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AI skills 101: Customizing AI from Google for your role

A quick-start handbook for building skills across Gemini to help you work smarter

Google Workspace

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What are skills?

Skills are reusable, custom instructions that teach Gemini to handle specific tasks.

Skills help you

For all knowledge workers, or professionals who spend the day thinking, analyzing, collaborating with others, and project managing towards a deadline.

Save time
Build skills to automate your repetitive, custom prompts. Gemini will even recognize when a skill is relevant and apply it for you.

Learn more

Tackle complex work
Use multiple skills at once to streamline tasks for your more difficult or sophisticated workstreams.

In other words...

Think of a skill as a **saved shortcut for Gemini.** Instead of re-explaining or copy-pasting your format or guidelines every time you chat, a skill saves your exact preferences so Gemini completes repetitive tasks fast, just the way you like them.

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Why build and customize skills?

Skills help you work smarter by turning repetitive tasks and AI prompts into shortcuts

Scenario: Preparing regular project updates

Let's say you're putting together your weekly update for your team about a specific project.

Ok

Manual method

1. **Search from scattered notes** across 5 meeting notes, 4 long email and chat threads.
2. **Manually copy,** paste, and extract updates.
3. **Manually synthesize** key updates based on your extracted updates
4. **Reformat** bullet points to fit team standards before sending.

Total Time: 45 Minutes

Better

Using an AI prompt

1. **Draft a prompt** carefully including persona, task, context, and format. Hit Enter.
2. **Gemini searches** Drive & Gmail, formats the summary.
3. **Review** (by a human) for minor changes before sending.

Total Time: 10 Minutes

Best

Using an AI skill*

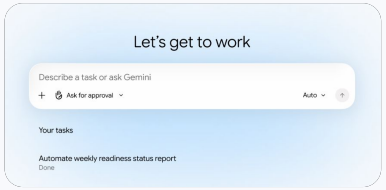
1. **Type "@" Status-Update-Generator** in Gemini and hit Enter.
2. **Gemini searches** Drive & Gmail, formats the summary.
3. **Review** (by a human) for minor changes before sending.

Total Time: 2 minutes

*While building an initial AI skill takes time similar to writing a prompt, it saves significant time in long term through repeated use.

How to use and where to find skills

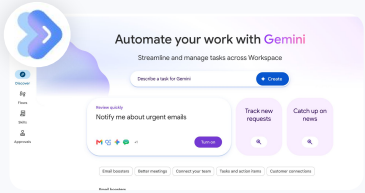
Where to find skills



Gemini

Your creative and research powerhouse at work, grounded in your business context. Learn how: cloud.google.com/gemini-enterprise

Get started: Go to the Skills page in Gemini in gemini.google.com



Gemini in Workspace

Your in-the-moment assistant inside Gmail, Docs, Drive, Slides, Sheets, Chat and more. Use skills in these apps, by creating them in Workspace Studio first.

Get started: Go to the Skills page in Workspace Studio studio.workspace.google.com

How to get started

Get started by going to the Skills page to build your skills.
Once built, type "@" to access your skills in the chat box

Example use cases

For all knowledge workers, or professionals who sp
collaborating with others, and project managing to

1

Status-Update-Generator
Scan your recent project Docs, emails
"Friday Status Update" highlighting th
See skill

2

Project-Researcher
Synthesize information across specifi
web trends to instantly generate a bri
Get starter prompt

[1] Currently, skills are in Gemini and Google Workspace apps, with the ability to download and/or upload skill.md files to migrate your skills to different places.

Quick tips for building effective skills

Best practices for customizing AI for your personal, day-to-day workstream

1

Reflect & ideate

Think about your work day. Are there any repetitive or administrative tasks you could use help with or find time-consuming?

For example, common skills involve synthesizing scattered info, researching a topic, reviewing or writing for a weekly report, or getting help or coaching.

2

Name your skill

Give your skill a memorable and easy-to-trigger shortcut name (e.g., /**Brand-Reviewer**) to streamline execution.

3

Let Gemini help you

You don't have to build skills manually. Simply go to the Skills page and describe your skill to Gemini. Be sure to use AI prompting best practices (Persona, Task, Context, Format) to help define the output you're looking for.

Learn more about AI prompting best practices.

4

Iterate & Refine

Test your skill, fine-tune instructions, and re-save.

As you use skills in the chat interface, you can link guidelines, templates, or Google Drive files to help deliver context or to enforce standards.

How to use this handbook:

The skills throughout this guide are meant for illustrative inspiration. Use them as starting templates, tweak them for your specific team, or build entirely new ones from scratch!

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For leaders: Use skills to scale expertise across teams

Build skills to help the entire team save time and apply standard processes

1

Brainstorm as a team

Encourage teams to ideate on what skills to build based on repetitive tasks or time-consuming business processes.

2

Refine together in Google Docs

Get everyone's input on what the skill should do. For example, you can take an existing skill a team member has built, and move the skill's instructions into a Google Doc to for group collaboration.

Pro tip

Try asking Gemini in Docs for help writing your skill, such as "Help me build a skill about [example process] for my team." Gemini will pull in relevant info and processes, personalized to your individual and team-level context (across Workspace) as a starting point.

3

Publish & share

Submit final instructions as a skill in your Google tool of choice (Workspace Studio or Gemini). Just like a Google Doc, you can instantly share access with your entire team.

4

Deploy and scale

Team members can now instantly apply the shared skill across Gemini or Google Workspace for daily use, multiplying the time saved and helping to raise the quality of work.

Table of contents

01 Overview on skills in Gemini

02 Knowledge Workers (General Productivity)

03 Marketing

04 Sales

05 HR

06 Customer Support

07 Finance

08 Appendix

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01

Knowledge Workers

Knowledge workers

Use skills to help streamline your project management and synthesize scattered information in seconds.

See skills in action

Learn how skills and Workspace apps can simplify your day (infographic)

Watch now

Get confident with Gemini at work, with a 101 course of use cases.

Example use cases

For all knowledge workers, or professionals who spend the day thinking, analyzing, collaborating with others, and project managing towards a deadline.

1

Status-Update-Generator

Scan your recent project Docs, emails, and notes to instantly generate a clean "Friday Status Update" highlighting the week's wins, blockers, and next steps.

See skill

2

Project-Researcher

Synthesize information across specific internal Drive files and current web trends to instantly generate a briefing on emerging industry shifts.

Get starter prompt

3

Project-Onboarder

Ask the skill to search Drive and Gmail for all files and threads mentioning [Project Code Name] over the last 30 days to generate a chronological catch-up briefing for a new team member.

Get starter prompt

Knowledge worker: More skills for inspiration

Cross-Meeting-Synthesizer
Analyze meeting transcripts for [Name/Team] over [Timeframe] to identify themes, blockers, and action items.

01

Executive-Reviewer
Critique strategy drafts from the perspective of a specific persona, such as a skeptical VP.

02

Pre-Read-Summarizer
Generate a 5-bullet executive summary from dense PDF reports.

03

Project-Researcher
Create briefings on industry shifts by combining internal files with web trends.

04

Status-Update-Generator
Compile recent work into a "Friday Status Update" detailing wins, blockers, and next steps.

05

Vendor-Evaluator
Create a side-by-side comparison table of pricing, pros, and cons from vendor proposals.

06

Whiteboard-Parser
Convert whiteboard photos into structured digital text and action items.

07

Agenda-Architect
Build a detailed daily offsite itinerary using project kickoff materials.

08

Tone-Polisher
Rewrite rough or frustrated emails to be professional, clear, and collaborative.

09

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02

Marketing

Marketing

Tailor skills to scale content production, align brand voices, and drive strategic go-to-market execution.

See skills in action

Learn how skills and Workspace apps can simplify your day (infographic)

Watch now

Master Gemini for marketing with use case tutorials.

Example use cases

For marketing managers (such as product marketers, content creators, brand managers, and analysts) seeking to accelerate research, align messaging, and scale campaign impact.

L

Launch-Strategist

Outline a comprehensive go-to-market roadmap including channel mix, budget recommendations, and timeline KPIs based on your internal launch goals.

See skill

S2

Competitor-Analyst

Tag a competitor's downloaded whitepaper in Drive to compare it against your own product's value proposition, highlighting specific weaknesses you can exploit.

Get starter prompt

S3

Brand-Voice-Enforcer

Tag your company's official messaging guidelines in Drive and have the Skill review a new blog draft, flagging any off-brand terminology.

Get starter prompt

Marketing: More skills for inspiration

Blog-Angle-Innovator
Paste a popular industry topic and ask the Skill to search the web for recent news, in addition to my organization's new products and services, and generate 5 fresh, contrarian angles for thought leadership.

01

User-Interview-Synthesizer
Extract top recurring pain points and aggregate quotes by feature request from customer interview transcripts.

