

Designing AI Prompts That WORK

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Generative artificial intelligence (AI) is becoming a daily workplace tool for many association leaders. But are we using these tools to their greatest potential?



Platforms like ChatGPT and Microsoft Copilot are changing how people learn, access information, and think. As someone responsible for leading associations, AI likely comes with a balanced sense of excitement and challenge.

Like any new technology, learning AI takes time and patience to find the right processes that bring value to your day. This article tackles one of the most foundational skills for using AI at work: prompting.

A prompt is the instructions we give to AI tools that tell them what we want them to do. It's often a phrase or question input into an AI tool that tells the technology the task we want it to perform.

When used in intentional ways, prompts can unlock incredible capabilities. While other types of digital technologies rely on machine-readable code to receive and process instructions, prompts used with generative AI tools are phrased much like how we would talk to another person. This allows someone who doesn't necessarily have a computer coding background to interact with vast computing resources in new ways.

AI tools can perform many roles, tasks, and functions based on how we design and use prompts.

 **Collaborator**
Ideation, brainstorming, feedback, critique

 **Analyst**
Data analysis, process analysis, evaluation

 **Writer**
Create an outline, first draft

 **Editor**
Edit content, revise phrases, check grammar

 **Librarian**
Knowledge management

 **Artist**
Create visual works

 **Designer**
Organizing and formatting information, transforming media

 **Assistant**
Automation

 **Planner**
Create a strategy or plan to achieve a certain outcome

 **Teacher**
Tutor, adaptive teaching

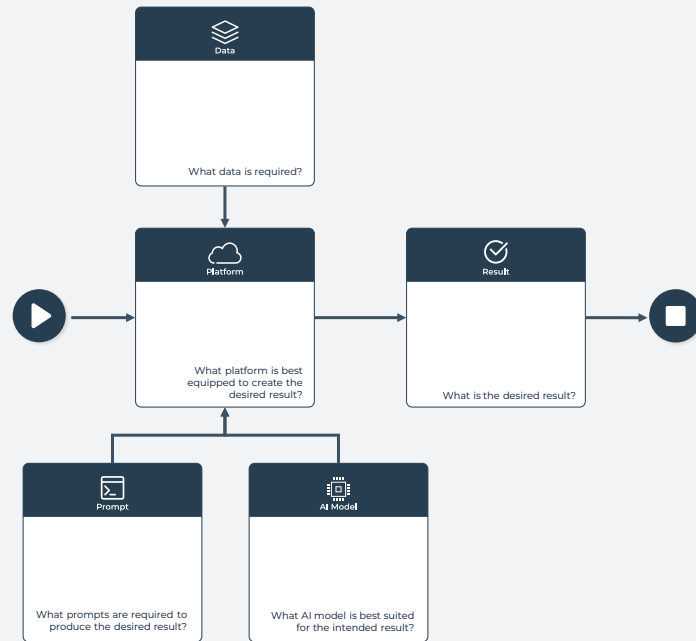
Common AI Roles

AI Prompt Design Guide

The AI Prompt Design Guide helps you create a plan for using generative artificial intelligence to accomplish specific tasks. Use the visual framework to determine the core components of the procedure.

So, how do I create effective prompts?

For AI prompts to be effective, they need to work in concert with other features of the AI system. The AI Prompt Design Guide outlines five essential considerations when performing a task with a generative AI tool like ChatGPT or Microsoft Copilot.



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1. Intended Result

This describes the intended outcome that should be achieved as a result of using the AI tool. Examples could include creating content, formatting content, or analyzing a plan.

2. Data to be Processed

This block refers to the data or information given to the AI tool for it to use when performing the task. Examples of data might include a spreadsheet, draft content or outline, or a document.

3. Prompt

A prompt is the instructions given to the AI tool to tell it the task you want it to perform. The prompt should be clear and well-designed for the intended task. An example prompt might read, “Transform this paragraph into a bulleted list of key points.”

4. AI Model

An AI Model is the core AI technology used to generate the output. The AI Model is pre-trained on large amounts of data to understand the context of the prompt and then generate an output based on the model’s algorithms.

5. Platform

The AI platform is a technology used to integrate all the system components together in a usable interface and experience. Examples of platforms include ChatGPT or Microsoft Copilot. AI models power these tools but provide an interface and processes for accessing and using the AI models while combining data and displaying outputs.



How do I use the guide?

The AI Prompt Design Guide is used as a template that can be completed based on the task you need to perform.

First, identify the intended result for using the AI tool. Next, identify the data/information you will use. Next, design a prompt that describes how you want the AI tool to generate the output using the data provided. Next, select the ideal AI model for processing the task. Finally, select the best AI platform to use for the task.

You can add responses to this guide by writing on the document or using sticky notes. This framework can also be very useful for documenting how to conduct a task with AI so it can be repeated in the future.

How about an example?

The following video demonstrates how to use the AI Prompt Design Guide using an example task.



► <https://tinyurl.com/S24ckloom>

With the right tools and a little practice, the AI Prompt Design Guide can help you take your use of AI tools to the next level.

You can access the AI Prompt Design Guide, example, and many more free AI resources in the ClearKinetic Creating with AI Toolkit.

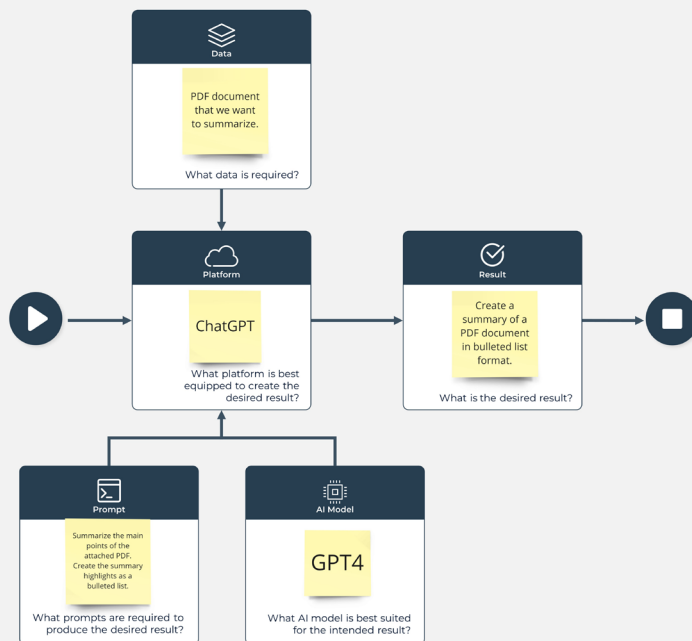


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For more information, or to learn about ClearKinetic's services, email BuckyDodd@ClearKinetic.com.

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Meet Bucky

Bucky Dodd, Ph.D. is the Chief Executive Officer and Principal Consultant at ClearKinetic, a boutique consultancy specializing in creating one-of-a-kind education and training solutions.

As a creative designer, master facilitator, and results-driven strategist, Dr. Dodd brings a wealth of experience and expertise to developing education and training solutions that unify sound learning and business practices. He has been recognized internationally for his consulting and design expertise and has a proven record of leading innovation initiatives in associations, corporate, government, and education organizations.

