

Prompt Engineering & AI Agents Workshop

Attendee Guide

From vague requests to automated intelligence

What Session is About

This workshop focused on **using AI intentionally**:

- Writing clearer instructions
- Reusing what works
- Turning prompts into simple systems

The goal is **less guessing, more consistency**.

Key Concepts (Plain English)

Prompt→ Instructions you give an AI.

Prompt Engineering→ Structuring instructions so outputs are predictable and reusable.

AI Agent→ A reusable prompt running inside a workflow that can take action.

Workflow→ A set of steps that run automatically.

Why Vague Prompts Don't Work

A prompt like:

“Write a motivational quote.”

Doesn't fail — it's just **underspecified**.

Without clarity, the AI has to guess:

- Who it's acting as
- Who it's speaking to
- What “good” looks like

Different guesses = different outputs.

The Prompt Framework

Every strong prompt includes:

1) **Role** - Who The AI is acting as2) **Objective / Perspective** – What outcome you want and the standards the AI should apply3) **Task** – Exactly what the AI should do4) **Rules & Constraints** – Boundaries, priorities, and limits

5) **Output Format** – How the response should be structured

Example Template

Role:
You are a business specialist who is well skilled in growing businesses with limited time and finances across the world with a lot of business links.

Objective:
Produce a clear, actionable task breakdown that can be executed without follow-up questions.

Perspective:
Optimise for clarity, practicality, and realistic time constraints.

Task:
Break the brief into a step-by-step plan.

Audience:
A non-technical founder.

Context:
The founder is running the project solo with limited time and no budget.

Rules & Constraints:

- Use plain English
- Avoid jargon
- Max 200 words
- Include risks and mitigations

Output Format:
Markdown with sections:

- 1) Summary
- 2) Step-by-step plan
- 3) Risks & mitigations
- 4) Next 3 actions

Validation Check:
Ensure the plan is realistic for one person to execute within two weeks.

Key Insight

Every line in a prompt should remove ambiguity.

If it doesn't reduce guessing, it probably doesn't belong there.

Why One-Off Prompts Don't Scale

One-off prompts lead to:

- Inconsistent outputs
- No feedback loop
- Easy loss of what worked

Consequences of One-Off Prompts

Forgetting Strategies

AI fails to retain and reuse effective methods

Varied Results

Inconsistent and unpredictable outputs from the AI



Absence of Feedback

No way to refine or improve the AI's performance

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- You can tweak them — but nothing compounds.

The Solution

Reusable prompt templates

Templates turn prompts into assets you can:

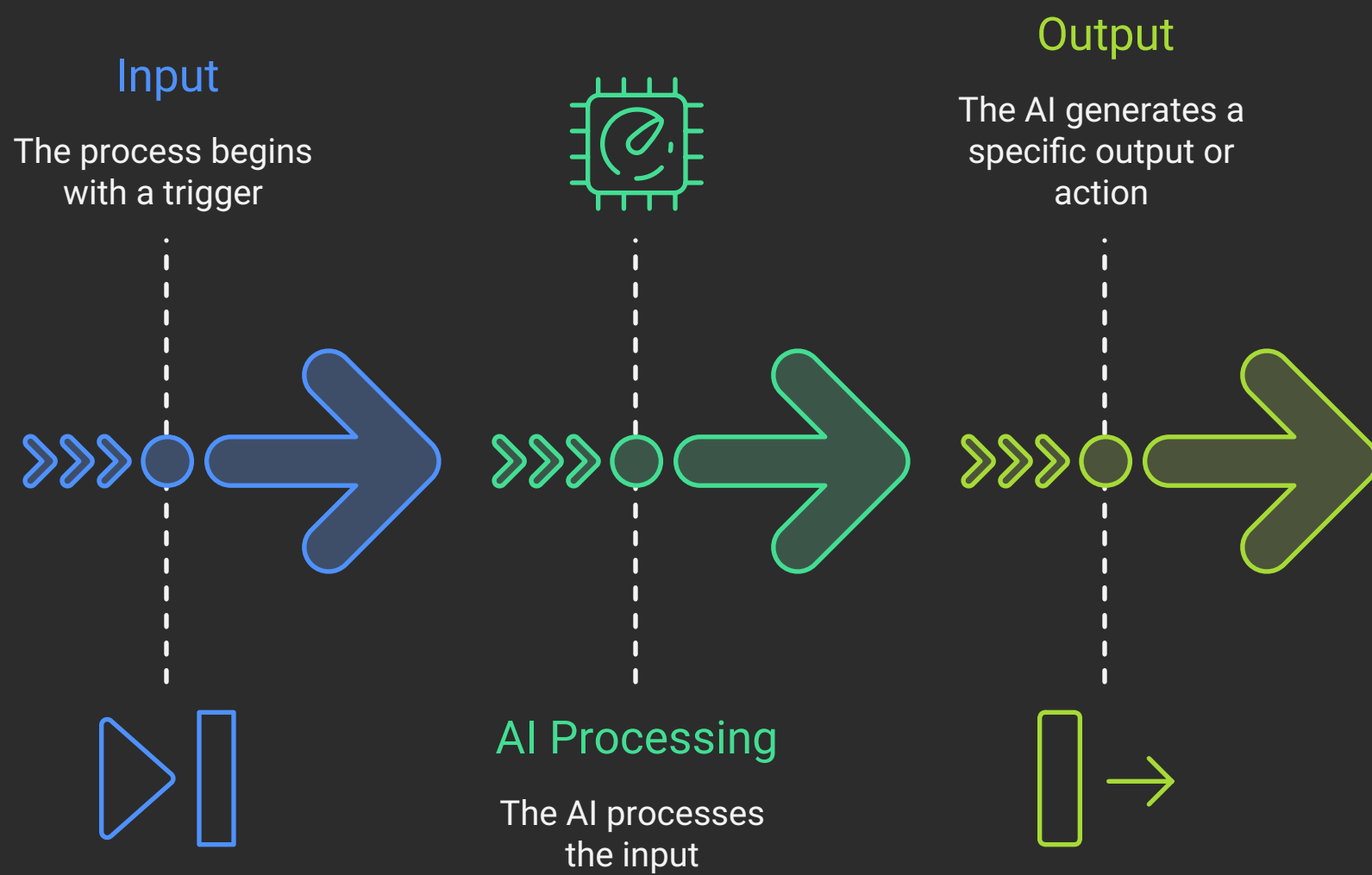
- Reuse
- Improve
- Share
- Automate


From Prompts to AI Agents

At a high level, an AI agent works like this:

Trigger → AI → Action

AI Agent Operation Process



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Example:

- A schedule starts the workflow
- The AI applies a reusable prompt
- The result is sent somewhere automatically

This is how prompts become systems.

Tool We Are Using Today

Make - <https://www.make.com/en>

Make allows you to:

- Build workflows visually
- Connect AI to real tools (email, docs, APIs)
- Automate tasks without heavy coding

The **tool matters less than the thinking**.

Key Considerations

When using AI in workflows:

- Be clear about what the AI should and shouldn't do
- Define inputs and outputs clearly
- Keep tasks small and focused
- Add human review where it matters

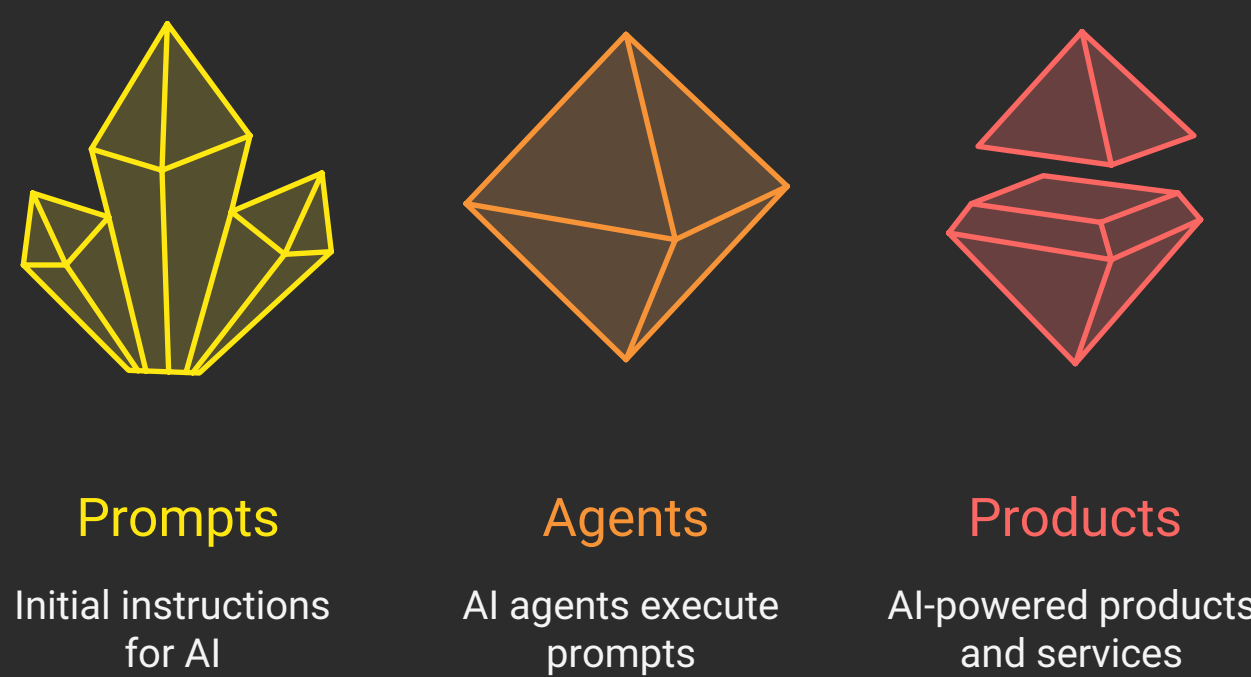
Small constraints make automation usable.

