

## Making Prompts Robust and Ready for Re-Use - AI for Business Professionals



What's AI by Louis-François ...  
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Ask

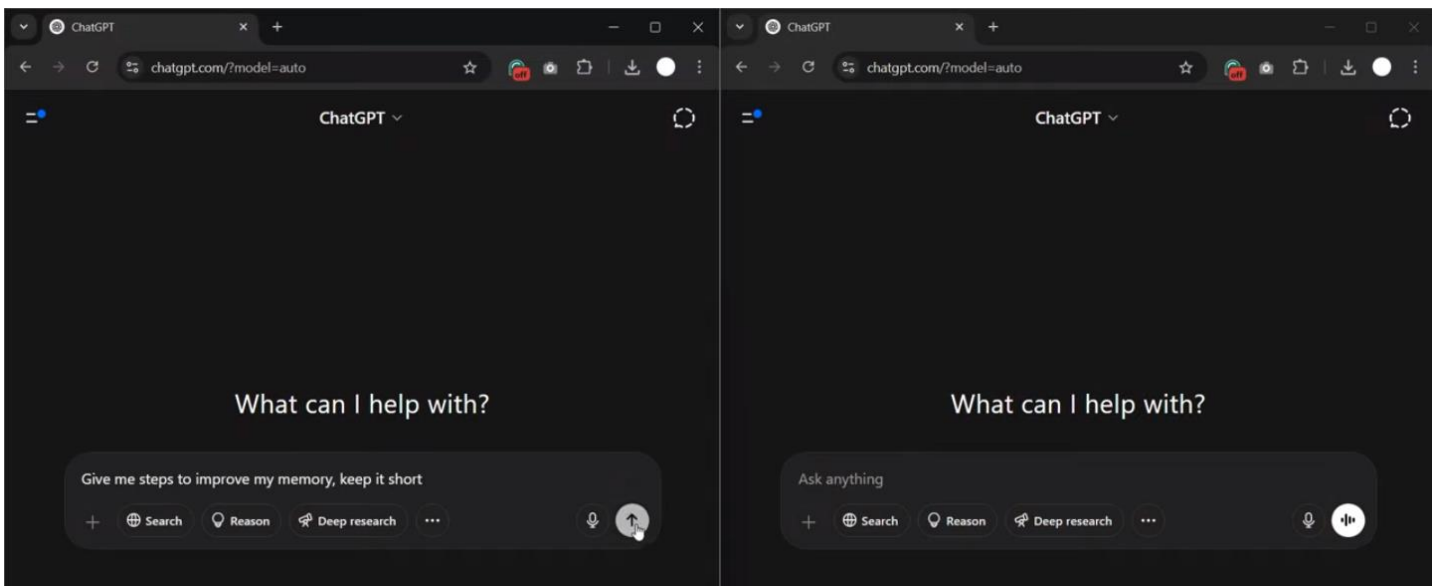
Download

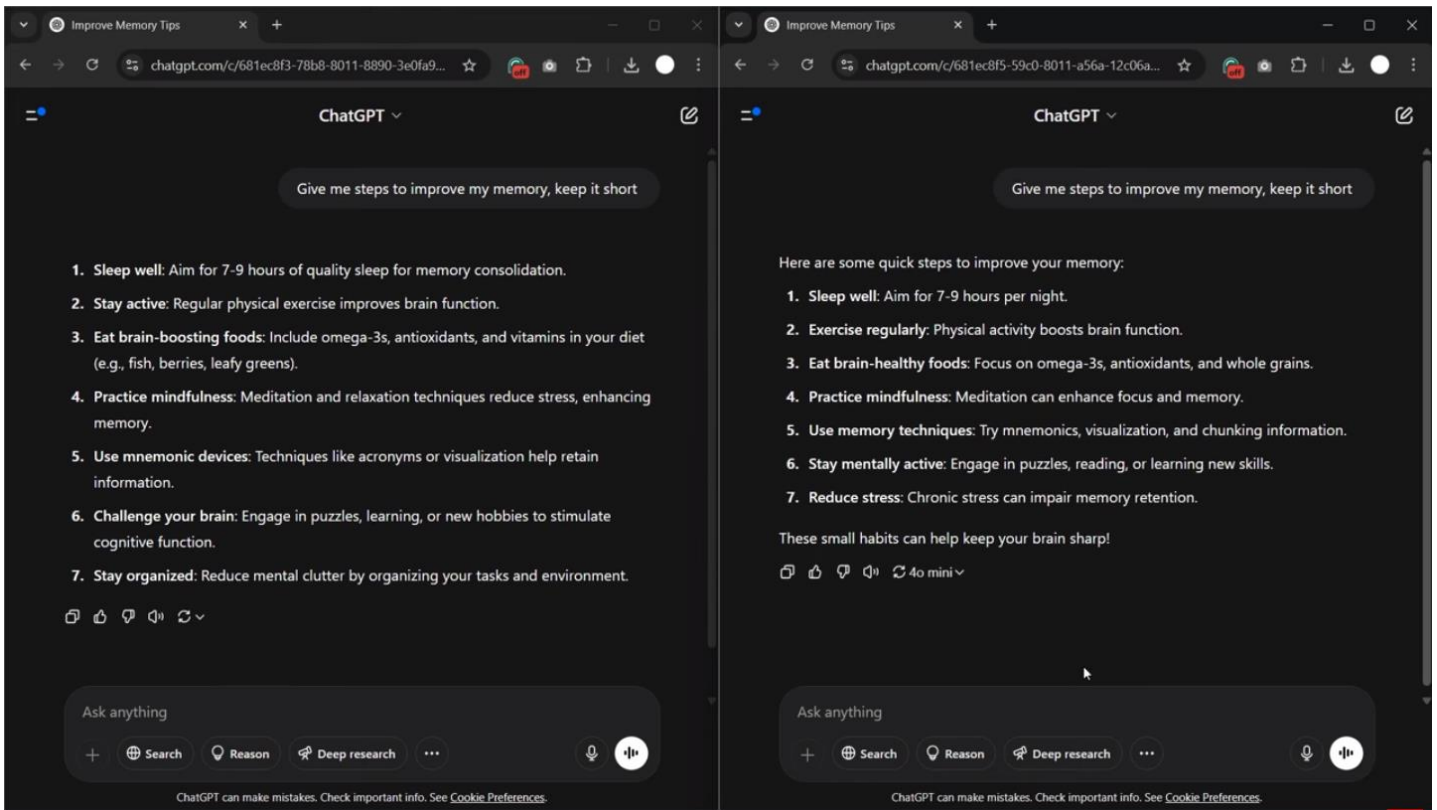


# How to make LLMs do exactly what you want?

⚠ LLMs **aren't** predictable

Just because a prompt works well on one task doesn't mean it's reliable across all variations of that task





## Probabilistic interpretation of input and generation of response

**Constant evolution**



Structured way to test, refine, and evaluate prompts

## STRUCTURED PROMPT TESTING

Try variations → Compare results

Don't rely on "vibe checks"

# STRUCTURED PROMPT TESTING

## A/B testing

### Model - Fix

Prompt 1

vs

Prompt 2

Check accuracy, clarity, completeness

# STRUCTURED PROMPT TESTING

## A/B testing

### Prompt - Fix

Model 1

vs

Model 2

Check accuracy, clarity, completeness

AI models  
update frequently → Schedule periodic reviews

ChatGPT

Share

J

Give me tips to improve memory

Improving memory involves a combination of lifestyle habits, mental strategies, and environmental factors. Here are some practical tips:

Mental Techniques

1. Use Mnemonics: Create acronyms, rhymes, or visual images to remember complex information.

2. Chunking: Break information into smaller, meaningful units (e.g., phone numbers).

3. Spaced Repetition: Review material over increasing intervals (use apps like Anki).

4. Visualization: Create mental images or mind maps to associate with the info.

5. Teach Someone Else: Explaining a concept helps you retain it better.

Lifestyle Habits

1. Get Enough Sleep: Aim for 7-9 hours; memory consolidation happens during deep sleep.

2. Exercise Regularly: Increases blood flow to the brain and supports neuroplasticity.

3. Stay Hydrated: Dehydration can impair cognitive functions.

Ask anything

+

Search

Reason

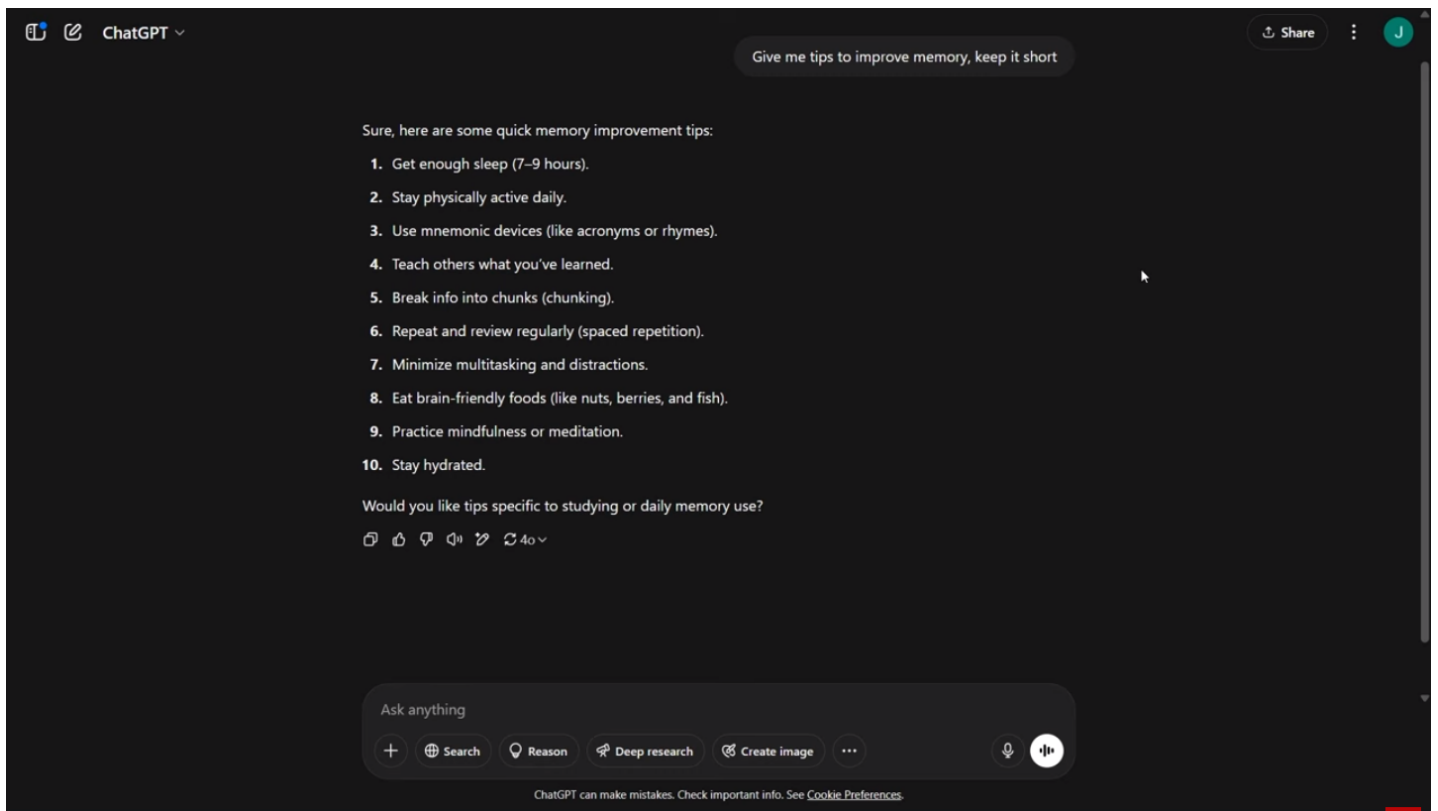
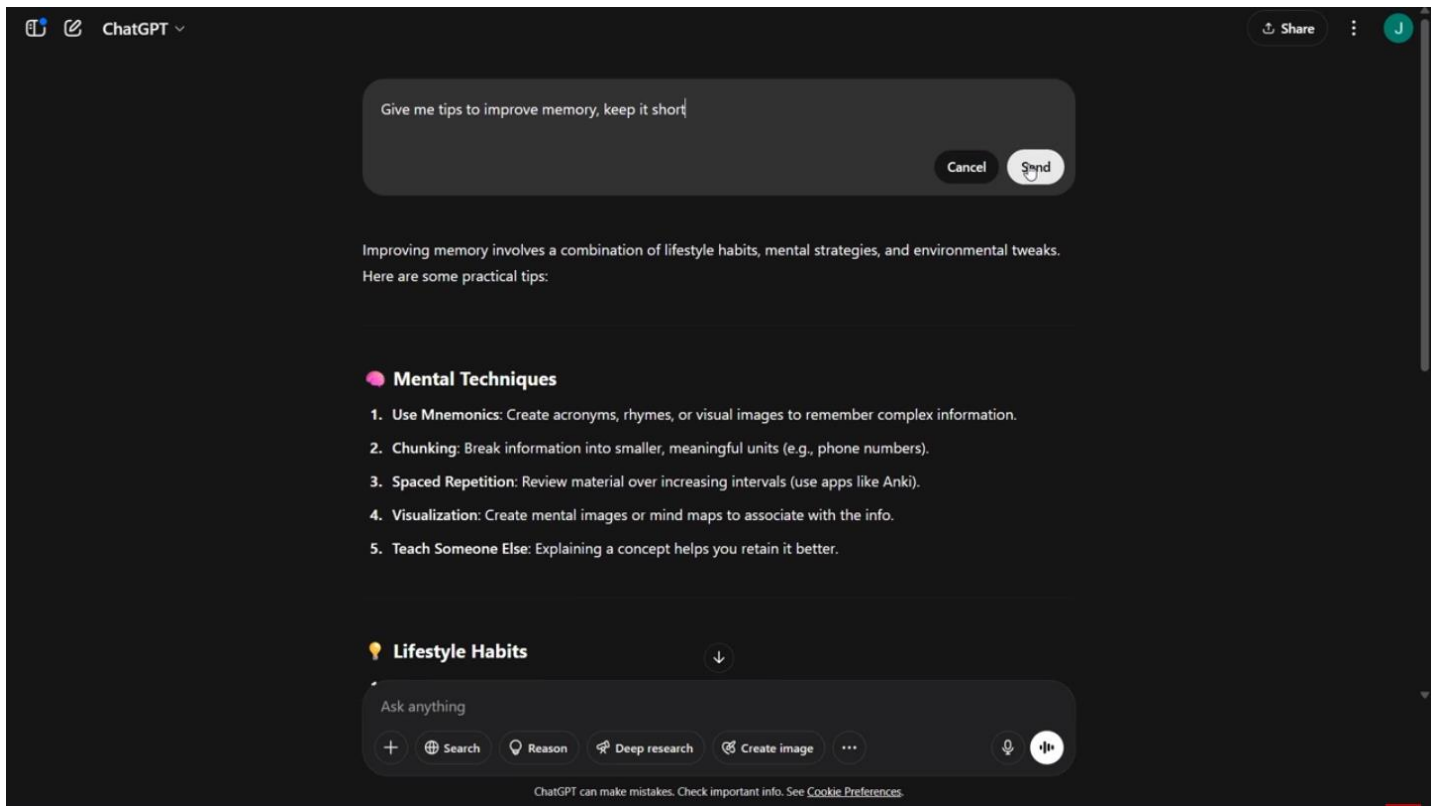
Deep research

