OpenAI: Prompt Engineering for Business Professionals

Hi, everyone. My name is Jason Alba. Welcome to my course, OpenAI: Prompt Engineering for Business Professionals. I'm excited about this course because I can feel we're witnessing living through one of the most important technological advancements we may see in our lives. While it may feel like artificial intelligence is overly hyped, the reality of how AI, and specifically, OpenAI, is changing how work is done is fascinating. We're seeing AI do more than just write advertising, copy or blog posts. We're seeing it create images and other rich media within seconds. Business professionals have used AI to help them summarize emails, proofread and edit documents, create a workflow for onboarding and training, do market research, and even come up with entire text for mission-critical emails. We're just on the edge of where this can go, and we have an exciting opportunity to learn how to best optimize these tools. In this course, we're going to talk about prompt engineering using ChatGPT. The concept of prompt engineering is simple. You can think of it as what you might type into a search engine hoping to get relevant results. In ChatGPT, better prompts can get you better responses. By the end of this course, you should feel confident that you can get value out of ChatGPT. You'll know how to refine your prompts to take your responses from good to something you can confidently use at work. I hope you'll join me on this journey to becoming a better ChatGPT user with the OpenAI: Prompt Engineering for Business Professionals course, at Pluralsight.

Once you have an idea of what you want ChatGPT to help you with, you can craft better prompts. Instead of worrying about memorizing specific words or phrases, simply treat the prompt box as a place to have your part of the conversation. We'll use an example of needing to write an email, inviting your team to an offsite to show how your prompts can get progressively better throughout a chat. Whether you're working on an email or another type of project, the same ideas will help you. Of course, the better you get, the more you can put in the initial prompt, but you really don't have to worry about having a perfect initial prompt to get started. Let's start with your first prompt for this task which might be write an email to invite my team to an offsite. How do the results look? Do they feel too generic or too far away from your communication style? Honestly, I was expecting a more dry result, something looking like a boring template, but this isn't too bad. Let me tangent for just a minute here to introduce some vocabulary to your ChatGPT experience. When you asked that question, which is a prompt, you started a chat. You enter a prompt, and ChatGPT returns a response. Think of a chat as a threaded conversation. I like to keep this thread of prompts in one chat so that if I want to revisit or refine it, I can pick up where I left off. Each prompt can build from previous prompts and responses, which are the results ChatGPT gives you as if you were having a conversation. You can easily create new chats so you can have your important conversations organized and ready to continue. Now you know what chats, prompts, and responses are. With your first prompt in and having done some critical thinking about the response, you've determined that ChatGPT is on the right path, but the response is not quite what you want yet. Let's try another prompt to see if we can get closer. Revise the email so it's

appropriate for a group of 10 technologists who are introverted. I introduced three things here, that there are 10 people to be invited, what field they're in, and personality tendencies that might be important. What do you think about this new response? Not too bad, huh? I'll show three more prompts to further refine this email. Of course, I could have taken either of the first two responses and edited them, but since I have this tool at my fingertips, I figured I'd use it and see if it can do most of the work. The next prompt adds new information and instructions, include information about being in a remote location in the mountains, so there will be no grocery stores available and people need to bring their own food and stuff. You can see that the email is getting more specific and each new element I bring in doesn't disrupt the flow of the email. I like where this is going. In this next prompt, you'll see I'm asking for a very specific change that references two responses in the chat or the threaded conversation. It's almost eerie how ChatGPT accepts this instruction and makes the edits. My prompt reads keep all the same information from the second to last response and include the paragraph about the remote location. Alright, just for fun, let's put in one more prompt to make this email more complete. Notice at the bottom, there's a generic spot for my contact information. Let's just have ChatGPT fill that in so I have something I can easily copy and paste to my email client. I write, write that email, but at the end, put my name, Jason Alba, my position CEO, and my contact information, which is my phone number and email address. Honestly, I'm still amazed at how I can put these prompts in and have the responses come out so good. Is something missing from this email? The prompts I've shared should give you an idea of how you can craft your own simple prompts to have an email that's almost ready to copy, paste, and send.

Games for Team Meetings

In this example, we're going to go away from creating a document or refining an idea and use ChatGPT to create a game. It's easy to create a game in ChatGPT, like this. Let's play a multiple choice game. Please make a game for me to play right now with five questions asking me about active listening skills. Each time I answer a question correctly, I get 10 points. How do I play? I don't know until I submit this prompt. It looks like we simply follow the instructions in the response. Let's see, what does paraphrasing mean in the context of active listening? I'm guessing it's b summarizing the speaker's words in your own words. I put b in the prompt box, and I hope I'm right, and I am, I also got 10 points. I like this game, but this will require each person to go into ChatGPT on their own, which can be an awesome use of their personal study time. For example, look at this prompt. I need a game to help me pass the PMP certification exam. Can you create 10 questions in a game for PMP certification prep? Show me all of the questions at once. Thank goodness ChatGPT is smart enough to realize I typed past when I meant to type pass. The big question is how accurate are the questions and answers in the response? Make sure to apply critical thinking so what you present in your game is accurate. Let's show how we can have ChatGPT create a game to present in front of a group. In your role, it might be common to be in charge of a training session during a team meeting. With that in mind, let's start with a decently detailed prompt. I need to make a game for my team to satisfy a training requirement about computer security in the office. Can you give me 10 questions with appropriate multiple choice answers I can use in a PowerPoint? This prompt is asking for 10 questions with multiple choice answers formatted for a PowerPoint. I highly recommend you go through each question and their

possible answers to determine you have a good and accurate test. Your next step could be to ask ChatGPT what the answers are with a prompt like this. What are the answers for each of those questions? I've been in training situations where there's someone who knows a lot more about a particular topic than I do, and so I want ChatGPT to help me know why each of those are the right answers. So my next prompt is, can you explain why each of those answers are correct. Again, you need to verify that these answers and explanations are accurate. The phrase trust, but verify comes to mind. I love how I can refer back to previous prompts and responses in a chat. Of course, you can ask ChatGPT for sources, for additional questions and answers in the response, or for tweaks to the questions. Perhaps you want this quiz written in a certain tone or to be more difficult. This is where you use your creativity. For example, ask for the questions and answers to be rewritten in the style of a famous author to give it a more scary, exciting, or punctuated feeling. Can you see how versatile and flexible this tool can be for you? You're only limited by your own curiosity and creativity. Just remember to use critical thinking with the responses you get to make sure you aren't perpetuating bad information.

Crafting Better Prompts

Would this really be a course about ChatGPT if I hadn't asked ChatGPT for help with some of the content? My prompt was simple. What is the progression of prompt engineering? How do I make my prompts progressively better? I got a long response with lots of suggestions. If you use this same prompt, you might get different suggestions than what you see on my screen. I want to highlight a few of these to help you have a better experience as you create and refine your prompts. First. ChatGPT said to use examples and scenarios, play around with your prompts, try writing them differently, look up synonyms, think about your audience or feelings. Here's a good example of this. I'm a second year med school student. Tell me in one paragraph why the liver is so important. Saying I'm a second year med school student gives ChatGPT a scenario to create a response more helpful to a med school student. Let's change the scenario to a different comprehension level. Say the same thing, but so a teenager could understand it. There are so many ways to ask questions and each way might get you a different perspective, language, even persuasive tone. Next, ChatGPT said to use feedback and iteration. You can change just one element of a prompt to see how that change impacts the response. Sometimes the responses will be close, but not quite what you're looking for. For example, what is a dog gives me an interesting description or explanation of what a dog is, but it's not what I'm looking for, so I ask for a different definition with this prompt, define a dog without using any of those words. This response has more casual language, but it's still not what I'm looking for, so I put in this prompt, how would a biologist describe a dog? And now I'm getting some technical language that is more useful for the project I'm working on. If you don't get what you're looking for from your first prompt, continue making changes until you get what you need. Next, ChatGPT says to establish context which is relevant information or background details to get a more accurate and tailored response. I don't want to make light of what could be a very sensitive situation in an office, but let's start with this prompt with very little context, write a document I can put on the fridge at work. Honestly, I was not expecting this response, but I find it to be pretty good. To add context, let's change the prompt to write a document to put on the fridge at work that only talks about not taking food from other people, make it humorous. The response is, as ChatGPT says, lighthearted. To add more context,

let's add something to the end of the last prompt, but include a note at the end that there will be serious repercussions if you're caught taking food. In the first line of the response, ChatGPT validates my new edition, the new context, and then gives me the letter. Another time when I asked ChatGPT how to make prompts better, it replied, we should try different types of input such as questions, commands, or mixed formats to see how the model interprets each. Here's a slide with examples of ways to do this. As you can see, there are many ways to get different kinds of responses from simple answers to a simple question to much more detailed responses. As you practice using ChatGPT, you'll find your own style and ways to optimize your responses. I invite you to play with this, try different approaches in your prompts, and see how different prompts impact the responses you get.

<mark>Conclusion</mark>

The demos we went through, one to help you write an important email and the other to create an interactive experience for your team, showed different ways to write and refine your prompts to get the responses that will best help you in your role. In this course, we talked about creating chats as a threaded conversation. We talked about getting started with the initial prompt in a chat. We talked about using critical thinking to determine how appropriate the responses are for you and how you can refine your prompts to get better responses. Of course, there are more ways to get value out of ChatGPT. The opportunities and ideas seem endless. How are you using ChatGPT in your role to help you deliver more value to your customers? Leave a comment in the discussion section of this course, and make sure to follow me to get notified when I create new content.