# Google AI
# Prompts for Work

Google

# 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. **Gemini Enterprise**
   Transform how you work with AI. Connect Gemini to the apps you use daily at work - like Google Workspace or Microsoft 365 - chat with Gemini that knows your work context, use pre-built AI agents, or build custom agents to automate workflows, with no code needed.

4. **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.

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

6. **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

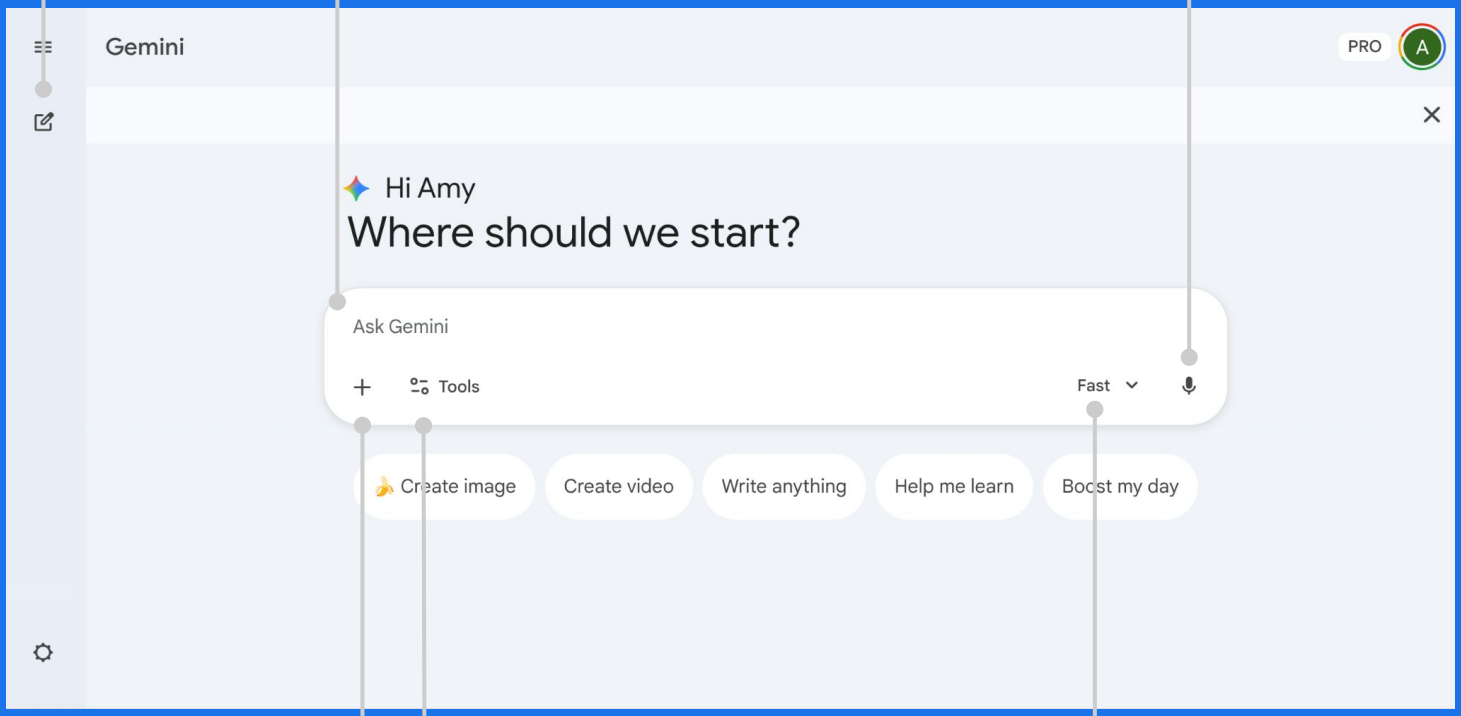
# Gemini

## Your personal AI assistant.

Start a new chat

Enter your prompt in the chat box

Instead of typing your prompt, speak it!




Add files from Google Drive or your computer to your prompt, to provide more context.

