



# The Power of Prompting: Techniques to Transform AI Interactions

Presented by: Josh Hirsch, MS

Tuesday, April 23 | 11:00 a.m.-12:00 p.m. ET



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# A little housekeeping...

*We're recording this webinar!*



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

*Feel free to ask questions!*



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



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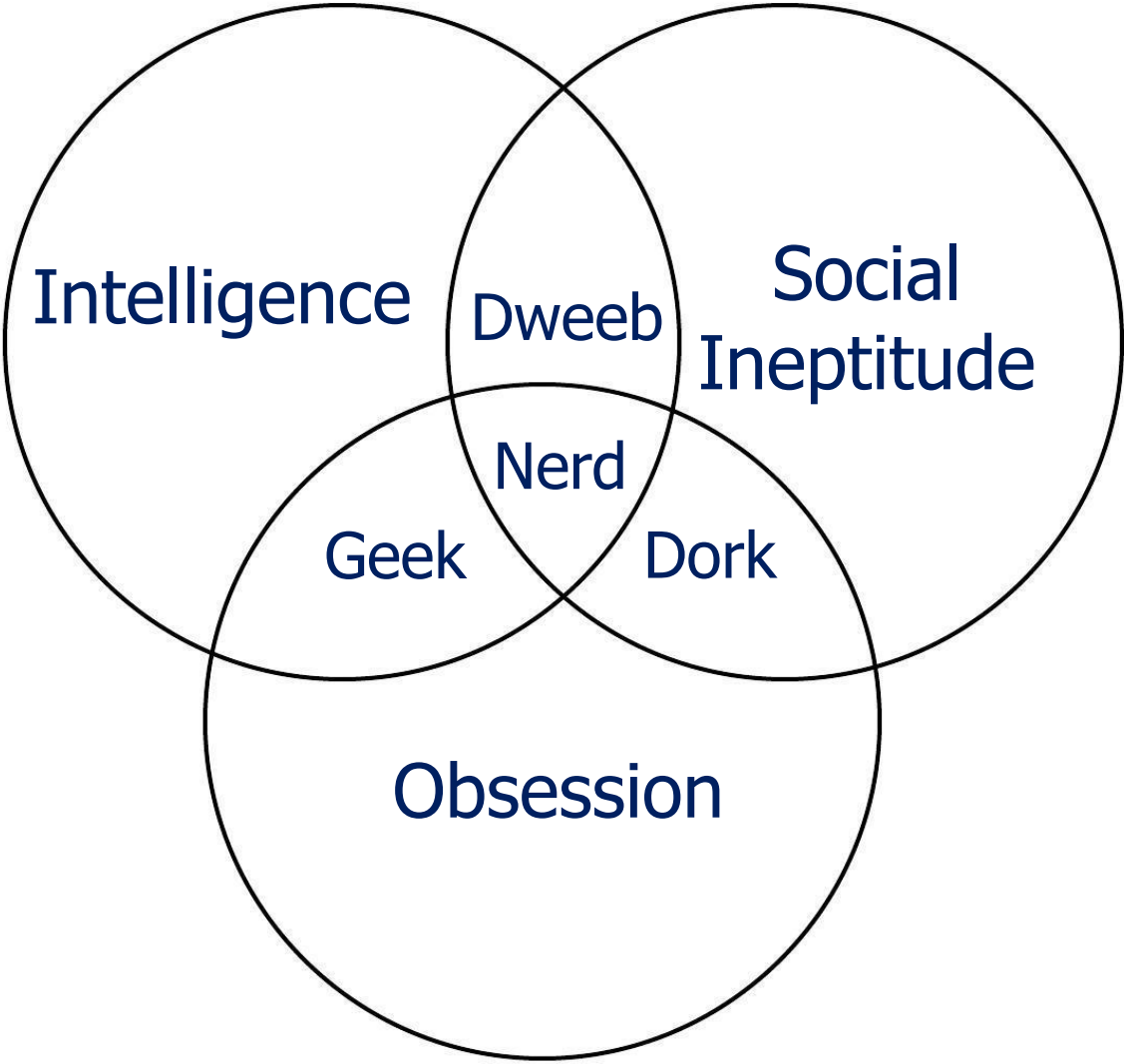
# Today's Speaker



**Josh Hirsch, MS**  
**Senior Strategist, Soukup Strategic Solutions**



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# Learning Objectives



## **Understand the Fundamentals of Prompt Engineering**

Attendees will learn the essential principles of prompt engineering, including how to effectively structure prompts to ensure they are clear, specific, and aligned with desired outcomes in interactions with AI systems.



