

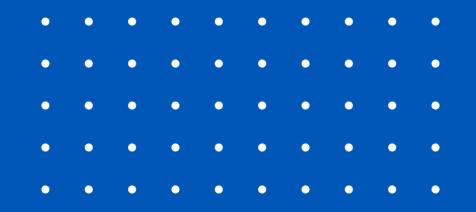
Say This Not That

Crafting Smart Al Prompts to Get Better Results

Ryan Harrington







Ryan Harrington

Managing Director, Data Lab

ryanh@techimpact.org

Agenda

What is generative AI?
Workshop / Demo
Considerations



What is generative Al?



Key components



Internet Scale Data



Content Creation



Variability & Creativity



Various Modalities



copilot.microsoft.com





Follow along with the prompts here:



bit.ly/
dana_prompt_workshop_01

Large Language Model



Large Knowledge Model



Humans trained the models. Consider potential bias.



Use it to...

write a first draft automate communication channels

refine language localize content

summarize generate code

ideate augment your work

extract or classify data ...and many, many more





Microsoft Copilot

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Writing a prompt

"English is the new programming language" Jensen Huang (CEO), Nvidia



What is a prompt?

A "prompt" in the context of LLMs refers to the **input or instruction** given to the Al model that guides it to generate a response.

- It can be a question, statement, or command that directs the AI on what kind of information or content to produce.
- The quality and clarity of the prompt significantly influence the relevance and accuracy of the Al's output.



Role
Task
Format

Scenario #1

Write a plan for new student orientation for my IT focused workforce development program.



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Scenario #1 | Role

Write a plan for new student orientation for my IT focused workforce development program.



Scenario #1 | Task

Origina

Write a plan for new student orientation for my IT focused workforce development program.



Scenario #1 | Format

Write a plan for new student orientation for my IT focused workforce development program.



Role

1 nstructions

Steps

E nd goal

N arrow



Write a plan for organizing a community day of service in Newark, DE.



Scenario #2

Write a plan for organizing a community day of service in Newark, DE.

Role: You are a community organizer at a nonprofit focused on building safe communities.

Instructions: Write a plan for how to organize a community day of service in Newark, Delaware.

Consider the following steps to complete the task:
1. First compile all of the possible tasks an organizer might



Scenario #2 | Role

Write a plan for organizing a community day of service in Newark, DE.

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Instructions: Write a plan for how to organize a community day of service in Newark, Delaware.

Consider the following steps to complete the task:
1. First compile all of the possible tasks an organizer might



Origina

Scenario #2 | Instructions

Write a plan for organizing a community day of service in Austin, TX.

Role: You are a community organizer at a nonprofit focused on building safe communities.

Instructions: Write a plan for how to organize a community day of service in Newark, Delaware.

Consider the following steps to complete the task:
1. First compile all of the possible tasks an organizer might



Scenario #2 | Steps

Write a plan for organizing a community day of service in Newark, DE.

Consider the following steps to complete the task:

- 1. First compile all of the possible tasks an organizer might need to consider.
- 2. Prioritize the tasks based upon urgency.
- 3. Discuss the skillset needed to complete each task.

Goal: The goal is to give a comprehensive list of everything that should be included to organize a community day of



Scenario #2 | End Goal

Original

Write a plan for organizing a community day of service in Newark, DE.

Goal: The goal is to give a comprehensive list of everything that should be included to organize a community day of service.

Constraints: Make the actions clear for a board member of the organization.



Scenario #2 | Narrow

Write a plan for organizing a community day of service in Newark, DE.

Goal: The goal is to give a comprehensive list of everything that should be included to organize a community day of service.

Constraints: Make the actions clear for a board member of the organization.



R ole

Objective

Details

E xamples

S ense check



Scenario #3

Write 10 blog posts titles focused on measurement and evaluation best practices.



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Write 10 blog posts titles focused on measurement and evaluation best practices.