NotebookLM

**Pro Tip:** Connect your existing notebooks from NotebookLM to unlock Gemini's features on your existing sources.

Explore additional Gemini features in the Tool Menu, like:

**Deep Research:** Conduct in-depth, cited research reports on complex topics

**Create Videos:** Create 8-second videos you can use for presentations

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

**Canvas:** Build apps, custom code, games, or work with Gemini to edit documents

**Guided Learning:** Receive Interactive, step-by-step guidance from Gemini.

**Model Picker: Select your Gemini model.**

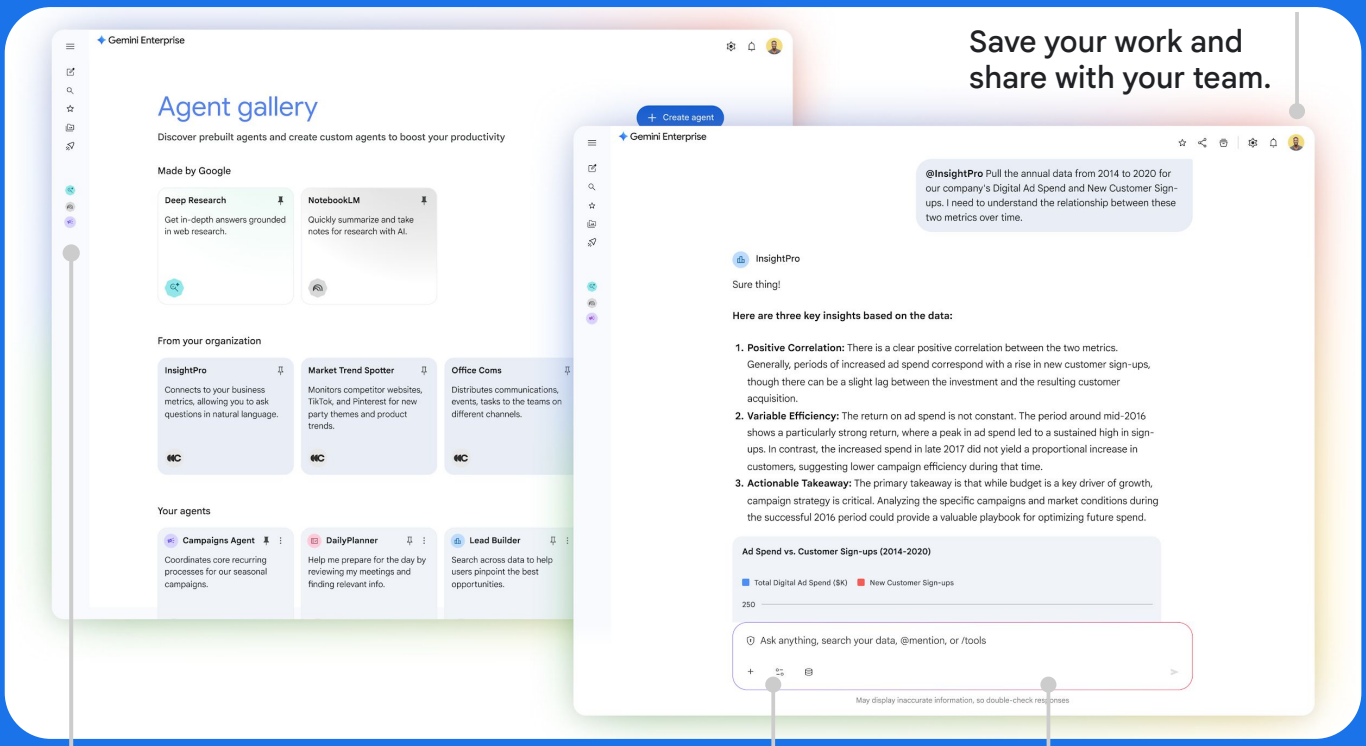
Toggle between different Gemini models depending on whether you are looking for quick answers or advanced math, coding, and reasoning.

Google

# Go further with Gemini Enterprise

**The Business edition of Gemini Enterprise** is ideal for small businesses, startups or individual departments within an enterprise or corporate-sized company. Sign up with your work email and get access today, with no IT setup needed.

