

Innovating with AI

Prompt Engineering Basics

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How would you help someone new at work?

The same principles that help humans succeed apply to AI prompting

Context

Just like you'd explain the company culture and project background to a new hire, AI needs context about your situation and goals.

Examples

Show a new employee how similar tasks were done before - give AI examples of the output you're looking for.

Feedback Loop

You'd check in with a trainee and provide guidance - iterate on AI responses to improve results.

Clear Instructions

You wouldn't tell a trainee "just do some work" - work" - be specific about what you want AI to deliver.

Resources

You'd share relevant documents and tools with a new team member - AI works better when it has access to your data and knowledge base.



Prompting Basics: The 3Cs

The fundamentals of effective prompting are simple, relevant, and they will help professional outcomes. Try incorporating the incorporating the elements you see below that are useful.



CONTEXT

Provide background information and set the scene for your request. Context helps the AI understand the situation, audience, and purpose of your task. Include relevant details about your industry, role, or specific circumstances that will inform the response.



CLARITY

Be specific and direct in your instructions. Avoid ambiguous language and clearly state what you want. Define the format, length, tone, and style you're looking for. The clearer your request, the better the AI can deliver exactly what you need.



CONSTRAINTS

Set boundaries and parameters for the response. Specify word limits, format requirements, target audience, or any restrictions. Constraints help focus the AI's output and ensure it meets your specific requirements and standards.

📄 Be clear about the outcome you want upfront, see what the AI comes up with, then iterate around your prompt.

Once you have a prompt you are happy with, keep it as a template, or turn it into an agent!

Enhancing AI Accuracy & Reliability

Apply these key 3C techniques to improve AI-generated responses



USE FEW-SHOT PROMPTING

Providing one or more worked examples helps AI generate consistent and accurate output. Structured prompts or predefined templates for tasks such as financial analysis, tax calculations, or compliance checks can significantly improve output quality. Include all required details, and reduce the risk of omissions or errors.



USE CHAIN-OF-THOUGHT PROMPTING

Guiding AI through a logical reasoning process enhances complex problem-solving. Breaking down complex problems into manageable steps, then applying accounting principles, and finally presenting structured outputs.



USE DOMAIN-SPECIFIC TERMS

Incorporating terminology that is context-dependent, incorporating technical terms, regulatory references, and industry-specific language into prompts can significantly improve the relevance and accuracy of AI responses, reducing the risk of misinterpretation.



VERIFY OUTPUTS

AI is a powerful tool, but you must validate its outputs for accuracy, relevance, and appropriateness. Always request sources for regulatory interpretations, and cross-check results with authoritative standards.

Available AI Models

Quick Guide

OPENAI: GPT 5

Advanced AI system built on OpenAI's Generative Pre-trained Transformer architecture, capable of understanding and generating human-like text across diverse topics and tasks. Excels in creative writing, analysis, coding, and complex reasoning tasks. Ideal for content creation, customer support, and innovative business applications. Visit and have conversations with ChatGPT directly.

GOOGLE: GEMINI

Google's multimodal AI model, designed to understand and operate across various forms of information, including text, image, audio, and video. Gemini is built to be flexible, capable of running efficiently on everything from mobile devices (Gemini Nano) to complex data centers (Gemini Ultra), offering powerful reasoning and advanced coding capabilities for diverse applications.

ANTHROPIC: CLAUDE

Claude 3 was a breakthrough release in March 2024, setting new industry benchmarks for most AI capabilities including analysis, forecasting, content creation, code generation, and conversational abilities. Claude excels in maintaining context over long conversations, providing nuanced responses, and demonstrating strong reasoning capabilities across diverse domains.

PERPLEXITY

Perplexity combines advanced AI with real-time web search capabilities. It provides up-to-date information with source citations, making it ideal for research, fact-checking, and staying current with rapidly evolving topics. Perfect for users who need accurate, cited information from multiple sources.

AI Terminology

Understanding the fundamental building blocks of AI is essential for effective implementation. Let's explore the key concepts that underpin modern AI systems.



Machine Learning

Systems that learn from data without explicit programming, identifying patterns and making predictions based on examples



Large Language Models (LLM)

Advanced AI systems trained on vast text datasets to understand and generate human-like language



Agentic AI

AI systems that can act autonomously, make decisions, and take actions to achieve specific goals



Copilots

AI assistants that work alongside humans to enhance productivity and decision-making



Plugins/MCP

Extensions and protocols that allow AI systems to connect with external tools and services



Responsible AI

Frameworks and practices ensuring AI systems are ethical, fair, transparent, and accountable



Multimodal Models

AI systems that can process and generate multiple types of content (text, images, audio, video)

Good Prompts vs Poor Prompts

✘ Poor Prompt

"Write something about marketing."

Why it fails:

- Too vague and unfocused
- No context or constraints
- Unclear desired outcome

✔ Good Prompt

"You are a marketing strategist with 10+ years of B2B SaaS experience."

Task: Create a 200-word email campaign for our project management software launch targeting small business owners (10-50 employees) (10-50 employees) currently using spreadsheets.

Context:

- Software reduces setup time by 75%
- Launch in 2 weeks
- Audience struggles with visibility & deadlines

Format: Professional email with subject line, hook, 3 benefits, social proof, CTA

Example Structure (Q3 success):- Subject: [Benefit] + [Urgency]- Opening: Address pain point- Benefits: Time-saving, visibility, visibility, collaboration- Proof: Customer metric- CTA: Free trial + support

Deliverables: Show reasoning for each section, provide 2 subject alternatives, include confidence levels."