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AI WORKSHOP

How to Write Effective Prompts

WE WILL BEGIN SHORTLY.



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AI WORKSHOP

How to Write Effective Prompts

Agenda

-  1. Core foundations
-  2. The PTCF framework
-  3. Prompting techniques (Zero-shot, Few-shot, Step-back, Chain-of-Thought)
-  4. Choosing the right AI for the job
-  5. Best practices & live demos
-  5. Q&A

What You'll Learn Today

- 
- Write prompts that produce business-ready outputs.
 - Diagnose and fix weak prompts quickly.
 - Reuse a set of demo prompts across tasks.
 - Practical examples you can apply right away

Open **ChatGPT** the **worksheet link** included in your reminder email so you can follow along.



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AI for Business: How to Write Effective Prompts

This worksheet is your companion for following along during the workshop. It includes every example prompt shown on the slides, ready for you to copy, paste, and try yourself.

You'll need access to ChatGPT (free or paid version) to complete the exercises and test your prompts in real time.

Slide 12 - Mini-Demo

Weak: Write an email.

Strong:
Persona: You are a customer success manager.
Task: Draft a renewal email.
Context: Client's usage up 22%, contract ends Nov 30, they value analytics; aim for a 20-min call next week.
Format: 120-150 words, friendly-professional, subject line + body + CTA.

Slide 13 - Business Case Example

Persona: You are a finance analyst.
Task: Summarize last quarter's performance.
Context: Revenue +8% QoQ, churn 3.2%, new product launched in April; audience is the exec team; highlight risks/opportunities.
Format: Executive summary (5 bullets) + 1 risks section + 1 opportunities section.

Slide 15 - Zero-Shot Prompting

Persona: You are a technical writer.
Task: Create a quick-start guide.
Context: New users of a password manager; include setup, MFA, recovery tips; non-technical audience.
Format: 6 bullet steps + a warning box.

Slide 16 - Few-Shot Prompting

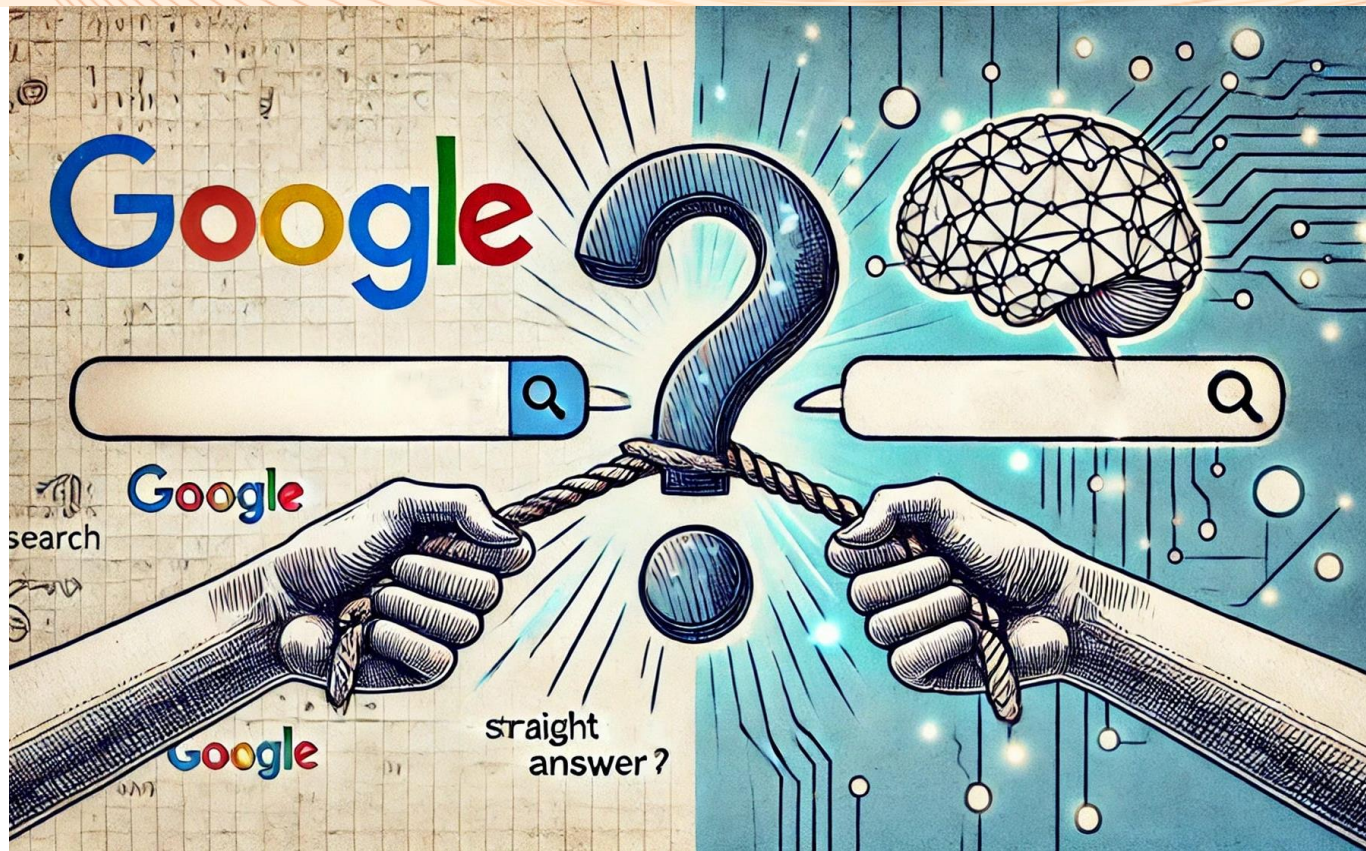
Persona: You are my writing assistant.
Task: Draft a 200-word intro in my voice.
Context: Here are two samples of my writing style: [Sample A] [Sample B]. Topic: [why](#) clear prompts