**Get started at cloud.google.com/gemini-enterprise**




## What's included in Gemini Enterprise - Business edition

- **New Chat:** Start a new chat with Gemini, ask questions, create copies, images or videos.
- **Search:** Securely discover, analyze, and summarize information across your team's data systems
- **Starred:** Star your favorite conversations and content for quick access.
- **Agents:** Discover pre-built Google agents to boost productivity.
- **Create Agent:** Build custom agents with the no-code agent builder
- **Deep Research:** Slash research time to hours and minutes with agent which reasons, plans, and performs hundreds of searches across the web and your data to generate report.

Get started at notebooklm.google.com

# NotebookLM

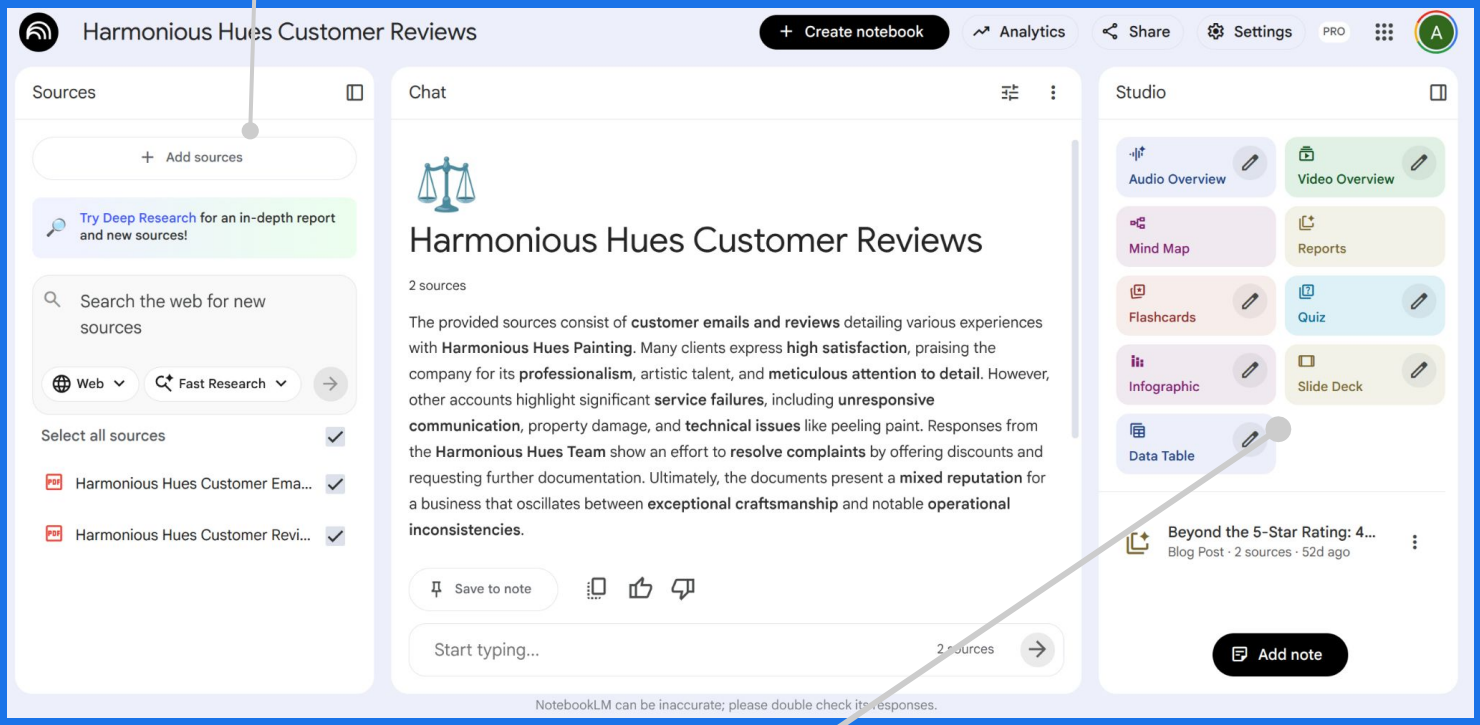
## Understand anything with NotebookLM

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 they can access the information and get their questions answered.