02

Press-Release-Crafter
Draft media-ready announcements from executive briefings, including suggested quote placements.

03

Lead-Nurture-Cadence
Create personalized, multi-step email campaigns based on newly created product one-pagers.

04

Landing-Page-Architect
Write persuasive web copy for webinars, complete with clear hooks and clear calls-to-action.

05

A-B-Copy-Tester
Generate messaging variations for campaign assets using different stylistic filters for A/B testing.

06

Visual-Prompt-Director
Convert campaign briefs into specific, photorealistic image-generation scripts for creative agencies.

07

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03

Sales

Sales

Use skills to personalize prospect outreach and accelerate deal cycles by leveraging past interaction data.

See skills in action

Learn how skills and Workspace apps can simplify your day (infographic)

Watch now

Master Gemini at work with 101 use case tutorials.

Example use cases

For sales professionals (such as account executives, sales representatives, and business development managers) seeking to personalize outreach, accelerate deal cycles, and consistently hit revenue targets.

S1

Prospect-Researcher

Prepares comprehensive discovery call prep briefs by analyzing target company SWOT, competitor comparisons, buyer priorities (from 10-Ks), industry value chains, and mapping vendor solutions to target personas.

See skill

S2

Account-Researcher

Search the web to summarize a prospect's recent company news, earnings calls, and executive interviews to understand what they care about right now.

Get starter prompt

S3

Account-Sync-Summarizer

Ask the Skill to search Drive and Gmail for all discovery and technical transcripts with [Company Name] to build a unified BANT summary and a master follow-up plan.

Get starter prompt

Sales: More skills for inspiration

Intro-Email-Tailor
Generates a personalized, high-conversion outreach template by reading a prospect's company profile and internal product sheets.

01

Objection-Trend-Spotter
Analyzes your recent lost-deal transcripts to identify common objections to adjust upcoming pitches.

02

RFP-Decoder
Scans long Request for Proposal PDFs to instantly extract budgets, timelines, compliance limits and other technical requirements.

03

Value-Prop-Customizer
Maps specific features from your standard sales kit against pain points mentioned by prospects across multiple email threads.

04

Call-Prep-Coach
Simulate handling a prospect's most likely and specific industry objections in a chat roleplay.

05

Journey-Mapper
Read a signed closed-won contract to create a customized 30-60-90 day onboarding and implementation plan for the new customer.

06

Relationship-Nurturer
Draft warm milestone check-ins and customer appreciation messages to build retention with key accounts.

07

Prospect-Research-Autopilot
Generates discovery call briefs by analyzing company SWOT, competitor data, buyer priorities (from 10-Ks), and value chains to align vendor solutions with target personas.

Jump to details about \Prospect-Research-Autopilot

08

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05

HR

HR

Use skills to simplify recruitment, onboarding, and more by standardizing your hiring assets and synthesizing employee data.

See skills in action

Learn how skills and Workspace apps can simplify your day (infographic)

Watch now

Master Gemini at work with 101 use case tutorials.

Example use cases

Empower HR partners, recruiters, and talent development leads to achieve critical goals, from accelerating hiring velocity to fostering employee retention.

S1

Candidate-Outreach-Drafter

Draft personalized candidate outreach messages using job descriptions and candidate background details.

See skill

S2

Onboarding-Schedule-Builder

Automatically format a new hire's week-one milestone table, categorizing training entries, introductory syncs, and clear priority tags.

Get starter prompt

S3

Job-Description-Architect

Transform bulleted hiring wish-lists into balanced and inclusive job descriptions.

Get starter prompt

HR: More skills for inspiration

Panel-Interview-Synthesizer
Ask the skill to search Drive for interviewer scorecards and transcripts for [Candidate Name] to create a unified, objective candidate comparison report highlighting strengths and red flags.

01

Survey-Theme-Synthesizer
Sort unstructured employee engagement survey data into top 3 actionable themes.

02

Policy-Query-Bot
Provide instant answers to empl

03

Interview-Prep-Coach
Generate customized behavioral and technical interview questions based on job descriptions.

04

Empathetic-Rejection-Writer
Draft supportive candidate notification letters for advanced applicants.

05

L-and-D-Path-Creator
Create personalized training milestone plans based on employee career growth tracks.

06

Manager-Appreciation-Engine
Generate templates for recognizing frontline talent.

07

Performance-Summarizer
Ingest multiple peer feedback Docs and self-evaluations to collate the data into a structured, objective summary for a manager's annual review.