Role: You are a marketing specialist at a nonprofit organization

Objective: You are brainstorming potential blog post titles that will lead to high engagement for nonprofit executives utilizing LinkedIn. The blog post will focus on measurement and evaluation best practices for nonprofit programs. Generate 10 blog post titles.



Scenario #3 | Role

Write 10 blog posts titles focused on measurement and evaluation best practices.

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Scenario #3 | Details

Write 10 blog posts titles focused on measurement and evaluation best practices.

Details: Each headline should be no longer than 100 characters. Do not utilize emojis.

Examples:

- "Measure what matters: keeping your nonprofit programs on track"
- "7 measurement techniques to supercharge your grant writing practice"



Original

Scenario #3 | Examples

Write 10 blog posts titles focused on measurement and evaluation best practices.

Examples:

- "Measure what matters: keeping your nonprofit programs on track"
- "7 measurement techniques to supercharge your grant writing practice"
- "Impact metrics: Sustainable data decision making for purpose driven organizations"



Original

Write 10 blog posts titles focused on measurement and evaluation best practices.

Do you understand the objective and the guidelines for this task?

Updated



Chain of Thought



Scenario #4

Determine how many windows are on skyscrapers in Wilmington, Delaware.



Determine how many windows are on skyscrapers in Wilmington, Delaware.

Determine how many windows are on skyscrapers in Wilmington, Delaware.

Let's think step by step.

Scenario #4 | Chain of Thought

Original

Determine how many windows are on skyscrapers in Austin, Texas.

Updated

Determine how many windows are on skyscrapers in Wilmington, Delaware.

Let's think step by step.



Strategies to Improve Prompts

- 1. Consider using frameworks to guide your prompt writing
- 2. Include details in your query to get more relevant answers
- 3. Ask the model to adopt a persona
- 4. Specify the desired length of the output
- 5. Specify the steps required to complete a task
- 6. Provide examples



Try them out!

- 1. Consider using frameworks to guide your prompt writing
- 2. Include details in your query to get more relevant answers
- 3. Ask the model to adopt a personal
- 4. Specify the desired length of the output
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Work





① New chat



For Microsoft 365

Stay informed

What's the latest from person, organized by emails, chats, and files?

Find the right questions

Suggest common questions that can be asked to get a retrospective started with my colleagues.

■ Understand the main points

Give me a bulleted list of key points from file

Jump-start a draft

Create an FAQ based on doc

Track your tasks

What should be on my radar from emails last week?

□ Check Teams mentions

Summarize Teams messages where I was @mentioned this week.

