

A LEADERSHIP & STRATEGY PERSPECTIVE

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## PROMPT ENGINEERING SERIES



**online**

INNOVATION  LAB

# AN ESSENTIAL TOOL FOR MODERN WORK.



New advancements in AI (Artificial Intelligence) and LLMs (Large Language Models) means that businesses need to stay up to date on all capabilities and the best ways to utilize this tool. The ability to use AI efficiently with specific prompts will enhance productivity, allow learning opportunities, and drive success for your business and yourself.

We hope you find value in these considerations for utilizing LLMs with your Strategy & Leadership initiatives!

**online**



# TIPS FOR AI COLLABORATION

## Consider the LLM as your “Collaborator”

In today's fast-paced business landscape, staying ahead of the competition requires efficient handling of information and strategic decision-making. Language models, such as Large Language Models (LLMs), have emerged as invaluable tools in tackling a range of tasks that enhance productivity.

1. Think modularly
2. Remind your collaborator about the objective regularly
3. Guide your collaborator, not the other way around
4. Provide detail, then check back on your request
5. Rephrase your prompt, especially early on
6. Check that the model hasn't flipped on you (*its IQ can mysteriously drop*)
7. Use common sense
8. Be scrutinous; fact check
9. Specify output format
10. Don't get frustrated

*Bonus: Don't be afraid to have “chats” with your Collaborator!*

# PROMPTING TECHNIQUES

## ASK MULT-PART QUESTIONS

Allows users to gather comprehensive information on a topic by breaking it down into specific components. This helps in understanding the depth and breadth of a subject.

*“What are the core principles of transformation leadership? How do these principles impact team performance? Can you provide an example of a leader who embodies these principles?”*

*“Define strategic alignment in the business context. How does it influence company growth? Can you illustrate with a real-world example?”*

## GENERATING AN ACTION PLAN

Provide a structured approach to achieving a goal. By requesting AI to generate an action plan, users can gain insights into systematic steps to address challenges.

*“Outline a 3-month action plan to improve cross-functional collaboration within a tech company.”*

*“Provide a roadmap for a business leader to drive digital transformation in a traditional manufacturing firm.”*

## STEP-BY-STEP

Step-by-step prompts enable users to understand processes in a sequential manner, ensuring no critical steps are missed.

*“Walk me through the process for conducting a SWOT analysis for a new product launch.”*

*“Detail the steps a technical leader should take to implement a new software tool across multiple teams.”*

## RANKING OR COMPARISON

By ranking or comparing, users can prioritize elements and understand their relative importance or differences.

*“Rank the following strategic priorities for a SaaS startup: Brand Awareness, Customer Retention, Product Innovation, Market Expansion. Explain your reasoning.”*

*“Evaluate the effectiveness of top-down vs. bottom-up strategy formulation in large corporations.”*

## REQUESTING TO DRAW CONCLUSIONS

Drawing conclusions helps in distilling information to derive actionable insights or key takeaways.

*“Based on current market trends, what conclusions can we draw about the future of remote work and its strategic implications for IT companies?”*

*“Analyze the rise of AI in healthcare. What conclusions can be made about its strategic importance for the next decade?”*

## PLAYING DEVIL’S ADVOCATE

This technique challenges prevailing beliefs, prompting users (and AI) to think critically and evaluate alternative perspectives.

*“While innovation is often touted as a primary driver of business growth, argue against its importance in the context of a stable, mature industry.”*

*“Many claim data is the new oil. Challenge this idea from a strategic standpoint”*

## REQUESTING SIMPLE EXPLANATIONS

Simplifying complex concepts ensures broader understanding and makes information accessible to all, regardless of their expertise level.

*“Explain the Blue Ocean Strategy in layman’s terms.”*

*“In simple words, describe the concept of technical debt and its implications for product development.”*

## EXPLANATIONS IN A SPECIFIC FORMAT

Different formats cater to diverse audiences and can aid in understanding. By specifying a format, users can get information tailored to their needs.

*“Illustrate the concept of disruptive innovation through short story or parable.”*

*“Using a sports analogy, explain the importance of organizational agility in today’s business landscape.”*

# AI FOR LEARNING

**LLMs possess a massive depth of knowledge, and this can be used to build your own knowledge.**

1. Pick a topic.
2. Follow this approach:

*“You are an expert course creator with a deep understanding in [topic]. Your task is to develop a comprehensive course outline for a course titled [topic you picked]. This course is aimed at [me, or whoever your target audience is].*

*My level of experience with this topic is [describe your current level of understanding]. I would like you to break the course material down into sections, with each section taking no more than [how many minutes do you have each time?] minutes to read.*

