

Google Prompting Essentials

Design prompts that work



Follow the 5-step prompting framework to start using AI.

Task

Clearly describe what you want the generative AI tool to help you with, and specify a persona and format.

Context

Provide all the necessary details to help the gen AI tool understand what you want it to do.

References

If available, provide examples for the gen AI tool to use in creating its output.

Evaluate

Assess the output to determine if it's helpful.

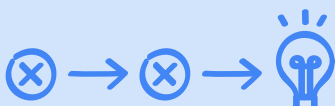
Iterate

If the output isn't helpful, continue to refine by clarifying what you need until it's just right.



To remember the framework, keep in mind:

Thoughtfully Create Really Excellent Inputs → Task Context References Evaluate Iterate



When in doubt, iterate



8 in 10

people globally think AI will transform most jobs or industries in the next 5 years.¹

82%

of executives believe workers who are skilled at using AI should be paid more.²

74%

of executives believe workers who are skilled at using AI should be promoted more often.²



Multimodal prompting

Combine multiple types of formats, or modalities—text, image, and audio—in a single prompt.



Prompt with images:
Take a picture and ask questions about it. Include constraints to focus on what's most important in the image.



Prompt with audio:
Record voice or music and ask for descriptions. Be sure to provide plenty of context about the audio.



Combine modalities:
Share written, visual, or audio references to help guide the output, and be specific about why you're including each.



Get a deeper understanding:
Pair written prompts with audio or images, and gain a deeper understanding of what you're seeing or hearing.

Design an AI agent



Create an AI agent to help you practice skills, collaborate on a project, get feedback and more.



Assign the persona you want the gen AI tool to take on.



Give context and scenario details of the conversation.



Specify conversation types or the kinds of interaction you want the tool to support.



Provide a stop phrase you can use to end the conversation.



Ask the tool to provide takeaways or improvement areas after the conversation ends.



Complete multi-part tasks with prompt chaining

Use the output from one prompt as context in the input of your next prompt.

Ask a gen AI tool to explain how it reached an output

Need help troubleshooting? Ask a gen AI tool to explain its reasoning through chain-of-thought prompting.



Compare outputs simultaneously

Instruct the gen AI tool to show you the different options it considers while crafting its output with tree-of-thought prompting.



Responsible AI checklist



Consider the effects of using AI in your unique situation.



Get approval to use AI from the appropriate people at your company before you use gen AI on projects or with clients.



Consider privacy and security implications of the gen AI tool you're using.



Evaluate all content before you incorporate it into your work or share it with anyone.



Disclose your use of AI to teammates and clients and be transparent about how you use it.