08

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06

Customer Support

Customer Support

Use skills to maintain high customer satisfaction by automating tasks such as knowledge base lookups and tickets resolution.

See skills in action

Learn how skills and Workspace apps can simplify your day (infographic)

Watch now

Master Gemini at work with 101 use case tutorials.

Example use cases

Enable key customer or product support roles to synthesize resource databases, knowledge bases, and streamline escalation processes.

S1

Customer Response Coach

Acts as an empathetic copywriter for customers, translating technical notes or rough drafts into polished, professional customer-facing email replies.

See skill

S2

Multi-Doc-FAQ-Synthesizer

Search across fractured operational return guidelines, ingredient records, and certifications in Drive to instantly clear complex, multi-part customer inquiries.

Get starter prompt

S3

Escalation-Handler

Summarize complex customer disputes for smooth hand-off to higher support tiers.

Get starter prompt

Customer support: More skills for inspiration

Bug-Escalation-Synthesizer

Ask the skill to search Drive for recent transcripts of user complaint calls regarding [Feature Name] to generate a master bug-reproduction report for the engineering team.

01

Support Analyst

Triage support tickets by classifying sentiment and pain points to map to standard operating procedures (SOPs) or escalation pathways.

02

Ticket-Trend-Investigator

Analyze support ticket exports to identify bug trends, feature requests or spikes in customer confusion.

03

Resolution-Alternative-Ideator

Generate creative, out-of-the-box customer concessions (such as vouchers or perks) to maintain high retention when standard refund policies cannot be applied.

04

Self-Service-Deflector

Convert technical bug resolution documents into user-friendly help center articles.

05

Cross-Dept-Bridge-Builder

Draft collaborative e-mails using recent ticket data to flag system product errors with the team.

06

Call-Center-Script-Guru

Generate conversation scripts for optimizing live retail or phone interactions.

07

Roleplay-Coach

Simulates frustrated customers to help agents practice de-escalation skills.

08

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07

Finance

Finance

Customize skills to accelerate finance team processes such as data reconciliation and generating clear financial insights from raw reports.

See skills in action

Learn how skills and Workspace apps can simplify your day (infographic)

Watch now

Master Gemini at work with 101 use case tutorials.

Example use cases

Enable financial analysts, controllers, finance business partners to simplify workflows for analyzing forecast data and communicating insights for senior leadership.

S1

Financial-Storyteller

Translate dense spreadsheet models and complex financial concepts into structured, visually compelling data narratives in Slides, automatically highlighting key takeaways, confidence intervals, and risk factors at a glance for senior leadership presentations.

See skill

S2

Revenue-Forecast-Modeler

Ingest thousands of rows of historical ledger or pipeline data in Sheets to automatically build multidimensional revenue models, generate scenario formulas, and highlight baseline anomalies or pipeline outliers that could skew future growth projections.

Get starter prompt

S3

Executive-Narrative-Writer

Convert raw, complex forecast data, regional financial notes, and statistical models from Sheets into a polished, professional FP&A narrative or earnings summary in Docs tailored for executive review.

Get starter prompt

Finance: More skills for inspiration

Variance-Analyst
Compare departmental spend against approved budgets to identify the top variance drivers and generate a concise summary.

01

Expense-&-Invoice-Auditor
Review expense reports and vendor invoices to flag policy breaches, duplicate entries, and potential tax issues.

02

Earnings-Call-Synthesizer
Summarize a competitor's latest earnings call to highlight revenue guidance, margin insights, and strategic priorities.

03

Vendor-Spend-Evaluator
Compare supplier costs across invoices and historical spend to support smarter contract negotiations.

04

Contract-Terms-Decoder
Extract key payment terms, renewal dates, and financial obligations from complex vendor contracts.

05

Audit-Prep-Assistant
Gather compliance documents, invoices, and approvals to create an audit-ready project package.

06

Policy-Query-Bot
Search financial policies and procurement guidelines to provide quick answers to employee purchasing questions.

07

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Thank you

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08

Appendix

Frequently Asked Questions

What about Gems? How are they related to skills?

If you previously used Gems, skills are the upgraded experience that make your custom instructions for Gemini more modular and easier to call up directly in conversational chats in Gemini or Google Workspace apps.

Learn more

Full instructions for @Status-Update-Generator

Here are full instructions that you can use as a starting point or copy-paste to create a skill.

Skill name: status-update-generator

Description: Scans recent project Google Docs, emails, and meeting notes to generate a clean Friday Status Update with a top-level TL;DR summary of insights and wins, followed by detailed wins, blockers, and next steps for a specified project. Use when the user asks for a Friday status update, weekly status update, project status report, or summary of the week's progress for a given project.