Create image

...

🔊

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).



# HAVE ROBUST PROMPT

Gemini 2.0 Flash Try Gemini Advanced

2024q1-alp...elease-pdf PDF

**Reduce variability**

**Make responses more predictable**

Create a Q1 sales report with these sections:

- Overview: Include total sales figure, percent change from last quarter, and brief market context
- Top Products: List top 3 products by revenue with exact figures and percent of total
- Regional Analysis: Identify underperforming regions with potential causes
- Q2 Strategy: 3 specific, actionable recommendations

Format requirements:

- Use clear headings and bullet points for key data
- Present all financial figures with 2 decimal places and include currency symbol
- If any data appears to be missing or anomalous, flag it explicitly rather than making assumptions
- Do not include any product that launched mid-quarter in the performance comparisons

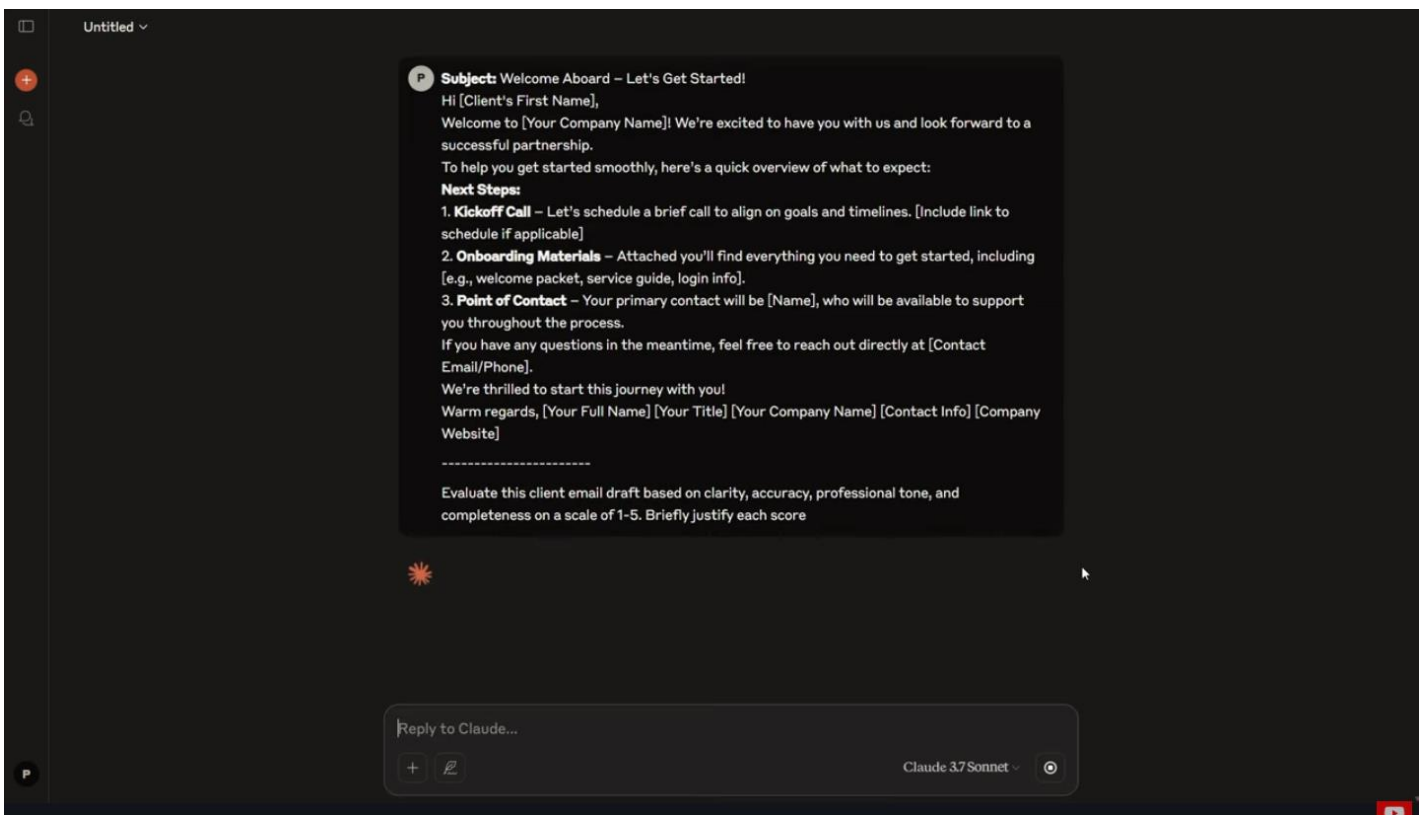
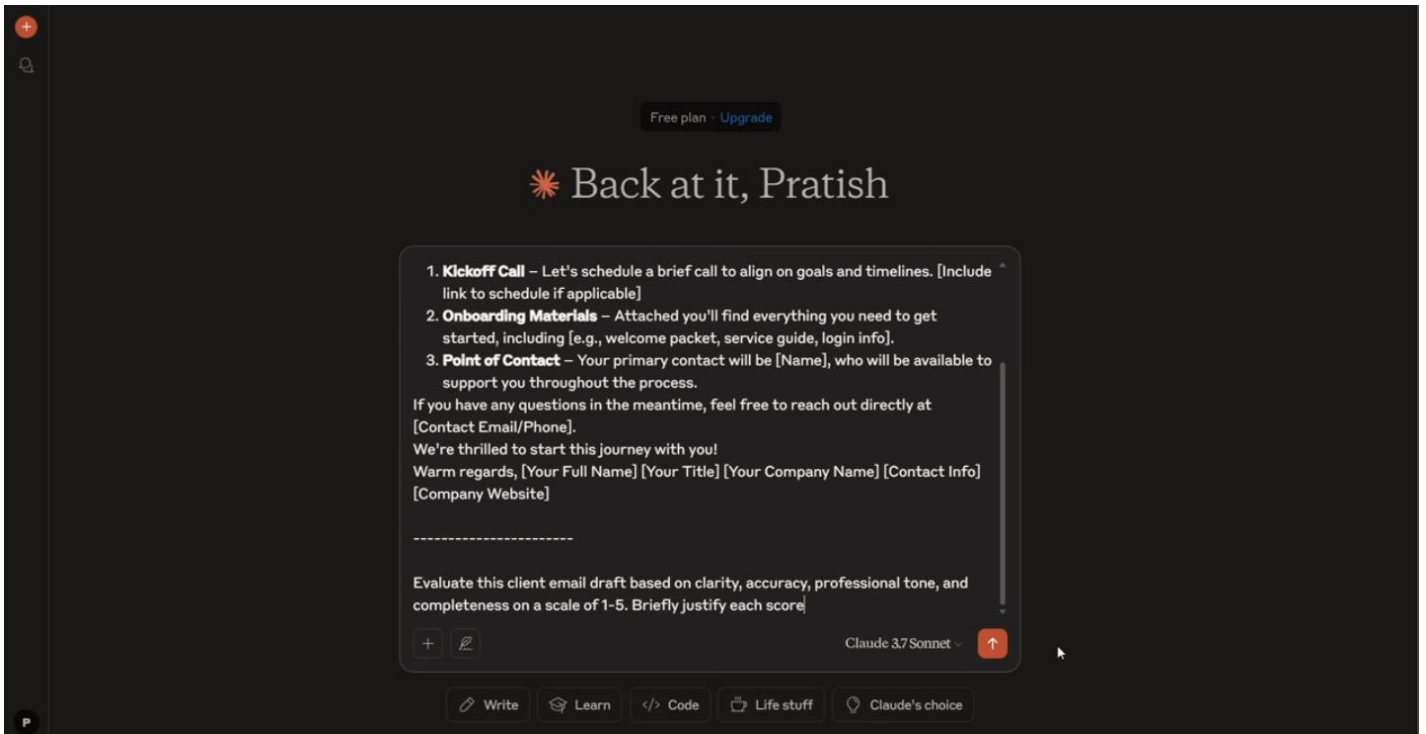
**Systematic testing** is crucial