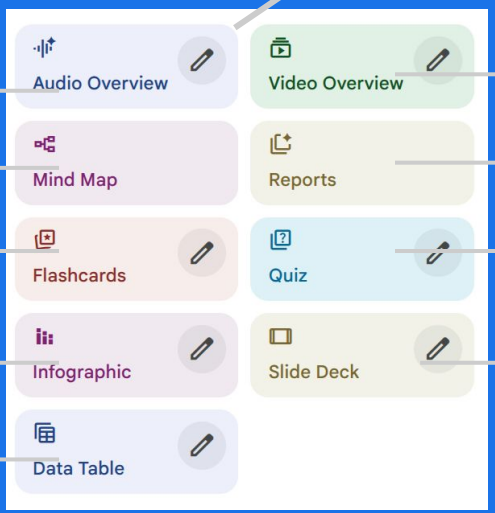

**Audio Overview:** Turn your sources into in-depth audio summaries.

**Mind Map** visually summarize your sources as a branching diagram.

**Flashcards:** Create interactive cards from your sources

**Infographic:** Turn your sources into a single, engaging visual summary

**Data Table::** Synthesize your sources into clear, structured tables




**Video Overview:** Turn your sources into a video of AI-narrated slides.

**Reports:** Generate custom documents, like blog posts, based on your sources.

**Quiz:** Test your comprehension with questions based on your sources.

**Slide deck:** Transform your sources into a polished presentation

# Google Workspace with Gemini

Get AI assistance right where your work happens.

### Write

Get help writing, from refining existing text to creating documents from scratch, right in Google Docs and Gmail.

### Create

Create more engaging presentations with custom images and slides in Google Slides and AI-powered videos in Google Vids.

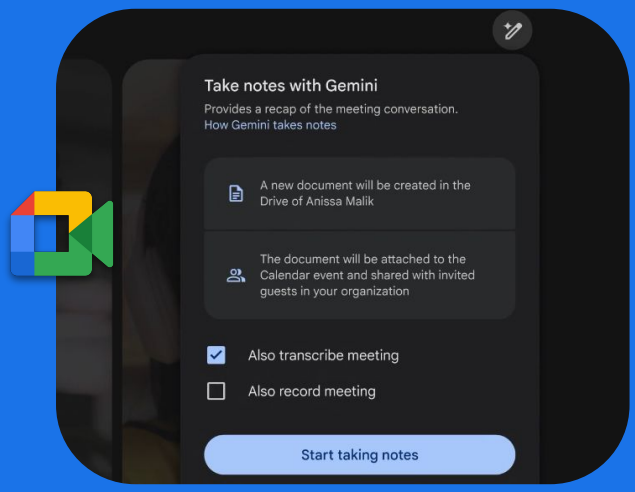
### Analyze

Get insightful and actionable data analysis and push the limits of what you can do with the "=AI" function in Google Sheets.

### Connect

Let Gemini take notes, live-translate, summarize live meetings, and more in Google Meet so you can focus on the conversation.

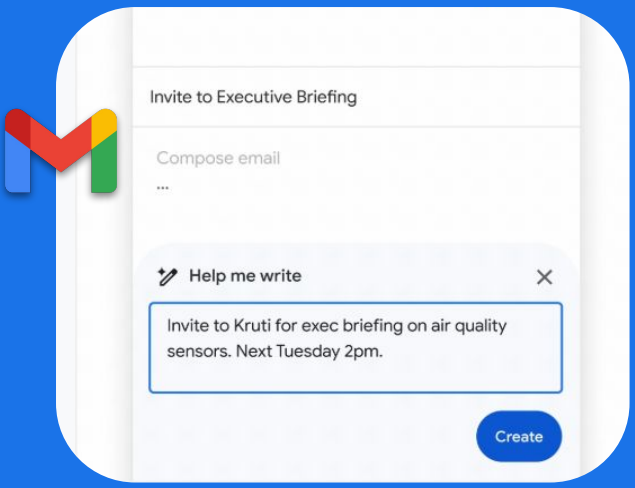
To get started, click the Gemini spark icon next to your avatar in the top-right corner within Google Workspace.




