

1.1 | Leverage AI: How to Write a Good AI Prompt

Robust AI prompts that return quality information are crafted to provide the tool with context and details. AI prompts should include the following contextual elements:

Identity: tell the AI tool who it is. Provide it with an identity.

Examples:

"You are a novice learning experience designer." "You are an experienced instructional designer working in a non-profit career environment." "You are an influencer who blogs about dog competitions." "You are a manager for a surveying company."

Clear objective: tell AI what it should try to do.

Examples:

"You are trying to keep up on the latest trends in your field." "You wish to identify the best LinkedIn influencers for information on how AI is being used in your career environment." "You are trying to identify a regular plan for accessing the most recent developments in 'x'."

Audience and context of use: tell AI who will benefit from the results it returns, and the context of their use - why and how they will use the results.

Examples:

"You will personally implement the results to help business school faculty stay current on government accessibility regulations." "You will share the results with readers of your Canine Competitions blog, who will use them to find a dog groomer." "Your audience is novice surveyors who are not tech-savvy, so the instructions should be clear and easy to implement in the field."

Criteria and sources to access: tell AI which authoritative sources to consult and the criteria for the results it returns.

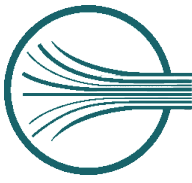
Examples:

"Use peer-reviewed journal articles from highly-rated and regarded journals in the field of IDT." "Consult LinkedIn posts that have received the highest number of 'likes' or comments." "Consult Reddit groups related to dog grooming that have had engaged participants for over two years."

Format and form of delivery: tell AI how to format and deliver the results.

Examples:

"Provide references in APA 7th edition style." "Provide a step-by-step procedure that provides imperative (command form) instructions in a downloadable MS Word file." "Produce a visual diagram of the concepts that I can download as a PDF." "Synthesize the results from the five journals with the highest impact factor (JIF) in a bulleted list of best practices."



Any constraints: provide AI with any parameters that should constrain the format or way the results are provided.

Examples:

"Provide an engaging 5-minute (or less) video script on how to train a dog to remain still on a grooming table." "Produce a 100-word or less summary of article 'x'." "Use Bloom's taxonomy to classify the content and specify any topic dependencies that will influence the sequence of instruction." "Given the article I uploaded, provide a jargon-free summary and bulleted list of takeaways that can be implemented from the article."

Examples or source material, if applicable: examples will help AI return results closer to the quality or format you desire. If you want AI to use a specific document, image, or other artifact, upload the artifact, or copy and paste it into your prompt, and reference it in the prompt.

Examples:

"Given the article I uploaded, provide a jargon-free summary and bulleted list of takeaways that can be implemented from the article." "I am composing an email to a disgruntled client. Please provide suggestions to make the current content more diplomatic." "Translate the following instructions into a clear, concise list of procedures that will fit on one side of an 8.5x11" job aid."