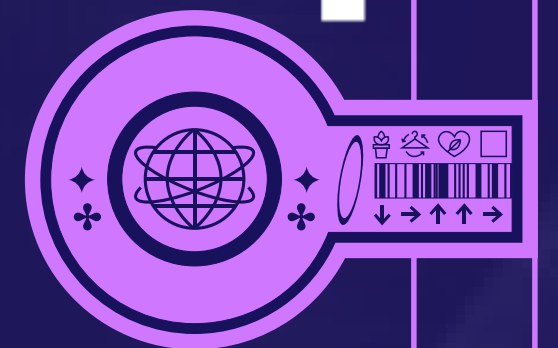


CHATGPT PROMPTS AND BEST PRACTICES

ENHANCING EFFICIENCY IN DAILY WORK ACTIVITIES

BIANCA BEATRIX QUICHO

MKPH KICKOFF 2024





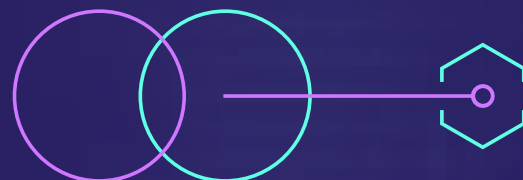
CHATGPT



When I realize
ChatGPT can do
my job for me



When I realize
ChatGPT can do
my job for me



TOPICS TO DISCUSS

- 01 Introduction to ChatGPT
- 02 Understanding Prompts
- 03 Best Practices for Crafting Prompts
- 04 Structuring Effective Prompts
- 05 Examples of Effective Prompts

06 Using Follow-Up Prompts

07 Common Mistakes to Avoid

08 Practical Applications in Daily Work

« CHATGPT »

ChatGPT is an advanced language model developed by **OpenAI**, designed to understand and generate human-like text based on the prompts provided. It can assist with a wide range of tasks, including writing, research, and customer service.

» CHATGPT »

IMPORTANCE:

Effective prompts help ensure accurate and relevant responses from ChatGPT, making interactions more productive and efficient.

BENEFIT:

Incorporating ChatGPT can save time, enhance creativity, improve communication, and streamline workflows in various professional and personal activities.

« UNDERSTANDING PROMPTS »

A prompt is an instruction or input given to ChatGPT to generate a response.
It can be: question, a statement, or a command.

1. Question

"What are the key trends in the tech industry?"

2. Statement

"Create a to-do list for the project."

3. Command

"Provide an overview of our latest product features."

《 BEST PRACTICES FOR CRAFTING PROMPTS 》

Be Clear and Specific

- Avoid Ambiguity
- Provide Necessary Context

Use Simple Language

- Keep Prompts Concise
- Avoid Jargon and Complex Terminology

« PROMPT FORMAT »

The CSIR (Context, Subject, Intent, Response) format is a structured approach to crafting prompts for AI language models, including OpenAI's models.

01 CONTEXT

02 SUBJECT

03 INTENT

04 RESPONSE

×

[task] Mandatory

[context] Important

[exemplar]

[persona]

[format] Nice-to-haves

[tone]

OTHER PROMPT FORMAT

INITIALLY RESPONSES ARE COMBINED INTO
ONE FILE FORMAT

×

TASK



ONE SIMPLE TASK

Generate a 3-month training program for me to follow

"MULTI-TASK" REQUEST

Analyze the collected user feedback from an event we just ran, **summarize** the top 3 takeaways with a focus on business impact, and **categorize** the rest based on the team responsible

GOOD!

Create a responsive navigation bar



BETTER



Create a responsive navigation bar using HTML, CSS and JS for a website with the following menus “Hem, Om oss Tjänster, Kontakt”



CONTEXT

×

CONTEXT

[you need to limit the endless possibilities]

1. What is the user's background?
2. What does success look like?
3. What environment are they in?

There are endless possibilities for creating context but we should limit it

Context:

I am a web designer that needs to create a logo for a website called “Kopishap” and I want this logo that I can make within an hour using Adobe Illustrator. Logo needs to have a cup symbol.

