

The Power of Prompts: Building More Effective Prompts for AI Tools

Orr Group's AI Taskforce

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2023 AI Study on Productivity and Quality

Effects of AI Knowledge on Worker Productivity and Quality

Study Highlights

- **758** consultants, varying AI access
- Consultants using AI demonstrated:
 - **12.2%** more tasks completed
 - **25.1%** faster work
 - **40%** higher quality results
- Performance Gains
 - Below average: **+43%**
 - Above average: **+17%**

Usage Theory



Centaur: This person strategically divides and delegates tasks, choosing when to utilize AI and when to rely on human skills, balancing the strengths of both.



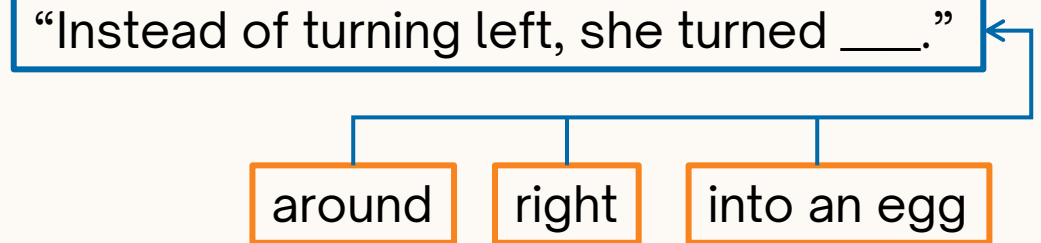
Cyborg: This group fully integrates AI into their workflow, continually interacting with the technology, and blending human and AI capabilities for seamless task execution.

Building A Prompt

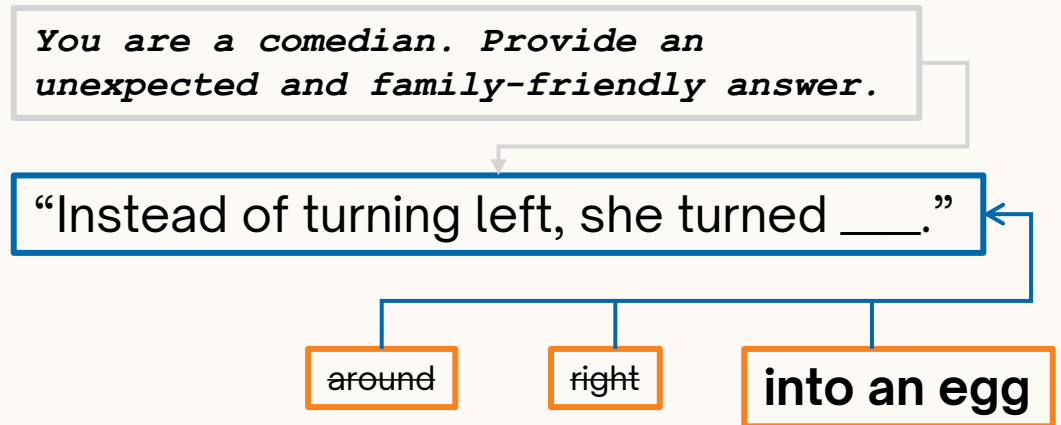
What is a Prompt?

- AI large language models (LLMs) are predictive tools.
- LLMs start with a vast network of data that they are trained on to respond with.
- **Prompts** allow you to instruct the LLM on what data to prioritize - this improves the accuracy of the response.
- Effective prompts help the LLM find a quality response in less time.

Without a prompt:



With a prompt:



How to Build A Prompt | Inputs

What to put in your prompt

- Role
 - "You are a world-class copywriter"
- Action
 - "Write a witty headline"
- Content
 - "about a dog driving a car"
- Target audience
 - "Write for someone with no technical background"
- Example inputs / outputs
- Tone words
 - "Conversational, no corporate jargon"
- Reference material
 - Notes, transcripts, documents
- Output format
 - "No emojis. 3 sentences max."
 - "Output in a table." / "Output in Markdown"

Source: [Zapier](#) & ZapConnect Conference

Use Cases: Prospect List with AI

Prospect List with AI | By Location

Original Prompt

Top 20 richest people in San Francisco. Include if they have a foundation, what they fund, company/source of wealth, net worth, and address.

Improved Version

As the fundraising officer of our social entrepreneurship nonprofit organization, your task is to compile a list of the top 20 wealthiest individuals in San Francisco. This list will be used to target potential donors for philanthropic support.

The list should include the following information for each person:

- Full name Foundation (if applicable) - Areas they fund - Company or source of wealth - Net worth - Address

It is crucial that the content is accurate and up to date. You will be presenting this list to a board member, so please ensure your analysis and formatting are professional, concise, clear, and understandable.

Include credible sources to support your information.

