



Microsoft 365 COMMUNITY CONFERENCE

APRIL 21-23, 2026 • ORLANDO, FL

#M365CON26

nextgen365events.com

Mastering Prompt Engineering in Microsoft Copilot

Jennifer Mason

VP, Workforce Learning & Transformation

Meet Your Speaker



Planet Technologies

Jennifer Mason

VP, Workforce Transformation and Learning

- Evolve 365 | Planet Technologies
- Microsoft Service Adoption Specialist
- Microsoft Certified Professional
- Workforce Transformation & AI Enablement
- Contact Me: ✉ jmason@go-planet.com

Evolve 365
Microsoft Learning and Adoption Services

Planet
Technologies

Agenda

- Why Prompting Matters & Prompting 101
- Prompting Approaches — The 8 Methods
- Types of Prompts & Real-World Examples
- Context Engineering — The New Hire Analogy
- Crafting the Perfect Prompt: Elements + G.C.S.E.
- Same Prompt, Different Apps
- Industry Examples
- Advanced Prompting Tips & Meta-Strategies
- Live Demos throughout — Good, Better, Best!

Why Prompting Matters

The business case for becoming a prompt expert

Prompting 101

Purpose

Improve the quality and relevance of AI-generated responses.

Core Skill

Knowing how to ask the right questions in the most effective way.

Outcome

More efficient, accurate, and useful AI interactions.

The Business Impact of Prompt Training

40–60%

Higher adoption rates
within 6 months

3–5 hrs

Saved per user per week
vs. 1–2 hrs untrained

75%+

User satisfaction with
training vs. 40–50%
without

30 days

Faster time to proficiency
vs. 90+ days

Prompting: Design and Refinement

Efficiency

Well-crafted prompts reduce the need for follow-up, expediting the experience.

Guidance

Minding the intended outcome from the start positions both you and AI for success.

Context

Details about your inspiration, audience, and medium elevate the quality of results.

Creativity

Inspires AI to venture in unique directions — brainstorm, innovate, and ideate.

Prompting Approaches

8 Ways to Initiate a Conversation with AI

The 8 Prompting Approaches

Zero-Shot

Provide a task without any prior examples.

One-Shot

Note one example along with the prompt.

Few-Shot

Cite a few examples along with the prompt.

Chain of Thought

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

Iterative

Refine the prompt based on the outputs received.

Negative

Instruct the AI what NOT to do.

Hybrid

Combine different methods for more precise outputs.

Prompt Chaining

Break a task into prompts and chain outputs together.

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

Chain-of-Thought Prompting

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

Try this prompt:

"Before you respond, please walk me through your thought process step by step."

Why This Works:

Leverages AI's Predictive Nature

Forces the model to generate structured reasoning first.

Improves Output Quality

Step-by-step thinking reduces logical errors.

Enhances Transparency

You can spot where the AI's reasoning went astray.

Few-Shot Prompting

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

Example:

"Write in the style of these examples: [paste 2-3 good examples here]. Do NOT write like this: [paste a bad example]. Now write about [your topic]."

Why This Works:

Leverages Imitation

AI learns from examples faster than from descriptions.

Reduces Ambiguity

Show, don't just tell — examples anchor the AI's output.

Guides Correct Behavior

Negative examples show what to actively avoid.

Reverse Prompting

NEW TECHNIQUE

Instruct AI to ask YOU questions first!

Try this prompt:

"Ask me what you need before you begin."

Power tip: Answer Copilot's questions, then paste your answers back as the next prompt. Watch accuracy improve dramatically.

Why This Works:

Reduces AI Hallucinations

AI gets the context it needs before guessing.

Fosters a Teammate Dynamic

Positions AI as a collaborator, not just a tool.

Enhances Data Accuracy

Critical details surface before output is generated.

Assign a Role

Tell AI what role to play before it answers.

Try: *"You are a [role]. Help me..."*

Teacher

Executive Coach

Simon Sinek

Thomas Edison

Editor

HR Business Partner

Shakespeare

Why This Works:

Activates Knowledge Subsets

AI's persona shapes tone, style, and depth.

Applies Constrained Thinking

Specific roles narrow the output focus usefully.

Enhances Output Specificity

Role framing produces more targeted, useful responses.

Types of Prompts

10 Ways to Frame What You Ask

Prompt Types — Part 1

Instructional

Directs AI to perform a specific task or operation.

Informational

Seeks specific facts or data from the AI.

Exploratory

Explores a topic broadly without a specific answer in mind.

Conditional

Requires AI to make decisions based on hypotheticals.

Boolean

Expects a yes/no or true/false answer based on logic.

Prompt Types — Part 2

Comparative

Compares multiple items to determine a relationship or rank.

Narrative

Guides AI to construct a detailed account or story.

Evaluative

Asks AI to make a judgment or assessment based on criteria.