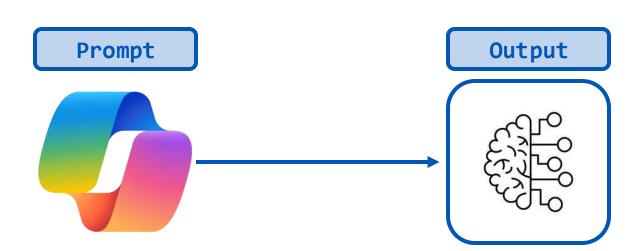
View prompts

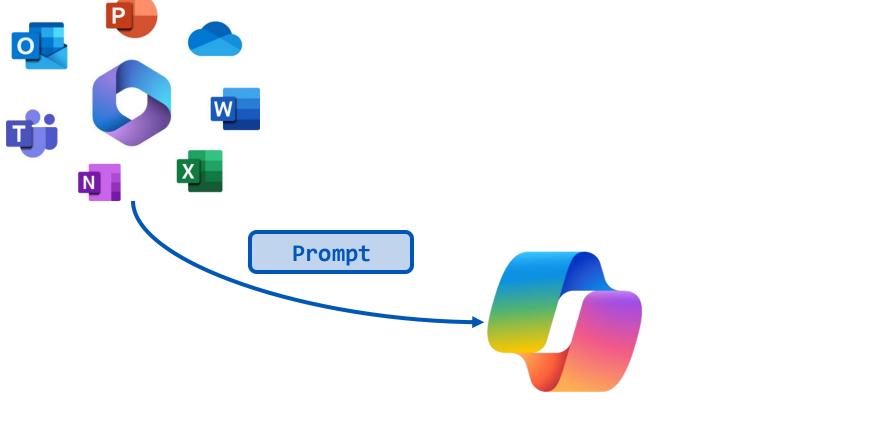
Message Copilot

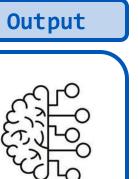
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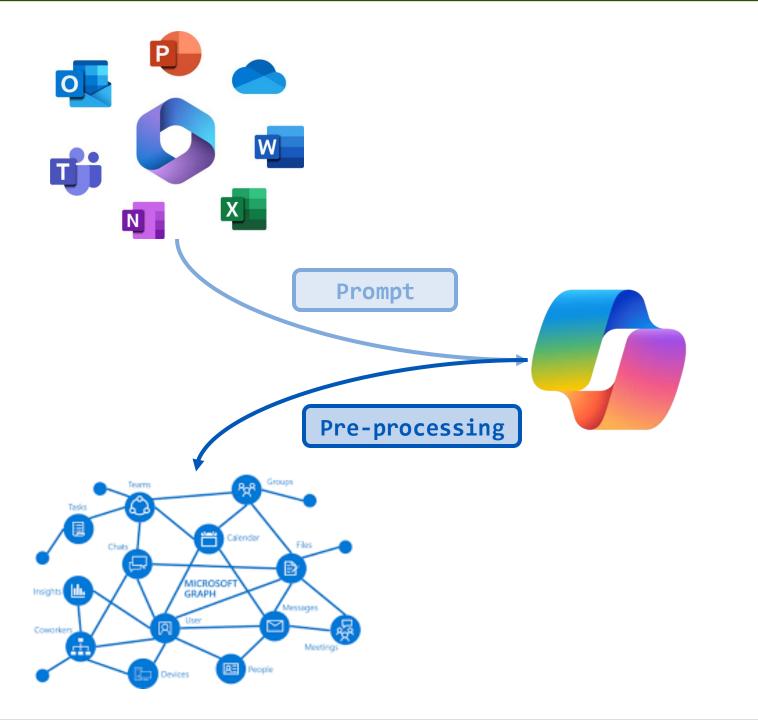