Final Takeaway

Prompts → Agents → Products

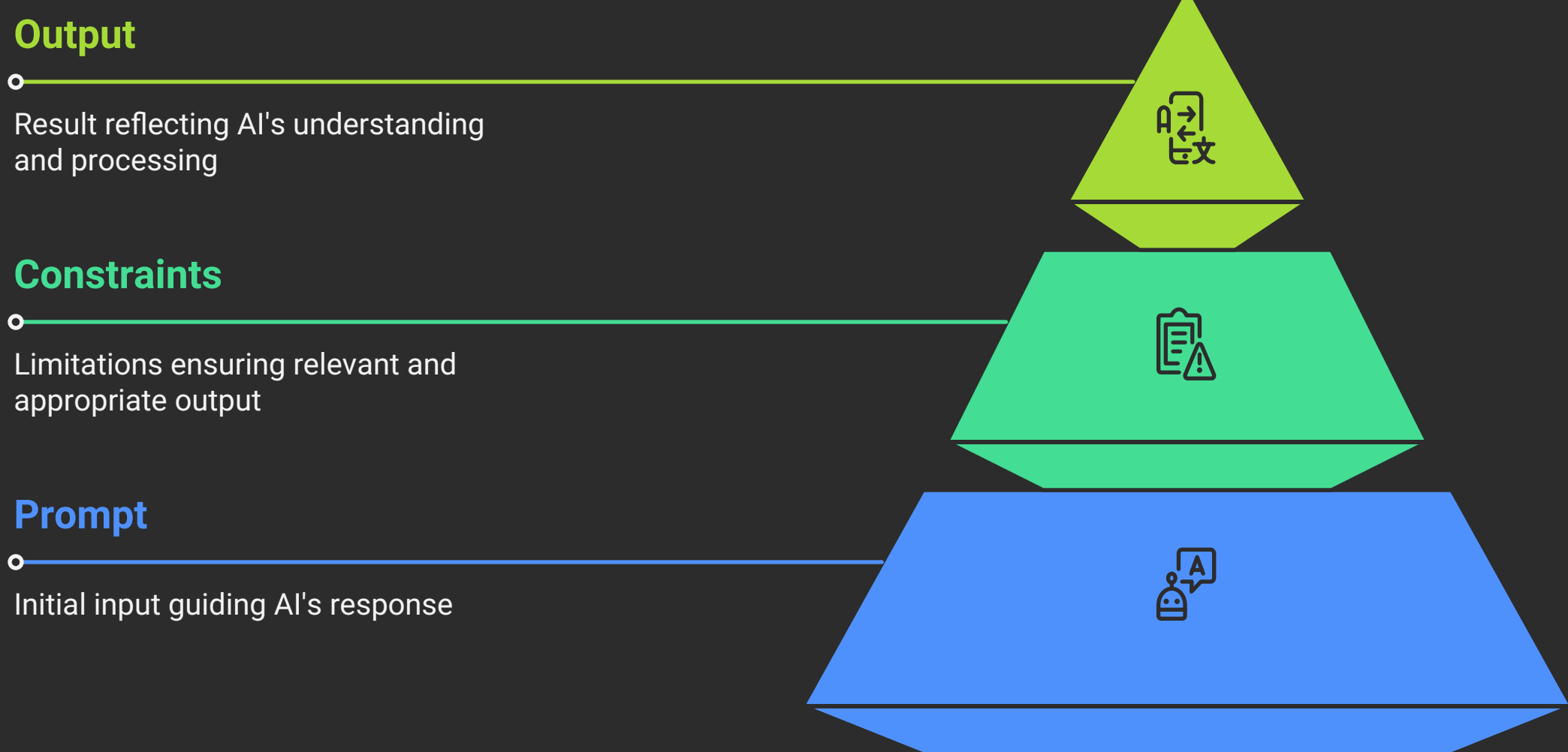
Once you understand this flow, the tools become secondary.

From Prompts to Products



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AI Agent Model Hierarchy



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