Get started with AI
An action plan for small businesses

At Google, we're dedicated to making the benefits of AI and the opportunities it creates available to everyone.

We do this by building AI products that help boost productivity and creativity, and developing programmes and tools designed to give more people the resources they need to get going.

This guide sets out the key actions small businesses can take to get started with AI. You can use it to check your progress so far and plan the next steps on your AI journey.

1
Innovation

Chat with Gemini

Gemini is an AI assistant from Google that can help supercharge your creativity and productivity. Chat with Gemini to get help with writing, planning, learning, and more.

To realise the full benefits of generative AI, you need to write effective prompts. Learn how to write great prompts with the Gemini for Google Workspace AI Prompting Guide.

If you have developers on your team, they can also try Gemini Code Assist to get help with coding.

Get inspiration from others

There are many exciting ways that AI can help your business. A good way to get inspiration is by exploring case studies of how other organisations are using AI, for example in their marketing strategies.

2
Smart workforce

Nominate AI champions

Setting up a task force is a great way to deliver your AI strategy while championing the technology internally. AI can benefit everyone, so make sure the team includes different departments like finance, engineering, legal, HR, and product.

Learn new AI skills

We've created tailored skills programmes, training and tools to help your team get going with AI. Grow with Google is an online learning resource that offers everything from short videos on how to boost your productivity, to in-depth training on AI tools and products.

For marketers, the Marketing Experience Journey provides digital training on Google Ads solutions, including AI.

3
Adoption

Choose priority uses

Find the areas of your business where AI can have the biggest impact. To help define your priority uses for AI you can ask questions such as:

- Where do employees spend time on repetitive tasks?

- Where do they get stuck in the creative process?

- Which areas offer the lowest-risk for initial use?

Here's some example uses you might choose to prioritise:

- **Enhance customer service:** AI assistants can provide 24/7 customer support, answer frequently asked questions, and even handle basic transactions.

- **Improve marketing performance:** AI can help you plan, create, and organise customised marketing campaigns. Google Ads can also deliver AI-powered ad campaigns, backed by resources like the AI Essentials checklist.

- **Develop sales plans:** AI can boost sales efficiency by helping with market research, analysing sales trends, and summarising audience data.

Track your progress

However you choose to use AI, it's important to set goals and track your progress over time. Any AI project should start with clear intentions, objectives, and success metrics. Visualising your data in Looker Studio can help you uncover insights and guide further improvements.

70 hours

could be saved by the average worker per year using generative AI.
Source: Public First, Google's Impact in the EU, 2023.

Use AI safely and responsibly

AI tools offer many exciting opportunities, but it's important to use them responsibly. Establish clear guidelines on ethical AI use within your company, such as:

- **Safeguard sensitive data:** Confidential or personal information should not be entered into generative AI tools unless you use an enterprise version.

- **Double check thoroughly:** Verify statements you receive from generative AI tools and check sources.

- **Disclose the use of AI tools:** Disclose where AI tools have been used to generate content or imagery.

Partner with trusted experts

Consider partnering with AI consultants or agencies for expert guidance and support, especially if you are new to the field. Be sure to choose a partner that is independently verified and demonstrates compliance with industry standards.

Keep up with the conversation

Join online communities to connect with other small business owners using AI and share your experiences. You can also use resources like our AI Handbook to stay updated with evolving AI regulations and new opportunities.

Continue your journey

We hope this checklist has given you the inspiration you need to take your next steps with AI. Remember that AI is a rapidly evolving field, and exploring its opportunities is an ongoing journey.

Keep up with all the latest tools, technologies and techniques as they emerge, so your business can enjoy the benefits of AI now, and moving forward.