



# Prompting AI for Better Results

Thank you for joining, we will get started shortly.



# Prompting AI for Better Results





## Jada Cheek

Evolve 365 Learning Strategist  
*Microsoft Service Adoption Specialist*  
*Microsoft Certified Professional*

# Agenda

- **AI Prompting Fundamentals**
- **Prompting Components**
- **Prompting Approaches & Styles**
- **Prompt Analysis Exercise**
- **AI Tool Response Variation**
- **Tips & Tricks for Prompting**



# Be safe with AI-powered chat



Leveraging the advanced capabilities of the latest LLM models, Copilot empowers us to:

- Efficiently summarize lengthy documents
- Create professional and customer-ready content
- Generate captivating presentations, articles, emails, and more

**It's important to note that using non-approved AI web services can risk exposing personal or confidential data to the public.**

Copilot for AI chat ensures data integrity with Microsoft's built-in enterprise data protection.

# Copilot Security Commitments



## Enterprise

(Commercial Cloud)

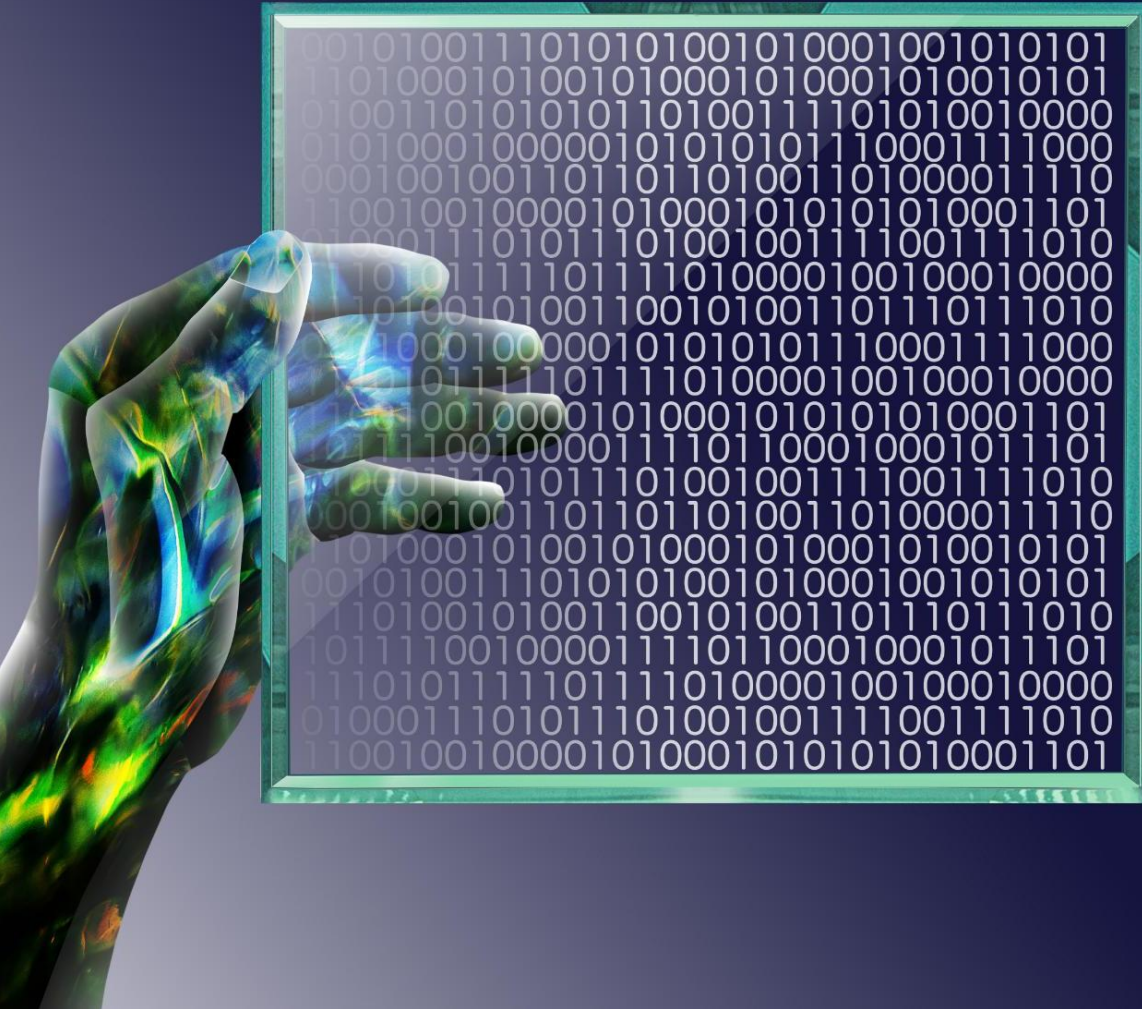
- Global data centers
- ISO 27001, SOC, GDPR compliance
- Encryption in transit & at rest