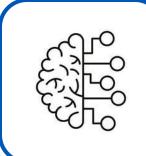


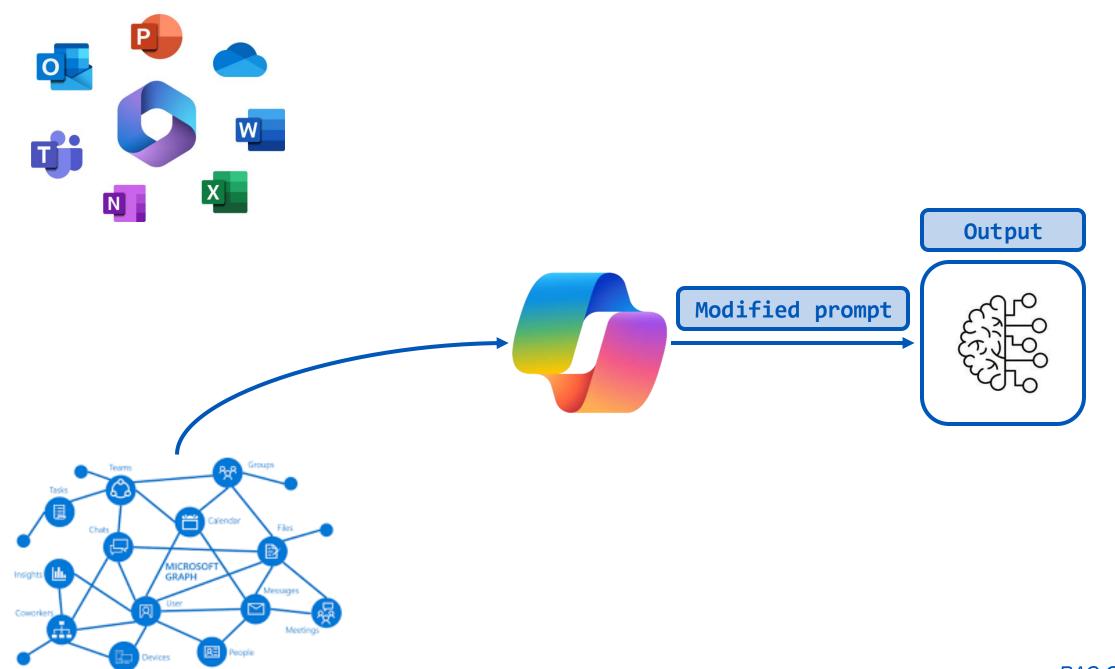












Microsoft 365 Copilot Advantages

- 1. Prompt directly in your apps
- 2. Utilize the context of your own organization,
- 3. Built on top of the security you already have in place
- 4. Architected to protect your data
- 5. Constantly growing



What if you want to do the same prompt many times?

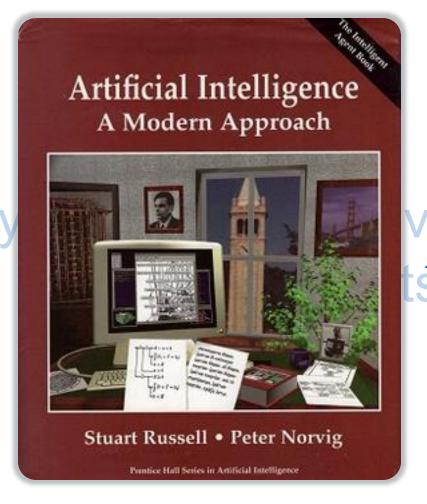


Agents.



Anything that perceives its environment and acts on it

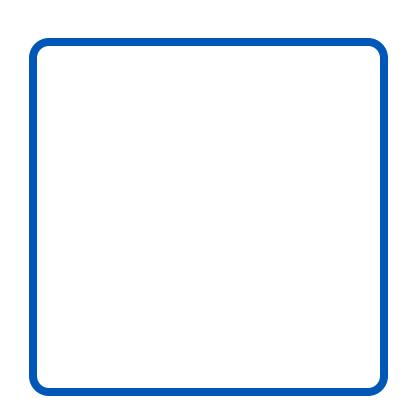


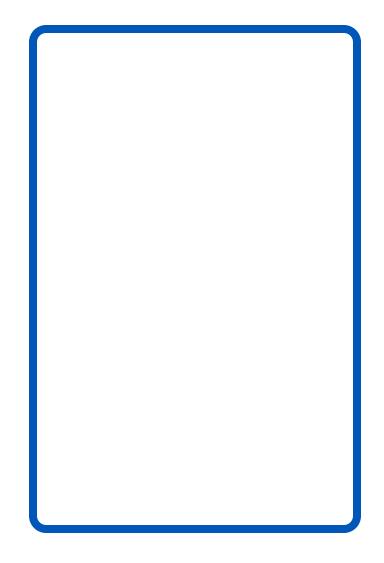


1995!

ves its environment









Agents

Automation



Nondeterministic

Deterministic







Customer Service	Sales	Finance	Marketing	HR	Legal	IT
Support Entry	Customer Self Service	Quote to cash	Customer insights and strategy	Employee Engagement	Compliance Management	Capacity Management
Assignment	Lead Generation	Record to Report	Demand creation	Recruiting	Contracts & Agreements	Customer Satisfaction Score
Diagnosis	Sales Engagement	Tax & Treasury	Content Creation	HR Admin	Risk Management	IT Budget Variance
Resolution	Sales Presentation	Planning & Analysis	Campaign execution	Compensation & Benefits	Litigations	Security
Continuous Improvement	Negotiations & Closing	Risk Management & Compliance	Recommendation engine	Learning & Development	Consultations	Service Operations
	Post-Sale Follow Up and Upsell	Procure-to-pay	Sales enablement	Talent Management	IP	
	Sales Analysis & Forecasting		Communication	HR Strategy & Planning		



How have we done this?





