

Introduction to “Prompting” - 6 important aspects

In this mini-course, we take a text that originates from a Gartner Symposium YouTube video. The text from this YouTube video is shared in the file **Gartner.txt**

What is Prompting?

A prompt is an instruction or request given to an AI model to generate a specific and relevant response. It determines what, how, and in what style the AI model should respond.

Use AI Chat as an assistant!

The six building blocks of a good prompt, in order of priority:

1. **Task:** Define a specific action or goal. This is the core of the prompt and defines the specific action or goal for the AI. It sets the direction for the response.
2. **Context:** Provide relevant background information. Providing background information helps the AI understand the scenario and respond more appropriately.
3. **Examples:** Use specific examples to guide the responses you get. These guide the AI by illustrating the desired output, improving clarity, especially for complex tasks.
4. **Persona:** Define who or what the AI represents, e.g., an expert, a storyteller, or a specific character, to shape the style of the response.
5. **Format:** Specify how the response should be structured, such as bullet points, reports, or dialogue.
6. **Tone:** Choose the mood or style—formal, casual, persuasive, etc.—to influence how the response is delivered.

You don't need all six components to create a prompt that gives good responses. Start with a verb, for example, create, give, write, analyze, etc. Provide a clear explanation of your goal with the prompt.

Let's take a more detailed explanation of the six points above:

1. Task:

- This is **the core of any prompt** and defines the specific action or output you want the AI to generate. The task tells the AI what it needs to focus on, making it the most critical part of the prompt.
- A well-defined task should be precise and actionable. Vague instructions like “write about AI” will lead to unfocused results. Instead, try framing the task with clear objectives, such as “Write a 500-word blog post on how AI is transforming the healthcare industry, focusing specifically on patient diagnosis.”
- If the task isn't clear, the AI will struggle to provide a meaningful response. A specific task narrows down the scope and helps the AI generate more relevant content ([Stephen B Henry](#)) ([AI/Slasher](#)).

2. Context:

- Context provides the background information or the situational framework for the task. It helps the AI understand the scenario in which the task should be performed.
- Provide details that help the AI tailor its response to the user's environment or needs. For example, "You are advising a startup in the education sector on how to implement AI for personalized learning experiences."
- The context ensures that the AI can adjust its response based on the environment or specific use case. Without context, the AI might generate an overly generic or inappropriate response ([Glasp](#)).

3. Examples:

- Examples offer guidance on the expected style, format, or content of the response. They help the AI better understand what kind of answer is desired.
- Be explicit in the examples. Instead of asking, "Give an example of AI in action," say, "For example, explain how AI can be used in supply chain optimization by predicting stock shortages." This encourages the AI to focus on practical, real-world applications.
- Examples serve as a reference point for the AI, improving the quality of the output by narrowing down possibilities and ensuring that it matches the user's expectations ([AI /Slasher](#)) ([Stephen B Henry](#)).

4. Persona:

- The persona defines who or what the AI should represent when responding. It can be an expert, a fictional character, or even a specific tone of voice.
- Tailor the persona to the task. If you want a conversational tone, you might ask the AI to respond "as a friendly customer service agent." For a more technical task, you could specify a persona like "an experienced AI researcher."
- The persona helps in shaping the tone, depth, and expertise level of the response. It provides a framework that the AI follows, ensuring the output is in line with the desired tone and perspective ([Glasp](#)).

5. Format:

- This defines how the response should be structured. It could be a list, a report, bullet points, or a dialogue, depending on the task.
- Be clear about the output format. If you want a report, specify the sections. For example, "Provide a detailed report with an introduction, key findings, and recommendations." A structured format makes the output more readable and easier to interpret.
- The format ensures that the response is delivered in a way that's most useful to the user. Whether you need a formal report or a casual conversation, specifying the format improves both clarity and utility ([Stephen B Henry](#)).

6. Tone:

- Tone refers to the mood or style of the response. It can range from formal and professional to casual and conversational.
- Align the tone with your audience. For a professional setting, request a formal tone: "Respond in a formal and professional manner appropriate for an executive meeting." For a lighter touch, you might ask for a humorous or conversational tone.
- The tone affects how the message is perceived by the reader. Specifying the tone ensures that the response resonates with the intended audience and fits the context of the task ([AI /Slasher](#)).

Building gradually up more complex prompts

Upload the Gartner.txt file from whisper. (I'll provide the finished file for you in the chat)

Step 1 – Simple Prompts

Goal: Introduce participants to basic prompting and the text.

1. Task: **Ask for a simple summary from the text.**
2. Context: No specific context needed.
3. Examples: No examples needed.
4. Persona: Standard ChatGPT persona.
5. Format: Short summary.
6. Tone: Neutral.