# How do you typically prompt AI?

1. I'm not sure what a prompt is
2. I usually use the suggested prompts
3. I make my own prompts with mixed results
4. I use the suggested prompts and my own
5. I know how to craft prompts like a pro in all forms—suggested and my own



# Understanding AI Prompts

**Prompt: the message or question you give to an AI tool to direct it**

## **Role of Prompts**

Prompts serve as instructions that guide an AI's response, shaping how it generates output.

## **AI Predictive Function**

AI models act as advanced predictive text, generating responses based on the input provided.

## **Importance of Clarity**

Clear, detailed prompts result in better AI responses compared to vague or simple instructions.

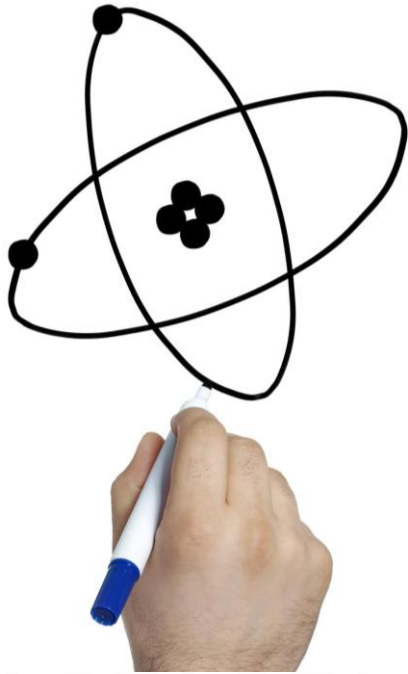
# Why Prompting Matters

**AI only sees  
the words  
you type**

**Vague in →  
vague or  
wrong out**

**Better  
prompts =  
better results**

# Core Principles of Prompting



## Clarity and Specificity

Start with clear, specific instructions to guide AI effectively and achieve desired results consistently.

## Context

Share relevant background so AI understands goals, leading to better responses and tailored outputs.

## Constraints

Define boundaries and format to control AI's output, ensuring responses meet requirements.

## Iterative Refinement

Refine prompts based on results, using step-by-step reasoning for improved AI answers.

# Understanding AI's Limitations

## AI Hallucinations

When AI gives an answer that sounds right but is incorrect, outdated, or made up.