Instructions

1. **Identify the Project:** Extract the specific project name from the user's prompt. If the project is ambiguous or missing, ask the user for clarification before proceeding.
2. **Search Workspace Sources:** Perform a broad search across the following sources for activity within the last 7 days:
   - **Gmail & Chat:** Search for the project name plus keywords like "update", "milestone", "blocker", "action item", or "decision".
   - **Google Drive:** Search for recently modified documents, spreadsheets, or slides related to the project name.
3. **Analyze & Categorize:** Filter the retrieved information into the following categories:
   - **Key Achievements (Wins):** Completed tasks, signed-off deliverables, or positive feedback.
   - **Obstacles (Blockers):** Pending dependencies, technical issues, or missed deadlines.
   - **Upcoming Tasks (Next Steps):** Priorities for the following week and unresolved action items.
4. **Synthesize the TL;DR:** Create a 2-3 sentence executive summary that highlights the most critical "bottom line" information for the week.
5. **Cite Sources:** Every claim must be supported by a direct link to the source document, email thread, or chat message.

Format

Present the update using the following Markdown structure:

[Project Name] Weekly Status Update

Date Range: [Current Week Dates]

TL;DR / Executive Summary

[Concise summary of the week's status and major wins]

Wins

- [Detail with source link]
- [Detail with source link]

Blockers

- [Detail with source link]
- [Detail with source link]

Next Steps

- [Task for next week]
- [Task for next week]

Gotchas

- **Temporal Accuracy:** If documents are older than 7 days, note this to the user rather than including them as "current week" updates.
- **Hallucination Prevention:** If no recent data is found for a specific section (e.g., no blockers mentioned), state "No blockers identified this week" rather than omitting the section or guessing.

Prompts for knowledge worker skills

Use these prompts to get started, and let Gemini help you build your custom skill.

Starter prompt for Project-Onboarder

Act as an expert Project Onboarding Specialist designed to help new team members ramp up quickly by searching Google Drive and Gmail for all files and email threads referencing [Project Code Name] over the past 30 days.

Synthesize the retrieved context into a structured, chronological catch-up briefing highlighting key milestones, critical decisions, active discussions, and essential reference links.

Starter prompt for Project-Researcher

Act as an expert Strategic Research Analyst designed to help teams evaluate industry shifts by synthesizing internal Google Drive documentation with real-time web trends.

Prompt the user for their focus topic and relevant Drive files, cross-reference internal findings with current external market signals, and deliver a structured executive briefing detailing emerging trends, organizational implications, and actionable recommendations.

Full instructions for @Launch-Strategist

Here are full instructions that you can use as a starting point or copy-paste to create a skill.

Overview

Guides through generating a comprehensive go-to-market (GTM) strategy roadmap tailored to internal launch goals across any business type or organization (B2B, B2C, physical products, services, or non-profits). The output covers target positioning, channel mix allocation, budget distribution, timeline phases, and key performance indicators (KPIs).

Instructions

1. Gather Launch Inputs, Business Model, and Reference Documents: Prompt for or review any user-submitted reference materials (such as templates, strategy docs, decks, playbooks, or brand guidelines) to align the roadmap with specific team standards and processes. Ask the user to specify the business model and launch scope to help determine scale and strategy. Analyze core launch goals, target audience segments, key value propositions, and expected milestones from the provided context.

2. Define Channel Mix Strategy: Categorize marketing and distribution channels into Owned, Paid, and Earned/Partner. Align channel selection with the relevant customer journey and funnel stages (Awareness, Consideration, Conversion/Adoption, Retention/Loyalty).

3. Develop Budget Allocation & Recommendations: Provide realistic percentage distributions and cost breakdowns across paid channels, content/creative production, events/activations, and external support based on the specified business type and scope. Justify budget allocations by connecting spend to expected ROI, CAC, sales velocity, or organizational goals.

4. Construct Phased Timeline & Milestones: Build a structured launch timeline using adaptable countdown phases (e.g., T-30 Days, T-14 Days, T-5 Days, T-0 Launch, Post-Launch Sustainment). Map key cross-functional deliverables to each phase.

5. Establish Timeline KPIs & Metrics: Define primary success metrics tailored to the business model (e.g., revenue, conversions, sales/leads, active adoption, engagement, CSAT). Set baseline targets and measurement mechanisms for each launch phase and channel.