Nonprofit PolicyBuilder

Welcome to the Computer Use Policy Digital Workbook

Developed by Tech Impact, this tool leverages over a decade of industry experience to help you assess and document your organization's technology practices to auto-generate a customized Computer Use Policy.



WE FOCUS ON FOUR KEY AREAS

A strong Computer Use Policy is essential for nonprofit organizations to protect sensitive data, ensure compliance, and promote responsible technology use across their teams. This workbook cover policy elements that include:



Acceptable Use

Covers how employees can responsibly use their organization's tech, data, and resources.



Bring Your Own Device

Governs how employees can use their personal devices, such as smartphones, laptops, or tables for work purposes.



Data Security

Protects sensitive information, including donor records, client data, and organizational assets, from unauthorized use.

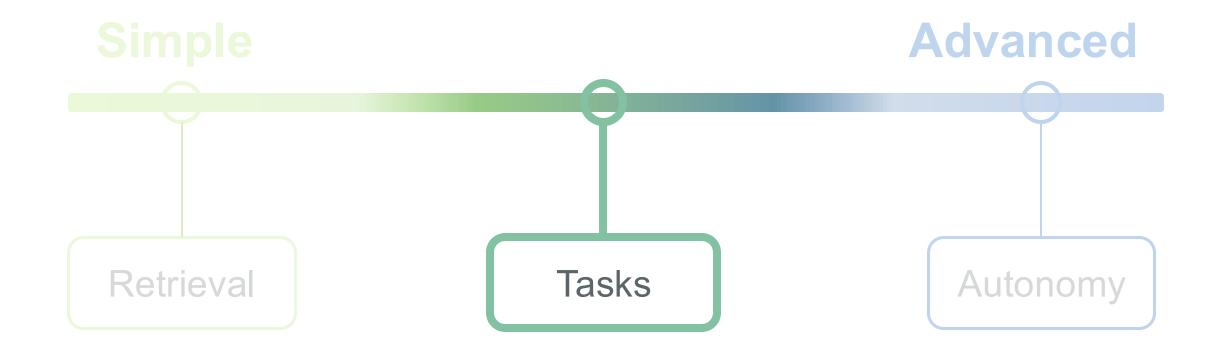


Artificial Intelligence

Ensures ethical and transparent use of artificial intelligence that aligns with organizational mission and values.









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Use it for free:

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techimpact.org/policybuilder

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insures ethical and transparent use of artificial intelligence that aligns with organizational mission and values.

Want to grow your data capacity? techimpact.org/databootcamp

Features and Benefits of the Program



3 Month Cohort Learning

Work and learn alongside hand-picked, peer organizations that are facing similar data challenges and opportunities



6 Month Follow Up Data Advisory Support

Support from our team of data experts as you approach data issues



Development of a Data Strategy Plan

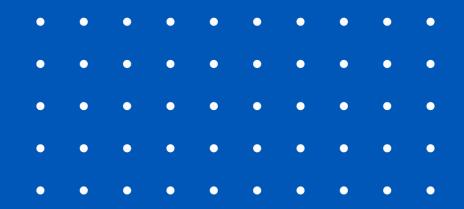
Build out a custom data strategy taking into an account your resources, staff experience, current tools and technologies, and more