## Gemini in Google Meet

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

- Take detailed notes and suggest next steps and action items from meetings
- Generate live captions translated to and from certain languages during meetings
- Create unique background images




## Gemini in Gmail

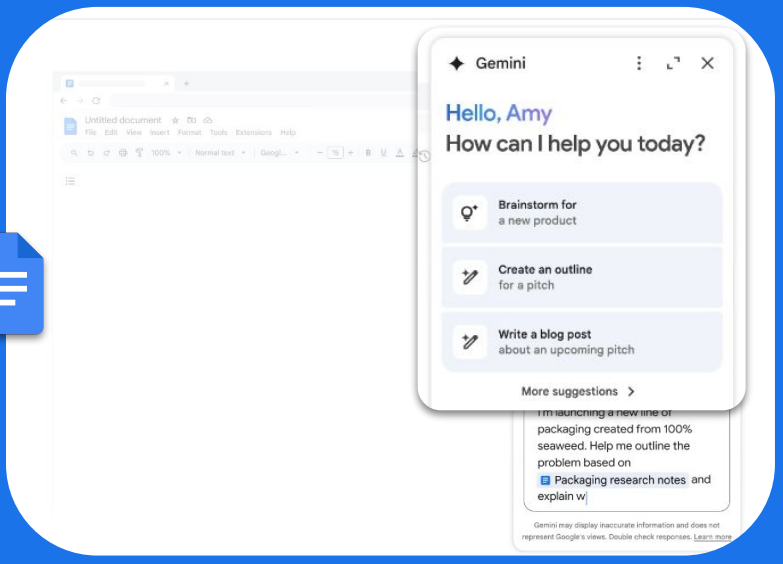
Gemini is your Gmail productivity partner that can help save you time at your desk or on the go. Use it to:

- Draft and summarize emails
- Edit written content by formalizing, shortening, or elaborating on existing text.
- Get an overview of your inbox and help you triage high priority messages

# Google Workspace with Gemini

Get AI assistance right where your work happens.

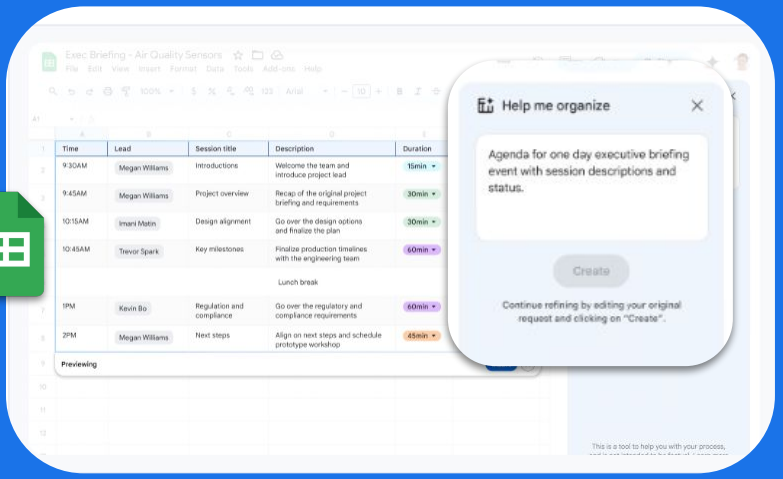
To get started, click the Gemini spark icon next to your avatar in the top-right corner within Google Workspace.




## 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:

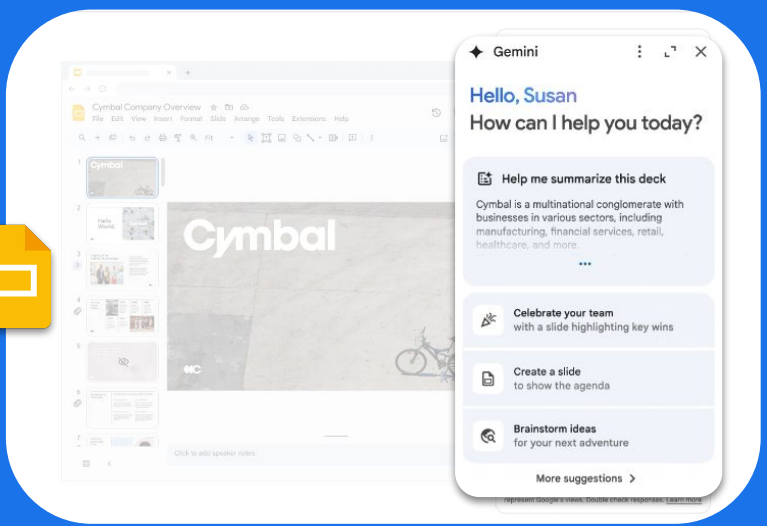
- ➔ Write or summarize content for your document
- ➔ Edit phrasing to shorten, rephrase or formalize
- ➔ Generate entire documents with the "Help me create" feature
- ➔ Proofread for spelling and grammar




## 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
- ➔ Use the AI function ("=AI") in a cell to prompt Gemini with plain language to generate text, summarize information, and more.