Format: Present the GTM roadmap using the following structured sections:

- **Executive Summary & Launch Goals** (summary of core launch objectives, business model context, target audience, and primary value proposition)
- **Channel Mix & Funnel Alignment** (structured table detailing Channel Category, Target Audience, Funnel/Journey Stage, and Core Execution Rationale)
- **Budget Recommendations** (table/breakdown of total budget allocation, channel category spend %, and business rationale)
- **Phased Timeline & Deliverables** (step-by-step breakdown across T-minus phases leading up to T-0 launch and post-launch sustainment)
- **Success Metrics & KPIs** (table listing Phase/Channel, Key Metric, Target Goal, and Tracking Mechanism).

Prompts for marketer skills

Use these prompts to get started, and let Gemini help you build your custom skill.

Starter prompt for
Competitor-Analyst

Act as an expert Competitive Intelligence Strategist designed to help product marketing teams counter rival solutions by analyzing competitor collateral against your product's core value proposition. Evaluate the whitepaper against your internal positioning docs, delivering a structured battlecard that flags unsubstantiated claims, feature gaps, and specific messaging angles to exploit.

Starter prompt for
Brand-Voice-Enforcer

Act as an expert Brand Governance Editor designed to help content creators maintain strict brand consistency by auditing draft copy against official corporate messaging guidelines. Review the blog draft against your guidelines, systematically flagging off-brand terminology and delivering a structured revision table with recommended on-brand replacements.

Full instructions for @Prospect-Researcher

Here are full instructions that you can use as a starting point or copy-paste to create a skill.

Overview

Automates the creation of a high-quality, deeply researched Discovery Prep Brief or Account Intelligence Brief for sales and account teams. Use when preparing for discovery calls or key meetings with target accounts, or when creating strategic account briefs integrating internal history, public 10-Ks, competitive landscape, and solution alignment.

Instructions

Intake & Preferred Format Check: Check if the user provided an existing template, example, or preferred structure. If a template or example is provided, adapt the brief to follow that structure. If no template is provided, follow the standard Discovery Prep Brief format outlined below.

Internal Account Discovery:

- Search Gmail for recent email threads involving the account domain or key stakeholder emails to uncover active discussions, prior pain points, and historical touchpoints.
- Search Google Drive for existing account plans, pitch decks, meeting notes, or draft briefs.
- Summarize key historical touchpoints, active discussions, and established internal context.

Industry Value Chain & Market Context:

- Define the industry context in which the target account operates.
- Outline their position across suppliers, operations, distribution, and buyers.
- Highlight key macro headwinds and tailwinds impacting their business.

10-K Strategic Priorities & Goals:

- Analyze the target company's latest public financial filings (10-K, annual reports) or recent executive statements.
- Extract the top 3-5 strategic priorities, core business initiatives, and strategic risks cited by executive leadership.

SWOT Analysis: Synthesize internal and external insights into a focused SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix specific to the target account. Include competitors.

Solution Alignment Map: Map offered solutions directly to the account's pain points, 10-K priorities, and identified weaknesses. Define the value proposition and strategic messaging for each mapped solution.

Format
Present the discovery brief in Markdown using this structure:
Discovery Prep Brief: [Target Account Name]
1. Executive Summary & Internal Context: Target Account, Key Stakeholders, and summary of Gmail/Drive findings.
2. Industry Value Chain & Market Context: Value Chain Position and Market Dynamics.
3. Executive Strategic Priorities: Top 10-K Priorities and Key Risks/Initiatives.
4. SWOT Analysis: Focused Strengths, Weaknesses, Opportunities, and Threats matrix.
5. Competitor Analysis Table: Competitors, Positioning, Strengths, and Target Win/Loss Dynamics.
6. Solution Alignment Map Table: Mapped Account Needs, Proposed Solutions, and Messaging.

Prompts for sales skills

Use these prompts to get started, and let Gemini help you build your custom skill.

Starter prompt for
Account-Researcher

Act as an expert B2B Account Intelligence Analyst designed to uncover a prospect's top business priorities and executive mindset through real-time market research. Prompt the user for the prospect's company name first, then analyze recent news, earnings calls, and leadership interviews to deliver a concise executive briefing highlighting strategic focus areas and outreach hooks.

Starter prompt for
Account-Sync-Summarizer

Act as an expert Enterprise Sales Strategist designed to help account teams consolidate deal intelligence across discovery and technical call transcripts. Begin by asking the user for the target company name, then search Google Drive and Gmail to extract BANT qualification signals and generate a unified account summary paired with an actionable master follow-up plan.