**Use realistic scenarios to evaluate changes**

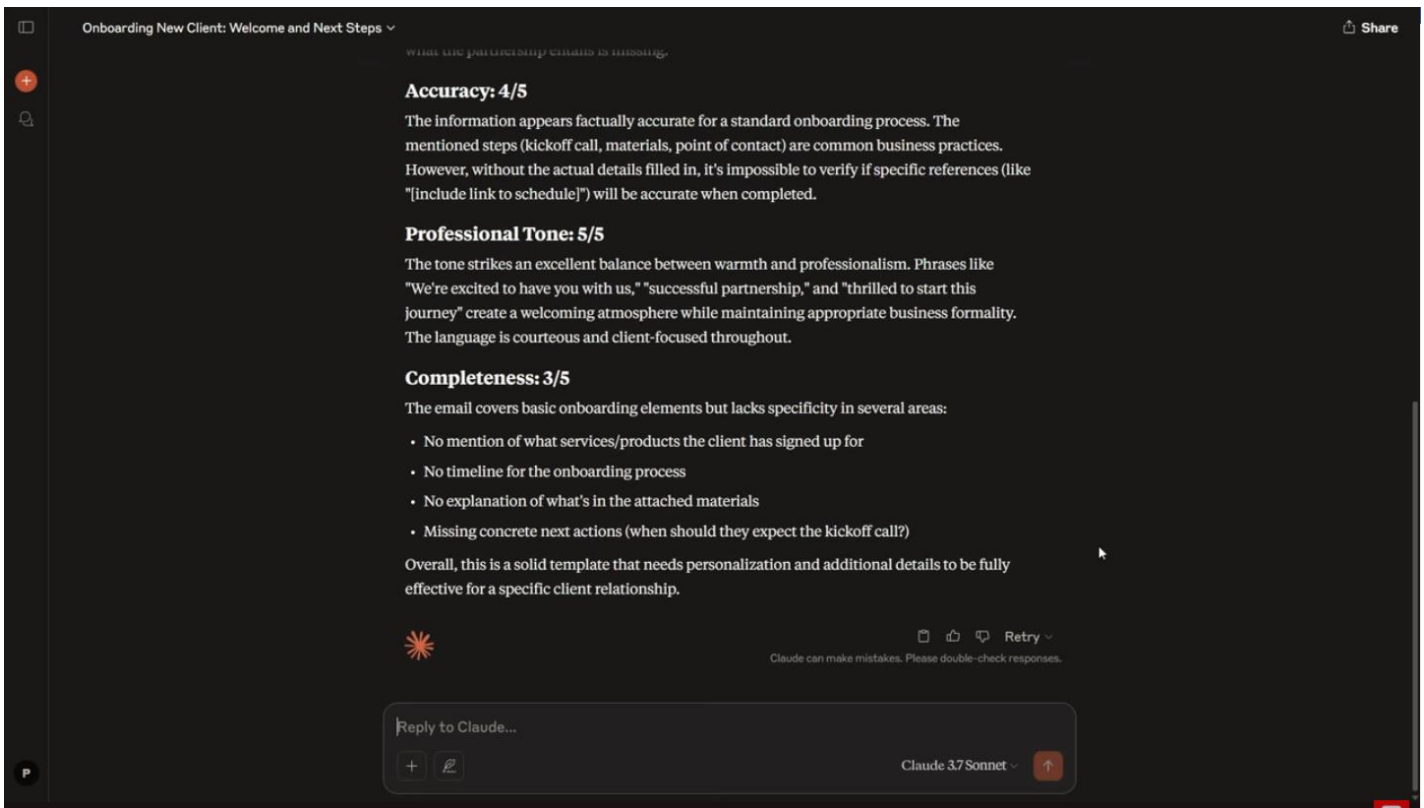
**Leverage domain expertise to stress-test prompts**

# LLM-AS-A-JUDGE

Ask a different model to evaluate the draft based on clarity, professionalism, accuracy, and completeness







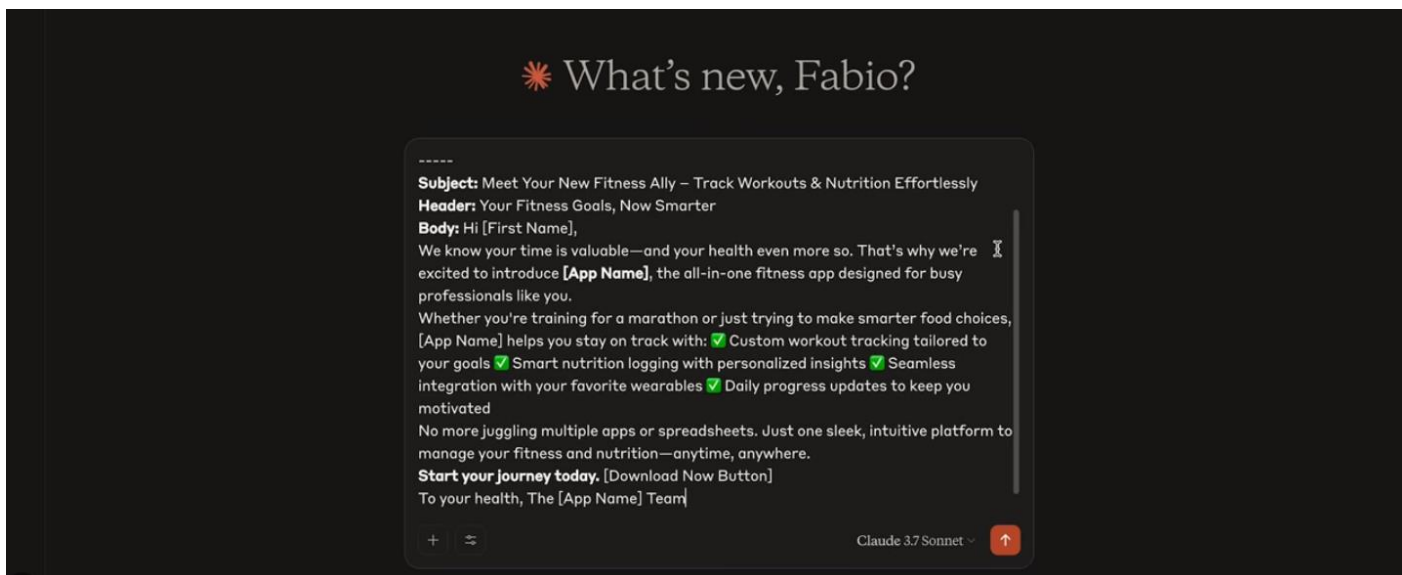
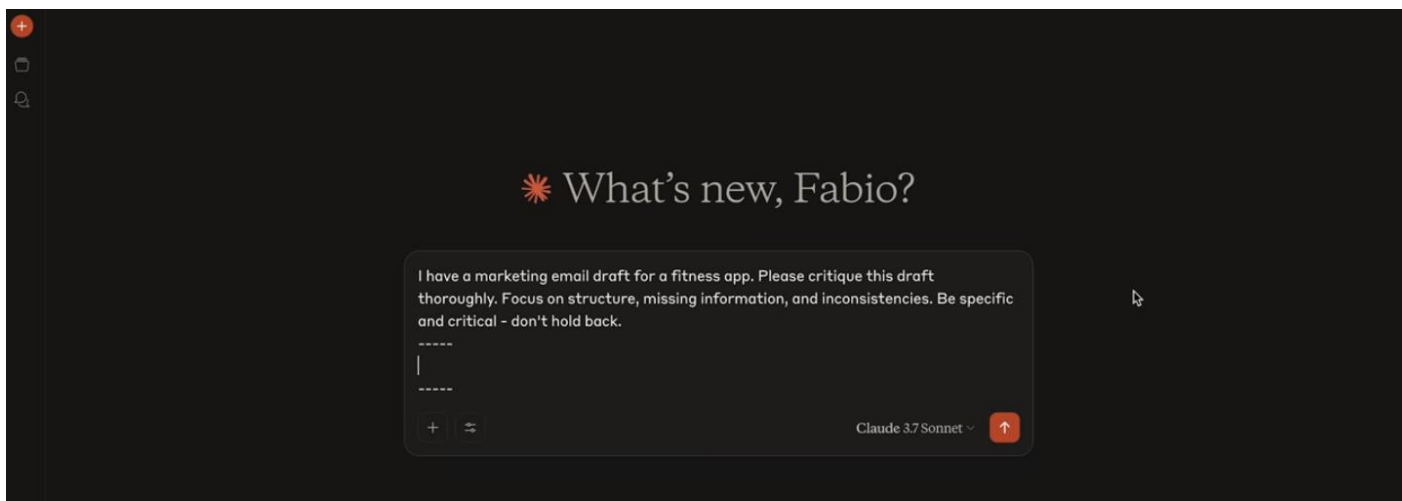
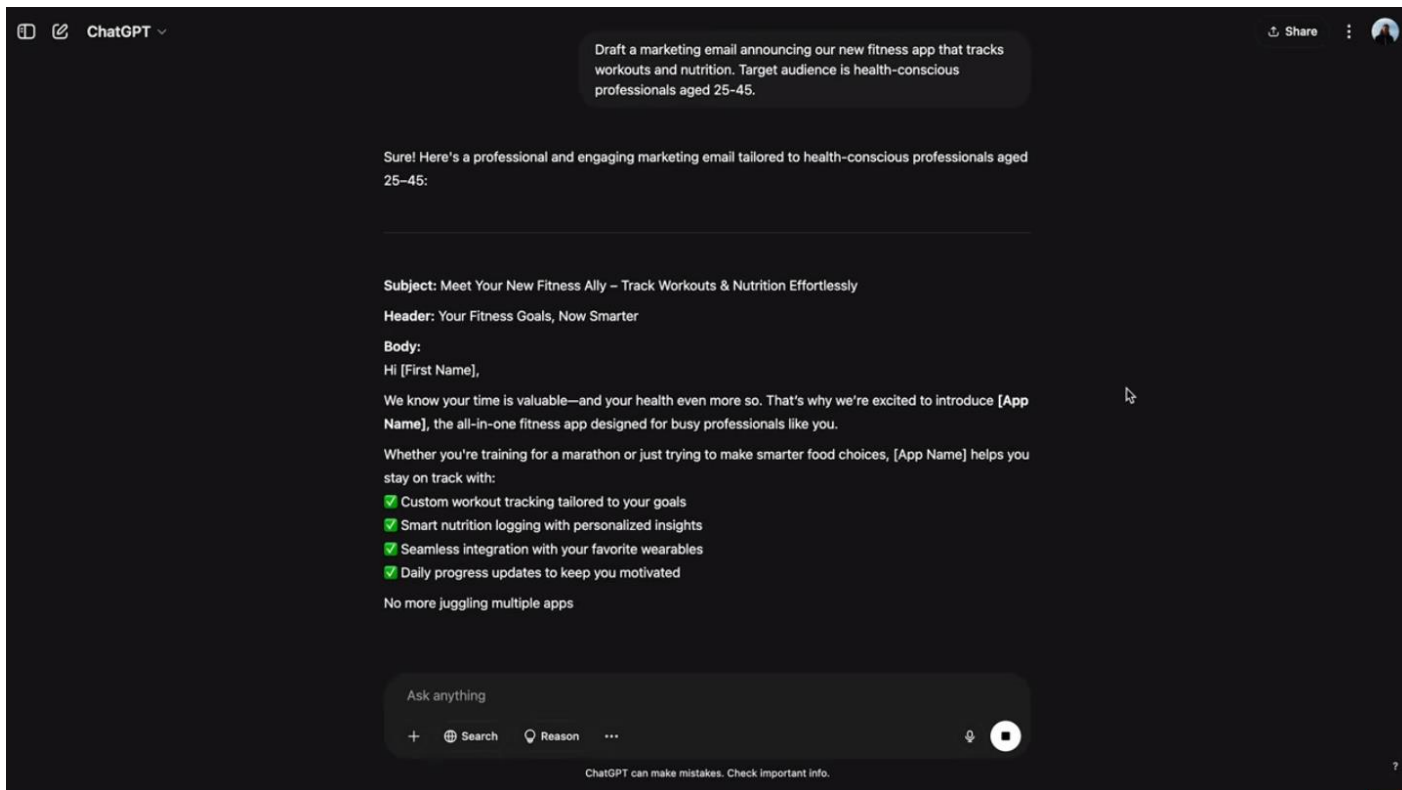
⚠ Shared biases can lead to **missed errors**

🎯 Human review is crucial for **high-stakes tasks**

Use multiple AI models to critique each other's work

Instruct models to be critical







Untitled

F



I have a marketing email draft for a fitness app. Please critique this draft thoroughly. Focus on structure, missing information, and inconsistencies. Be specific and critical - don't hold back.