Access to Custom Learning Materials

Access to custom curated resources to help build data knowledge

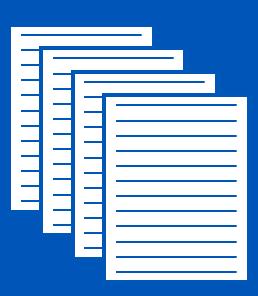




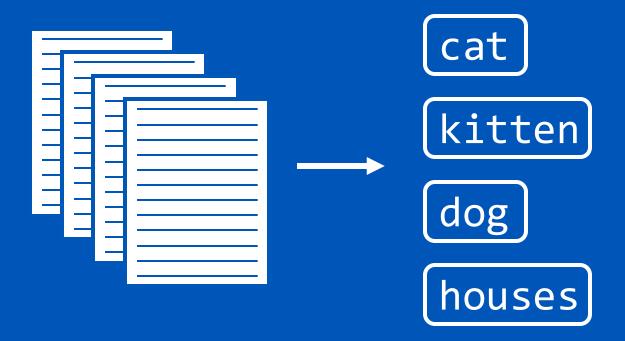
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cat 0.6 0.9 0.1 0.4 -0.7 -0.3 -0.2 kitten 0.5 0.8 -0.1 0.2 -0.6 -0.5 -0.1 dog 0.7 -0.1 0.4 0.3 -0.4 -0.1 -0.3 houses -0.8 -0.4 -0.5 0.1 0.3 0.8 -0.9

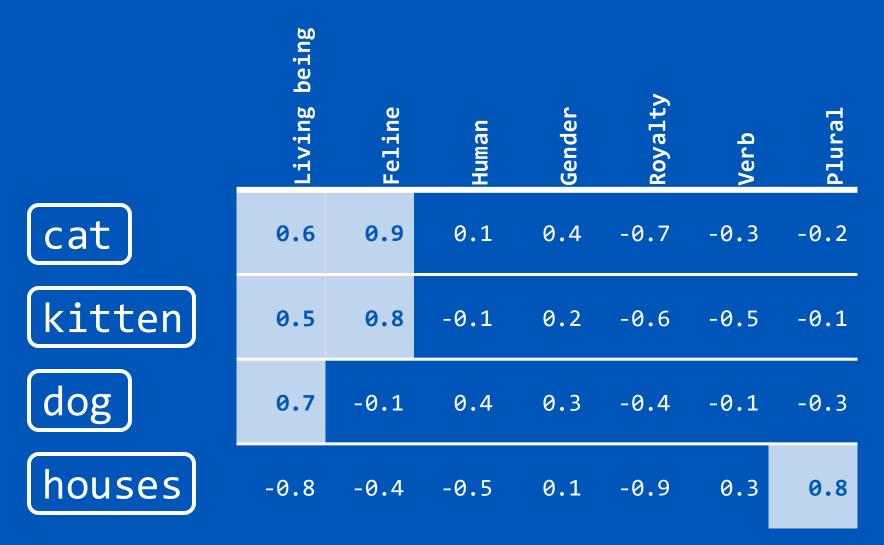


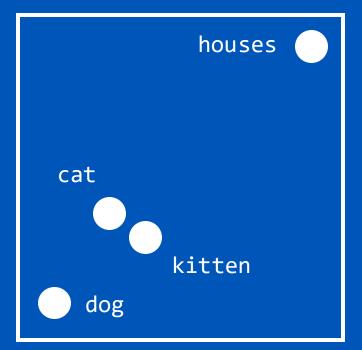
	Living being	Feline	Human	Gender	Royalty	Verb	Plural
cat	0.6	0.9	0.1	0.4	-0.7	-0.3	-0.2
kitten	0.5	0.8	-0.1	0.2	-0.6	-0.5	-0.1
dog	0.7	-0.1	0.4	0.3	-0.4	-0.1	-0.3
houses	-0.8	-0.4	-0.5	0.1	-0.9	0.3	0.8

