom navigation]
5. Draft UI copy	Act as a UX writer. Our [surface, e.g. app, website] has a screen where users need to [action, e.g., 'upload a profile picture']. Create 5 options for short, friendly, and clear instructional text for this screen.
6. Create a user flow description	Act as a UX designer documenting a feature. Describe the user flow for [task, e.g., 'resetting a forgotten password'] in our application based on the attached documentation. List the steps in a numbered list, starting from the user clicking the "Forgot Password" link to them successfully logging in with a new password.
7. Optimize for accessibility	Act as a designer specializing in accessibility. Review the proposed designs for a [surface, e.g. website, app]. Suggest 3 possible improvements to increase accessibility. The suggestions should address areas like [area 1, e.g., 'color contrast'], [area 2, e.g., 'button size'], or [area 3, e.g., 'screen reader compatibility'].



Generative AI for Project Management Professionals

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These ready-to-use prompts are a starting point for you to get started with Gemini in your role. Feel free to experiment with these prompts, adjust them to your needs, upload relevant materials to provide additional context, and create your own. The best way to learn how to use AI is to try!

 **Start by going to**
gemini.google.com

Use Case	Prompt
1. Create a project kickoff agenda	Act as a senior project manager. Create a detailed agenda for a 1-hour project kickoff meeting for a new project based on the attached project charter. The agenda should include time slots for introductions, reviewing project goals, defining roles and responsibilities, discussing the timeline, and outlining next steps.
2. Identify possible project risks	Act as an experienced project manager. I am starting a new project to [<i>project goal</i> , e.g., 'develop a new mobile app']. Brainstorm a list of 5 potential risks for this project based on the attached project plan, categorizing them into areas like technical, resource, and schedule risks.
3. Summarize meeting action items	Based on the attached transcript of a project meeting, extract all the action items discussed in the call. List them in a table with three columns: action item, owner (who is assigned), and due date.
4. Prepare a project status update	Create a weekly status update email for stakeholders based on the attached weekly meeting notes. The project is [<i>project name</i>]. Use the following structure: 1) overall status (e.g., on track, at risk), 2) key accomplishments this week, 3) priorities for next week, 4) blockers or risks.
5. Draft stakeholder communications	Act as a project manager. I need to inform a key stakeholder about a change in the project timeline for [<i>project name</i>]. The launch date is moving from [<i>old date</i>] to [<i>new date</i>] due to [<i>reason</i>]. Draft a clear, concise, and professional email that explains the situation and outlines our plan to mitigate further delays. Attached is further context about the issue.
6. Generate questions for a project retrospective	You are an experienced project manager. Generate a discussion guide for a [<i>duration</i> , e.g. <i>one hour</i>] project retrospective meeting based on the attached project summary report. The questions should encourage the team to reflect on the project and find learnings for future projects. Include questions for three categories: What went well? What didn't go well? What will we do differently next time?
7. Draft a project closure report	Based on the attached project charter and the attached notes, draft an outline for an executive-friendly project closure report for the [<i>project name</i>] project. The outline should include the following sections: executive summary, performance metrics and results, summary of final budget and schedule, lessons learned, and final deliverables.

Go further with Google Prompting Essentials

About the course

Google Prompting Essentials is a course that teaches you how to give clear and specific instructions to generative AI - known as prompting - helping you to unlock more of AI's benefits. In 5 easy steps, you'll learn how to prompt effectively and make AI work for you.

- **Save time on daily tasks:** Craft tailored emails, brainstorm creative content with ease, build tables and trackers effortlessly, and quickly summarize lengthy documents.
- **Uncover and share powerful insights:** Identify patterns in data, create compelling visuals, and even rehearse presentations.
- **Tackle complex projects:** Transform abstract ideas into actionable steps, using AI to role-play conversations, and get expert feedback.



Get started at grow.google/prompting

The course is taught by AI experts at Google who are working to make the technology helpful for everyone. Learners gain hands-on experience in the following skills.

Top skills learners will gain:

Learn advanced prompting techniques:

- Solve complex problems with prompt chaining
- Explore prompting techniques such as meta-prompting, chain-of-thought prompting, and tree-of-thought prompting
- Create an AI agent for simulations and expert feedback
- Generative AI
- Prompt design
- Prompt evaluation and iteration
- Multimodal prompting
- Responsible AI

Google

grow.google/ai