Opinion-Based

Seeks perspectives from the AI to simulate judgment.

Creative

Encourages AI to generate ideas, stories, or anything creative.

Real-World Examples: Good, Better, Best

| Scenario | Good | Better | Best |
|----------------------------------|------------------------------------|--|--|
| Summarize emails | Summarize my emails | Summarize this week's emails as action items, bulleted. | You are my executive assistant. Summarize this week's emails by: decisions needed, risks to escalate, wins to celebrate. 1-page brief format. |
| Write an email | Write an email to my team | Write a professional email to my team about the Q2 deadline change. Keep it under 150 words. | You are a communication coach. Write a clear, direct email to my team about moving our Q2 deadline to June 15th. Acknowledge the impact, explain the reason briefly, and include next steps. |
| Create a training outline | Make a training outline on Copilot | Create a 4-module training outline for new Copilot users. Include objectives and activities for each module. | You are a learning designer. Build a 4-module Copilot onboarding curriculum for sales reps. Each module: objective, 2 activities, 1 assessment. Focus on practical daily tasks. |

LIVE DEMO

Prompting Types in Action

Let's Take a Look

Context Engineering

Giving AI Everything It Needs to Succeed

Context Engineering — The Foundation

Tell Copilot:

- What you want
- How you want it
- What info it must use — and what it cannot use

Be Specific

Vague prompts produce generic output. Specific context produces targeted, useful results.

Set Constraints

Tell Copilot what NOT to use or include. "Ignore emails older than 30 days."

Iterate

Use the previous response to refine your next prompt. Each round gets sharper.

Treating AI Like 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 and specific instructions
- Ongoing feedback and refinement

What Does AI Need to Do Its Job?

CONTEXT

CONTEXT — Background on your role, project, and goals

TASK

TASK — Exactly what you need it to do

FORMAT

FORMAT — How you want the output structured

CONSTRAINTS

CONSTRAINTS — Boundaries, limits, and exclusions

The 5 Prompt Elements

Persona

Define the role or character the AI should assume.
Example: expert, coach, friend, executive.

Task

Clearly state what the AI is expected to accomplish.
Example: answer a question, generate text, summarize.

Audience

Identify who the output is for to tailor tone and complexity.
Example: executives, general public, new hires.

Tone

Determine the mood and approach of the response.
Example: formal, conversational, direct, humorous.

Format

Specify the desired output structure.
Example: essay, bulleted list, table, 1-page brief.

Remember: G.C.S.E.

G

Goal

Our intended objective — what outcome are we trying to achieve?

C

Context

Details related to our goal, audience, and background information.

S

Source

Related information from which the AI can draw understanding.

E

Expectation

What we'd like Copilot to do — format, length, style, output type.

Build a Prompt!

Fill in the blanks to build a powerful prompt:

G — Goal:

I need Copilot to help me...

C — Context:

Here is the background / situation...

S — Source:

Copilot should reference...

E — Expectation:

Format the output as...

LIVE DEMO

Good → Better → Best: The Prompting Journey

Let's Take a Look

Same Prompt, Different Apps — Different Results

Prompt: "Based on recent emails and meetings, create 5 reminders I can share with my colleagues. Keep it brief."

Outlook Copilot

Generated a formal team email with 5 professional communication reminders: agendas 24hrs in advance, project updates, deadlines, clear communication, constructive feedback.

Word Copilot

Created a structured document with 5 specific action reminders tied to upcoming dates, reports, meetings, training deadlines, and policy acknowledgments.

Teams Copilot

Pulled 5 context-specific reminders from actual recent conversations: training sessions, scheduling, task management, a Power BI session, and a Copilot use case.



Key Insight:

The app's context shapes the response as much as the prompt itself.

Industry Examples

Prompting Across Healthcare, Education, Marketing & L&D

Real-World Prompting by Industry

Healthcare — Summarize Report & Create Document

You are a clinical summarist. Summarize this patient report in plain language for a non-medical audience. Highlight: key findings, recommended next steps, and any urgent concerns. Format: 3 sections, bullet points.

Education — Create an Interactive Tutorial

You are an instructional designer. Create a 20-minute interactive tutorial on [topic] for adult learners with no prior knowledge. Include: 3 learning objectives, 4 activities (mix of reflection + practice), and 1 quiz with answer key.

Marketing — Build a Marketing Strategy

You are a senior marketing strategist. Build a 90-day content strategy for a B2B SaaS product targeting HR leaders. Include: target personas, 3 content pillars, channel recommendations, and 5 sample post topics per pillar.

L&D / Workforce — Design a Learning Curriculum

You are a learning strategist. Create a 4-module Copilot adoption curriculum for a team of 15 sales reps. For each module: objective, 2 hands-on activities, 1 assessment. Focus on practical daily productivity gains.