-----

**Subject:** Meet Your New Fitness Ally – Track Workouts & Nutrition Effortlessly

**Header:** Your Fitness Goals, Now Smarter

**Body:** Hi [First Name],

We know your time is valuable—and your health even more so. That's why we're excited to introduce **[App Name]**, the all-in-one fitness app designed for busy professionals like you. Whether you're training for a marathon or just trying to make smarter food choices, [App Name] helps you stay on track with:  Custom workout tracking tailored to your goals 


Smart nutrition logging with personalized insights  Seamless integration with your favorite wearables  Daily progress updates to keep you motivated

No more juggling multiple apps or spreadsheets. Just one sleek, intuitive platform to manage your fitness and nutrition—anytime, anywhere.

**Start your journey today.** [Download Now Button]

To your health, The [App Name] Team

-----



Reply to Claude...

Claude 3.7 Sonnet

Untitled

F



I have a marketing email draft for a fitness app. Please critique this draft thoroughly. Focus on structure, missing information, and inconsistencies. Be specific and critical - don't hold back.



-----

**Subject:** Meet Your New Fitness Ally – Track Workouts & Nutrition Effortlessly

**Header:** Your Fitness Goals, Now Smarter

**Body:** Hi [First Name],

We know your time is valuable—and your health even more so. That's why we're excited to introduce **[App Name]**, the all-in-one fitness app designed for busy professionals like you. Whether you're training for a marathon or just trying to make smarter food choices, [App Name] helps you stay on track with:  Custom workout tracking tailored to your goals 

Smart nutrition logging with personalized insights  Seamless integration with your favorite wearables  Daily progress updates to keep you motivated

No more juggling multiple apps or spreadsheets. Just one sleek, intuitive platform to manage your fitness and nutrition—anytime, anywhere.

**Start your journey today.** [Download Now Button]

To your health, The [App Name] Team

-----

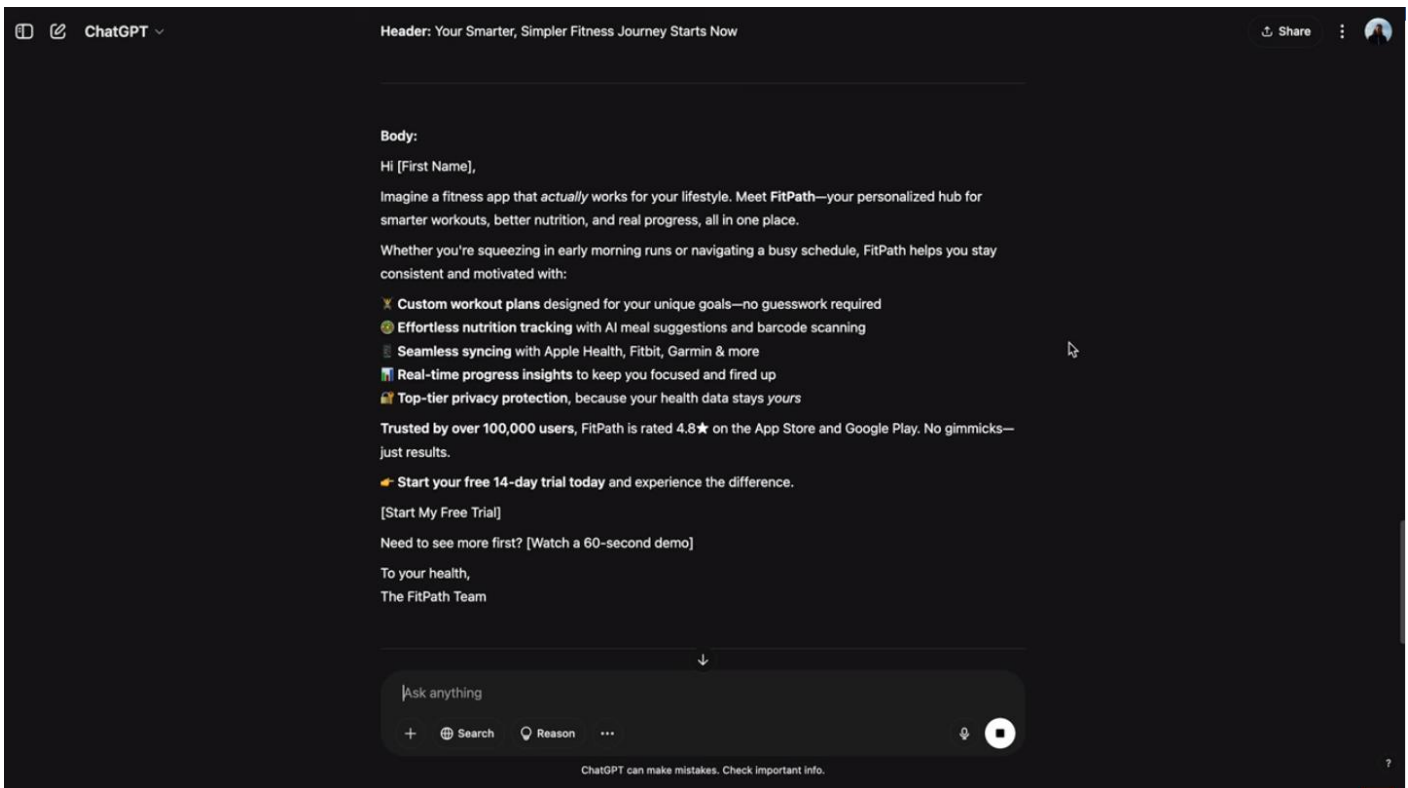
I'll critique your marketing email draft for the fitness app, highlighting areas for improvement with specific feedback.

### Overall Critique

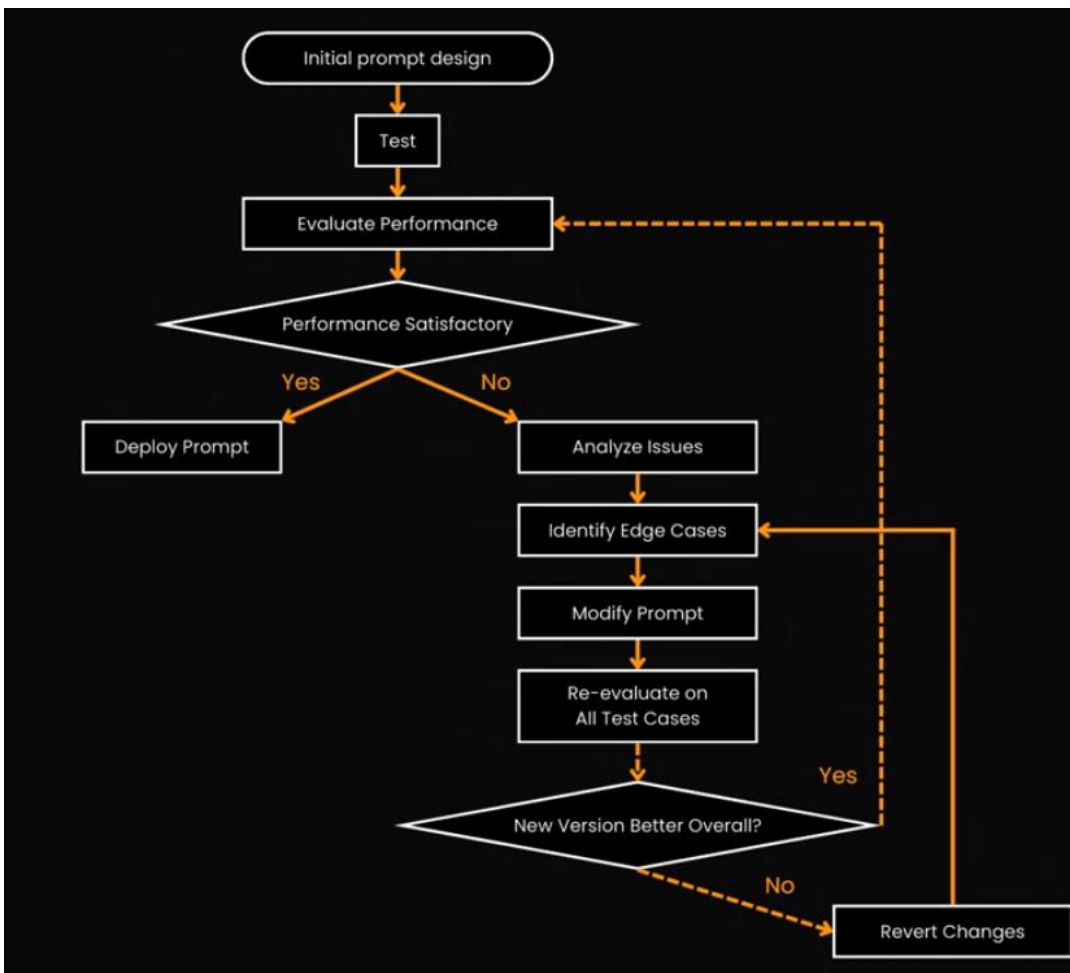
This draft has a solid foundation but needs significant refinement to be truly effective. It lacks specificity, fails to establish a unique value propositi

Reply to Claude...

Claude 3.7 Sonnet



## Revision = Learning lessons for prompt refinement



**Ongoing cycle of improvement**

# Keep a prompt version history

## Document:

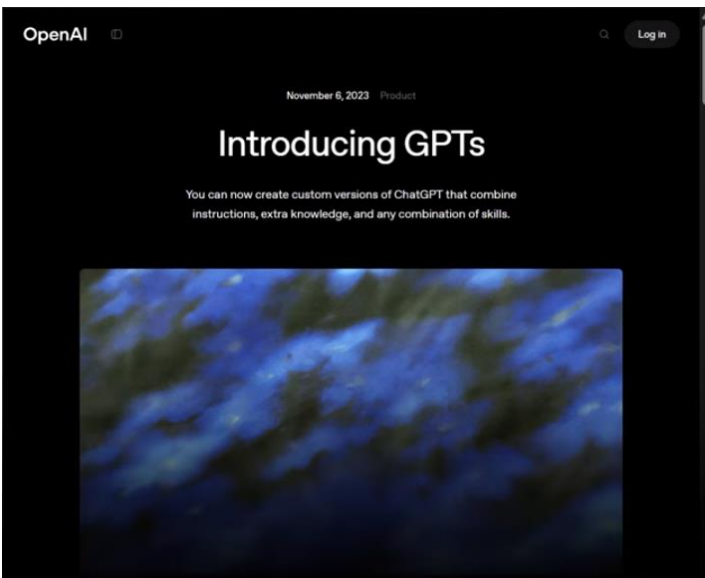
*What prompts worked*

*What didn't*

*What outputs were*

*Why you made each change*

 Make them **consistently usable** org-wide

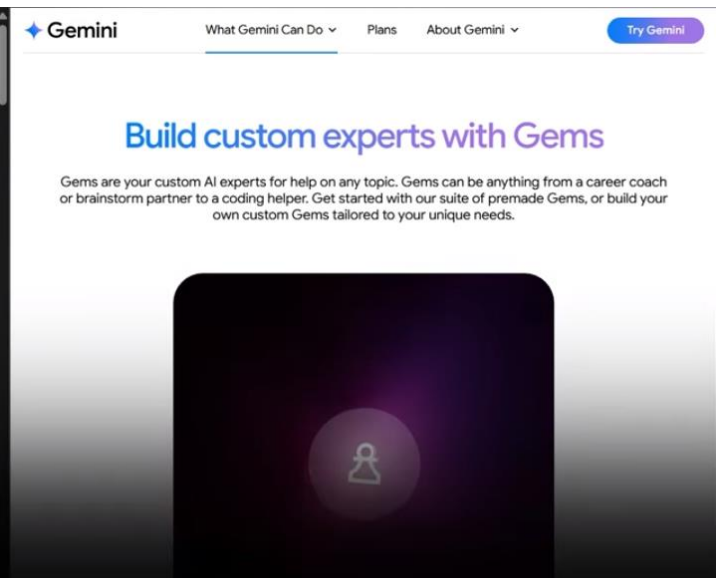


OpenAI

November 6, 2023 Product

## Introducing GPTs

You can now create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.





