

# Demystifying Generative AI

## Session 2

### Generative AI: Introduction to Prompt Engineering





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READY. SET. POLL  
TIME!

**Microsoft Bing:**

**Prompt:**

- Create a hyper-realistic image of a group of people at their individual desks, all seriously working at their computers. The atmosphere is business-like, but their attire is business casual and subtly colorful and vibrant but still business appropriate.

## What we will cover:

1. What is Prompt Engineering?

**2. Types of Prompts – with DEMOs**

**3. How will this help me?**

4. Why is it SO important now?

5. Next Steps



What is  
Prompt  
Engineering?

# What's a Prompt?

**Simple Definition:** Creating smart questions or instructions for AI language models – or chatbots

**Bad Prompts:** Can lead to the model making up stuff – or hallucinations

**Good Prompts:** Can lead to generating useful information

Now a long technical presentation?



# Types of Prompts



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Zer0 Shot  
To  
Few Shot

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# Types of Prompting – Easy Mode

## Zero Shot Prompting

simplest type of prompt – ask model to do something

## Few Shot Prompting

Provide some examples to guide the model

### 1. One Shot Prompting

One clear example

### 2. Few Shot Prompting (Encore)

Small number of examples

### 3. Multi-Shot Prompting

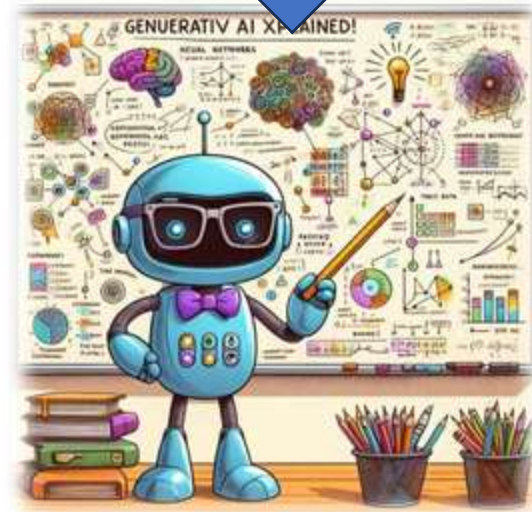
More complex need – so more examples



Demo Time!



**Personas...**  
**To**  
**Chains of...**  
**Prompts**



# Types of Prompting – The next level

## **Persona-Based Prompting**

Use a persona so the model generates responses consistent with that character or role

## **Structured Output Prompts**

Guide the model to produce structured or specific outputs, such as tables, lists, or code

## **Chain of Thought (CoT) Prompting**

Encourage models to think step-by-step or follow a logical sequence

### **Zero Shot COT**

Zero-shot prompt and adds an instruction

### **Few Shot COT**

Get better results on more complex tasks that require reasoning

## **Chain of Feedback**

Use intermediate feedback loops to refine model responses

## **Chain of Skeleton**

Gradually building up a response by providing an initial structure or outline

## **Chain of Verification**

Ensures that the model's responses align with factual accuracy



Demo Time!

## 1. O - Operate as an Expert 🎓

**The AI assistant should act as an expert.**

Example: “Act as a financial specialist...” Or “You’re an expert creative writer...”

## 2. A - Ask me ❓

**The AI assistant should ask for clarification if needed.**

Example: “Ask for details if the task unclear...”

## 3. S - Structure 📄

**Guide the AI assistant’s response style and format.**

Example: “Give detailed, non-technical responses...”

## 4. I - Instructions 📁

**Provide clear task instructions to the AI assistant.**

Example: “Avoid technical jargon...” Or “Generate a four column table with...”

## 5. S - Specify the Style 🎨

**Define the AI assistant’s response style.**

Example: “Use simple terminology for an audience of non-technical users...”

 **“This is the way!”** 



How will  
this help  
ME?