Advanced Prompting Tips

Meta-Strategies That Multiply Your Results

Prompting Tips — Part 1

"Ask me 5 questions"

How: Add to any prompt: "Ask me 5 questions that will improve your response." Answer them, then re-prompt.

Why it works: Forces AI to surface what it actually needs to give you a better answer.

"Give me 2 options"

How: Ask for two versions — one bulleted, one in paragraphs. Sometimes option 2 is something you hadn't thought of.

Why it works: Prevents anchoring on the first output. Expands your thinking.

"Show your work"

How: Add: "Explain how you arrived at this answer." Most LLMs will walk through their reasoning.

Why it works: Helps you spot errors and builds trust in the AI's output.

"Create a FAQ at the end"

How: Add to document prompts: "Add a FAQ section at the end of this document."

Why it works: Surfaces questions your audience will likely have — before they ask them.

Prompting Tips — Part 2

"Help me create a prompt for an LLM"

How: Tell Copilot your goal in plain language and ask it to write the best possible prompt for you.

Why it works: LLMs know how to prompt themselves. This produces dramatically better prompts than writing from scratch.

"Turn huge tasks into smaller tasks"

How: Start with: "Give me an outline first." Then prompt for each section separately in the same conversation.

Why it works: Prevents AI from making up content when it doesn't have enough context to write well.

"Ask clarifying questions"

How: Add: "Ask me any clarifying questions you need before you begin." Simpler version of the 5-questions technique.

Why it works: Reduces iteration. Copilot surfaces its assumptions before you waste time.

Build a Prompt Library

How: Save your best prompts by role and use case. Share them with your team. Refine them over time.

Why it works: Your best prompt today is a reusable template tomorrow. Libraries 2x team productivity.

AI Cheat Codes — One Word. Big Results.

These single-word (or short-phrase) commands instantly change how Copilot responds. Try them at the end of any prompt.

Explain Like I'm 5

Breaks down any complex topic into simple, plain language anyone can understand.

TL;DR

Generates a quick, concise summary of long text — perfect for long emails or documents.

Humanize

Strips out "AI-sounding" language and replaces it with a natural, conversational tone.

Act as... + [Role]

Sets a persona: "Act as a senior HR leader" — drives expert-level, role-appropriate output.

Step-by-step

Structures the response as a logical, ordered sequence. Great for processes and how-tos.

Diagram

Asks Copilot to describe or generate a flowchart, mind map, or structural visual.

Jargonize

Upgrades casual language into polished, professional content. Flip of Humanize.

No Intro / Outro

Tells Copilot to skip the welcome phrases and closing summaries — just the content.

Key Takeaways

1

A better prompt is worth more than a better tool. Master the input; transform the output.

2

Use G.C.S.E. — Goal, Context, Source, Expectation — as your prompting foundation.

3

Assign roles, use reverse prompting, and chain your prompts for complex tasks.

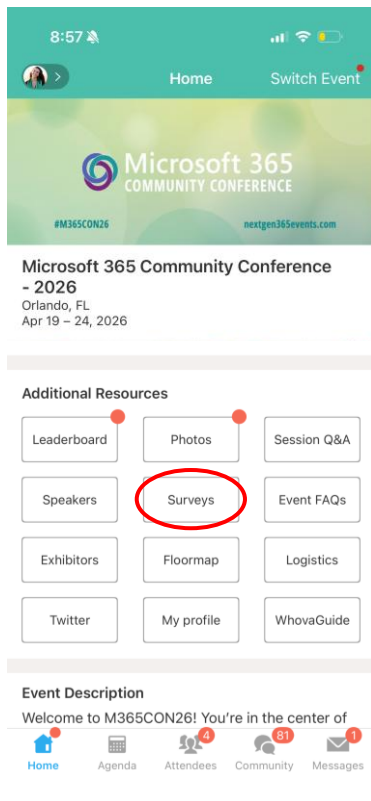
4

The app's context matters. Same prompt = different results in Outlook vs. Teams vs. Word.

5

Build a prompt library. Your best prompt today is a team asset tomorrow.

Session Feedback Surveys



We really want to hear from YOU!

In the pursuit of making next year's Microsoft 365 Community Conference even better, we want to hear your feedback about this session.

Here's How -

- *Simply go to the Whova App on your smartphone*
- *Scroll down on the Microsoft 365 Community Conference Homepage to 'Additional Resources' to click "Surveys".*
- *Click Session Feedback.*
- *Scroll down to find this session title.*
- *Complete the session feedback survey.*
- *Finally, click 'Submit'*

It's just that easy!



Power Platform
COMMUNITY CONFERENCE

JOIN US IN LAS VEGAS MGM GRAND

/// October 27-29, 2026

PowerPlatformConf.com

[@PowerPlatformConf](https://twitter.com/PowerPlatformConf)

[#PPCC26](https://twitter.com/PowerPlatformConf)