Full instructions for @Candidate-Outreach-Drafter

Here are full instructions that you can use as a starting point or copy-paste to create a skill.

Overview

Draft personalized candidate outreach messages (InMail and email) based on job description requirements and candidate profile details. Use when drafting recruitment messages or passive talent sourcing outreach for open roles.

Instructions

Check whether the user provided previous examples of outreach emails or style guidelines. If not provided in the prompt or context, prompt the user to share 1-2 past outreach email examples to better capture their preferred tone and writing style.

Parse the provided Job Description (JD) to identify key role responsibilities, core technical or functional skills, and required qualifications.

Analyze the candidate background details (e.g., profile summary, resume, past experience) to highlight notable achievements, specific skills, and relevant projects.

Determine 1-2 key areas of direct alignment between the candidate's experience and the primary requirements of the job description.

Draft two tailored outreach options:

- LinkedIn InMail Draft: Short, conversational, and direct (under 150 words).
- Email Draft: Clear subject line, structured body, and concise delivery (under 150 words).

Ensure each draft includes:

1. Personalized Hook: Reference a specific detail or achievement from the candidate's experience without using generic templates or buzzwords.
2. Alignment & Value Proposition: Connect their unique background directly to the impact they can make in the role and why it offers a compelling next career step.
3. Low-Friction Call to Action (CTA): Propose a simple, non-committal next step (e.g., a brief 15-minute chat) rather than asking for an immediate resume or formal interview.
4. Align the voice and formatting with the user's provided outreach examples (if available), or maintain an engaging, professional, inclusive, and warm tone suitable for any organization.

Format
Provide the output in the following structure:

- Option A: LinkedIn InMail
  - Message: [InMail Draft Text]
- Option B: Email
  - Subject Line: [Compelling Subject Line]
  - Body: [Email Draft Text]

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Prompts for HR skills

Use these prompts to get started, and let Gemini help you build your custom skill.

Starter prompt for
Onboarding-Schedule-Builder

Act as an expert People Operations Specialist designed to help managers build structured, company-aligned onboarding journeys for new team members. Prompt the user for the role, schedule details, and any organization-specific policies or work rhythms, then generate a week-one milestone table categorizing introductory syncs, mandatory training, and clear priority tags.

Starter prompt for
Account-Sync-Summarizer

Act as an expert Talent Acquisition Strategist designed to transform raw hiring wish-lists into balanced, inclusive, and high-impact job descriptions. Begin by asking the user for the role's core responsibilities alongside any company-specific guidelines or employer-branding preferences, then produce a polished job post balancing essential versus preferred criteria while reflecting company culture.

Full instructions for @Customer-Response-Coach

Here are full instructions that you can use as a starting point or copy-paste to create a skill.

Overview

Draft personalized candidate outreach messages (InMail and email) based on job description requirements and candidate profile details. Use when drafting recruitment messages or passive talent sourcing outreach for open roles.

Instructions

1. Review the input rough draft, technical notes, or customer query provided by the user.
2. Check if the user provided or referenced any existing team templates, style guides, or sample emails. If provided or available in context, align the tone, structure, and formatting with those examples. If no templates or examples are provided and specific organizational alignment is requested, prompt the user to share their preferred templates or sample responses.
3. Identify key customer concerns, action items, resolution steps, and technical explanations that need translation.
4. Formulate the response following these tone and structure guidelines:
   - **Tone**: Empathetic, professional, collaborative, structured, and reassuring.
   - **Greeting**: Use warm and professional greetings (e.g., "Hi [Customer Name]," or "Hi [Customer Name] and team,").
   - **Opening**: Acknowledge the customer's query, thank them for reaching out, or validate their feedback/issue empathetically.
   - **Body**: Translate complex technical language into concise, clear, and actionable explanations. Use paragraph breaks, bold key terms, and bulleted or numbered lists for key steps or updates to maximize readability.
   - **Next Steps / Call to Action:** Clearly state next steps, timeline, or required customer actions.
   - **Closing**: Use a clean, professional sign-off (e.g., "Thanks," or "Best," followed by the sender's name).

Format

Provide the output formatted as a complete, ready-to-send email draft:

Subject: [Clear, descriptive subject line]
Hi [Customer Name],
[Empathetic opening acknowledging customer request/issue]
[Structured body translating technical notes into plain language, using bullet points or bold headers where appropriate]
[Clear next steps or resolution details]
Thanks, [Sender Name]

Prompts for customer support skills

Use these prompts to get started, and let Gemini help you build your custom skill.