# Top 10 Reasons to learn Prompt Engineering



## #10 🎨 Unleash Your Inner Artist

- Generative AI fuels your imagination

## #9 🚀 Turbocharge Content Creation

- Generative AI will be your co-creator

## #8 🤝 Personalized Experiences

- Chatbots that understand context

## #7 🔍 Solve Mysteries with Data

- AI as your data detective

## #6 🌐 Ethical AI Guardians

- We shape AI behavior

# Top 10 Reasons to learn Prompt Engineering

## #5 Business Efficiency

- AI streamlines processes

## #4 Bridging the User-AI Gap

- Prompt engineers connect users and AI

## #3 Trustworthy AI

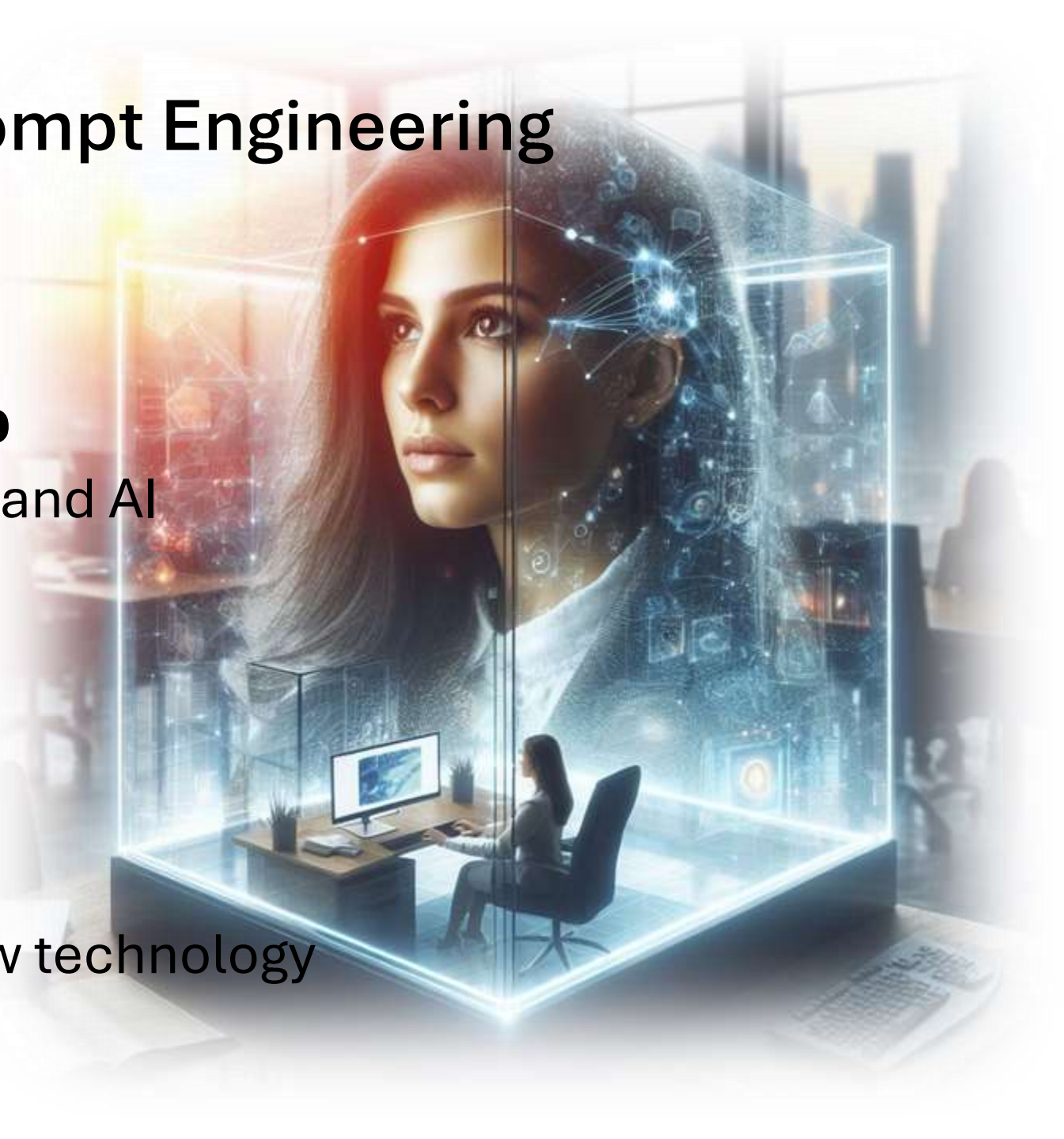
- Understand how AI reacts

## #2 Explore New Frontiers

- Discover new solutions

