

Think about something that's currently done manually, inconsistently, or not at all. You know how to create documents, images, and dashboards.

Consider starting with NotebookLM to gather together information about your department that could lead to identifying and solving a problem.

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## **Sales & Business Development**

A competitive analysis package where they use NotebookLM to research competitors, Claude to write a polished competitive positioning brief, ChatGPT + Excel to build a win/loss rate dashboard, and an AI image tool to create visual comparison graphics or a one-pager for the sales team.

## **Marketing**

A product launch campaign kit — a product fact sheet, a social media content calendar as a formatted document, a campaign performance dashboard tracking projected vs. actual KPIs, and AI-generated concept imagery for the campaign theme. This naturally mirrors what they've already built in class.

## **Customer Service**

An AI-powered knowledge base project. They'd use NotebookLM to analyze common support tickets or FAQs, Claude to write SOPs for the top 5-10 issue types, and a dashboard showing ticket volume, resolution times, and satisfaction trends. A visual "decision tree" image showing escalation paths would tie it all together.

## **Operations / Production**

A process improvement report — use NotebookLM to research lean or efficiency methodologies relevant to their department, Claude to write an SOP for a current process plus a proposed improved version, and a before/after dashboard comparing efficiency metrics. Great for people who already know their workflows inside and out.

## **HR & Training**

An employee onboarding kit: a new hire guide document, a visual org chart or department overview image, and a training progress dashboard. They could also build a 30/60/90 day plan template. This is a natural fit since they've just lived through a training program.

## **Finance / Accounting**

A financial summary package — use Excel + ChatGPT to build a budget vs. actuals dashboard, Claude to write the narrative summary that would accompany it for leadership, and NotebookLM to research industry benchmarks to include in the analysis.

## **IT / Systems**

An internal tools evaluation report: NotebookLM for researching tool options, Claude for the evaluation document and recommendation SOP, a comparison dashboard scoring tools across criteria like cost, usability, and integration, and AI-generated diagrams illustrating proposed system flows.