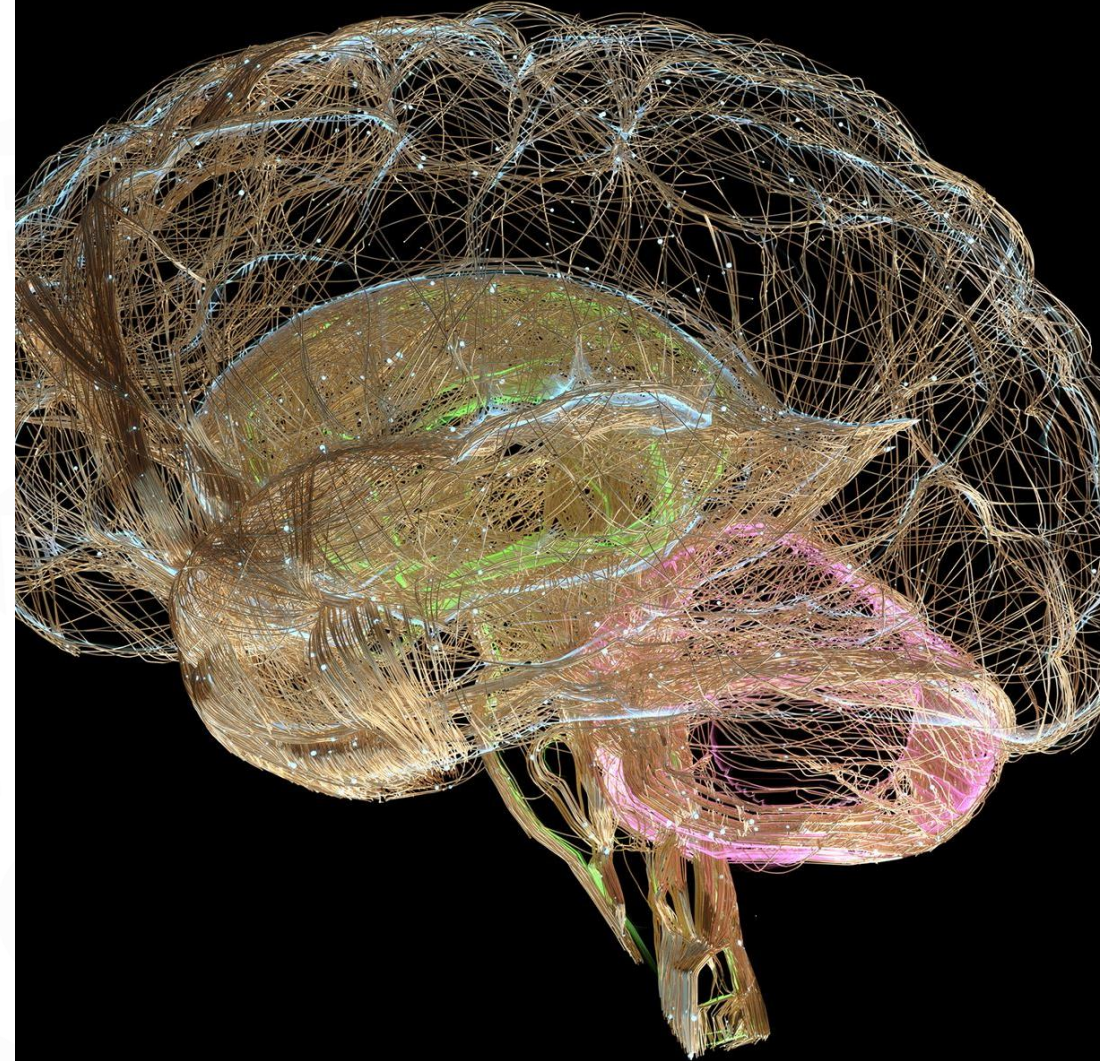
## Pattern-Matching Responses

Unlike search engines, AI uses pattern-matching to generate text without accessing or verifying real-time information.

## Always Verify AI Results

It is essential to evaluate AI outputs critically, as they may seem accurate but can be misleading or incorrect.

 *Tip: Ask AI to reference the sources or explain its reasoning to more easily verify information*





# Fact-Checking

## Identify Source Credibility

Begin by checking who is providing the information and evaluating its reliability and authority.

## Cross-Reference With Trusted Resources

Verify information by consulting independent and reputable references to confirm or refute key claims.

## Analyze Context and Bias

Carefully consider the context and look for potential bias to ensure an accurate and balanced understanding.



Let's try some prompts!





# Context Engineering

## Think of AI as a New Team Member

Imagine AI as a new employee joining your team. Like any new hire, AI can only perform well if it has access to the right information, clear instructions, and ongoing feedback.

