

# Gemini App and Gems

Gemini Adoption Series



# Gemini Adoption Series

Thursday May 22: Prompting

Tuesday May 27: Gemini app and Workspace apps

Thursday May 29: NotebookLM

## On-Demand

Vids

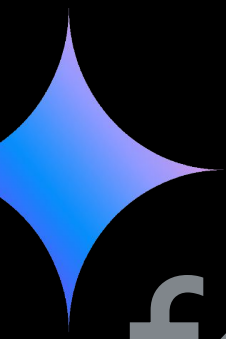
Security and Privacy





# Jeremy Sanders

Customer Engineer



# Generative AI for every organization

How to unlock business potential  
with Gemini Advanced

Google Workspace

# Agenda

01 The era of AI-Powered work

02 Introducing Gemini Advanced

03 What can Gemini Advanced do for your teams?

- For Marketing teams
- For Sales teams
- For HR teams
- For Finance teams
- For Software Development teams

# 01

## The era of AI-Powered work

# we're at the start of the era for AI-powered work.

**31% of leaders expect substantial transformation from AI**  
in less than one year, and the need to provide access to AI to  
employees across the organization and infuse AI into everyday  
tasks is becoming more and more evident.<sup>1</sup>

# 02

## Introducing Gemini Advanced

# Your organization-wide AI assistant.

Powered by Google's most capable AI models, Gemini Advanced is a versatile AI assistant that's available with Workspace and can help people tackle many different aspects of work.

It acts as a versatile tool for research, brainstorming, and analysis, allowing users to explore ideas, gain insights, connect with other apps, upload files, and refine their work effectively.

Unlike point solutions built with specific use cases in mind, Gemini Advanced can enhance the general performance of a wide range of tasks, helping you kickstart, progress, or get projects over the line.

Google Workspace

Gemini Advanced ▾



## Hello, John

### How can I help you today?

Generate a fantastical image



Explain Python concepts

```
1. Creating a dictionary of squares:
squares = {x: x**2 for x in
range(1, 6)}
print(squares) # Output: {1: 1,
2: 4, 3: 9, 4: 16, 5: 25}
2. Filtering a dictionary
```

Role-play as an event planner

```
1. Type of event:
What kind of event do you envision
(e.g., a film screening, a gala
evening, a networking event, a
workshop)?
2. Target Audience
```

Write an opening scene for a novel

The cobblestone streets of Ashton pulsed with the hissing rhythm of industry. Colossal smokestacks painted the gray London sky with angry strokes, blotting out the pale winter sun. Amidst the iron giants

Enter a prompt here



# Elevate your work with Gemini Advanced.

- Make data-driven decisions more easily
- Unlock innovation with creative brainstorming and idea generation capabilities
- Handle complex work like desk research, code writing, and debugging more efficiently



# Modern work calls for advanced AI features.



## Model Advancements

Gemini Advanced runs on Google's most capable AI models to provide low latency, reduced hallucination rates, language support across 45 languages, and more.



## Double-check with Google Search

Gemini Advanced lets you double-check its outputs with the "Google it" button and improved citations, so you can quickly see what parts are ready to be used and what parts might need further human evaluation



## Complex reasoning

With its advanced complex reasoning abilities, Gemini Advanced can solve complex problems, generate creative content, and provide insightful analysis.



## Customization with Gems

Create custom AI experts with Gemini Gems that are tailored to your specific needs. Whether you need a coding partner, a marketing guru, or a financial analyst, Gems can provide specialized assistance.



## File uploads & Data analysis

Upload documents into prompts to get more detailed and targeted help. Also upload datasets and get them analyzed with implicit Python code that deep dives into content and data—as well as visualization of data.



## Extensibility

Enhance productivity within existing workflows by pulling information from Workspace apps like Drive and Gmail.