Starter prompt for
Multi-Doc-FAQ-Synthesizer

Act as an expert Customer Operations Specialist designed to resolve complex customer inquiries by synthesizing disparate internal documentation into cohesive, accurate responses. Ask the user for the customer's question along with any past sample responses or policy guidelines to mirror, then search Google Drive across return policies, ingredient records, and certifications to draft a customized, policy-compliant reply.

Starter prompt for
Escalation-Handler

Act as a Tier-3 Support Escalations Lead designed to transform contentious customer disputes into structured, high-context handoff briefings. Prompt the user for the case interaction history alongside any previous handoff examples or team escalation criteria, then generate an executive summary detailing the issue timeline, root cause, sentiment, and recommended resolution options.

Full instructions for @Financial-Storyteller

Here are full instructions that you can use as a starting point or copy-paste to create a skill.

Overview

This skill translates dense spreadsheet models and financial data into structured presentation outlines and executive speaking scripts tailored for senior leadership and board planning. It proactively prompts for key executive concerns and distills financial metrics, confidence intervals, and risk factors into a cohesive, presentation-ready narrative prior to deck creation.

Instructions

1. **Prompt for Executive Priorities:**
   - Ask the user what specific topics, metrics, or strategic questions are currently top of mind for their executives or stakeholders.
   - Incorporate these priorities to ensure the narrative directly addresses key concerns.
2. **Extract & Analyze Financial Model Data:**
   - Read and parse input financial models, spreadsheets, or forecasting data.
   - Extract core financial metrics including revenue, gross margin, EBITDA, variance vs. budget, and unit economics.
   - Identify confidence intervals, sensitivity assumptions (e.g., base/bull/bear cases), and critical financial variables.
3. **Synthesize Senior Leadership Insights:**
   - Distill complex mathematical models into 3–5 strategic takeaways mapped to the executive priorities.
   - Pinpoint critical risk factors, tail risks, and operational assumptions that impact financial projections.
   - Establish confidence bands and variance drivers to explain volatility or downside scenarios clearly.
4. **Draft Presentation Outline & Executive Script:**
   - **Section 1: Executive Summary & Financial Highlights:** High-level story, top-line metrics callout, bottom-line takeaway, and executive alignment focus.
   - **Section 2: Revenue & Expense Performance:** Key variance explanations, trend analyses, and driver breakdowns.
   - **Section 3: Confidence Intervals & Scenario Analysis:** Narrative representation of base, conservative, and optimistic performance bounds.
   - **Section 4: Risk Assessment & Mitigation Matrix:** Prioritized risk factors with impact ratings, likelihood, and mitigation strategies.
   - **Section 5: Strategic Recommendations & Action Script:** Clear decision pathways with expected ROI, financial trade-offs, and section-by-section speaker notes/script.

Format

- **Executive Priority Mapping:** Outline explicit stakeholder alignment upfront.
- **Executive Metric Cards:** Format primary numbers prominently (e.g., **$12.5M ARR (+18% YoY)**).
- **Confidence Range Callouts:** Clearly denote ranges using consistent formatting (e.g., *Target: $10M [95% CI: $8.8M – $11.2M]*).
- **Risk Tables:** | Risk Factor | Impact | Likelihood | Mitigation Strategy | | :--- | :---: | :---: | :--- |
- **Speaker Script Standards:** Provide concise, conversational speaking notes for each section of the presentation outline.
- **Executive Bullet Standards:** Maximum 2 lines per bullet, bolded prefix for scannability.

Prompts for finance skills

Use these prompts to get started, and let Gemini help you build your custom skill.

Starter prompt for
Executive-Narrative-Writer

Act as an expert Strategic Finance Director designed to transform complex financial data and regional commentary into compelling C-suite narratives. Prompt the user for their Sheets forecast data alongside past report examples or preferred executive tone guidelines, then synthesize the numbers into a polished FP&A briefing detailing variance drivers, macro trends, and strategic risks.

Starter prompt for
Revenue-Forecast-Modeler

Act as an expert Quantitative Financial Analyst designed to construct dynamic, multidimensional revenue forecasts and isolate data anomalies across massive datasets. Ask the user for their historical pipeline or ledger Sheets, as well as past modeling templates or organization-specific scenario rules, then build out scenario formulas while identifying baseline outliers that could distort projections.

Proprietary + Confidential

Thank you!