Tell AI:

- What you want
- How you want it
- What info it must use or cannot use

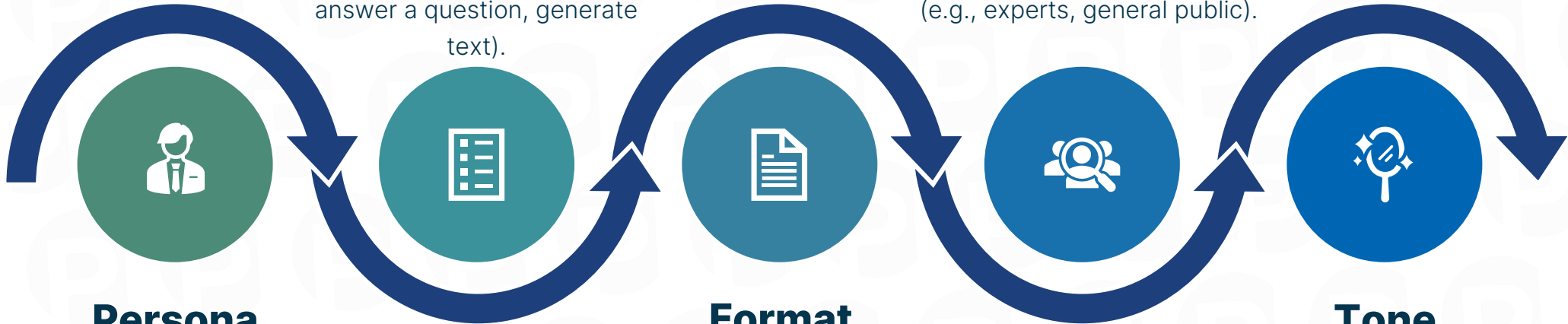
# Building Your Prompt

## Task

Clearly state what the AI is expected to accomplish (e.g., answer a question, generate text).

## Audience

Identify who the target audience is to tailor the tone and complexity (e.g., experts, general public).



## Persona

Define the role or character the AI should assume (e.g., expert, coach, friend).

## Format

Specify the desired output format (e.g., essay, list, report).

## Tone

Determine the mood and approach of the AI's response (e.g., formal, humorous).

# Alternate: Remember G.C.S.E.

1

## Goal

Our intended objective.



2

## Context

Details related to our goal and audience.



## Source

Related information from which the AI can draw understanding.



3

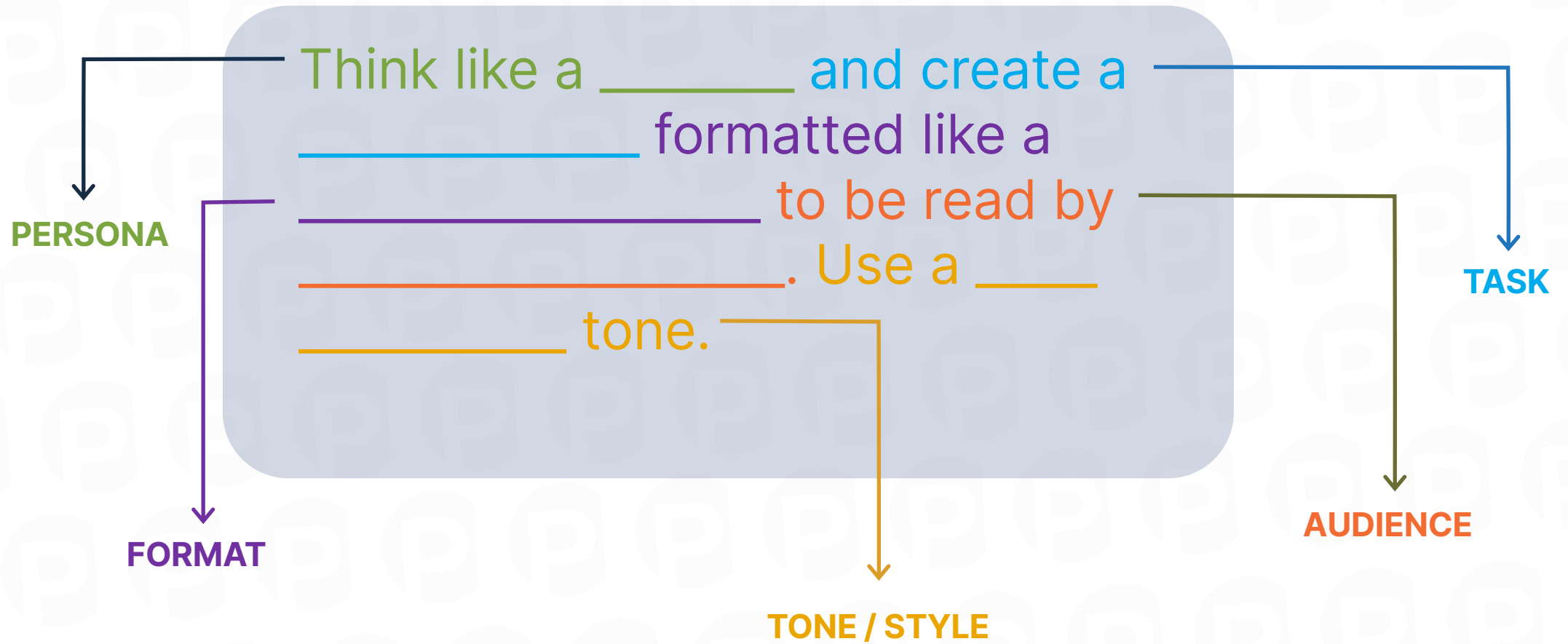
## Expectation

What we'd like Copilot to do.



4

# Build a Prompt!



# PROMPTING APPROACHES

*Initiate the conversation  
with an AI Model*

## ZERO-SHOT

Provide the AI a task without any prior examples.

## ONE SHOT / FEW SHOT

Providing a few examples to teach the AI the desired style or format.

## ROLE-BASED

Assigning a specific persona to the AI

## CHAIN OF THOUGHT

Ask the AI to detail its thought process step-by-step.

There is no wrong way, just different ways to approach the task at hand.

## ITERATIVE

Refine the prompt based on the outputs received.

## SELF-CRITIQUE

Ask the AI to review or revise its own response

## META PROMPTING

Asking the AI to generate a better prompt for you.

## PROMPT CHAINING

Break down a task into prompts and chain the outputs together in final response.

# Chain-of-Thought Prompting

**Ask AI to explain its reasoning or steps before providing a final answer.**

*Example:*

*“Before you respond, please walk me through your thought process step by step.”*

**Why this works:**

- ✓ **Leverages AI’s Predictive Nature**
- ✓ **Improves Output Quality**
- ✓ **Enhances Transparency and Debugging**

# Few-Shot Prompting

Include good and bad examples to enhance descriptors in your prompt.



Why this works:

- ✓ Leverages Imitation
- ✓ Reduces Ambiguity
- ✓ Guides Incorrect Behavior Avoidance