# Customize Gemini

Gemini lets you create custom AI experts for any topic, tailored to specific use cases, needs, and interests, which can help you get projects that might be challenging over the finish line. Gemini can help you take a project from 90% to 100% by providing expert support on things you might be less familiar with or would require excessive time or effort.

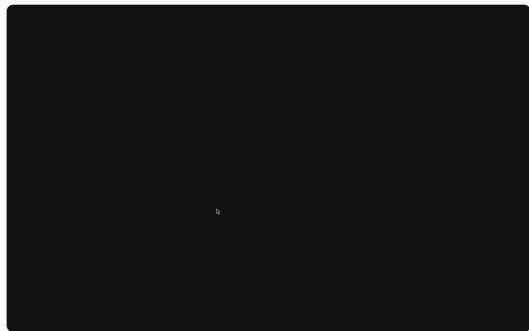
## Think:

- Grammar expert
- Statistics tutor
- Persona creator
- Creative writer guru



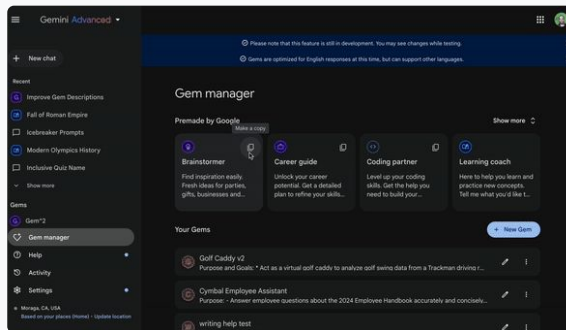
## Ways to use Gems

### Premade Gems



Chat with a premade Gem that is tuned to focus on a specific topic

### Customize a Premade Gem\*



Edit a premade Gem to align with your use cases

### Create your own Gem

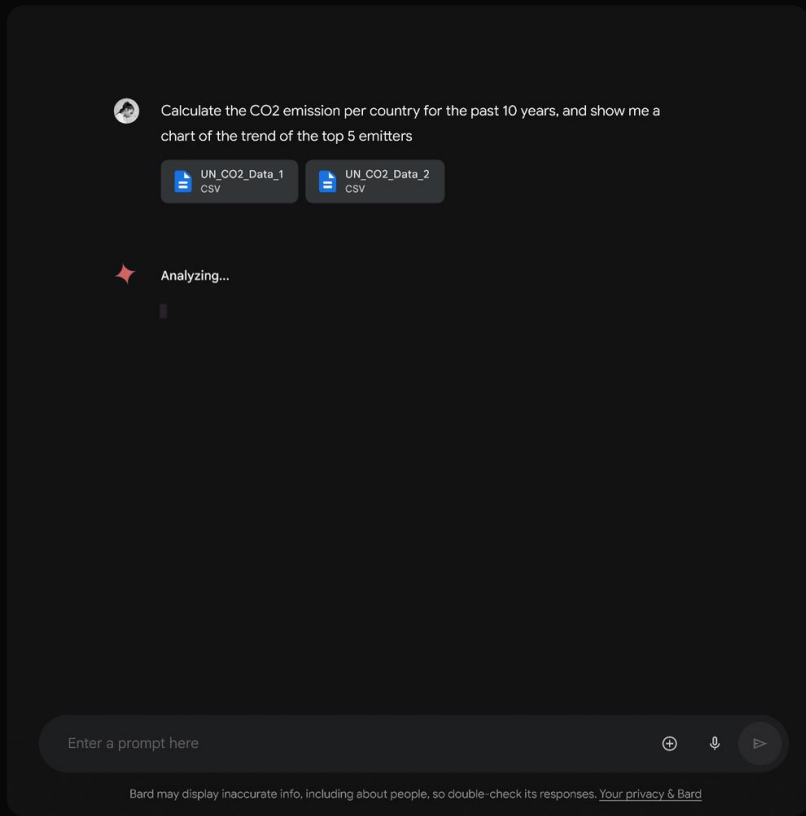


Write your own instructions to create a Gem unique to your needs.