Task:

Create 3 different logos uniquely and **suggest** more elements on each logo aside from the cup

×

EXEMPLARS

EXEMPLARS = EXAMPLES

The main idea of CoT is that by showing the LLM some few shot **exemplars where the reasoning process is explained in the exemplars**, the LLM will also show the reasoning process when answering the prompt. This explanation of reasoning often **leads to more accurate results**.

PERSONA

×

PERSONA

Who do you want the AI to be?

Think of someone you wish you
had instant access to with the
task you're facing

Persona:

With the persona information,
AI can tailor responses to
better fit your needs or
interests, making
conversations more relevant
and engaging.

FORMATS

COMMON FORMATS

- ✓ Emails
- ✓ Bullet points
- ✓ Code blocks
- ✓ Paragraphs
- ✓ Markdown

[context] I just received a lengthy industry report from my director.

[task] First give me the 3 key takeaways then summarize based on topic.

[format] Use h2 as section headers.

TONE

EXAMPLES OF TONE

Use a **casual tone** of voice

Use a **formal tone** of voice

Give me a **witty output**

Show **enthusiasm...**

Sound **pessimistic...**

×

[persona]

[context]

[task]

You are a senior product marketing manager at Apple and you have just unveiled the latest Apple product in collaboration with Tesla, the Apple Car, and received 12,000 pre-orders, which is 200% higher than target.

Write an email to your boss, Tim Cook, sharing this positive news. **[format]**

The email should include a tl;dr (too long, didn't read) section, project background (why this product came into existence), business results section (quantifiable business metrics), and end with a section thanking the product and engineering teams.

[exemplar]

[tone]

Use clear and concise language and write in a confident yet friendly tone.

×

Start with an Action Word

- Keep Prompts Concise
- Avoid Jargon and Complex Terminology
- Examples: "**Explain**," "**Describe**," "**List**," "**Generate**." For example, "Explain the benefits of AI in healthcare."

Include Relevant Details

- Context, Time Frame, Specific Requirements: Specify any particular details to narrow down the response. For example, "Describe the main features of our new app launched in May 2023."

《EXAMPLES OF EFFECTIVE PROMPTS》

Task-Oriented Prompts

- "Generate a weekly report summary."
- "List the key points from the meeting notes."

Creative Prompts

- "Suggest ideas for the upcoming marketing campaign."
- "Draft a social media post about our new product."

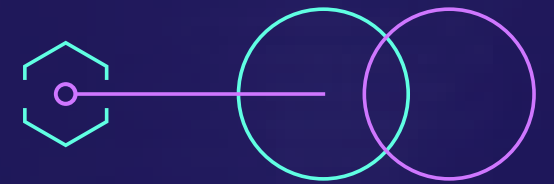
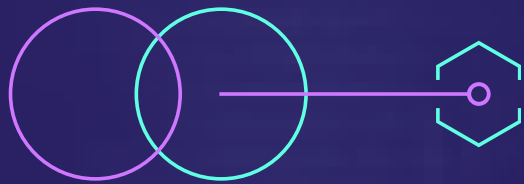


USING FOLLOW-UP PROMPTS



Refining Responses

- "Can you elaborate on that?"
- "Provide more details on the third point."



Clarifying Information

- "What do you mean by...?"
- "Can you explain that in simpler terms?"



COMMON MISTAKES TO AVOID

Vague Prompts

- Example: "Tell me about today." This prompt is too broad and lacks context.

Overly Complex Prompts

- Example: "Can you create a detailed analysis of our sales data, including graphs and predictions for the next quarter?" This prompt is too complex and may need to be broken down into smaller tasks.

Email Management

- Drafting emails: "Write an email to the team about the upcoming project deadline."
- Summarizing email threads: "Summarize the main points from this email conversation."

Meeting Preparation

- Creating agendas: "Create an agenda for the project kickoff meeting."
- Summarizing minutes: "Summarize the key decisions from the last team meeting."

THANK YOU!