# Reverse Prompting

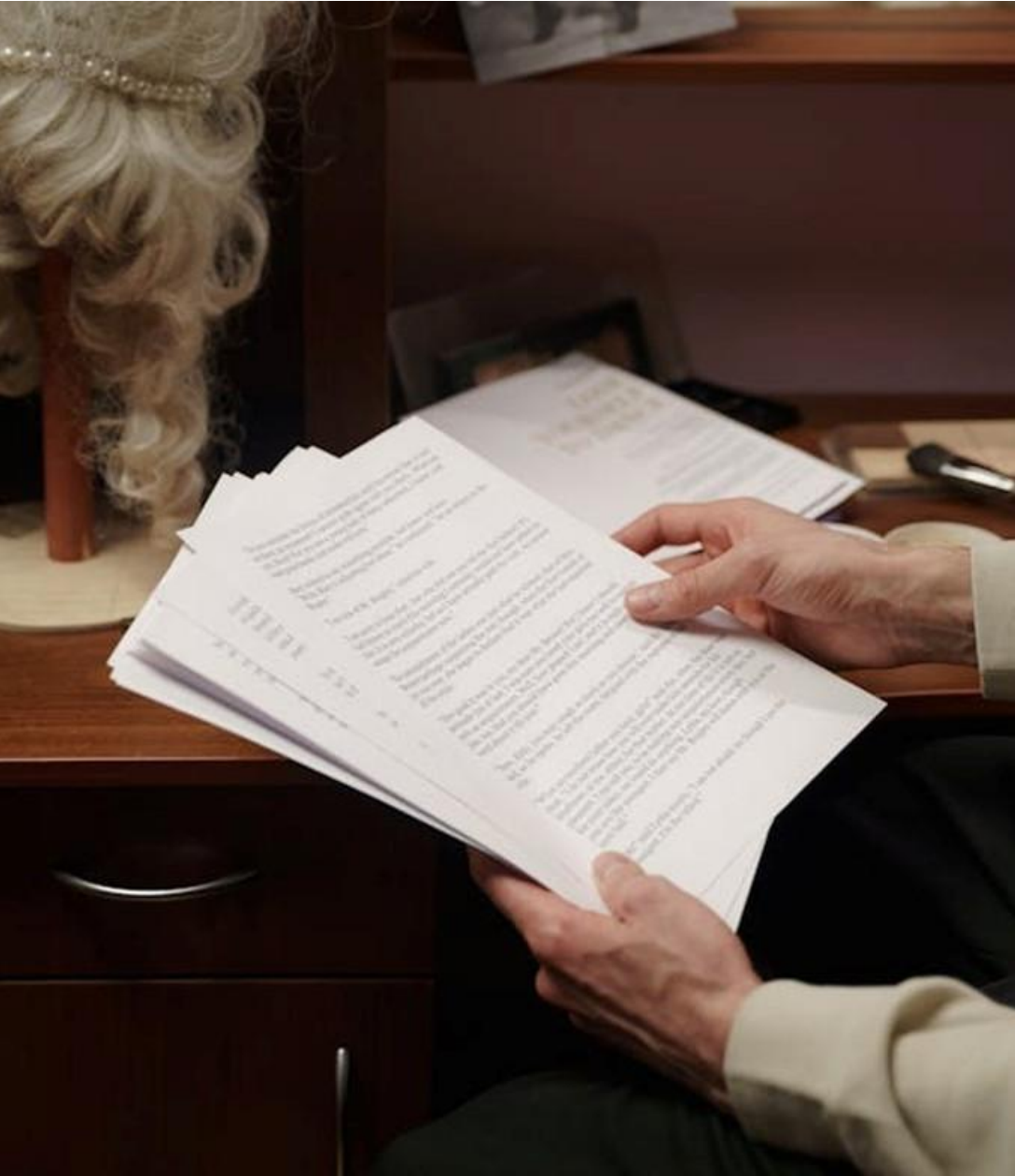
Instruct AI to ask questions first!

*Example:*

*“Ask me what you need before you begin”*

Why this works:

- ✓ Reduces AI Hallucinations
- ✓ Fosters a “Teammate” Dynamic
- ✓ Enhances Data Accuracy



# Assign a Role

You're a:

- Teacher
- Editor
- Coach
- Specific Person: *Hemingway, Shakespeare, Simon Sinek*

Why this works:

- ✓ Activates Relevant Knowledge Subsets
  - ✓ Applies Constrained Thinking
  - ✓ Enhances Output Specificity



# Prompting Approaches Demo





# Prompt Analysis Exercise

## Comparing Prompts

Learners examine a poorly written prompt and an effective one, identifying key differences and missing elements.

## Collaborative Analysis

We'll discuss and analyze prompts together, fostering deeper understanding of prompt-writing.

## Practical Application

Share your ideas for how this could apply to elements of your daily workflow

# Policy Clarification

Prompt: **Explain the policy attached**

## Included Elements

- ✓ Task (though vague)
- ✓ Source

## Missing Elements

- ✗ Persona
- ✗ Format
- ✗ Audience
- ✗ Tone
- ✗ Context

What's **one** thing you could add to improve this prompt?

# Elevated - Policy Clarification Prompt

## Prompt:

Summarize the company's data privacy policy for a general employee audience. Use plain language and highlight three key responsibilities employees must follow. [Reference the latest version of the policy document.]