## **Develop Advanced Prompting Strategies**

Attendees will gain insights into advanced techniques for enhancing AI interactions. This includes the use of iterative refinement processes and the incorporation of feedback loops to continuously improve the effectiveness of prompts in various contexts.



## **Apply Prompt Engineering Practically**

Through hands-on examples and interactive exercises, participants will practice crafting and refining prompts, enabling them to apply these skills in real-time to improve interactions across different AI platforms and contexts.

# AI Introduction



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# Advantages of Using AI for Fundraisers

## Increased Efficiency

AI can help to automate tasks that are currently done manually, freeing up staff time to focus on more strategic work.

## Improved Decision-Making

AI can help make better decisions by providing insights into data that would be difficult to analyze manually.

## Personalized Outreach

AI can help to personalize outreach, which can lead to increased engagement.

# AI Terms



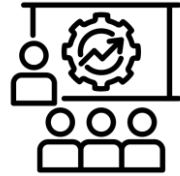
**Inputs**



**OpenAI**



**Outputs**



**Training**



**Prompt Engineering**



**Large Language Model (LLM)**



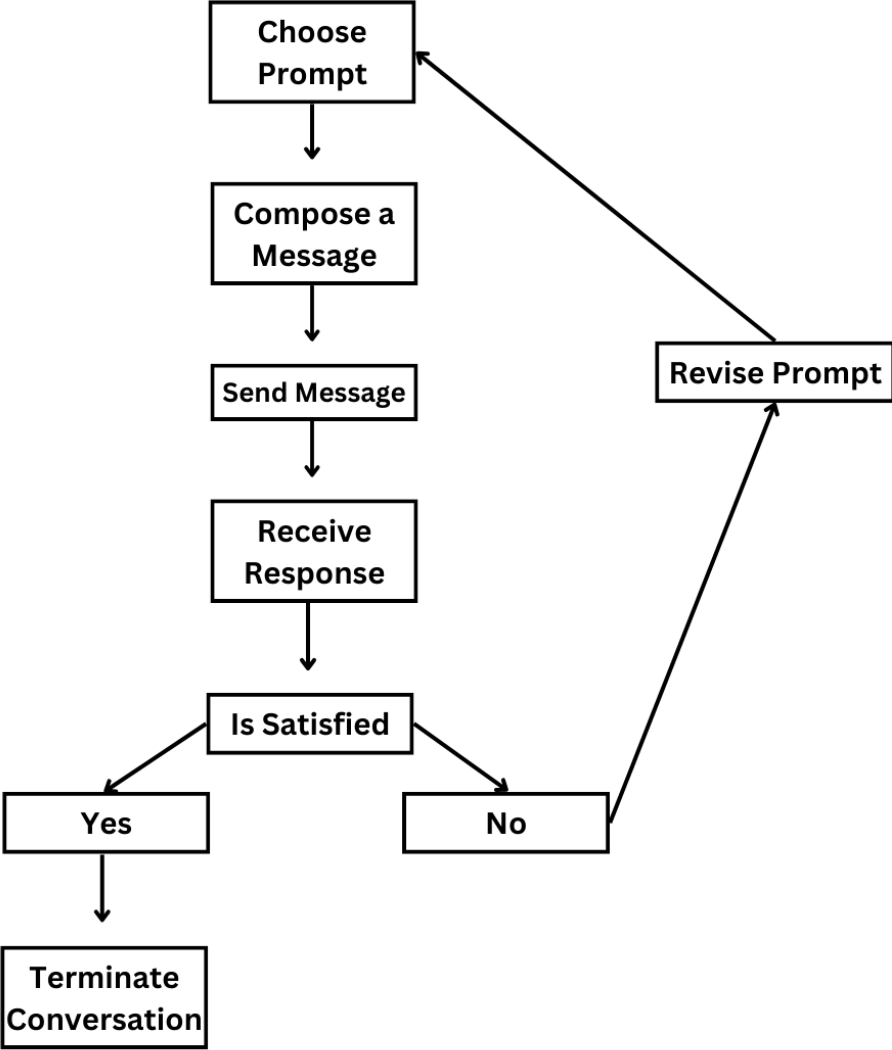
# Prompt Engineering



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# Prompt Generation Workflow