## #1 Future-Proof Your Skills

- Stay relevant with this simple new technology



Why is it

S

important now?



# McKinsey - Generative AI - Key impact ([2023 Report](#))

Productivity *could add TRILLIONS of \$ value to the global economy*

~ 75 % use cases in 4 Key areas:

- Customer Ops, Marketing & Sales, SW engineering., R&D

Significant impact - Across all industry sectors

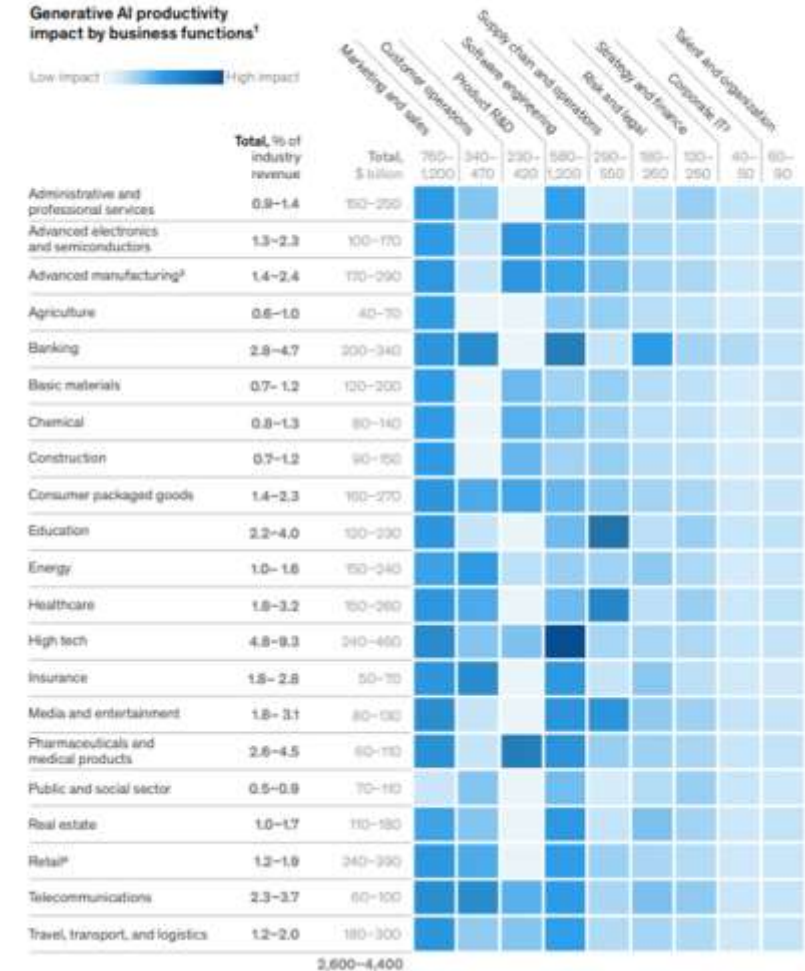
NEW Anatomy of work:

- **Augment Capabilities** of workers...
- **Automating** some of their individual activities
- **Increase** in the potential for technical automation
- **Increase labor productivity** across the economy...

Generative AI use cases will have different impacts on business functions across industries.

