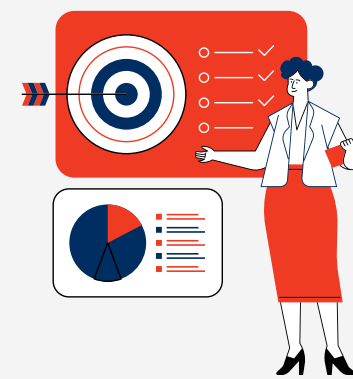


# Effective Generative AI Prompts

## 6 Components for Better Output

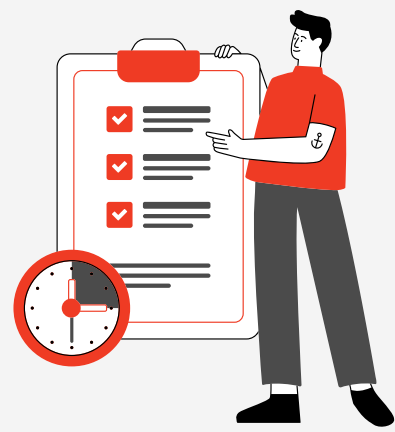


A **prompt** is the message you send to a generative AI model to tell it what to do. Being specific in your prompting gives you a more **usable, effective result**. Let's take a look at the components of a good prompt.



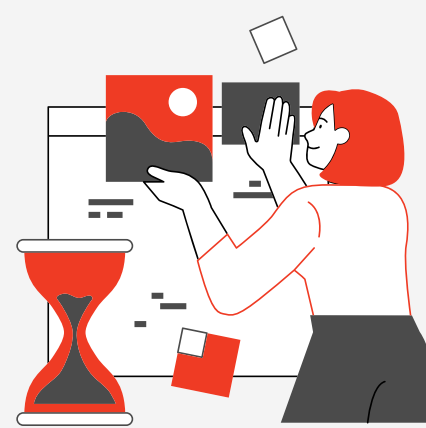
### **DETERMINE THE TASK**

What do you want AI to do for you? Use **action verbs** like **write**, **summarize**, or **organize** to provide direction.



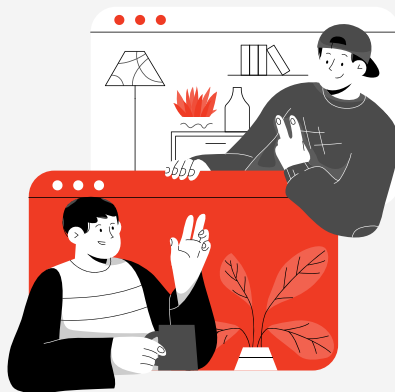
### **SPECIFY A FORMAT**

What type of information do you want back? With AI, you can specify an **email**, **memo**, **table**, **code**, and many other formats.



### **GIVE NEEDED CONTEXT**

What are the **important details**? What is your **end goal**? Get specific on **why** you want the information and what you're going to use it for.



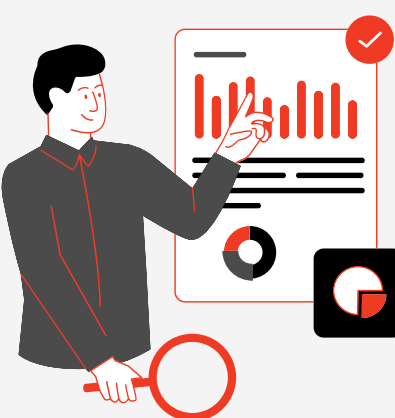
### **DESCRIBE THE TONE**

Use words like **friendly**, **concise**, **confident**, **matter-of-fact**, or **humorous**. Need help thinking of descriptors? Ask AI for suggestions!



### **ASSIGN A PERSONA**

Generative AI can write from **specific people's perspectives**. Tell it to respond as an Operations Director, a Public Information Officer, or an Action Center Manager, for example.



### **GIVE AN EXAMPLE**

If you have a sample of text in a style you want AI to mimic, **include the example** in your prompt.

### **REVIEW AND ADJUST**

Not all of these components are necessary for an effective prompt. For some uses, you may only need to include a task and some context, but for others, you may want to provide more! Adjust this list to suit your needs each time.

Examples on the next page!

## PUT IT ALL TOGETHER

### CREATE:

Prompt: “I am a Senior Business Manager at the City of OKC working with the Department of Parks and Recreation. I want to communicate that there is a new, better system to handle renting park shelters called ParkEasy. Write an email to the department heads explaining the system in a friendly but confident manner. Use the following example to structure the content: [insert example text]”

TASK

FORMAT

CONTEXT

TONE

PERSONA

EXAMPLE

### SUMMARIZE:

Prompt: “I am an IT Systems Analyst working at the City of OKC. The White House recently released a report on Generative AI use in federal, state, and local government. I have been tasked with reviewing this and presenting it to my team. Can you summarize the key takeaways of the guidance that apply to local government in bullet points? Here is the link to the guidance: [insert website URL]. Be concise and please don't use any technical jargon.”

TASK

FORMAT

CONTEXT

TONE

PERSONA

EXAMPLE