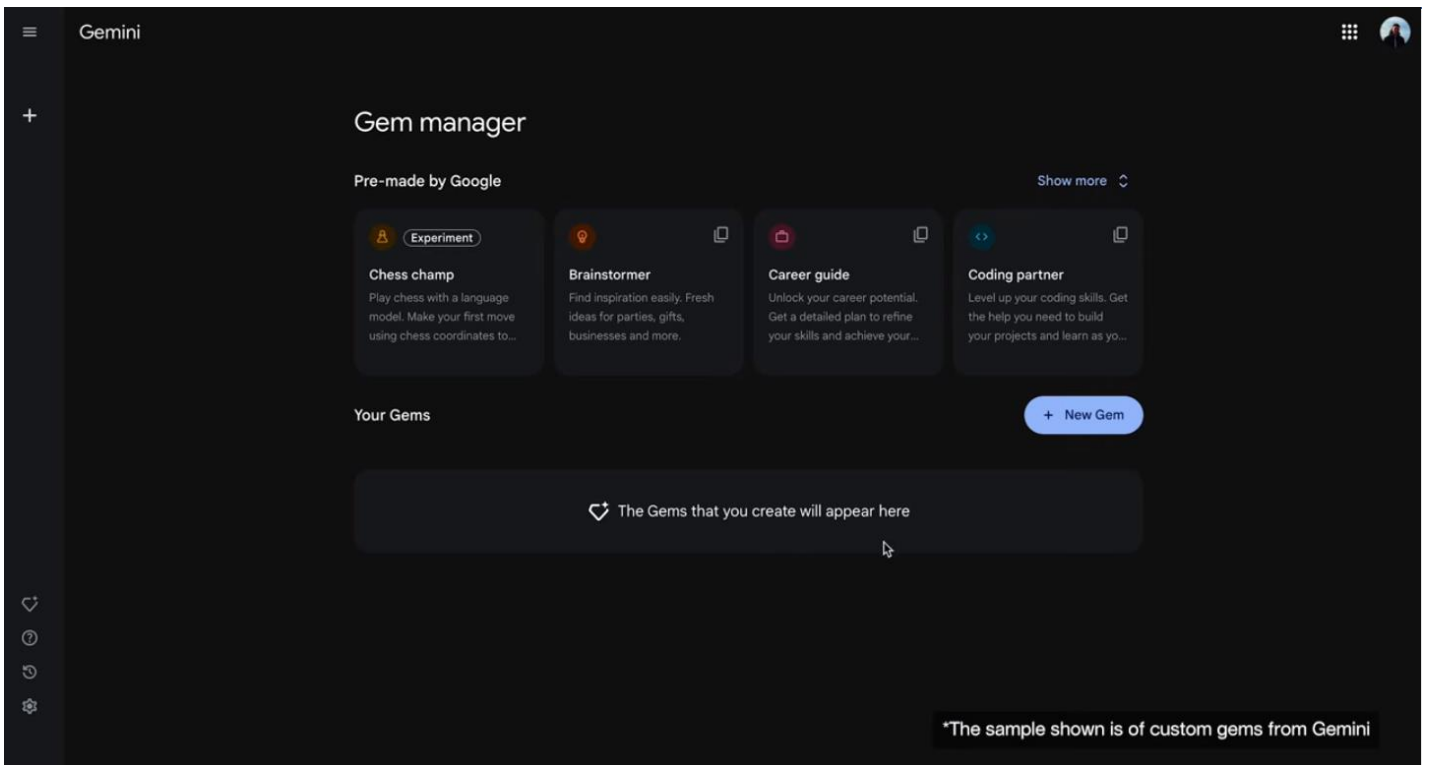
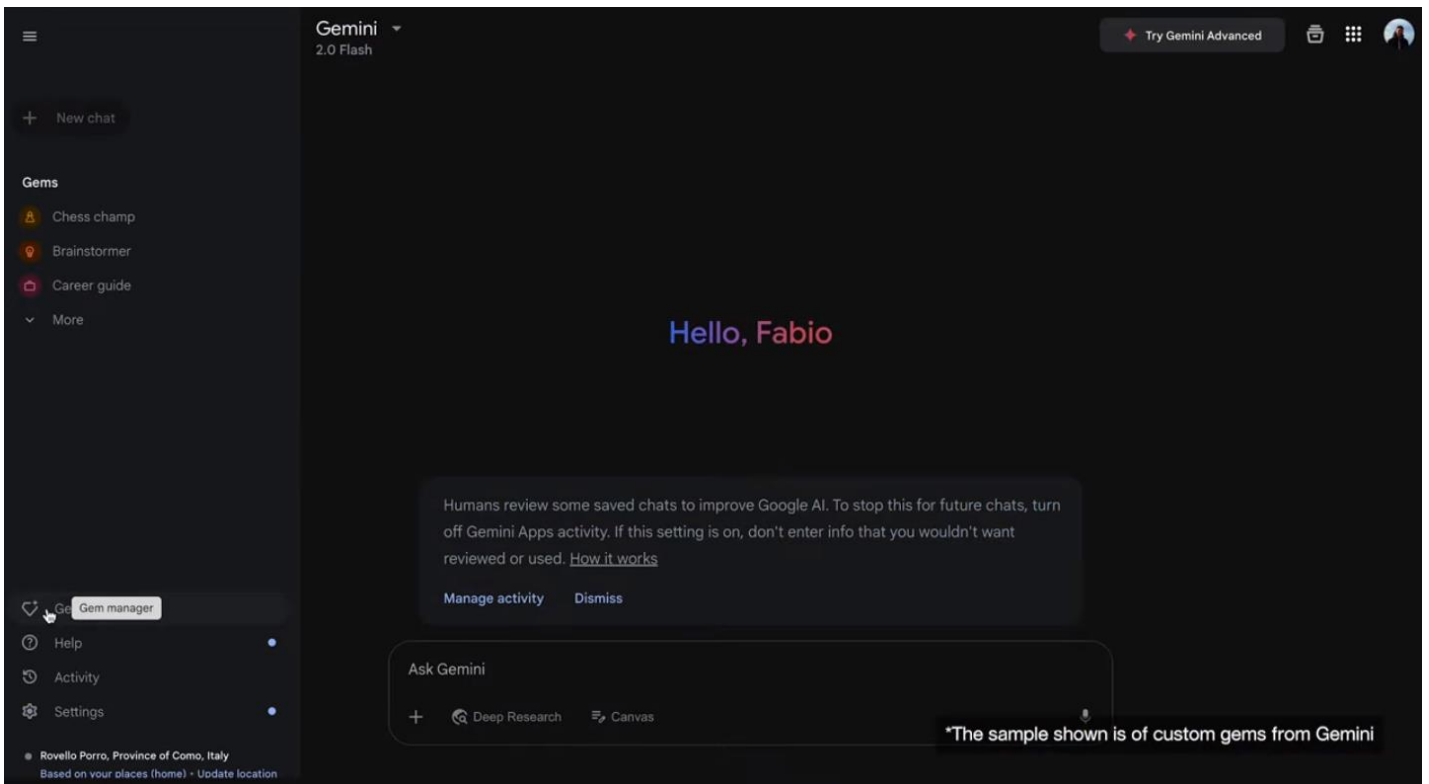
Gemini

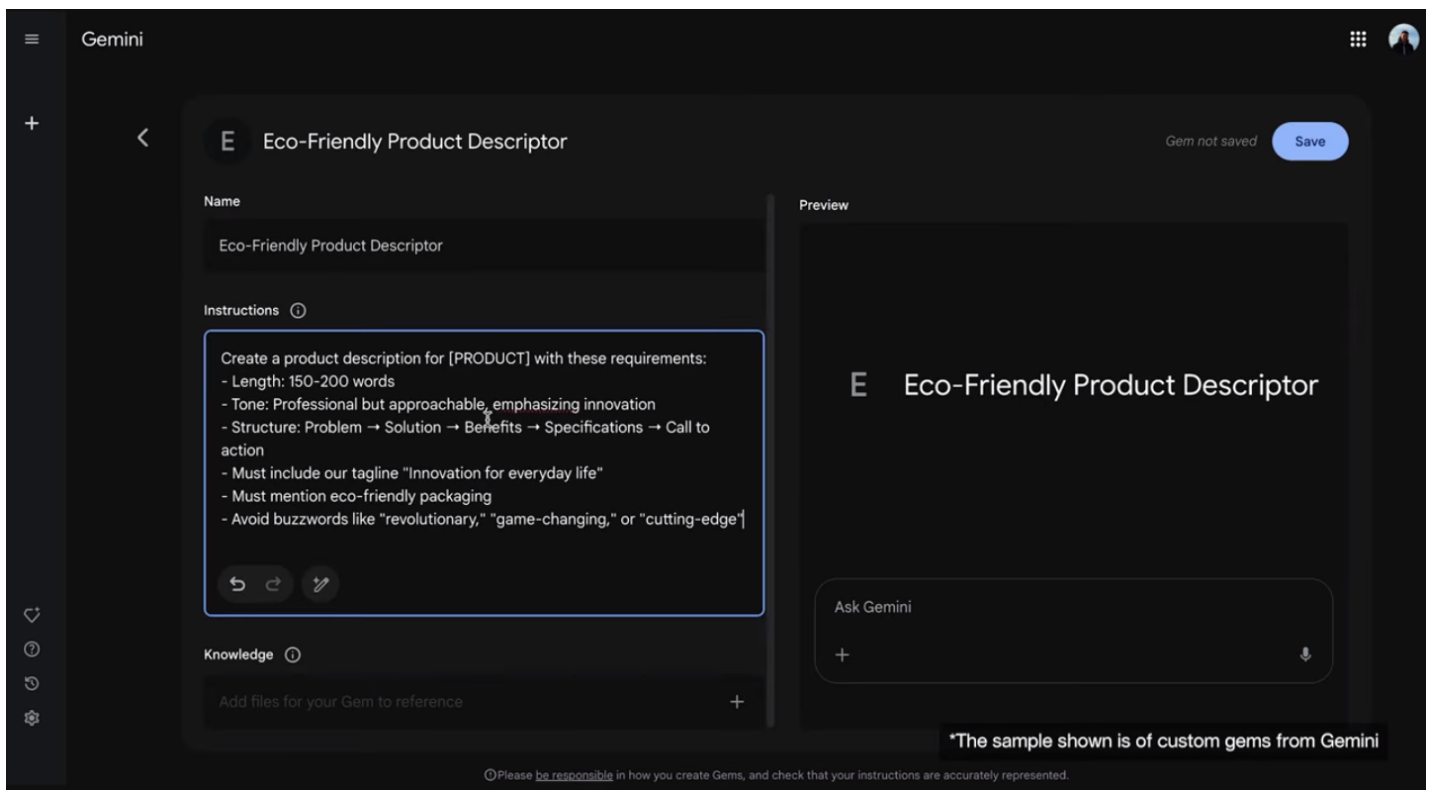
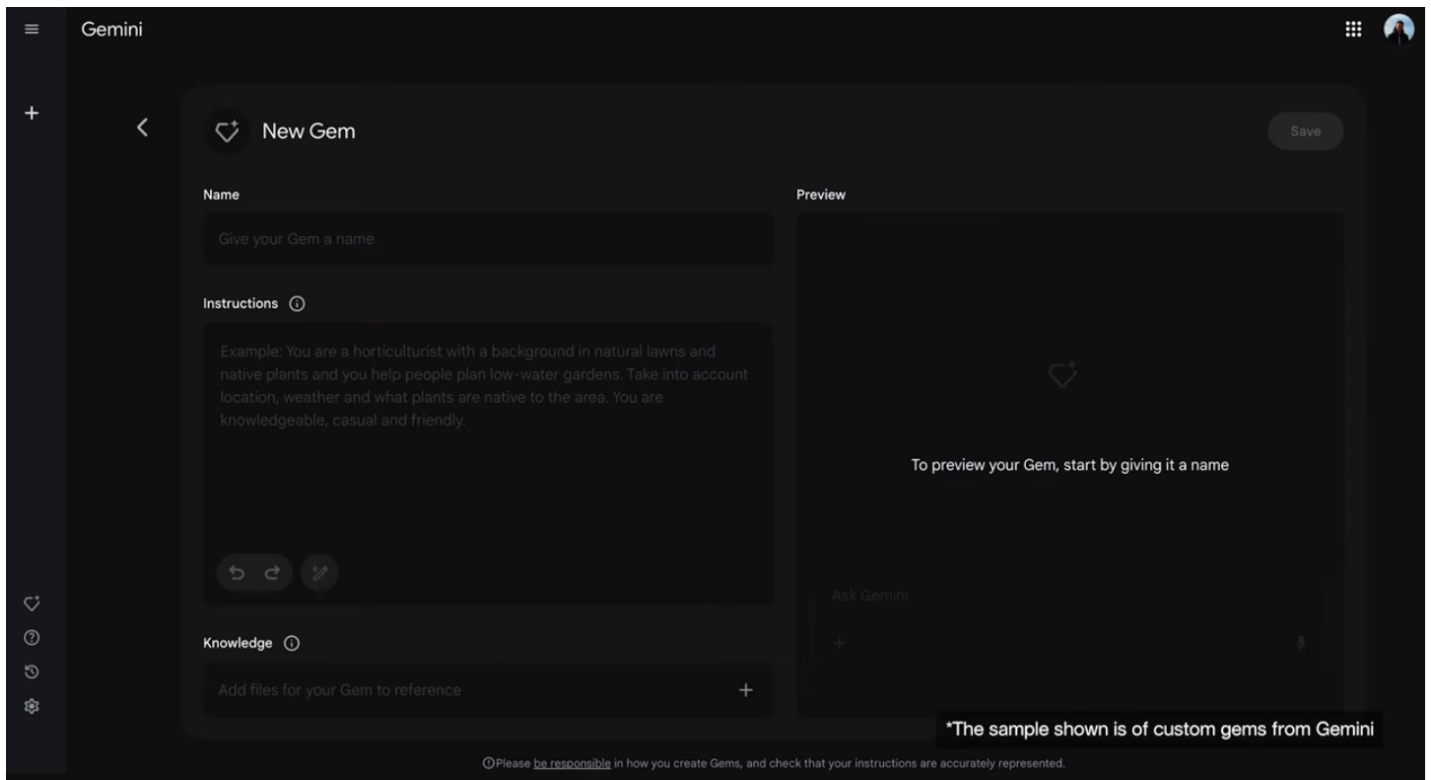
What Gemini Can Do Plans About Gemini Try Gemini