Format as a list that can be pasted as a .csv (ChatGPT), or Format as a Google Sheet (Google Bard only)

Elements of a Strong Prompt

- Role
- Action
- Target Audience
- Content
- Tone/Context
- Reference Material
- Output

Prospect List with AI | Enriching Current Prospect Lists

Original Prompt

Write a brief sentence about how these donor prospects would align with Queens Public Library. (Copy and paste the table of donor prospects into the AI chat box)

Improved Version

As the **corporate partnerships advisor** for the Queens Public Library, your role is to gather information from the chart provided and conduct online research on the funders and the library. You will **then present a concise and easy-to-read sentence** to the **Executive Director** for **each individual company on the prospect list** below. Make sure to incorporate the data from the chart and any additional context you find online. Remember to keep the sentence **brief and to the point**. Cite **relevant sources**. Format such that **each donor can be pasted into their own PowerPoint slide**.

(Copy and paste the table of donor prospects into the AI chat box)

Elements of a Strong Prompt

- **Role**
- **Action**
- **Target Audience**
- **Content**
- **Tone/Context**
- **Reference Material**
- **Output**

Final Disclaimers and Wrap Up

Disclaimer with AI | Need to Verify Information

Use AI tools to **START** the work, conduct brainstorming, professionalize writing and takeaways, and make formatting consistent



Continue to source information from research tools and online; and **be critical of all AI-generated analysis** to ensure it holds up to your organization's standards.

- Use common sense/knowledge from the field to cross-check information.
- Research online to confirm the information listed (CausalQ, Candid, etc.). **If the data is incorrect or unverifiable on the first few**, delete the file and start from scratch.
- If you're unable to verify the data, consider deleting the information.

Information Often Reliable

Websites, Operating City, Date Incorporated
Program Areas, Annual Revenue, Salary Ranges*

**ask for sources*

Information Often Wrong

EIN, Board Members,
CEO and/or Leadership, Relationship Mapping

Conclusion | Takeaways

Learning Outcomes Revisited:

1. Consistent and Comprehensive AI Usage

- Being able to use AI effectively means understanding what to input for the best possible results.

2. Effect of Prompt Structure on AI Results

- Research and personal experiences highlight the importance of well-structured prompts, guiding the AI to desired outcomes.

3. Opportunities and Limitations of AI Usage

- AI can help improve the speed and quality of your writing, research, and analysis. However, it is your responsibility to ensure the accuracy of its outputs.

KEY TAKEAWAY

Think about prompt structure, (i.e. Role, Action, Target Audience, etc.) and/or **refer to sample prompts** for the best possible results on AI-generated research.

Appendix

Cheat Sheet: Prompts and Terms

KEY TERMS

OpenAI: parent company of ChatGPT

Generative AI: category of AI that can “produce” content like text/images vs. specific tasks like predicting things

AI models: think of these as big, big math equations

Large language models: very big math equations that are very good at predicting the next word

Prompts: messages you send to ChatGPT

Prompt engineering: the “science” of sending the exact right messages to ChatGPT to get the output you want

KEY USE CASES

- **Summarizing** long text, transcripts, articles, reports
- **Brainstorming** ideas, outlines, new concepts
- **Synthesizing** insights and takeaways from text
- **Writing** blog posts, articles, press releases, standard operating procedures, pretty much any type of text
- **Coding** scripts and small programs
- **Extracting** data and patterns from messy text
- **Reformatting** text/data from messy text to tables/structure

PROMPT FRAMEWORKS

Get better output by structuring your prompts:

- **RTF (Role, Task, Format)**
- **CTF (Context, Task, Format)**
- **RASCEF (Role, Action, Steps, Context, Examples, Format)**

Two methods to prompting:

- **Megaprompts:** Write one big message that contains all of the above. E.g., ask for a full press release.
- **Prompt chaining:** Break down the task into smaller steps. E.g., start by asking for a blog post idea, then an outline, then the content.

Cheat Sheet: Prompts and Terms *(continued)*

MODES

1. **Intern:** “Come up with new fundraising ideas.”
2. **Thought Partner:** “What should we think about when generating new fundraising ideas?”
3. **Critic:** “Here’s a list of 10 fundraising ideas I created. Are there any I missed? Which ones seem particularly good or bad?”
4. **Teacher:** “Teach me about [x]. Assume I know [x] and adjust your language.”

TONES

“Tone: [x]”
“Write using a [x] tone”

CONVERSATIONAL
LIGHTHEARTED
PERSUASIVE
SPARTAN
FORMAL
FIRM

FORMAT

- “Be concise. Minimize excess prose.”
- “Use less corporate jargon.”
- “Output as bullet points in short sentences.”
- “Output as a table with columns: [x], [y], [z], [a]”
- “Be extremely detailed.”

MISC. TIPS

- **Encouragement = better:** “You are world-class at marketing.”
- **Scolding also = better:** “Make this better/more insightful.”
- **If the output is bad, add more detail/background info**
- **Ask it to check its work:** “Are there any topics you missed?”
- **Adjust temperature:** Add “Temperature: x” to prompt. 1 = more creative (good for copywriting). 0 makes it more conservative (good for academic/formal).