# File Uploads & Data Analysis

Upload Google Docs, PDFs, CSVs, Excel, Word, and other types of documents into Gemini Advanced to get answers and insights ground on specific content. You can upload multiple files at once so they're all analyzed and considered in the outputs.

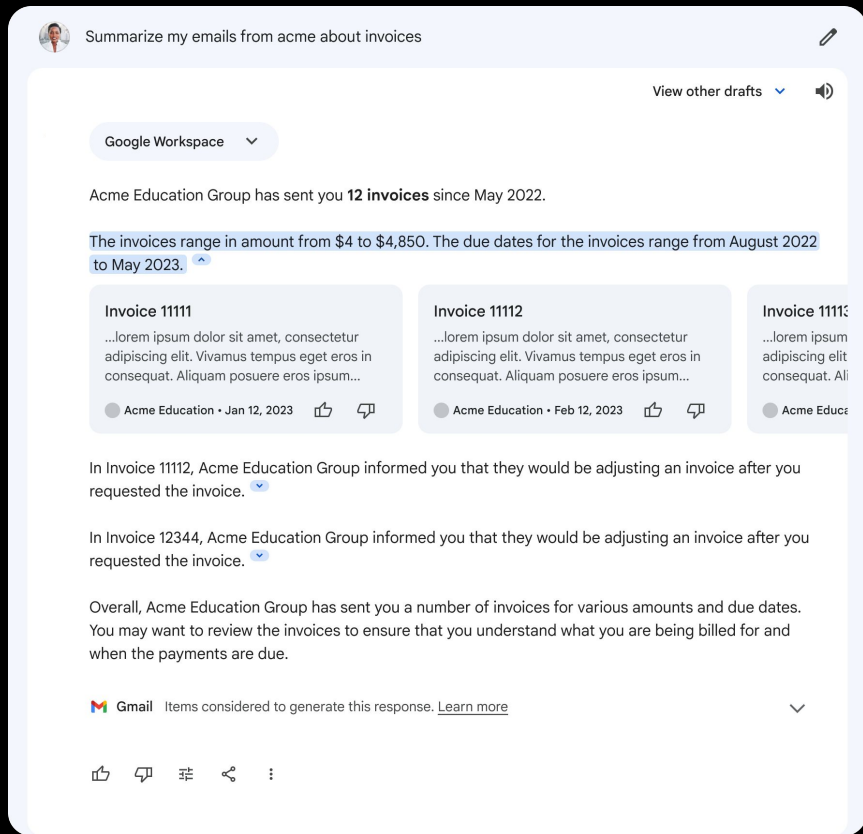
Gemini Advanced can write and run Python code in the background to analyze your files. This lets you more efficiently process, explore, analyze, and visualize data to save time and uncover insights faster.



# Workspace Extensions

Let Gemini Advanced help you track, prepare and do work across Google Workspace apps like Gmail and Drive.

With Workspace extensions, Gemini Advanced can tap into the wealth of information stored in your Gmail, Drive, Docs, and more, providing you with even more relevant and insightful help based on your own body of work and all the valuable information it holds.




# Double Check


Ensuring the outputs you get are not the product of hallucination is a crucial aspect of working with generative AI in professional settings.

With Gemini Advanced, you can immediately validate responses via Google Search in one click. And you can access supporting content by clicking on the chip at the end of a paragraph to check the citations. Taking these steps will help you quickly see what's ready to be used and what might need further evaluation by you.


- **Operational Costs:** Labor, fertilizer, pest control, maintenance, certifications.
- **Revenue Streams:** Coffee sales (green beans, roasted), tours, other products?
- **Profitability:** When do you expect to break even and see profits?

## Marketing & Sales:

- **Branding:** Create a strong brand identity that tells your farm's story.
- **Distribution:** How will you get your coffee to customers? Direct sales, distributors, online?
- **Pricing:** Balance production costs, market value, and desired profit margins.
- **Promotion:** Website, social media, coffee events, partnerships with cafes. 