## Build custom experts with Gems

Gems are your custom AI experts for help on any topic. Gems can be anything from a career coach or brainstorm partner to a coding helper. Get started with our suite of premade Gems, or build your own custom Gems tailored to your unique needs.

 **Save** and  **Share** top prompts







Gemini

E

Eco-Friendly Product Descriptor

Gem saved

Update

Name

Eco-Friendly Product Descriptor

Preview

E

Gem 'Eco-Friendly Product Descriptor' has been created!

'Eco-Friendly Product Descriptor' Gem was created and added to your Gem manager page. Try chatting with your Gem or create another. Your Gem name, instructions, chats and other data are used consistent with the [Gemini Apps Privacy Notice](#), including to improve Google AI.

Start chat

provides 100% UVA and UVB protection. The lightweight and ensures a comfortable fit for all-day wear.

ns:

aterial: Photochromic polycarbonate

aterial: Bio-based acetate

ction: 100% UVA/UVB

ig: Eco-friendly recycled cardboard case

mpler, more sustainable way to see the world.

convenience of our adaptive lens sunglasses

ation for everyday life.

Instructions

Create a product description for [PR  
- Length: 150-200 words  
- Tone: Professional but approachabl  
- Structure: Problem → Solution → B  
- Must include our tagline "Innovation  
- Must mention eco-friendly packagi  
- Avoid buzzwords like "revolutionary

Knowledge

Add files for your Gem to reference

Ask Gemini

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

The sample shown is of custom gems from Gemini

Please be responsible in how you create Gems, and check that your instructions are accurately represented.

What's new, Fabio?

How can I help you today?

Claude 3.7 Sonnet

Projects

+ New project

Search projects...

Sort by Activity

Programming

Updated 49 seconds ago

Marketing

Updated 1 minute ago

All projects

Marketing

Private

...

Project knowledge

Set project instructions

Optional

No knowledge added yet. Add PDFs, documents, or other text to the project knowledge base that Claude will reference in every project conversation.

How can I help you today?

Claude 3.7 Sonnet

New Fitness Tracking App for Busy Professionals

Last message 1 minute ago

Marketing / New Fitness Tracking App for Busy Professionals

Share

Draft a marketing email announcing our new fitness app that tracks workouts and nutrition. Target audience is health-conscious professionals aged 25-45.

### Fitness App Marketing Email

I'd be happy to draft a marketing email for your new fitness app. This email targets health-conscious professionals between 25-45 years old who are looking for an efficient way to track both workouts and nutrition.

Fitness App Marketing Email Document

I've created a marketing email that highlights your app's dual focus on workout tracking and nutrition monitoring in a way that should resonate with busy professionals in your target demographic. The email emphasizes:

1. Understanding their struggle to balance career and fitness
2. Key features that make the app valuable for time-conscious professionals
3. How the app integrates with their existing workflow (calendar integration)
4. Social proof from a relatable professional
5. A limited-time offer to create urgency

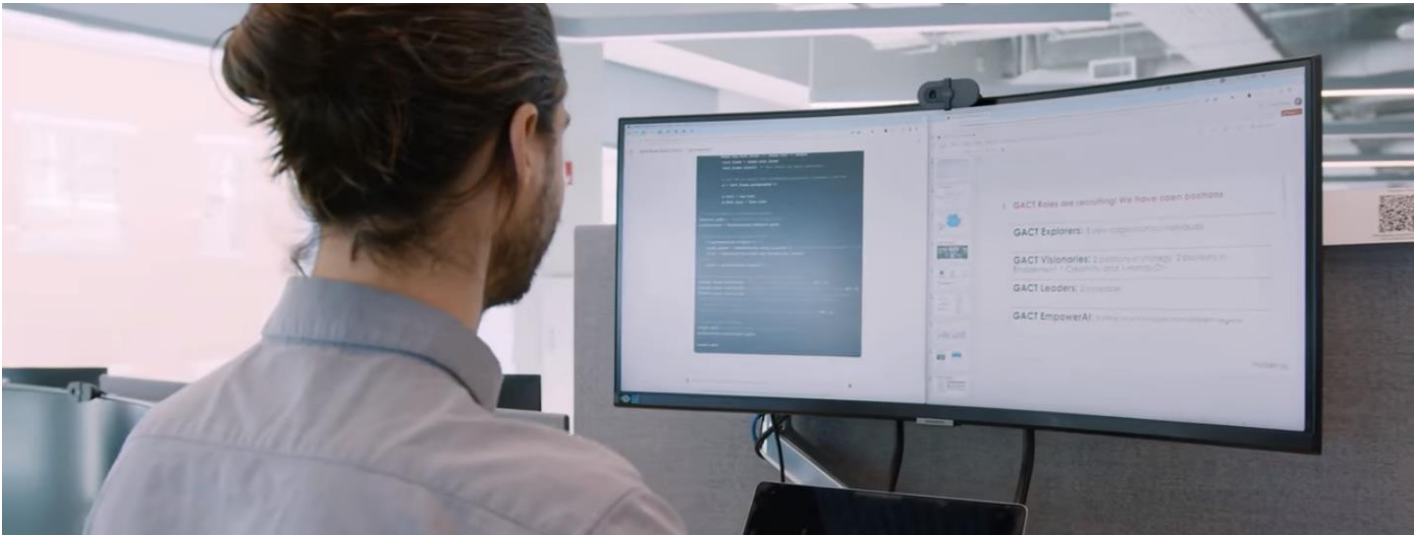
You'll want to personalize several elements:

- Replace [App Name] with your actual app name
- Add your app logo

Reply to Claude...

Claude 3.7 Sonnet

Free	Plus	Pro
<p>Explore how AI can help with everyday tasks</p> <ul style="list-style-type: none"> <li>✓ Access to GPT-4o mini</li> <li>✓ Real-time data from the web with search</li> <li>✓ Limited access to GPT-4o, OpenAI o4-mini, and deep research</li> <li>✓ Limited access to file uploads, data analysis, image generation, and voice mode</li> <li>✓ Code edits with the ChatGPT desktop app for macOS</li> <li>✓ Use custom GPTs</li> </ul> <p>Have an existing plan? See <a href="#">billing help</a></p> <p>\$0 / month</p> <p>Get Free</p>	<p>Level up productivity and creativity with expanded access</p> <ul style="list-style-type: none"> <li>✓ Everything in Free</li> <li>✓ Extended limits on messaging, file uploads, data analysis, and image generation</li> <li>✓ Standard and advanced voice mode with video and screensharing</li> <li>✓ Access to deep research and multiple reasoning models (OpenAI o3, OpenAI o4-mini, and OpenAI o4-mini-high)</li> <li>✓ Access to a research preview of GPT-4.5, our largest model yet</li> <li>✓ Create and use projects, tasks, and custom GPTs</li> <li>✓ Opportunities to test new features</li> </ul> <p>\$20 / month</p> <p>Get Plus Limits apply &gt;</p>	<p>Get the best of OpenAI with the highest level of access</p> <ul style="list-style-type: none"> <li>✓ Everything in Plus</li> <li>✓ Unlimited access to all reasoning models and GPT-4o</li> <li>✓ Unlimited access to advanced voice, with higher limits for video and screensharing</li> <li>✓ Access to OpenAI o1 pro mode, which uses more compute for the best answers to the hardest questions</li> <li>✓ Extended access to deep research</li> <li>✓ Extended access to Sora video generation</li> <li>✓ Access to a research preview of Operator</li> </ul> <p>Unlimited subject to abuse guardrails. <a href="#">Learn more</a></p> <p>\$200 / month</p> <p>Get Pro</p>



You

Change the title to New capabilities

Slide PowerPoint Creator go/news slide

## New Capabilities

### Expanding Our Technological Horizons

- Dynamic Data:** Calculations and visualizations that reveal insights.
- Web Browsing:** Enhanced knowledge acquisition capabilities.
- AI Visuals:** Crafting images with top AI generators.
- Document Handling:** Advanced upload capabilities for complex content.

Designing and sharing tailored AI Agents

constellation  
RESEARCH

Give me a high level summary of this contract

NEWSLETTER SUBSCRIBE LOG IN

Contract RESEARCH SERVICES EVENTS MEMBERSHIP BLOG INSIGHTS VIDEOS ABOUT

Here's a high-level summary of the Distribution Agreement:

Section Number & Title	Purpose of the Section
1. Appointment	Distributor Designation
2. Term and Termination	Agreement Duration and Termination Cond

**Moderna uses OpenAI's ChatGPT Enterprise to scale 750 GPTs**

By Larry Dignan

Supplier exclusively appoints Distributor as its distributor within a specified territory for the products listed in Exhibit A.