Example prompt: "Summarize the main points about Gen AI and human-machine relationships from the Gartner IT Symposium."

Step 2 – Moderately Complex Prompts

Goal: Dive deeper into the text and explore specific concepts.

1. Task: Ask for an analysis or comparison of certain parts of the text.
2. Context: Add some background information about why this analysis is important.
3. Examples: Can include an example of how such an analysis might look.
4. Persona: An AI expert or analyst.
5. Format: Detailed report with bullet points.
6. Tone: Informative and analytical.

Example prompt: "As an AI expert, compare the discussion on everyday AI and cutting-edge AI at the Gartner symposium. Why is this distinction important for decision-makers?"

Step 3 – Complex Prompts

Goal: Challenge participants to think critically and creatively.

1. Task: Ask for creative application or forward-looking speculation based on the text.
2. Context: Add challenging questions or hypothetical scenarios.
3. Examples: Include a scenario or case study.
4. Persona: A futurist or innovation expert.
5. Format: A detailed vision for the future or strategic plan.
6. Tone: Speculative and inspiring.

Example prompt: "Imagine you are a futurist. Based on the trends discussed at the Gartner symposium, how can we expect AI to change the human workplace over the next ten years?"

Step 4 – Advanced Prompts

Goal: Encourage strategic thinking and application of knowledge.

1. Task: Ask to develop a strategy or solution based on complex aspects of the text.
2. Context: Include the organization's specific needs or challenges.
3. Examples: Refer to real-world case studies or industry trends.
4. Persona: A corporate strategist or technology leadership expert.
5. Format: A complete strategic plan or action plan.
6. Tone: Professional and solution-oriented.

Example prompt: "As a strategic leader in a tech company like <your company name here>, how would you integrate lessons from the Gartner symposium to develop an AI innovation strategy for your organization?"

Play around with AI Chat before starting the tasks!

PS: There are many tasks, and it is not expected that you will complete them all, but if you do, that's great.

You need to download gartner.txt and do one of the following:

- Paste in the text into the LLM
- Upload the text file to the LLM

Start the tasks

Task 1: Retrieve a detailed overview of the content of the entire Gartner presentation

Goal: Practice quickly getting an overview of what this presentation contains

Example: "Identify all key points from the text and create a list that provides a good overview of the content."

Task 2: Statistical Summary

Goal: Practice identifying and summarizing important statistical data from the text.

Example: "Identify and summarize all statistical data mentioned in the opening keynote of the Gartner Symposium."

Task 3: Interpretation of Statistics

Goal: Develop the ability to interpret and explain the meaning of statistical data.

Example: "Find the statistics about AI adoption in various industries from the text and explain what these figures might indicate about future trends."

Task 4: Critical Evaluation of Statistics

Goal: Stimulate critical thinking about the use and interpretation of statistics.

Example: "Evaluate the accuracy and relevance of the statistics presented in the opening keynote of the Gartner Symposium. Do you see any potential biases or limitations in this data?"

Task 5: Comparison of Statistics

Goal: Enhance the understanding of the relationship between different statistical data.

Example: "Compare the statistics on AI innovation and market adoption. What do these numbers say about the relationship between innovation and market adaptation?"

Task 6: Application of Statistics in Decision Making

Goal: Practice applying statistical information in practical scenarios.

Example: "Based on the statistics on AI development from the Gartner Symposium, design an investment strategy for a tech company that <your company name here> is interested in investing in AI."

Task 7: Key Takeaways

Goal: Practice extracting key points from a text.

Description: Extract key points from a text that has been uploaded or pasted into the chat.

Example: "Based on the entire text about AI development from the Gartner Symposium, create a list of key takeaways for a decision-maker."

Task 8: Your company's "North Star"

Input open available information about your company in the same LLM chat. At the very end of the prompt, you can write:

"Can you propose a main vision, a guiding star for management?"

What do you think of the suggestion?

What if you continue in the same chat:

"Can you create 10 different suggestions? Preferably just a couple of lines."

Competition

(submissions sent to asbjorn.reglund.thorsen@sikt.no)

Use AI chat to create a risk assessment with the theme "Game-Changing AI." Address topics like security risks, risks in AI investments, regulatory challenges, misuse of AI, and more. The best risk assessment will be judged by Thorsten and Asbjørn.

Template: **Ny_Mal risk assessments.xltx** (Will be uploaded to the chat)

Requirements:

Use the knowledge you've gained through the course to create effective prompts for AI chat.

Use Sikt's template for risk assessments and submit your answer in this format.

You have only 15 minutes for the task.

Let AI chat generate the risk assessment. You should not input text or numbers into the risk assessment yourself.