Day 1 Section 4 Exercise

Prompt Transformation

Individual Exercise (15 mins)

Instructions for Participants:

You'll receive a weak prompt. Rewrite it using the PICF framework to make it significantly better

Sample Solution for Prompt:

Original: "Write a report about sales"

PICF Rewrite:
Persona: You are a sales analyst with expertise in SaaS products.
Instructions: Analyze our Q4 sales performance and identify key trends. Highlight wins, concern, and recommend 3 actions for next Q1.
Context: We sell accounting software to small businesses. Q4 is typically our strongest quarter due to year-end financial planning. This year we launched a new pricing tier in November.
Format: Executive summary (3 sentences), Key Findings (bullet points), Recommendations (numbered list with brief rationale)

Prompts

1. **"Create a training document."**
2. **"Help me with customer complaints."**
3. **"Make a presentation."**

Answer Sheet

Prompt	Persona	Instructions	Context	Format
1				
2				
3				

Ethical AI Scenarios

Group Exercise

For each of the scenarios, analyze and provide details for topics on the answer sheet

Scenarios:

Scenario A: Resume Screening AI Your company implements AI to screen resumes for customer service positions. The AI will automatically reject or advance candidates based on resume analysis. You notice that AI tends to favor candidates with 4-year degrees, even though the job doesn't require one and successful current employees have varied educational backgrounds.

Scenario B: Customer Communication AI Marketing wants to use AI to generate personalized emails to customers. The AI can customize messages based on purchase history, browsing behavior, demographic data, and predicted life events (marriages, home purchases, etc.). Some customers might find this level of personalization invasive.

Scenario C: Performance Review AI HR proposes using AI to assist in employee performance reviews by analyzing emails, meeting notes, and work outputs to identify high and low performers. Managers would review AI insights before finalizing reviews.

Hint:
- What are the ethical concerns?
- What could go wrong?
- How would you address these concerns?

Provide Answers to

ETHICAL CONCERNS	POTENTIAL HARMS	MITIGATION STRATEGIES
• Fairness and bias? • Privacy? • Transparency? • Accountability?	• To individuals? • To the company? • To society?	• Technical solutions? • Process changes? • Human oversight?