

Introduction to Generative AI: Part 2

Deep Dive into AI Personas and Prompting Techniques

Recap

In Part 1, we covered the foundations of Generative AI and its practical applications:



What is Generative AI?

Technology that creates human-like content based on patterns it has learned.



Core Capabilities

Content generation, analysis, idea generation, and providing feedback.



Key Limitations

Hallucinations (occurring about 5% of the time), bias in outputs, and knowledge cutoff limitations.



AI as a Teammate

Positioning AI as a collaborative partner rather than a replacement for human creativity and judgment.



Your Homework Results: What did you discover when testing different AI tools?

AI Personas in Your Workflow



Assistant

Best for tasks that require manual muscle - repetitive, time-consuming work.

Example: Analyze a contract to extract key terms and conditions.



Strategist

Best for tasks that require mental muscle - deep thought, creativity, and complex problem-solving.

Example: Evaluate the pros and cons of launching a new product.



Creator

Best for first drafts of content, helps to overcome blank page syndrome

Example: Draft a press release for a new product launch, saving you time.



Your Task Audit: Which tasks did you identify for AI assistance?



Use cases for AI

AI Role-Playing

Practice difficult conversations in a safe environment.

Example Prompt: "Act as my CEO and let's roleplay a conversation. I'll start by pitching an idea for an AI-powered tutor. React naturally and give me feedback afterward on my persuasion skills."

Benefit: This technique helps you anticipate questions and refine your approach, making you more prepared for real-life discussions.

Pressure Testing

Use AI to pressure-test your ideas and decisions.

Example Prompt: "Provide feedback on the attached product brief. Act as a devil's advocate by identifying consequences I might have missed and potential pushback from stakeholders."

Benefit: This helps identify blind spots and unintended consequences before they become problems, allowing you to strengthen your proposals.

Brainstorming Ideas

Leverage AI to generate creative solutions and new ideas.

Example Prompt: "Help me brainstorm 10 innovative marketing strategies for our new product launch. Consider both online and offline channels."

Benefit: AI can provide a diverse range of ideas quickly, helping you overcome creative blocks and expand your thinking.

Content Drafting

Use AI to create first drafts of various documents.

Example Prompt: "Draft a 500-word blog post about the benefits of using AI in everyday tasks. Include examples and a call to action."

Benefit: This saves time and provides a solid starting point, allowing you to focus on refining and personalizing the content rather than starting from scratch.



The Importance of Good Prompting

The quality of your prompt directly impacts the quality of AI-generated content.

Garbage In, Garbage Out

The quality of input determines output quality. Vague prompts produce generic results.

Specificity Matters

Example: "Tell me about space" yields less useful results than "Explain the solar system to a 10-year-old."

Craft Deliberately

Good prompting is the difference between mediocre and exceptional AI outputs.

Types of Prompts:

1

Basic

Task description and context

"Create an outline for a 300-word blog post about my company's new sustainability initiatives."

2

Focused

Add role and specific requirements

"You are a content marketer for a large retailer. Draft a blog post about a new sustainability initiative. Limit to 300 words with an upbeat and snappy tone."

3

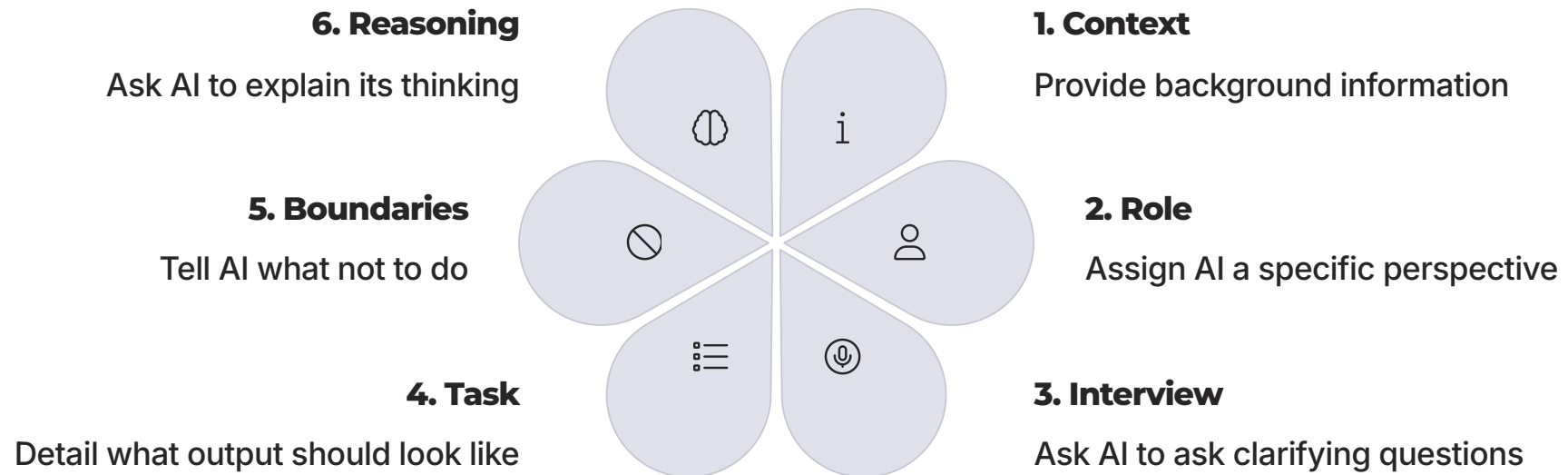
Comprehensive

Include boundaries and reasoning

"Act like a customer of my company. Review the attached blog post announcing a new sustainability initiative. Share three opportunities to make the copy more engaging, clear, or insightful. Limit your suggestions to copy improvements, not the initiative itself. Explain your reasoning behind each suggestion."

Six Building Blocks of Prompts

Mix and match these blocks based on your needs:



i By following a systematic approach, you can maximize the quality of the results you receive. Remember, prompting is a skill that improves with practice; the more you refine your prompts, the better your AI will perform.

Activity

Prompt Building Exercise:



Context



Role



Interview



Task



Practical Example: OpenAI ChatGPT 4o

Polishing AI Outputs



AI Polish

Use follow-up prompts to refine and enhance initial outputs



Human Polish

Your expertise is essential for finalizing content



Quality Check

Verify accuracy, format, cultural acceptability


Important Reminder: Never copy and paste AI output directly.

Final Output: Should always reflect your voice and insights.



Hands-On Activity for This Week:

- Write a prompt asking AI to critique an idea or decision you're considering.
- Start building a library of effective prompts for recurring tasks.
- Document your experience: What worked well? What challenges did you face?

 **Remember:** Mastering effective prompting is crucial for unlocking AI's full potential, and remember that prompting is an iterative process—don't expect perfection on your first try.