Core Foundations

AI ≠ Google

- Google finds links; AI performs a task based on your instructions.
- Vague in → vague out.
Clear in → precise out.



Core Foundations

You're the director.

- Treat the model like a capable intern. It's smart, but needs direction.
- Give role, task, context, and format.

EXAMPLE

- **Weak:** "Tell me about marketing."
- **Stronger:** "You are a senior B2B marketing manager. Task: Summarize 3 proven LinkedIn tactics for SaaS startups
Context: budget <\$5k/month, 6-month horizon Format: numbered list with metrics to watch."



Choosing the Right AI for the Job

Pick the model like you'd pick a vehicle. Don't use a bicycle for a cross-country trip.

Model Fit

- **Standard Models:** Fast; great for summaries, rewrites, drafting emails. (e.g. ChatGPT)
- **Reasoning Models:** Better for multi-step logic, planning, troubleshooting. (e.g. ChatGPT 4o and above)
- **Deep Research Models:** Use when accuracy and citations matter; slower. (e.g. Claude)

Matching Examples

- **Standard:** “Summarize this policy in 5 bullets for non-technical staff.”
- **Reasoning:** “Create a 4-week onboarding plan; show dependencies and risks.”
- **Deep Research:** “Compare three vendors with cited sources; flag gaps or bias.”

Best Practices Checklist

- ✓ Keep it **clear and simple**. If it confuses you, it confuses the AI.
- ✓ Be specific about output (length, tone, structure, file type).
- ✓ Prefer **instructions** over just constraints.
- ✓ Give context generously (audience, goals, data).
- ✓ Iterate: ask for a revision instead of starting over.



PTCF Framework

P

Persona

Assign a role to the AI (e.g., “You are a senior marketing manager...”)

T

Task

Lead with action verbs (create, summarize, rewrite, analyze).

C

Context

Lead with action verbs (create, summarize, rewrite, analyze).

F

Format

Specify output shape (bullets, table, JSON, tone, length).

PTCF Template

Persona: You are a [role].

Task: [clear action].

Context: [relevant background, constraints, audience, data].

Format: [structure, length, style].



Before

“Write an email”



After implementing PTCF

Persona: You are a customer success manager.

Task: Draft a renewal email.

Context: Client's usage up 22%, contract ends Nov 30, they value analytics; aim for a 20-min call next week.

Format: 120–150 words, friendly-professional, subject line + body + CTA.



Business Case Example

“

Persona: You are a finance analyst.

Task: Summarize last quarter's performance of OpenAI.

Context: Revenue +8% QoQ, churn 3.2%, new product launched in April; audience is the exec team; highlight risks/opportunities.

Format: Executive summary (5 bullets) + 1 risks section + 1 opportunities section.