	Living being	Feline	Human	Gender	Royalty	Verb	Plural
cat	0.6	0.9	0.1	0.4	-0.7	-0.3	-0.2
kitten	0.5	0.8	-0.1	0.2	-0.6	-0.5	-0.1
dog	0.7	-0.1	0.4	0.3	-0.4	-0.1	-0.3
houses	-0.8	-0.4	-0.5	0.1	-0.9	0.3	0.8

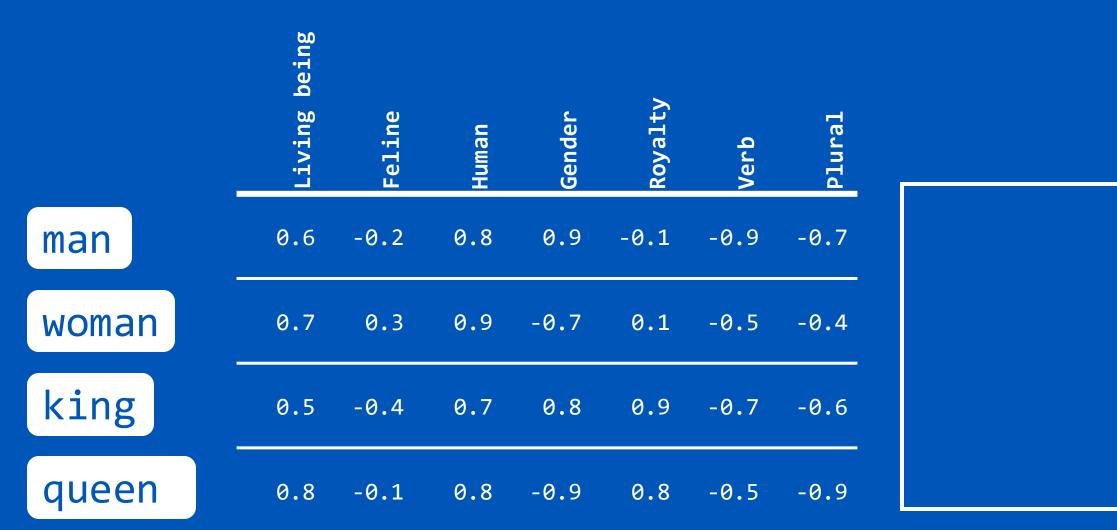
	Living being	Feline	Human	Gender	Royalty	Verb	Plural
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kitten	0.5	0.8	-0.1	0.2	-0.6	-0.5	-0.1
dog	0.7	-0.1	0.4	0.3	-0.4	-0.1	-0.3
houses	-0.8	-0.4	-0.5	0.1	-0.9	0.3	0.8

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kitten	0.5	0.8	-0.1	0.2	-0.6	-0.5	-0.1
dog	0.7	-0.1	0.4	0.3	-0.4	-0.1	-0.3
houses	-0.8	-0.4	-0.5	0.1	-0.9	0.3	0.8



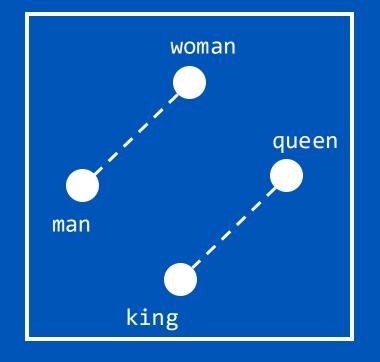








	Living being	Feline	Human	Gender	Royalty	Verb	Plural
man	0.6	-0.2	0.8	0.9	-0.1	-0.9	-0.7
woman	0.7	0.3	0.9	-0.7	0.1	-0.5	-0.4
king	0.5	-0.4	0.7	0.8	0.9	-0.7	-0.6
queen	0.8	-0.1	0.8	-0.9	0.8	-0.5	-0.9

