### Google Prompting Essentials

## Design prompts that work



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

### 🗘 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 Al 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.

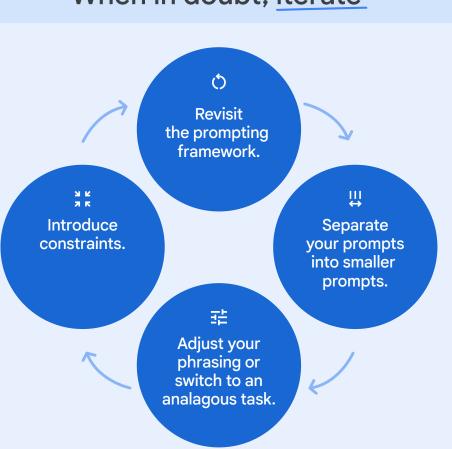
To remember the framework, keep in mind:

Thoughtfully Task Create Really Excellent Inputs

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%



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.<sup>2</sup>



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.

### 6

#### **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 Al agent 🗬



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





scenario details of the conversation.



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

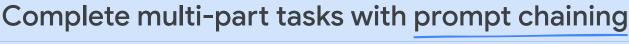


phrase you can use to end the conversation.



<u>=Q</u>

provide takeaways or improvement areas after the conversation ends.



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

### Need help troubleshooting? Ask a gen Al tool to explain its reasoning through

how it reached an output

Ask a gen AI tool to explain

chain-of-thought prompting.



#### Instruct the gen AI tool to show you the different options it

Compare outputs simultaneously

considers while crafting its output with tree-of-thought prompting.



Responsible AI checklist



Consider privacy and security implications of the gen Al 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.

on projects or with clients.

# Google Career Certificates

Sources: