

Scratch and Peck Feeds

AI Fluency

Week 2

Professional Prompting Frameworks

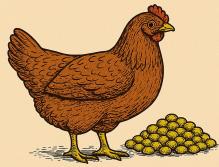
Excel Data Processing: Emmy Hage

July 17 90-Day Compliance Calendar

Coverage: Jan 30 – Apr 30, 2026

Create Flyer:
Tiffany Matson

SCRATCH & PECK FEEDS



PREMIUM QUALITY
POULTRY FEED

www.scratchandpeck.com

"Best practice for using labels
on two different ...boxes?":
Steven Reed



Charm EZ System: Laura Monica Flores

The Charm system is designed to self-diagnose common errors, so repeated lens faults mean the reader needs cleaning, verification, or service.

mscdiagnostics.com

"Rusty "is Osha Compliant:
Ed Trucke



**WEEK 1
HOMEWORK**

"Teach me Microsoft Forms":
Laura Monica Flores

he 3-Step Workflow:
Create, Share, Analyze

Logical Controller 2: Donella Busker

Here's the clearest, most practical way to set a **Logical Controller II** to accurately fill **10 lb of starter mash**, based on how these controllers actually behave with fine, fast-flowing materials like mash.

Week 2: Learning Objectives

- Translating a Document to Another Language
- Zero Shot and Few Shot Prompting
- Creating an Email from Standard Operating Procedure Documents
- Master structured prompting for consistent business results
 - Use **tone**, **format**, and **persona** in business contexts
 - Create department specific prompts to generate content

Language Translation: English to Spanish

How to Attach an Image File to an Email

Using this method, the image appears as an attachment that the recipient must download to view. You can use this method to attach multiple images to your email.

Compose a New Email: Open your email client (e.g., Gmail, Outlook, Apple Mail) and start a new message.

Locate the Attachment Option: Look for an icon that resembles a paperclip or a link that says "Attach files".

Browse and Select: Click the icon to open a file browser window on your computer or phone.

Find the Image: Navigate to the folder where your image is stored, select the file(s), and click "Open" or "Choose".

Verify and Send: The file name should appear in the email, often near the subject line. Once uploaded, add your recipient, subject, and message, then send the email.

Cómo Adjuntar un Archivo de Imagen a un Correo Electrónico

Con este método, la imagen aparece como un archivo adjunto que el destinatario debe descargar para ver. Puede usar este método para adjuntar varias imágenes a su correo electrónico.

- **Redactar un Nuevo Correo Electrónico:** Abra su cliente de correo electrónico (p. ej., Gmail, Outlook, Apple Mail) y comience un mensaje nuevo.
- **Localizar la Opción de Adjuntar:** Busque un ícono que se parezca a un **clip de papel** o un enlace que diga "**Adjuntar archivos**" (**o similar**).
- **Explorar y Seleccionar:** Haga clic en el ícono para abrir una ventana del explorador de archivos en su computadora o teléfono.
- **Encontrar la Imagen:** Navegue hasta la carpeta donde está almacenada su imagen, seleccione el(los) archivo(s) y haga clic en "**Abrir**" o "**Elegir**".
- **Verificar y Enviar:** El nombre del archivo debería aparecer en el correo electrónico, a menudo cerca de la línea del asunto. Una vez que se haya cargado, añada su destinatario, el asunto y el mensaje, y luego envíe el correo electrónico.

Vigilance: Is the Spanish Version Correct?

How to check for correctness:

If you can read Spanish, read the content and make sure it matches the English Version

If you can't read Spanish:

- Copy or upload the Spanish version of the document into a new AI conversation and ask to translate it to English
- Read the translated English to see that it matches the original version

Zero Shot and Few Shot Prompting

Zero Shot vs Few Shot

Zero Shot

- No new information provided
- Response relies entirely on what the LLM has been trained on

Few Shot

- Additional information uploaded
- Additional information provided in prompt
- Provide Examples
 - Create a new word and use it in the prompt
 - Add data that can help evaluate sentiment in customer complaints

Few Shot 1: Create a New Word and Use it in Your Prompt

The word **blipityblip** means "you are ready to become an AI prompt engineer."

Use **blipityblip** in a sentence.

**** Specify Tone: Casual ****

"Looks like I'm officially **blipityblip** – time to dive into prompt engineering and see what magic I can make."

**** Tone: Professional ****

"After months of training, I've been recognized as **blipityblip**, prepared to take on responsibilities as an AI prompt engineer."

**** Tone: Humorous ****

"Apparently I'm **blipityblip** now, which means I'll be spending my days convincing robots to listen to me—wish me luck!"

Few Shot 2: Evaluate Customer Complaints for New Software Application Feature

Create Sample Complaints with predefined Sentiment, Issue, Urgency, Summary

Example 1:

Input: "Your app keeps crashing every time I try to check out. Extremely frustrated."

Output: {"sentiment": "negative", "topic": "technical_issue", "urgency": "high", "summary": "App crashes during checkout."}

Example 2:

Input: "The new update is okay, but I prefer the old interface."

Output: {"sentiment": "neutral", "topic": "usability", "urgency": "low", "summary": "User prefers previous interface."}

Example 3:

Input: "I waited for 3 days for a reply, this is terrible service."

Output: {"sentiment": "negative", "topic": "customer_service", "urgency": "high", "summary": "Long response time."}

Example 4:

Input: "The home page loads slowly."

Output: {"sentiment": "negative", "topic": "technical issue", "urgency": "medium", "summary": "Slow page load."}

Few Shot 2: Evaluate Customer Complaints for New Software Application Feature

Test your Response:

Input: "Every time I go to your application, I have to wait a long time for the page to load."

```
{  
  "sentiment": "negative",  
  "topic": "technical_issue",  
  "urgency": "high",  
  "summary": "Consistent slow load times across  
  all page visits."  
}
```

Analysis notes:

- **Sentiment: Negative** - Customer frustration implied by "every time" and "long time"
- **Topic: Technical_issue** - Performance/loading problem
- **Urgency: High** - Escalated from medium because this is a **persistent, recurring issue** affecting every interaction, not just one page
- **Summary** - Emphasizes the consistency and frequency of the problem

Prompting Frameworks Overview

Google Gemini

Task

Context

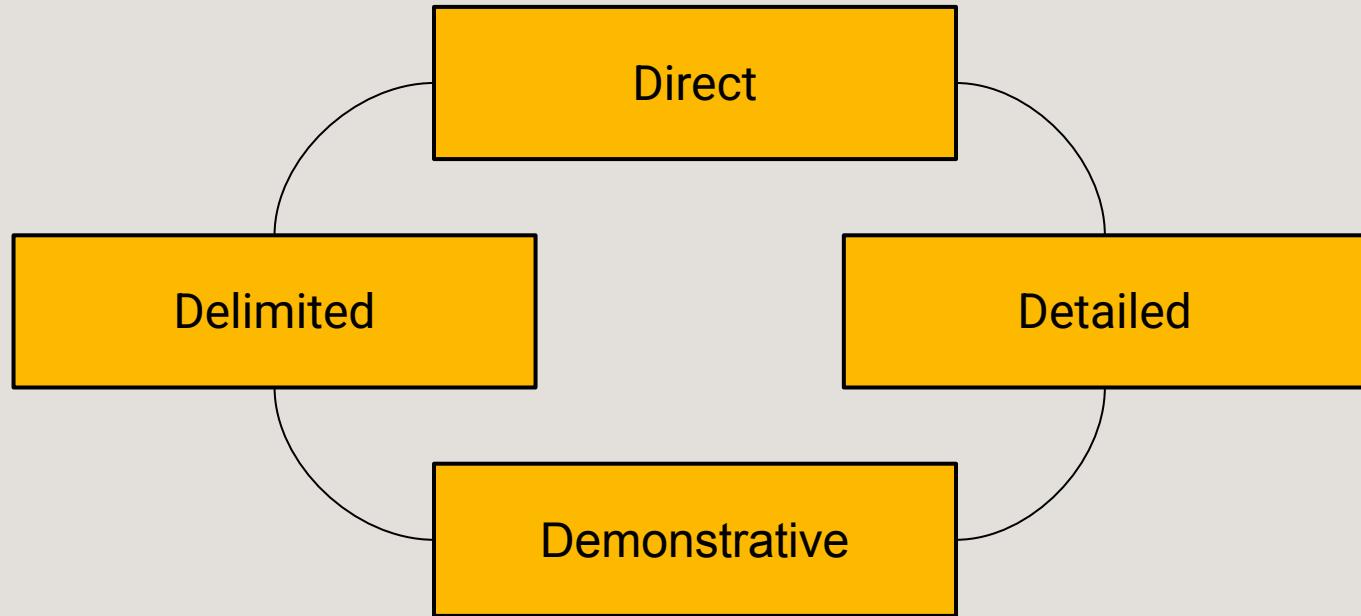
References

Evaluate

Iterate

“Thoughtfully Create Really Excellent Input”

Claude: AI Fluency



ChatGPT: Reference Frameworks

RISE

Role

Input

Steps

Expectations

CLEAR

Concise

Logical

Adaptive

Reflective

R-T-F

Role

Task

Format

Essential Prompt Components FORMAT, PERSONA and TONE

FORMAT: Common Output Formatting Options

Line breaks
(double enter)

Arizona

Montana

Idaho

Bullet Points

Popular Camping Styles:

- Car Camping
- Backpacking
- Glamping
- Primitive Camping
- RV/Camper Van

Use tables to show ...

Tables

Meal Plan Overview

Meal	Food Item	Prep Time	Cooking Method
Breakfast	Oatmeal with berries	5 mins	Boiling water
Lunch	Turkey & cheese wraps	10 mins	No cook
Dinner	Foil pack fajitas	20 mins	Campfire coals
Snack	Trail mix / S'mores	2 mins	Toasted

Numbered List

How to Set Up Your Campsite:

1. **Find Level Ground:** Clear the area of rocks, branches, and debris.
2. **Lay the Footprint:** Spread out your ground tarp to protect the tent floor.
3. **Pitch the Tent:** Assemble the poles and secure the rainfly.
4. **Organize the Interior:** Unroll sleeping pads and bags to let them loft.

PERSONA: Options

You are a ...

Expert Professional

Senior Software Engineer

Harvard Business Consultant

Medical Researcher

Creative & Expressive

Senior Software Engineer

Harvard Business Consultant

Medical Researcher

Creative & Expressive

Award-Winning Copywriter

World Building Novelist

Screenwriter

Educational & Supportive

Explain Like I'm 5 Tutor

Socratic Mentor

Motivational Coach

Critical & Analytical

Devil's Advocate

Editor-in-chief

Logic Professor

"Act as a sarcastic travel agent. Give me a 3-day itinerary for Las Vegas for someone who hates crowds. Use the double-enter method for the list."

Speak with empathy, humor, authority

TONE

Professional & Formal

Best for business, academia, or official communications.

- Authoritative
- Clinical
- Diplomatic

Relatable & Social

Best for blogs, social media, or casual emails.

- Conversational
- Witty/Humorous.
- Empathetic

Persuasive & High-Energy

Best for marketing, speeches, or motivational content.

- Urgent
- Inspirational
- Punchy

Critical & Intellectual

Best for editing, debating, or deep-diving into topics.

- Skeptical
- Academic
- Socratic

Output based on Tone: Declining to attend a meeting

Formal

"I appreciate the invitation; however, due to prior commitments, I am unable to attend."

Urgent

Can't make it. Deadline is looming. Send me the minutes afterward."

Witty

"Unless the meeting involves a free pizza and a nap, I'm going to have to pass this time."

Empathetic

"I'd love to support the team on this, but I'm feeling a bit underwater today. So sorry to miss it!"

RISE

Role

Input

Steps

Expectations

RISE: Role that AI Should Assume

- **Position or title**
- **Responsibilities**
- **Accountabilities**
- **Who you report to**
- **Contribution to the team**

Your are a member of the Customer Success Team and ...

RISE: Input

- **Context:** sharing HR Standard Operating Procedures
- **Data:** Documents, Images or Text Data
- **Constraints:** Limit Response to 200 words, don't ask for personal data

You are tasked with sending out a monthly newsletter that ...

RISE: Steps

- **Opening paragraph describing the purpose of the email**
- **Details about**
 - new products and new product features
 - updated documentation
 - social post contents
- **Goals for company, employees, and customer**

Feature 1: Upgraded the quality of the product by ...

RISE: Expectation

- Format: email
- Content: key takeaways, an argument to try the new feature
- Tone: authoritative, empathetic, simple, professional
- Length: 500 words max
- Example

I'm excited to share product improvements that you can take advantage of now...

Creating a Well formed Prompt

****Role****

****Input****

****Steps****

****Expectations****

Create Squirrel House Training Flyer

****Role****

You are an expert craftsman with experience constructing and maintaining homes for squirrels. You also have experience showing others how to construct homes for different types of animals. You are going to offer a class to teach others how to build a squirrel house and need to create a flyer.

I have uploaded the squirrel home product fact sheet that you can use for reference and an image of a squirrel sitting by its house.

****Input****

Create a document that I can use as a flyer to post around town describing the course. The course will be taught at the local college named "Squirrel Valley College". The supplies will be provided in the classroom. There will be four 1 hour sessions on campus. The cost will be \$40. The flyer should contain information about the importance of providing homes for animals like squirrels.

The title of the course is: "Squirrel Home Construction".

****Steps****

Read the uploaded construction document and the image showing a squirrel at home.

****Expectations****

The flyer should fit on 1 printed page 8 ½ x 11 inches. The image of the squirrel at home should be near the top of the page and sized to allow for text content below it. The title of the course should be displayed just below the image using a large font. Use bullet points to share the nature of the course and why it's a good deal for prospective students.

Using Standard Operating Procedure Documents

HR: Create an “Welcome Email” with Policy Information for a new Employee

RISE: Prompt for Using Standard Operating Procedure Documentation to Send Email

Role:

“You are an HR manager and need to send an email to a new employee to that describes Healthcare and Sick Leave Benefits for your company.”

Input: Upload Human Resources SOPs

Steps:

“Create an email that describes vacation and sick leave for [employee name].”

Expectation:

“Document layout: Standard email greeting with congratulations followed by information on Health care and taking leave for vacation or illness. Use Structured Layout and bullet points to format content from standard operating procedure documents”.

RISE

Role

Input

Steps

Expectations

**HOMEWORK
WEEK 2**

RISE Framework Prompting for Department Specific Activities

Prompting Hands On Practice using RISE Framework

1. **Sales:** Outreach **Email**
2. **Marketing:** Create **Social Media Posts** with Different Tones
3. **Production:** Draft Technical **Documentation**
4. **Customer Service:** Create **Response Templates** with empathetic tone

1. SALES

Generate a Customer Outreach Email

RISE: Prompt for Email

Role:

“You are a sales manager who wants to keep the customer up to date on new products and features...”

Input:

“Our company is going to send out weekly feature updates to our customers in an email.”

Steps:

“The product is [product name]. The new features and what they do are in this list [list of features]

Expectation:

“Output an email that follows the format below.

Dear [customer name]

“We’re excited to share these update on [product name]. [list of features].”

2. MARKETING

Create social media post variations with different tone.

RISE: Prompt for Social Media Content

Role:

“You are a social media strategist and need to produce social media content for different viewers/customer...”

Input:

“Our company is going is involved in social media. We cover a number of topics...

Steps:

“Content target: Facebook, Instagram...

Content to generate: Tone, Text and Image...

Text: ‘We have new product []’; Image: Images should reflect message content...”

Expectation:

“Create one paragraph and 1 image for each content target; limit length of paragraph to 200 characters and images should measure 200x200px...”

3. PRODUCTION

Draft process documentation with technical precision

RISE: Prompt for Technical Documentation

Role:

“You are the manager of your product manufacturing group...”

Input:

“We produce homes from squirrels. This document outlines measures for squirrel home production...”

Steps:

“Create documentation for Squirrel Home production measurements...”

Expectation:

“Create a document that contains the following specific measurement information formatted like this...”

4. CUSTOMER SERVICE

Write response templates with different tones: empathetic and authoritative.

RISE: Prompt for Customer Support Responses using Different Tones

Role:

“You engage with customer having problems and needing direction...”

Input:

“Problem: I’m sorry to hear that. It sounds like [problem] is occurring [here]. Try this [quick fix].”

Directions: “Follow the steps below to resolve your problem [1],[2],[3]...”

Steps:

“Create documentation for Squirrel Home production measurements...”

Expectation:

“Create a document that contains the two responses based on Input information formatted like this..”

5. ALL DEPARTMENTS

Create a Standard Operating Procedure Document

RISE: Prompt for Standard Operating Procedure Documentation

Role:

“You are an [department] manager and need to provide documentation on a set of topics for the employees in your department”

Input: Upload documents with information about your department and/or list information procedures you know of in your department

“As a web developer, run tests on you work before deploying”

Steps:

“Analyze the information provided and create a structured document with headers and bullet points as needed to describe the procedures we use.”

Expectation:

“Document layout: Header with Subheaders for details.”.

Wrap up

Wrap up: Week 2

Share one successful prompt from hands on exercises.

Week 2 Homework:

Use the RISE framework to create a prompt that relates to the work you do.

Next Week: Business Productivity Applications