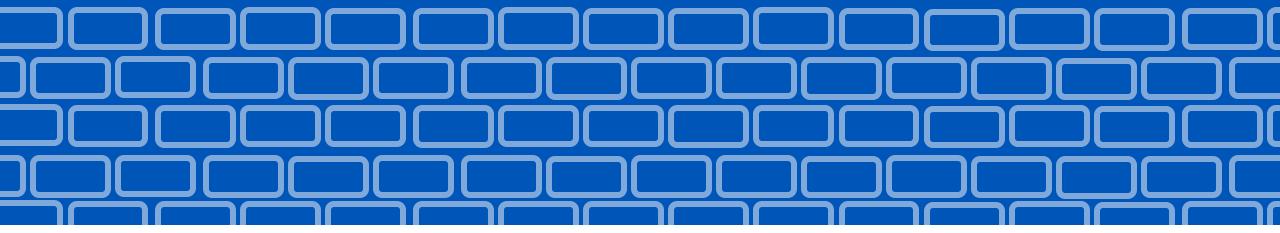




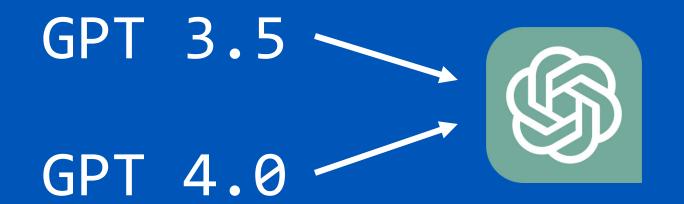


GPT 3.5

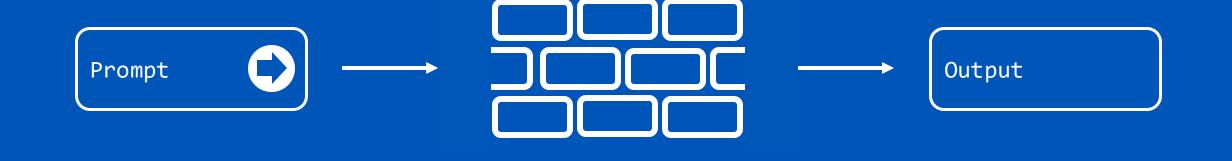
GPT 4.0

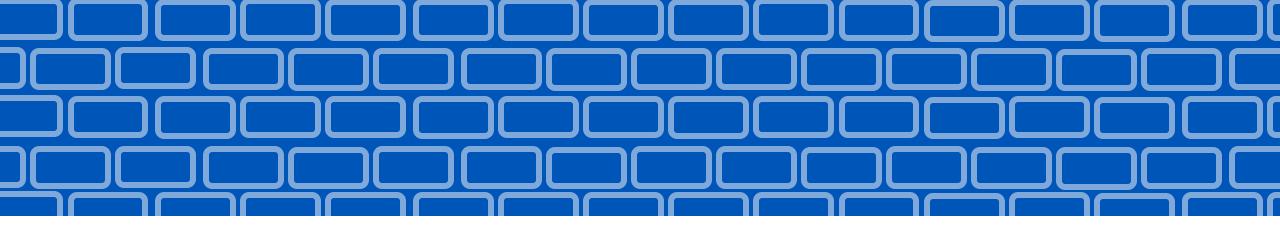












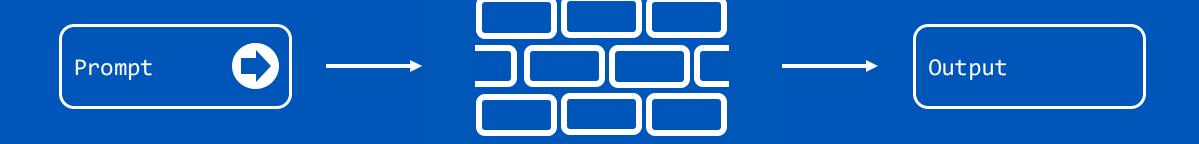


Solution: RAG Models

Retrieval Augmented Generation



Solution: RAG Models



Solution: RAG Models