Google Search didn't find relevant content. Consider researching further to assess the statement. 



## Risk Management:

- **Weather:** Coffee is vulnerable to frost, drought, pests, diseases.
- **Market Fluctuations:** Coffee prices can be volatile. 

Google Search found similar content, like this:

### Coffee | Excessive Food Price Variability

Coffee price spike and high volatility. Coffee futures prices have experienced substantial spikes and high volatility (variability) in recent days compared to ...

 [www.foodsecurityportal.org](http://www.foodsecurityportal.org) 

- **Regulations:** Understand local and international laws regarding coffee production and export.

Check completed • [Understand the results](#)

# Stay safe. Stay confident.

Your data safety is our priority. And Google never uses your interactions to train models. Using Gemini Advanced with your Gemini for Workspace account provides enterprise-grade security so you can work confidently and focus on what matters most.



# 03

## What can Gemini Advanced do for your teams?

# Why choose Gemini Advanced for your organization?

Create value in your day-to-day by:

- Increasing productivity
- Enhancing creativity and ideation
- Driving higher work quality
- Improving decision making
- Learning and applying new concepts
- Scaling customized content creation



For  
Marketing  
teams



# For Marketing teams

## Research your audience and market

- Uncover new market trends
- Understand your audience's demographics, interests, and behavior
- Research competitive positioning and messaging

## Craft and stress test content

- Create personalized, high-quality content fast
- Test existing content and get feedback
- Improve engagement and performance

## Generate creative concepts at scale

- Boost creative ideation
- Quickly generate custom campaign concepts, including imagery
- Create content at scale



# Marketing Prompt Example



I am a **brand manager** at Cymbal Media working to launch a new campaign focused on a new TV show about professional race drivers. Identify potential influencers and brands that Cymbal Media could partner with to amplify the campaign on social media channels. The goal is to reach a wide audience of motor sports fans across different demographics and geographies, while building credibility and driving engagement.



## Amplifying Your Race Driver TV Show Campaign

### Understanding the Target Audience

- Before diving into potential influencers and brands, it's crucial to define your target audience in detail. Consider the following:
- Demographics: Age, gender, location, income, occupation.
- Interests: Types of racing (Formula 1, NASCAR, IndyCar, etc.), other sports, car brands, technology.
- Platforms: Where do they spend their time online? (TikTok, Instagram, YouTube, Twitter, etc.)

### Potential Influencers

1. Professional Race Drivers:



Enter a prompt here



# Marketing Prompt Example



I am a **marketing specialist** focused on paid media at Cymal Media. I need to conduct in-depth audience research so that I can develop convincing marketing ads for Gen Z gamers. To start, help me generate a comprehensive profile of Gen Z gamers. Include core demographics and psychographics, online platforms they frequent, and suggest language and messaging that resonate with them.

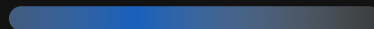
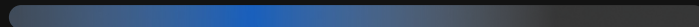


## Gen Z Gamers: A Profile

### Core Demographics and Psychographics

**Gen Z gamers are a diverse group, but they share some key characteristics:**

- **Age:** Primarily 13-25 years old.
- **Digital Natives:** Grew up with technology and are highly comfortable with digital platforms.
- **Mobile-First:** Often prefer smartphones and tablets for internet and media consumption.
- **Diverse Interests:** Gaming is just one part of their lives. They have a wide range of interests, including music, fashion, social justice, and environmentalism.



Enter a prompt here





For  
Sales teams

# For Sales teams

## Accelerate client discovery

- Boost client understanding with new insights
- Cultivate meaningful conversations
- Strengthen relationships and amplify impact

## Conduct market research

- Understand emerging trends and new territories
- Uncover opportunities and look for threats
- Develop enhanced sales strategies and offers

## Optimize sales strategies

- Evaluate and refine your sales pitch and strategy
- Anticipate and overcome objections
- Drive sales success and close deals



# Sales Prompt Example



I am an **account executive** in charge of a new customer account called Cymbal Accounting. I need to do initial research. What are some of the main products in their portfolio, and the largest markets they operate in?



## Cymbal Accounting: A Brief Overview

Cymbal Accounting is a cloud-based accounting software platform that has gained significant traction in recent years. It's particularly popular among small to medium-sized businesses (SMBs) due to its user-friendly interface and integration capabilities.

### Key Products and Services

- Cloud-based accounting software: This is Cymbal Accounting's core offering, providing tools for invoicing, bank reconciliation, expense tracking, and financial reporting.
- Payroll: Cymbal Accounting offers payroll solutions in various regions, streamlining the process of paying employees and managing payroll taxes.
- Project management: For businesses that need to track project



Enter a prompt here



# Sales Prompt Example



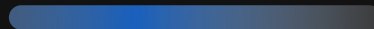
I'm a **sales executive** that will have a sales meeting about a special pricing offer with the leadership team at Cymbal Beverage. Summarize the attached earnings call transcript and tell me more about the company. What are some of the challenges and opportunities they have, and what are they looking to achieve in the upcoming quarters?



## Cymbal Beverage: A Growing Brewery

### Key Takeaways from Q3 Earnings Call

- **Growth:** Reported 5.2% year-over-year revenue growth, reaching \$550 million for Q3.
- **Addressing consumer pressure:** Launched sustainability initiative, aiming for carbon neutrality by 2030.
- **Seizing opportunities:** The company has successfully leveraged e-commerce and direct-to-consumer channels to reach new customers and capitalize on the trend of premiumization.
- **Expanding horizons:** Cymbal Beverages is actively exploring international markets to drive growth and mitigate domestic



Enter a prompt here





For  
HR teams

# For HR teams

## **Simplify the hiring process**

- Create drafts of job descriptions
- Get suggestions for interview questions
- Spend more time sourcing and scheduling candidates

## **Create onboarding content**

- Develop customized onboarding materials
- Generate role-specific welcome packs
- Have more time preparing for onboarding interactions

## **Create training and development materials**

- Create tailored training and skill assessment programs
- Cater to the unique requirements of different departments, seniority levels, and locations



# HR Prompt Example



As a **recruiting expert**, generate a set of role related knowledge interview questions for a marketing manager position. The questions should assess the candidate's experience with campaign development, team leadership, budget management, and data-driven decision-making.



## Role-Related Knowledge Interview Questions for a Marketing Manager

### Campaign Development

#### Question:

- Describe your process for developing a comprehensive marketing campaign from inception to execution. How do you ensure alignment with overall business objectives?

#### Question:

- How do you balance short-term and long-term goals in campaign planning? Can you provide an example of a campaign where you successfully achieved both?

#### Question:

- How do you measure the success of a marketing campaign?



Enter a prompt here



# HR Prompt Example



As a **professional training** and **development expert**, develop a training module on decision-making techniques for managers. The module should cover topics such as identifying the problem, gathering information, evaluating options, making a choice, and implementing the decision. It should also address common cognitive biases that can hinder effective decision-making.



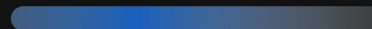
## **Training Module: Decision-Making Techniques for Managers** **Module Overview**

This module aims to equip managers with a systematic approach to decision-making, enhancing their ability to make informed, effective choices. Participants will learn to identify problems accurately, gather relevant information, evaluate alternatives, implement decisions confidently, and overcome common cognitive biases.