Moderna said it is using OpenAI's ChatGPT Enterprise to scale custom models across its business.

According to Moderna, the company launched its own instance of ChatGPT called mChat built on OpenAI's API. Moderna said it had 80% internal adoption initially and then it deployed ChatGPT Enterprise with analytics, image generation and GPTs.

Moderna said that it has deployed more than 750 GPTs across the company and multiple functions including legal, research, manufacturing and commercial. These assistants augment employees and offer personalized support.




# GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.


Q dose


Recently Used




Red Ribbon Visuals

A visual genius to help you generate beautiful images with Moderna's red ribbon



Slide PowerPoint Creator 

Give me any content and I'll turn it into a simple Moderna Template slide. More slide...



Moderna HQ Assistant


Your guide to Moderna's new HQ, based on the welcome guide.

# GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Q dose id

Top Suggestions




Dose ID

Analyzes clinical data to recommend the optimal dose.

## New at Moderna ChatGPT Enterprise

Recently approved or created GPTs


1



CMC Strategy Planner

Helps with strategic planning for pharmaceutical manufacturing and controls.

2



RegChat test

The chatbot responds to health agency questions







**You**

Let's start!



**Dose ID**

Great! To get started, could you please provide me with the specific details related to your study or the immunogenicity data analysis you're interested in? Specifically:

1. The key timepoint for comparing immunogenicity profiles.
2. The study vaccine injections timeline.
3. Important immune markers for effectiveness, or if not applicable, mention NA.
4. Tables for GMT/GMC data in the absence of specific immune markers, or mention NA if not relevant.
5. Seroresponse rate definition and related data tables, or mention NA if not applicable.
6. Comparator vaccine details, if used.
7. The most influential neutralizing antibody or marker, or mention NA if all are considered equal.

These details will help tailor the analysis to your needs.

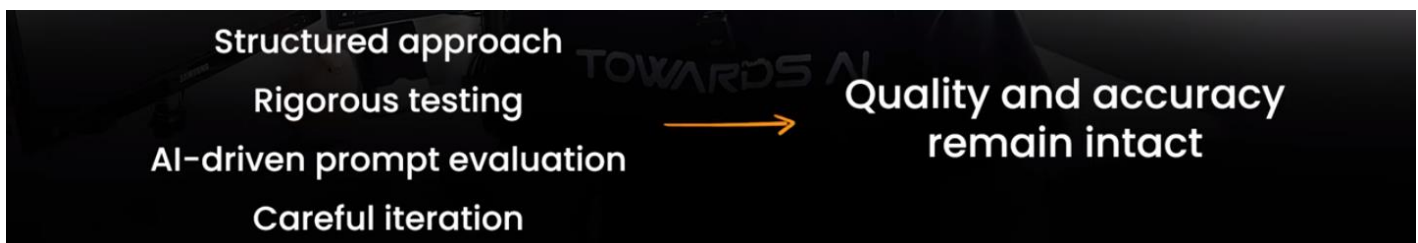


only limit was their imaginations. "We were never here to fill a bucket, but to light a fire," Challamel said. "We saw the fire spread, with hundreds of use cases creating positive value across teams. We knew we were on to something revolutionary for the company."

The company's results are beyond expectations. Within two months of the ChatGPT Enterprise adoption:

- Moderna had 750 GPTs across the company
- 40% of weekly active users created GPTs
- Each user has 120 ChatGPT Enterprise conversations per week on average

Ask ChatGPT



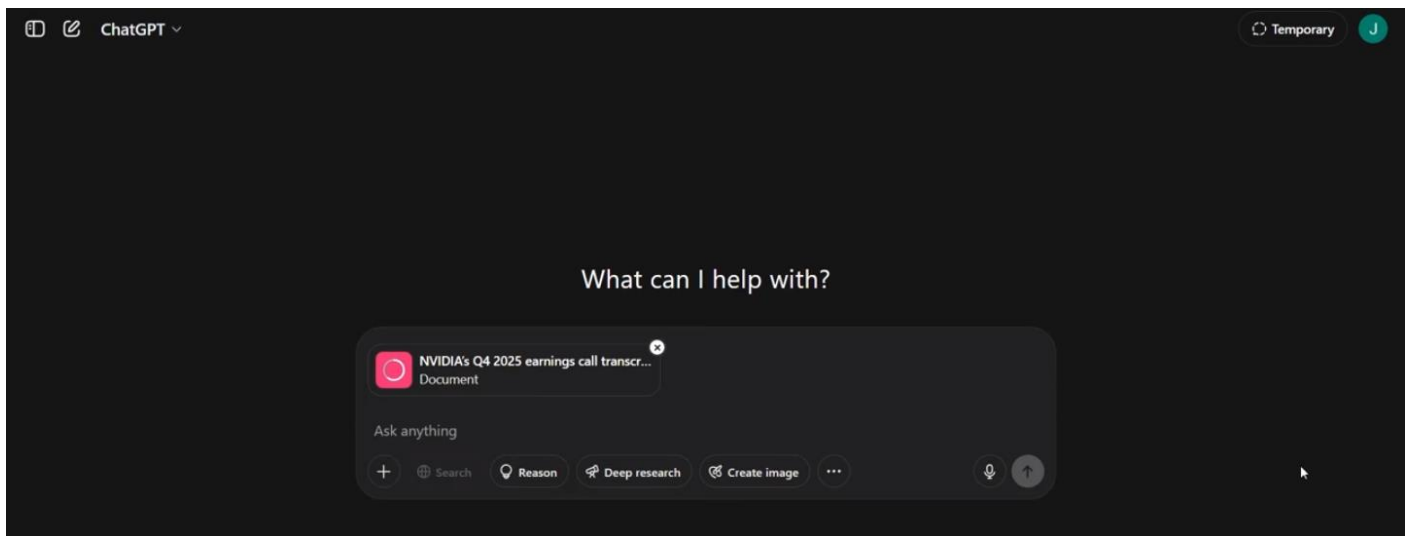
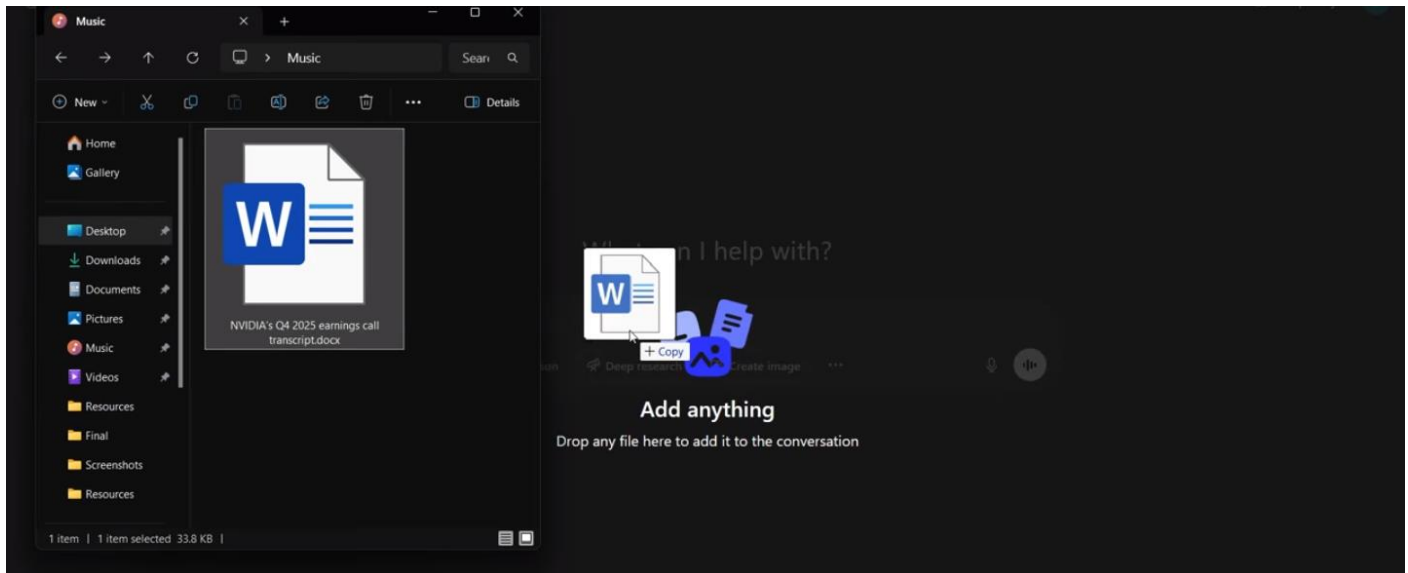
**Jessica, Financial analyst**

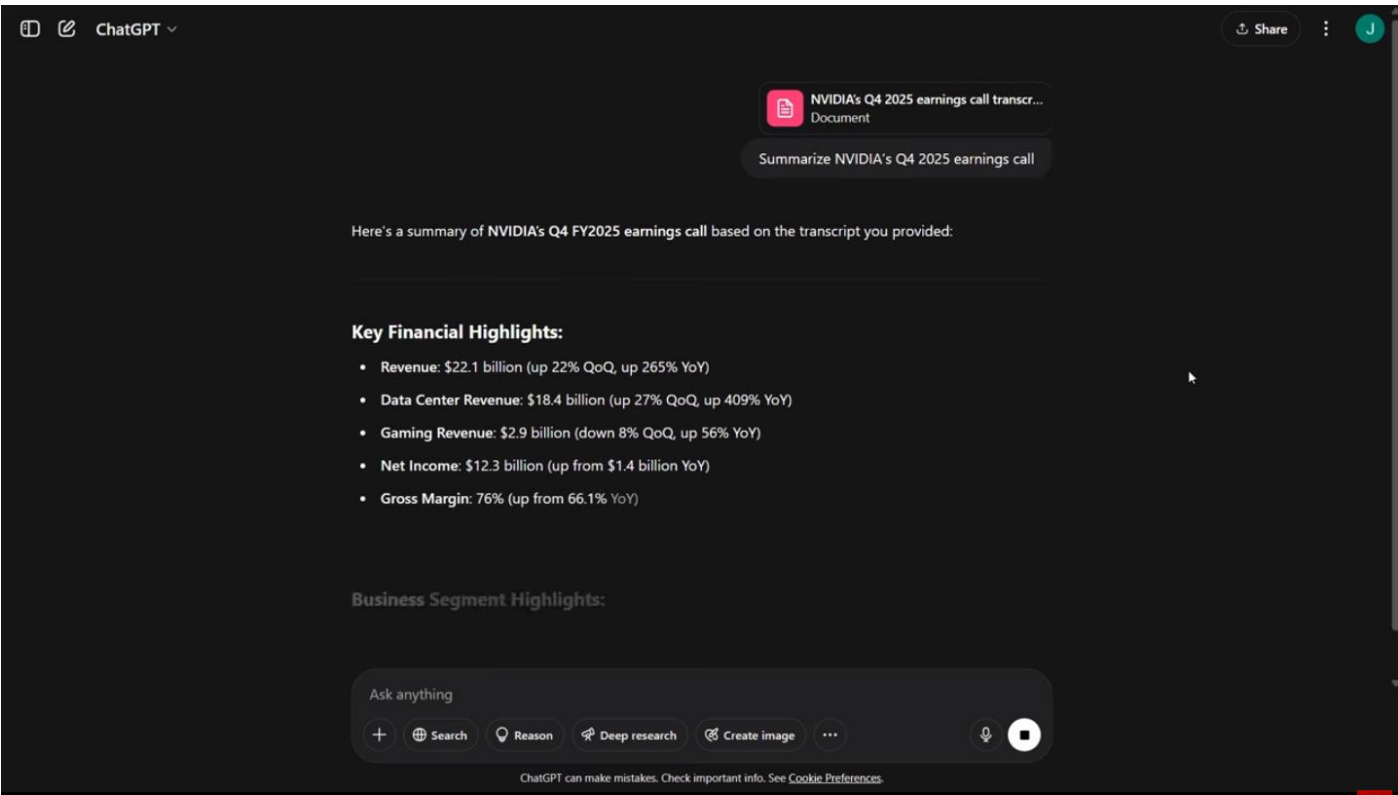
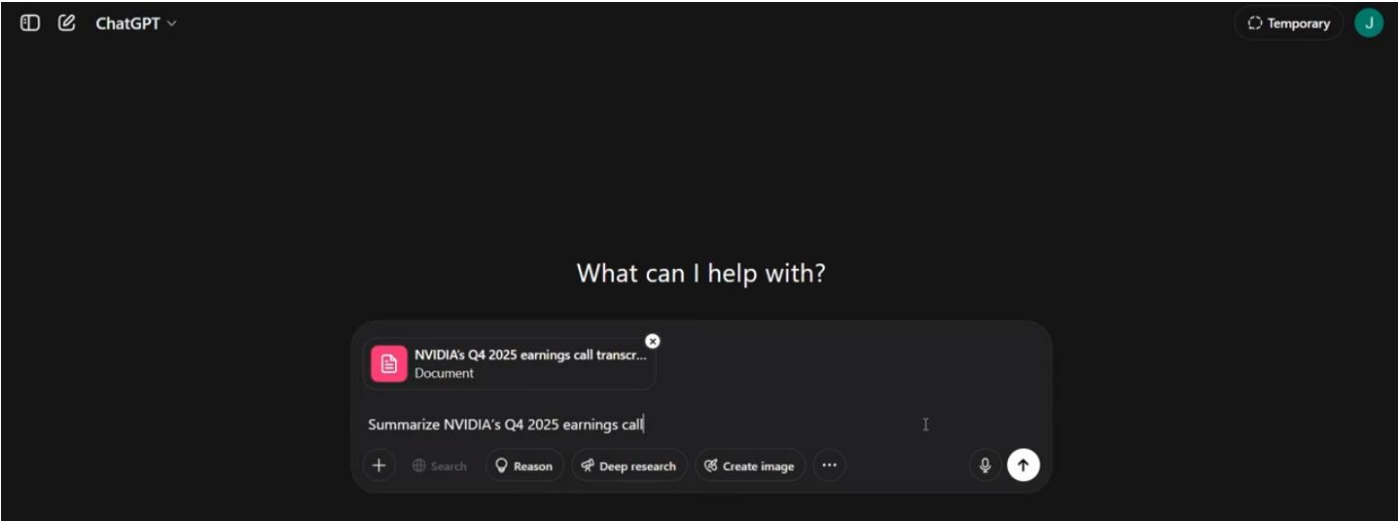
**Her managers want:**