The 4 PTCF Prompting Techniques

Zero-Shot Prompting

Use when task is straightforward and you can be explicit with PTCF.

Persona: You are a technical writer.

Task: Create a quick-start guide.

Context: New users of a password manager; include setup, MFA, recovery tips; non-technical audience.

Format: 6 bullet steps + a warning box.

Few-Shot Prompting

Provide 1–3 examples so the AI learns your style/structure.

Persona: You are a copywriter.

Task: Write a product blurb.

Context: Example 1: “Short, punchy, benefit-first.” Example 2: “Include a micro-proof point.” Target: eco-friendly water bottle, audience: commuters.

Format: 3 variants, 35–45 words each.

Step-Back Prompting

Ask the model to step back and consider the broader goal before executing.

Persona: You’re a strategy advisor.

Task: Step back and outline the 3 most plausible approaches to reduce customer support tickets by 20% in 90 days before recommending one.

Context: SaaS app, ticket drivers: onboarding confusion and billing.

Format: Options table (Approach | Effort | Impact | Risks), then a 100-word recommendation.

Chain-of-Thought (CoT)

Nudge reasoning with: “Let’s think step by step,” “Show your work,” or “Explain the logic briefly.”

Persona: You are an operations analyst.

Task: Forecast weekly staffing needs.

Context: Call volume data pasted below; target SLA: 90% calls answered <60s.

Format: Show step-by-step math, then give final staffing table



Zero-Shot Prompting

Use when task is straightforward and you can be explicit with PTCF.



Persona: You are a technical writer.

Task: Create a quick-start guide for LastPass.

Context: New users of a password manager; include setup, MFA, recovery tips; non-technical audience.

Format: 6 bullet steps + a warning box.

Try it yourself: Copy and paste this example into ChatGPT to see the difference in results.



Few-Shot Prompting

Paste 2 short samples of your tone in advance. Ask AI to mirror style.



Persona: You are my writing assistant.

Task: Draft a 200-word intro in my voice.

Context: Here are two samples of my writing style: [Sample A] [Sample B]. Topic: why clear prompts save time. Audience: general professionals.

Format: 1 paragraph, friendly-direct, minimal jargon.

Try it yourself: Copy and paste this example into ChatGPT to see the difference in results.



Step-Back Prompting

Ask the model to step back and consider the broader goal before executing.

“

Persona: You're a strategy advisor.

Task: Step back and outline the 3 most plausible approaches to reduce customer support tickets by 20% in 90 days before recommending one.

Context: SaaS app, ticket drivers: onboarding confusion and billing.

Format: Options table (Approach | Effort | Impact | Risks), then a 100-word recommendation.

Try it yourself: Copy and paste this example into ChatGPT to see the difference in results.



CoT Troubleshooting

Nudge reasoning with: “Let’s think step by step.”



Persona: You are a support engineer.

Task: Diagnose a login issue.

Context: Users get MFA loop on mobile; happens after app update; affected OS: iOS 18; suspected cause: token mismatch.

Format: Think step-by-step; list 5 likely causes and a 3-step test plan; table of fixes (Fix | Why it helps | Command/Path).

Try it yourself: Copy and paste this example into ChatGPT to see the difference in results.



Common Pitfalls & Quick Fixes

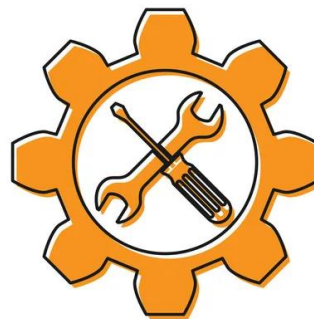
Pitfalls to Watch Out For

- Too short / vague prompts.
- Missing audience or constraints.
- Asking for everything at once.



Quick Fixes

- ✓ Add PTCF elements you skipped.
- ✓ Split the task: outline → draft → polish.
- ✓ Request a different format (table, checklist, JSON) to force structure..



Recap

- PTCF is your default.
- Keep prompts specific and simple.
- Pick the right model for speed vs depth.
- Use Zero-shot for clear tasks, Few-shot for style/structure, Step-back to explore options, Chain-of-Thought (CoT) for reasoning.

QUESTIONS?



Thank you for attending!

We appreciate your feedback. Please take a moment to complete our short webinar survey.