### **Module Objectives**

By the end of this module, participants will be able to:

- Define the decision-making process and its importance in management



Enter a prompt here



For  
Finance  
teams

# For Finance \$ teams

## Get help understanding concepts and analyzing data

- Generate explanations of financial concepts
- Summarize key points from financial reports
- Understand complex models quickly

## Build and update financial models

- Create new models
- Increase the efficiency of existing models
- Generate code snippets or formulas
- Assess work and get feedback



# Finance Prompt Example



As a **professional trader** help me develop an algorithmic trading strategy for high-frequency trading of S&P 500 futures. Assist me in designing a mean-reversion strategy, exploring optimal parameters for entry and exit signals, stop-loss levels, and position sizing.



## Developing a Mean-Reversion Strategy for High-Frequency Trading of S&P 500 Futures

### Understanding the Challenge

High-frequency trading (HFT) of S&P 500 futures is a complex and competitive domain. A mean-reversion strategy, while seemingly straightforward, requires meticulous parameter tuning and robust execution to be profitable.

### Key Considerations for Mean-Reversion Strategy

- Data Quality and Frequency: High-resolution, tick-level data is essential.
- Mean Calculation: Determine the appropriate lookback period for calculating the mean. Shorter periods for HFT, but balance with statistical significance.



Enter a prompt here



# Finance Prompt Example



As a **spreadsheet expert**, help me write an Apps Script to identify clusters in a monthly sales dataset to help me find groups of stores that behave similarly in terms of average monthly sales and average ticket size.



## Creating an Apps Script for Sales Data Clustering

### Understanding the Problem:

We want to group stores based on their monthly sales behavior. This can be achieved using clustering techniques.

### Approach:

#### Data Preparation:

- Ensure your dataset has columns for store ID, total monthly sales, and average ticket size.
- Normalize the data (if necessary) to ensure features are on a similar scale.



Enter a prompt here



For  
Software  
Development  
teams



# For Software <> Development teams

## **Generate code**

- Write code in a range of languages

## **Improve code quality**

- Review your code in a few brief moments
- Identify potential bugs or performance issues
- Get improvement suggestions and feedback

## **Test your code**

- Create mock data to test code or applications





# Software Development Prompt Example



I'd like to implement a **recommendation engine** for an e-commerce website using collaborative filtering. Can you help me with the algorithm and code implementation in Python?



Absolutely, let's break down the process of building a real-time chat application using Node.js, webSockets, and React.

## Server-Side (Node.js)

1. **Project Setup**
  - Create a new Node.js project: `mkdir chat-app && cd chat-app && npm init -y`
  - Install dependencies: `npm install express ws (or socket.io for easier setup)`
2. **WebSocket Server**
  - Using ws:

### JavaScript

```
const express = require('express');
const WebSocket = require('ws');

const app = express();
const server = app.listen(3000);
const wss = new WebSocket.Server({ server });
```

Enter a prompt here



# Software Development Prompt Example



I want to build a **real-time chat application** with webSockets using Node.js and React. Can you guide me through the server-side and client-side code setup, and how to handle message broadcasting and persistence?



## Building a Real-Time Chat Application with Node.js, React, and webSockets

### Understanding the Components

Before we dive into the code, let's break down the key components:

- **Node.js:** Handles the server-side logic, including webSocket connections, message broadcasting, and potentially message persistence.
- **React:** Builds the user interface, handles user interactions, and manages the webSocket connection.
- **WebSockets:** Provides real-time bidirectional communication between the client and server.
- **Socket.IO:** A popular library that simplifies webSocket development on both the client and server.

### Server-Side Setup (Node.js)



Enter a prompt here



# Resources

## Documentation

- [Use the Gemini web app](#)
- [Use & manage apps in Gemini](#)
- [Export responses from Gemini](#)
- [Use Gems in Gemini Apps](#)
- [Tips for creating custom Gems](#)
- [Double check responses from Gemini Apps](#)

## Recorded Demos

- [Multi-turn conversations](#)
- [Apps to access Workspace content](#)
- [Export responses from Gemini](#)
- [Use pre-built Gems](#)
- [Create custom Gems](#)
- [Built-in fact checking](#)

Google Workspace

# Thank you!