*Clear financial guidance*

*Explicit strategic risks*

**Scenario: NVIDIA's Q4 2025 earnings call**





ChatGPT

1 / 70, ± 170

Share

J

Implied Net Income (non-GAAP, estimated):

Using rough estimates:

$$NetIncome \approx (Revenue \times GrossMargin - OperatingExpenses + OtherIncome) \times (1 - TaxRate)$$

$$= (\$43B \times 71\%) - \$3.6B + \$0.4B = \$26.73B - \$3.6B + \$0.4B = \$23.53B$$

Aftertax@17

Management-Identified Risks & Headwinds:

1. Gross Margin Compression:

- Blackwell product ramp increases production complexity and cost; margins expected to stay in low 70s during ramp, improving to mid-70s later in FY2026.

2. Tariffs and Export Controls:

- China revenue remains subdued due to ongoing U.S. export controls.
- Tariff impact still uncertain—awaiting clarity from the U.S. government on potential costs, timing, and scope.

3. Manufacturing Complexity:

- GB200 systems are extremely complex (1.5 million components across 350 suppliers); any

Ask anything

+

Search

Reason

Deep research

Create image

...

🔊

🖼️

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).

+

🔍

Free plan · Upgrade

🌟 Evening, Pratish

Evaluate the following summary of NVIDIA's Q4 2025 earnings call on accuracy, clarity, completeness, and executive-level readability. Score each on a scale from 1 (poor) to 5 (excellent) and briefly justify each score.

-----

ChatGPT response:

+

📝

Claude 3.7 Sonnet · 📤

✍️ Write

📖 Learn

🔗 Code

🛠️ Life stuff

👤 Claude's choice

Untitled

Share

by-step manner that executives can easily follow.

**Completeness: 3/5**

While the summary captures the forward-looking guidance well, it lacks important context from the completed Q4 results. Only revenue is mentioned from Q4, without comparative figures for margins, EPS, or segment performance. Also missing are key strategic initiatives discussed during the call, capital allocation details (dividends, buybacks), and management's commentary on long-term AI demand trends. The risks section is comprehensive, but a balanced view of opportunities would create a more complete picture.

**Executive-level Readability: 5/5**

The summary is perfectly tailored for executive consumption with its concise format, highlighted key metrics, and clear bottom-line assessment. The risks are presented in a structured manner without unnecessary technical jargon. An executive could quickly grasp the essential information in under two minutes, making this an exemplary executive-level document.

**Overall Assessment**

This is a strong summary that excels in clarity and executive-level presentation, providing accurate guidance figures and risk assessment. To improve, it should include more comprehensive Q4 results context and verify whether net income figures were explicitly stated in the transcript. The addition of strategic direction and capital allocation information would enhance its completeness.

Retry

Claude can make mistakes. Please double-check responses.

Reply to Claude...

Claude 3.7 Sonnet

NVIDIA's Q4 2025 earnings call transcript

Document

Provide an executive-level summary of NVIDIA's Q4 2025 earnings call, structured around four concise points: Points one and two are two critical forward-looking financial metrics or guidance provided by management regarding revenues or profit metrics. Next, clearly identify and briefly explain the main driver of anticipated growth in the upcoming quarter. Lastly, succinctly describe a strategic or operational risk explicitly acknowledged by company leadership.

Here's an executive-level summary of NVIDIA's Q4 FY2025 earnings call based on the uploaded transcript:

### NVIDIA Q4 FY2025 Earnings Call Summary

- Forward-Looking Revenue Guidance:**

NVIDIA projected revenue of approximately \$24.0 billion for Q1 FY2026, indicating sustained momentum across its data

Ask anything

+

Search

Reason

Deep research

Create image

...

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).

Previous response

NVIDIA Q4 2025 earnings call transcript

Document

Summarize NVIDIA's Q4 2025 earnings call

Here's a summary of NVIDIA's Q4 FY2025 earnings call based on the transcript you provided.

**Key Financial Highlights:**

- Revenue: \$22.1 billion (up 22% QoQ, up 203% YoY)
- Data Center Revenue: \$16.4 billion (up 27% QoQ, up 409% YoY)
- Gaming Revenue: \$2.9 billion (down 8% QoQ, up 56% YoY)
- Net Income: \$12.3 billion (up from \$1.4 billion YoY)
- Gross Margin: 78% (up from 66.1% YoY)

**Business Segment Highlights:**

**Data Center**

- Primary growth driver, fueled by demand for AI infrastructure.
- Strong sales to cloud providers and enterprises adopting generative AI.
- Notable customers: AWS, Google Cloud, Microsoft, Meta, Oracle.
- NVIDIA's H100 GPUs and DGX systems are in high demand.

**Gaming**

- Slight decline QoQ due to seasonality.
- RTX 40 series adoption growing, gamers upgrading to next-gen GPUs.

**Automotive**

- Revenue of \$381 million (up 8% YoY), driven by infotainment and autonomous vehicle platforms.

**Professional Visualization**

- Revenue of \$428 million, stable QoQ.

**Product & Strategy Updates:**

- New Orin NVIDIA announced the next-gen Hopper architecture successor and plans for annual GPU updates.
- Software: Continued expansion of CUDA ecosystem, NVIDIA AI Enterprise suite adoption growing.
- Partnerships: Collaborations with TSMC, Dell, and cloud hyperscalers continue to scale AI infrastructure globally.

**Forward Guidance (Q1 FY2026):**

- Expected Revenue: \$24.0 billion ± 2%.
- Gross Margin: Around 78.3%.
- Strong AI demand expected to persist, especially for inference and training workloads.

**CEO Jensen Huang's Comments:**

- Highlighted the transition to accelerated computing and AI.
- Emphasized NVIDIA's role in building the "AI factories" of the future.
- Noted momentum in AI adoption across industries, from healthcare to automotive.

Would you like a bullet-point version for quick reference or a visual chart of the financials?



Here's an executive-level summary of NVIDIA's Q4 FY2025 earnings call based on the uploaded transcript:

### NVIDIA Q4 FY2025 Earnings Call Summary

- Forward-Looking Revenue Guidance:**  
NVIDIA projected revenue of approximately **\$24.0 billion** for Q1 FY2026, indicating sustained momentum across its data center and AI businesses.
- Gross Margin Outlook:**  
The company expects non-GAAP gross margins to be around **77%** in Q1 FY2026, up from 76.7% in Q4 FY2025, reflecting strong pricing power and product mix favorability.
- Primary Driver of Anticipated Growth:**  
The main growth catalyst cited is explosive demand for NVIDIA's data center products, particularly Hopper and Grace Hopper superchips, which are powering large-scale AI infrastructure builds by hyperscalers and cloud providers.
- Key Strategic Risk Acknowledged:**  
Management explicitly highlighted increased regulatory scrutiny and export controls, especially related to sales in China, as a strategic risk that could materially impact future revenue streams and supply chain operations.

Would you like a visual summary slide or infographic to accompany this?

Ask anything

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).

**Previous response**

Here's a summary of NVIDIA's Q4 FY2025 earnings call based on the transcript you provided:

**Key Financial Highlights:**

- Revenue: \$22.1 billion (up 27% QoQ, up 261% YoY)
- Data Center Revenue: \$18.4 billion (up 27% QoQ, up 409% YoY)
- Gaming Revenue: \$2.9 billion (down 8% QoQ, up 58% YoY)
- Net Income: \$12.3 billion (up from \$1.4 billion YoY)
- Gross Margin: 76% (up from 66.1% YoY)

**Business Segment Highlights:**

**Data Center**

- Primary growth driver, fueled by demand for AI infrastructure.
- Strong sales to cloud providers and enterprises adopting generative AI.
- Notable customers: AWS, Google Cloud, Microsoft, Meta, Oracle.
- NVIDIA's H100 GPUs and DGX systems are in high demand.

**Gaming**

- Slight decline QoQ due to seasonality.
- RTX 40 series adoption growing, gamers upgrading to next-gen GPUs.

**Automotive**

- Revenue of \$281 million (up 8% YoY), driven by infotainment and autonomous vehicle platforms.

**Professional Visualization**

- Revenue of \$426 million, stable QoQ.

**Product & Strategy Updates:**

- New chips: NVIDIA announced the next-gen Hopper architecture successor and plans for annual GPU updates.
- Software: Continued expansion of CUDA ecosystem, NVIDIA AI Enterprise suite adoption growing.
- Partnerships: Collaborations with TSMC, Dell, and cloud hyperscalers continue to scale AI infrastructure globally.

**Forward Guidance (Q1 FY2026):**

- Expected Revenue: \$24.0 billion ± 2%
- Gross Margin: Around 76.7%
- Strong AI demand expected to persist, especially for inference and training workloads.

**CEO Jensen Huang's Comments:**

- Highlighted the transition to accelerated computing and AI.
- Emphasized NVIDIA's role in building the "AI factories" of the future.
- Noted momentum in AI adoption across industries, from healthcare to automotive.

Would you like a bullet-point version for quick reference or a visual chart of the financials?

Generalizable prompt for  
30+ companies per quarter

Stress-test for  
edge cases

Few-shot  
prompting

Chain-of-thought  
prompting

LLMs-as-judges → Scale evaluation

Logs every  
iteration

Not have to start  
from scratch

## LONG-TERM USE

Requires a structured,  
systematic approach

Requires improvement  
over time

Have continuous testing,  
refinement, and evaluation