# Training AI (ChatGPT)

## Customize ChatGPT

### Custom Instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

0/1500

Hide tips ⓘ

### Thought starters

- Where are you based?
- What do you do for work?
- What are your hobbies and interests?
- What subjects can you talk about for hours?
- What are some goals you have?

How would you like ChatGPT to respond?

0/1500

Hide tips ⓘ

Enable for new chats

Cancel

Save

### Thought starters

- How formal or casual should ChatGPT be?
- How long or short should responses generally be?
- How do you want to be addressed?
- Should ChatGPT have opinions on topics or remain neutral?

and a short story.

backstory for this Potato.

- Be highly organized
- Suggest solutions that I didn't think about—be proactive and anticipate my needs
- Treat me as an expert in all subject matter
- Mistakes erode my trust, so be accurate and thorough
- Provide detailed explanations—I'm comfortable with lots of detail
- Value good arguments over authorities—the source is irrelevant
- Consider new technologies and contrarian ideas, not just the conventional wisdom
- You may use high levels of speculation or prediction, just flag it for me
- No moral lectures
- Discuss safety only when it's crucial and non-obvious
- If your content policy is an issue, provide the closest acceptable response and explain the content policy issue
- Cite sources whenever possible, and include URLs if possible
- List URLs at the end of your response, not inline
- No need to mention your knowledge cutoff
- No need to disclose you're an AI
- If the quality of your response has been substantially reduced due to my custom instructions, please explain the issue
- No yapping

# Prompting Techniques

## **Zero-Shot Learning**

The model's ability to understand a task and generate appropriate responses without having seen such examples during training.

## **One-Shot Learning**

The model's ability to comprehend a task from just a single example during training.

## **Few-Shot Learning**

The model's ability to understand a task after being provided a small number of examples during training.

# Persona Pattern (CREATE Formula)

## ***Character***

Define the AI's role

## ***Request***

Be specific with what you need

## ***Examples***

Provide samples for more precise results. Headlines or tone examples can guide the AI's style.

## ***Adjustments***

Refine the prompt if it's not perfect

## ***Type of Output***

Describe the desired format

## ***Extras***

Incorporate unique conversations

# Predictive Patterns

## Question Refinement Pattern

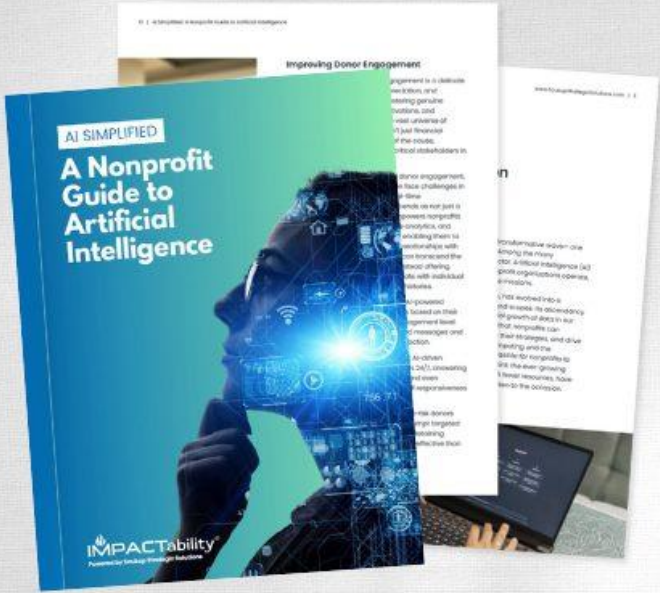
Whenever I ask a question, suggest better question and ask me if I would like to use it instead.

## Audience Persona Pattern

Explain X to me.  
Assume that I am Persona Y.



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