Generative AI productivity impact by business functions<sup>1</sup>

Low impact  High impact



The era of generative AI is **JUST BEGINNING** ([source](#))



Questions?  
Comments?

We would love  
your feedback!

**Please fill out the survey!**



# Next Steps!

- **LinkedIn Learning Path:**
- [Building Generative AI Skills for Business Professionals](#)
- **Other Links:**
- [The Basics](#) | [The Techniques](#) | [Latest On Prompting](#)
- **The topic – Different AI tools to use Now!**



### Here is the prompt I used:

Generate an image representing the concept of Generative AI for a novice audience. The central focus of the image should be a friendly and approachable character or robot, symbolizing the technology. Surround the character with various futuristic screens or devices, each illustrating different aspects of Generative AI. One screen should depict a chatbot engaged in conversation, while another showcases DALL-E generating images based on text prompts. Incorporate subtle elements like lines of code or abstract neural network representations in the background to convey the complexity of the technology. The overall tone should be welcoming and informative, providing an introduction to Generative AI for those new to the concept.

--- End of Prompt



As you can see the images are missing a few of the requirements. It takes time to refine, and those different refinements take time and different iterations. Different LLMs will have different takes on the same prompt. Try it out!

In the next session we will talk about different tools you can use daily!



# How to!



## Persona Prompt example:

*To see the difference – try searching this on google or Bing just as a normal search first:*

Then try this on Bing or your favorite AI Assistant:

**Prompt:**

The difference is clear – saves time, gives us the relevant information!

Try it out!



# Using a Persona!

# 5 Strategies to IMPROVE your prompts

## 1. Repeat! Repeat!

Use the same keywords, phrases, or ideas multiple times in your prompt.

## 2. Format Matters

Clearly specify the format you want the output in. (CSV, JSON, or any other format\_

## 3. SHOUT IT OUT!

Use ALL CAPS to emphasize important points or instructions.

## 4. Word Swap

Use synonyms or different phrasing. “Summarize” or try adding “tldr” at the end

## 5. Sandwich Technique

Repeat the same statement at different places in your prompt.

# 6 Best Practices! (Bonus # 7 – Be Creative)

## 1. 🎯 Priority Matters 🎯

Highlight what content or information is most important.

## 2. ⌚ Build Your Prompt ⌚

Define the role of the model, provide context or input data, and then the instruction.

## 3. 🎨 Example Power 🎨

Use **diverse** and **specific** examples to guide the model for more **accurate** results.

## 4. 🚧 Set Boundaries 🚧

Use constraints to keep the output focused and avoid inaccuracies.

## 5. 🧩 Simplify Tasks 🧩

Break down **complex** tasks into a **series of simpler** prompts.

## 6. 🤔 Self-Check 🤔

Instruct the model to **evaluate its own responses** before producing them.

# Points to Remember about Generative AI

## General Guidelines for Proper Usage:

- 1. Understand the Tool:** Know how the AI tool works and the source of its training data.
- 2. Check for Copyright:** Before using an AI-generated image, verify that it does not infringe on existing copyrights.
- 3. Use Original Prompts:** When generating images, use unique prompts to reduce the risk of creating content that resembles copyrighted works.
- 4. Respect Privacy:** Avoid using personal data or likenesses without consent.
- 5. Stay Informed:** Keep up-to-date with the latest legal developments regarding generative AI.

## *Ethical Considerations:*

- **Transparency:** *Be transparent about the use of AI-generated content.*
  - **Accountability:** *Take responsibility for the AI-generated content and its implications.*
  - **Bias and Fairness:** *Be aware of potential biases in AI tools and strive for fairness in content creation.*
- [It's important to note that the legal landscape is still being shaped, and new cases and regulations could significantly impact how generative AI tools should be used<sup>123</sup>. Users should stay informed and consult legal experts when in doubt. Remember, while generative AI offers exciting possibilities, it also requires a new level of responsibility and awareness from all users.](#)*