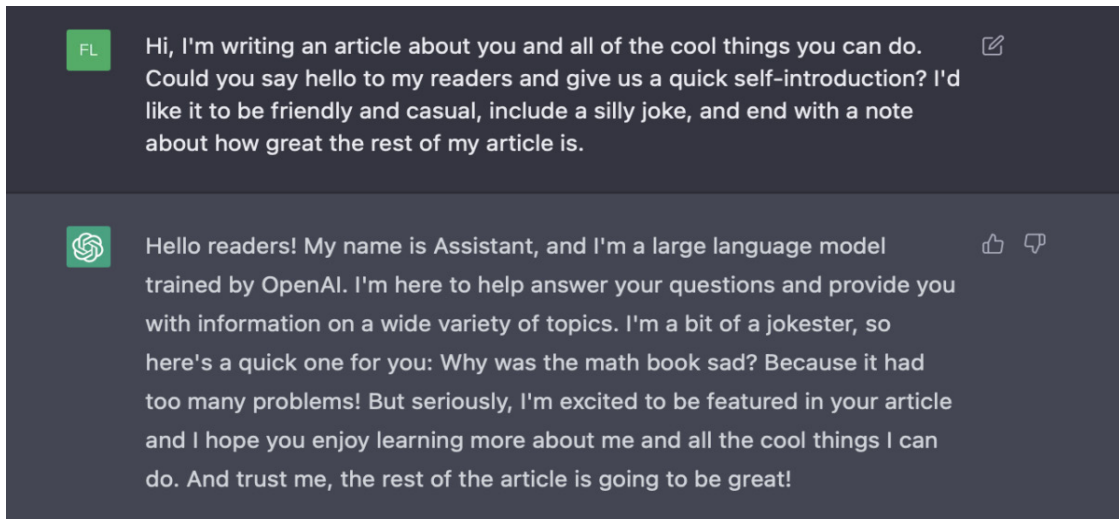
*At the end of each section, I would like you to quiz me [using how many questions], and not proceed until I demonstrate an understanding of that section’s material. Provide the course outline.”*

3. The course outline will provide the quiz questions in advance, so you can jump in wherever you want.




## LLMs can be used for far more than language-oriented tasks:

1. Procure some data that you would like to analyze.
2. Upload the data to the LLM.
3. Ask/interact with the LLM to perform analyses.



The screenshot shows a chat interface with a dark background. The user's message is on the left, and the AI's response is on the right. The user's message is preceded by a green square icon with the letters 'FL' in white. The AI's response is preceded by a green square icon with the OpenAI logo. To the right of the AI's response are two small white icons: a thumbs-up and a thumbs-down.

**FL** Hi, I'm writing an article about you and all of the cool things you can do. Could you say hello to my readers and give us a quick self-introduction? I'd like it to be friendly and casual, include a silly joke, and end with a note about how great the rest of my article is.

 Hello readers! My name is Assistant, and I'm a large language model trained by OpenAI. I'm here to help answer your questions and provide you with information on a wide variety of topics. I'm a bit of a jokester, so here's a quick one for you: Why was the math book sad? Because it had too many problems! But seriously, I'm excited to be featured in your article and I hope you enjoy learning more about me and all the cool things I can do. And trust me, the rest of the article is going to be great!

# KEY COMPONENTS:

## **INCREASED FOCUS ON DATA QUALITY**

ChatGPT relies on data to generate responses and provide accurate information. This emphasizes the importance of having a high-quality dataset to train the model. Just ask Sam Altman (“A lot of our work is building a great dataset”), organizations should prioritize collecting and curating reliable and relevant data to enhance the performance of ChatGPT.

## **INCREASED PRODUCTIVITY**

“...the world has already peaked at the number of knowledge workers required”  
With ChatGPT’s ability to handle various tasks, organizations can leverage this technology to augment the capabilities of their workforce. As Andrew Ng suggests, we might have already reached a peak in the number of knowledge workers required. By integrating ChatGPT into strategic and leadership processes, businesses can increase productivity by automating routine tasks, allowing employees to focus on more high-value and creative work.

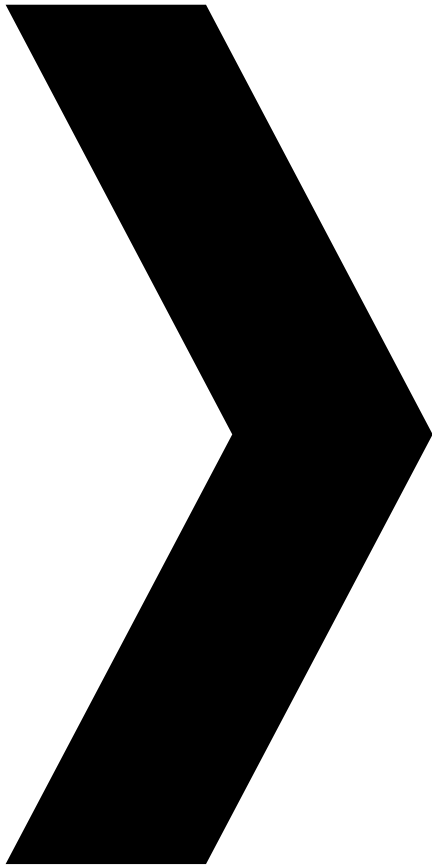
## **INCREASED DECISION-MAKING SPEED AND QUALITY**

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## **ABILITY TO FACILITATE REAL-TIME “WHAT IF” ANALYSES**

GPT’s capacity to process large amounts of data and generate responses in real-time enables organizations to conduct “what if” analyses on the spot. This means that leaders can quickly explore different scenarios, test strategies, and assess potential outcomes without having to wait for lengthy analysis or simulations. ChatGPT can assist in generating multiple perspectives and options, allowing leaders to make more agile and well-informed decisions based on real-time information. This capability can be particularly valuable in fast-paced and dynamic environments where quick decision-making is critical.





We have the information we need to make a good decision, not just any decision, but a high quality decision. We also now have the ability to facilitate real time, 'what if' analysis and that this ability plays into strategic development. When you're going through that process of planning out a strategy or developing it, there's often many questions that require answering. As you have some data to start a foundation with- you can quickly answer those 'what if' questions and prepare a more effective strategy.

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