## Gemini in Google Slides

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

- ➔ Generate custom images to enhance your presentation
- ➔ Create slides based on other documents
- ➔ Summarize main ideas from a presentation

grow.google/ai

# Ready-to-use prompts

Google

# 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. |

Google

# Generative AI for Sales Professionals

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**Start by going to 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 [*product/service name*], which helps [*target company type*] solve [*problem*]. My target persona is the [*recipient's job title*]. 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 [*prospect's title*] at a [*company description*]. Based on their company's recent announcement about [*company news/initiative*], draft an opening paragraph for my email that connects their announcement to the value proposition of my product, [*product name and description*]. |
| **3. Generate discovery call questions** | As a seasoned salesperson, generate [*number*] open-ended discovery call questions for a potential customer in the [*industry*] industry. The questions should help me uncover their current challenges, goals, budget, and decision-making process related to [*product category*]. |
| **4. Create a sales pitch outline** | You are a sales coach. Create a 5-minute sales pitch outline for [*product/service name*]. Attached is additional context on our [*product/service*] and how it compares to competition. The outline should follow a logical structure. The target audience is a [*target role, e.g., VP of Marketing*]. |
| **5. Handle a common sales objection** | Act as an expert sales trainer. I frequently encounter the following objection in sales conversations for our [*product/service*]: [*objection, e.g., 'price is too high' or 'we don't have the budget right now'*]. 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 [*prospect's pain point*]. |
| **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 [*product/service*]. The solution will address their primary challenges of [client challenge 1] and [*client challenge 2*], leading to benefits like [*benefit 1*] and [*benefit 2*]. Also, provide overall feedback on the proposal and 3-5 areas of improvement. |

Google

# 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*]. |

Google

# 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. |

Google

# Generative AI for UX Design Professionals

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**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'*]. |

Google

# Generative AI for Project Management Professionals

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**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 [*project goal, 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 [*project name*]. 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 [*project name*]. The launch date is moving from [*old date*] to [*new date*] due to [*reason*]. 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 [*duration, e.g. one hour*] 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 [*project name*] 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 AI Professional Certificate

**60%** of AI-fluent professionals say AI skills led to positive career outcomes like a new job, promotion, or higher wages.[1]

**Created by Google experts** with decades of experience.

**Vetted by top employers** to ensure you develop the most in-demand skills.

**Rigorous hands-on learning** with graded assessments and 20+ skill-building activities.

**Flexible & on-demand training** that fits into your schedule, in under 10 hours.

Get **3 months of no-cost access** to Google AI Pro when you enroll. Put your AI skills to work on Google's most capable model, with Gemini integrated directly into Gmail, Docs, and Sheets, plus 2TB of storage (terms apply).

## Build the AI skills employers are looking for

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| AI Fundamentals: | Learn essential AI concepts and practice prompting effectively. |
| Brainstorming and Planning: | Use AI to brainstorm concepts, build detailed timelines, and organize a clear plan for any goal. |
| Research and Insights: | Use AI as your research partner, leveraging Deep Research and NotebookLM to gain insights, generate summaries and pressure test ideas for informed decision-making. |
| Writing and Communicating: | Turn rough notes into clear messages, easily adapt for different stakeholders, practice for presentations by anticipating questions and concerns. |
| Content Creation: | Use AI as your creative partner to generate high-quality images, videos, and presentations. |
| Data Analysis: | Transform unstructured data into clear insights, master skills to analyze data, and create compelling visualizations and formulas with Gemini in Google Sheets. |
| App Building: | Master vibe coding and build your own custom app. Tackle the most tedious tasks, all without writing a single line of code. |

Get started at **grow.google/AIcert**

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[1]Google AI Works in America, Ipsos 2026

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grow.google/ai