

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 as
2. **Objective / Perspective** – What outcome you want and the standards the AI should apply
3. **Task** – Exactly what the AI should do
4. **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



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- You can tweak them — but nothing compounds.

The Solution

Reusable prompt templates

Templates turn prompts into assets you can:

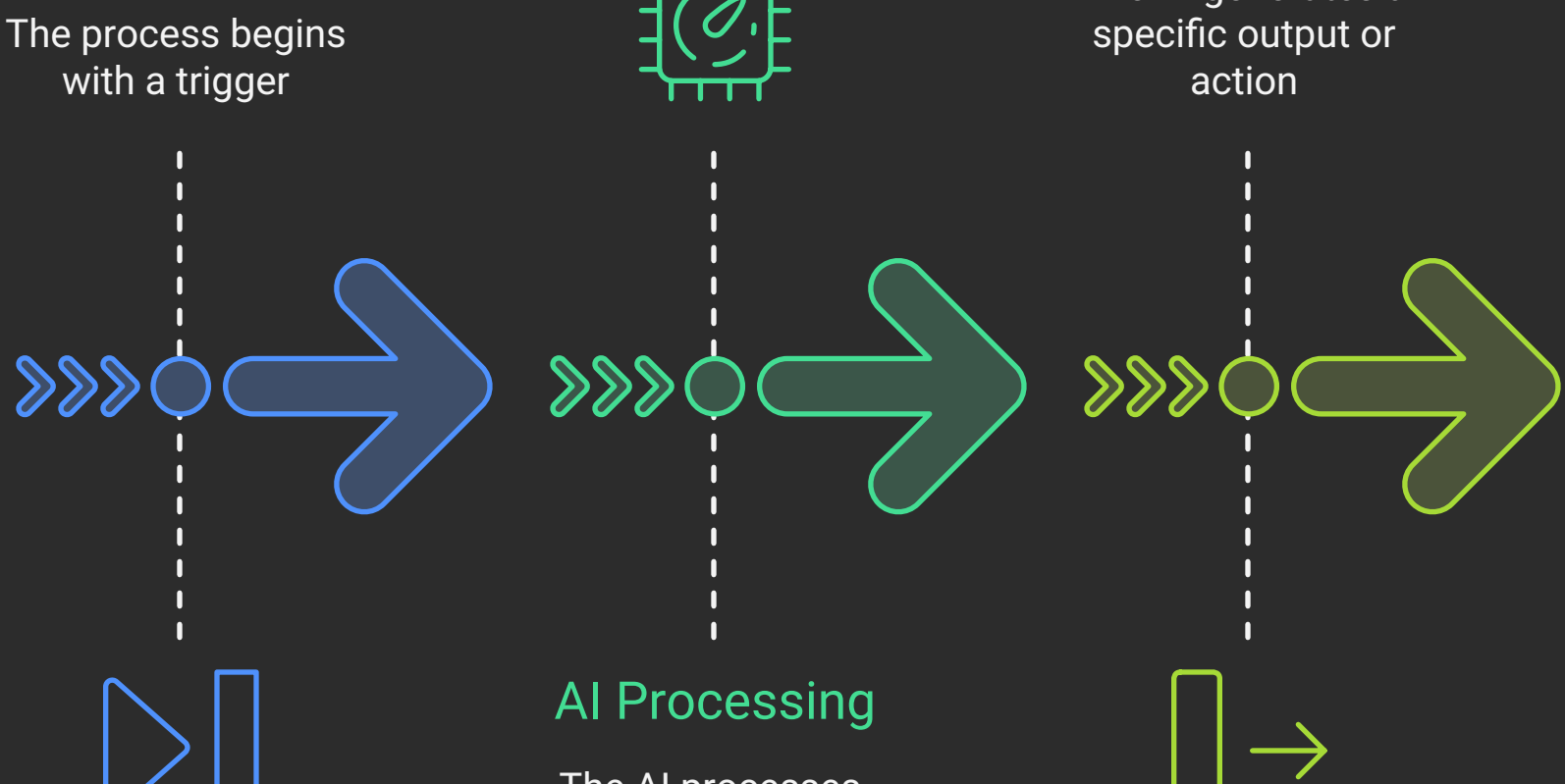
- Reuse
- Improve
- Share
- Automate

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**

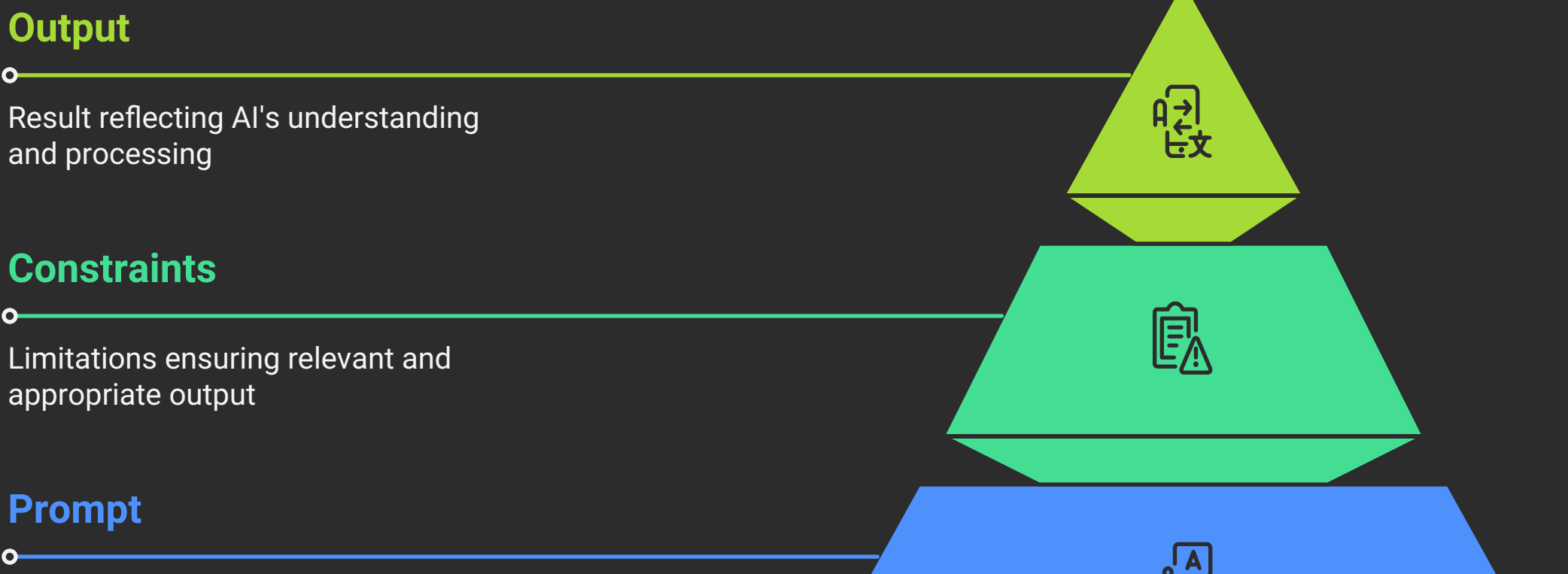
Once you understand this flow, the tools become secondary.

From Prompts to Products



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AI Agent Model Hierarchy



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