- ✓ **Task**  
Summarize the policy
- ✓ **Audience**  
General Employee Audience (less technical jargon)
- ✓ **Tone/Complexity**  
Plain language
- ✓ **Format/Expectation**  
Highlight 3 key responsibilities

# Write an Email Prompt

Prompt: **Reply to this email.**

## Included Elements

- ✓ Task (though vague)
- ✓ Source (email)

## Missing Elements

- ✗ Message Expectations
- ✗ Persona
- ✗ Format/Style
- ✗ Audience
- ✗ Tone
- ✗ Context

What's **one** thing you could add to improve this prompt?

# Elevated - Write an Email Prompt

## Prompt:

**Draft a professional email to my manager, [name], summarizing the outcomes and benefits of last week's M365 Internal Training. Use a confident tone and include one suggestion for improving future sessions.**

- ✓ **Task**  
Email a summary of outcomes
- ✓ **Audience**  
Leadership
- ✓ **Tone/Complexity**  
Professional, confident
- ✓ **Format/Expectation**  
Email, include one suggestion

# Data Analysis

Prompt: **Analyze this data.**

## Included Elements

- ✓ Task (though vague)
- ✓ Source (data)

## Missing Elements

- ✗ Goal
- ✗ Format/Style
- ✗ Audience
- ✗ Tone
- ✗ Context

What's **one** thing you could add to improve this prompt?

# Elevated – Data Analysis

## Prompt:

Analyze the East Coast sales dataset for Q1 and identify the top three performing regions. Present the findings in a short paragraph and include a simple bar chart comparing their revenue for the upcoming sales conference.

- ✓ **Task with Context**  
Prep select data for a presentation
- ✓ **Audience**  
Sales staff
- ✓ **Goal**  
Clear and targeted
- ✓ **Format**  
Short paragraph, simple chart

# Learning Design

Prompt: **Create a training plan.**

## Included Elements

✓ Task (though vague)

## Missing Elements

- ✗ Goal
- ✗ Constraints
- ✗ Format/Style
- ✗ Audience
- ✗ Tone
- ✗ Context

What's **one** thing you could add to improve this prompt?

# Elevated – Learning Design

## Prompt:

Create a 4-week training plan for new customer service representatives focused on improving communication skills. Include weekly objectives, recommended activities, and one assessment per week.

- ✓ **Goal**  
Training plan to improve comms
- ✓ **Audience**  
CSRs
- ✓ **Scope**  
4-week plan
- ✓ **Format/Elements**  
Weekly objectives, activities, assessments

# Tips & Tricks to Try!



**“Ask me 5 questions that will improve your response”**

- Include this at the end of your prompt
- Answer the questions and enter them as another prompt or simply add them to your original prompt

**“Give me 2 options”**

- Ask for 2 options – maybe one has bullets and the other is in paragraphs
- Sometimes one of the options is something you hadn't thought of

**“Show your work”**

- Most LLMs will explain how they ‘figured it out’ which is itself just predictive/generative as the LLM doesn't “know” how it “figures” anything out.

**“Create a FAQ at the end of this document”**

# Tips & Tricks to Try!



## “Help me create a prompt for an LLM”

- Have AI help you create a prompt for a specific tool
- Major improvement in responses due to the LLM knowing how best to prompt itself (most of the time)

## “Ask Clarifying Questions”

- More flexible than ‘ask me 5 questions’

## “Turn huge tasks into smaller tasks”

- Try asking for an outline of a document
- In the same conversation prompt separately to create each section



# Conclusions

## Understand AI prompts

AI prompts are the instructions given to AI tools to guide their responses. Clear and detailed prompts lead to better AI performance.

## Core principles

Effective AI prompting relies on four key principles: clarity and specificity, context, constraints, and iterative refinement.

## AI limitations

AI hallucinations and pattern-matching responses can lead to incorrect or outdated information. It's essential to always verify AI results.



# Launch Copilot with Confidence.

From rollout to long-term adoption, we help your teams embed Copilot into everyday work.

If your organization is looking for help rolling out Copilot or gaining long term meaningful adoption, get in touch today! Email [info@go-planet.com](mailto:info@go-planet.com) or check out our website for even more info, [Go-Planet.com/Evolve365](https://Go-Planet.com/Evolve365).





# Thank You

[info@go-planet.com](mailto:info@go-planet.com)

[go-planet.com/evolve365](https://go-planet.com/evolve365)