



# Mastering AI Prompting

## Tips, Tricks, and Techniques

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# Initial Thoughts

What is prompting?

Can I break anything?

Do I always get the same answer to the same question?

Is this for business or for personal use?

Are we going to discuss legal or ethical uses of AI?

Finally: MAGIC TIMES!

# Common AI Tools

ChatGPT (and DALL-E)

Gemini

Microsoft Copilot

Grok

Meta AI

Perplexity

Claude

*(Dozens if not hundreds or thousands of others)*

# ChatGPT Overview

## Pricing:

Free Tier

Plus = \$20/User/Month

Pro = \$200/User Month

## Access:

Browser

Desktop

Mobile (including full speech/video interactions)

Access to various OpenAI Models, DALL-E (Images), Sora (Video)

# Microsoft Copilot Overview

**“Copilot is the UI for AI”**

**Microsoft 365 Copilot Chat**  
**Free to M365 Business and Enterprise Customers**

**Microsoft 365 Copilot**  
**\$30/User/month if billed yearly\***  
Unlocks AI in Word, Excel, PowerPoint, Outlook, Teams + Copilot Studio and enterprise-grade data protection

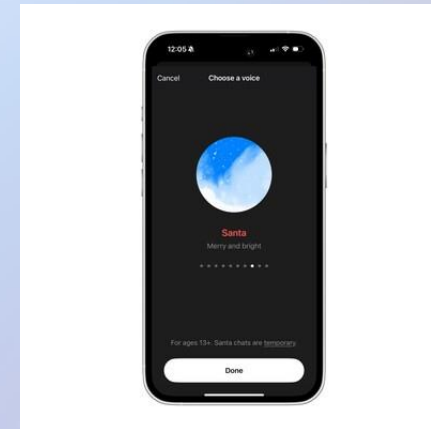
*\*Prerequisites apply*

# AI on the Go

ChatGPT\*  
Grok  
Gemini  
M365 Copilot

Meta Sunglasses

\*voice/video mode is great



# Terminology and Concepts

LLM  
Generative  
Models  
Context  
Grounding  
History/Memory  
Autonomous/Agents  
Training  
External Tools  
System/User/Assistant/Tool  
Copilot  
Model Context Protocol  
Deep Research/Reasoning

Orchestration  
Hallucination

# AI Inputs/Outputs

Text

Images

Video

Audio

Data

Code/Scripts



# Context and Actions (Tools)

## **Access to Data**

- Files
- Emails
- Databases

## **Access to Tools/Actions**

- Send Emails
- Schedule Meetings
- Send Notifications
- Write Data
- Execute Code/Call APIs

# Prompting Best Practices

Describe the role you are asking the AI to play in your conversation or interaction

The more descriptive you are the better the results

Treat the entire chat as a discussion or working session and keep asking for refinements

Review results, ask for questions, ask to display sources or work product

Iterate over AI content, human tweaks, AI adjustments, etc

Order matters in how information is presented, and questions are asked

Be specific on the format of the output you want

Share images, files, and other documents as part of your conversation

Double down on what you want. If you don't like the response, give feedback and ask for its try

Try different tools and prompts

Give the tool an "Out"

Ask the tool to show its work or cite its sources

# Prompting Best Practices (2)

## **Task – Context – Reference – Evaluate - Iterate**

Treat AI like talking to a human

Be specific

Use short sentences

Give examples

Use AI to learn AI

"How can I best put together a prompt to achieve this output?"

"How can I improve the above prompt?"

"What information do you need to be more specific?"

Heck...use AI to learn in general



# Common Prompts

Tell me what you know about [X]

You are a...

Act as a...

Try again but...

Show your work.

Explain why this answer was given

Provide a response as if I was a [level of education]

Cite your sources

Explain your thought process

Give me X options to choose from...

Return your results in [x] format

I'm going camping this weekend. I've packed a tent, sleeping bag, flashlight, bug spray and \_\_\_\_

# Additional Thoughts

AI doesn't have to be all or nothing

Some tools and models have access to the internet and some do not

**It's not perfect and at times it's frustrating**

Be creative and think outside the box on prompts and use cases

Share what you know with your friends and peers and get ideas from them

Use AI appropriately like any other tool or technology

Copilot Autonomous Agents



# Crazy Personal Examples

- Christmas gift ideas
- Understanding game rules and strategy
- Scoring board games
- Generating art for custom RPG games and sessions
- Vacation planning
- Stripping text out of images (especially from my phone)
- Band set list organization and optimization
- Generate recipes
- Learn a bit of history
- Generate outlines of chalk images to learn chalk drawing
- Ask for instructions or advice
- Translate text or audio to or from other languages
- Tell stories
- Write a story based on the vibe of a piece of music
- Find content in a video or audio file

# Crazy Work Examples

Generate entire applications or features in any language

Code reviews

Customer Research

Application documentation

Document analysis

Meeting summarization and note taking

Write content

Plans (Business, Marketing, etc)

Market Research and Analysis

Automate key business processes with AI logic

Generating sample data

Understanding scripts and code

Custom application integration to provide integrated documentation and functionality

Generating initial UI screens for application from scratchpad prototypes

Summarize books or complex documents

Customer support and knowledge management



# Deep Thoughts

Share Prompt Ideas

Share Tips/Tricks

Understand Context

The more you share your own company info, context, data, tooling the more valuable AI is to you

Try, Try, Again

## **Advanced Concepts:**

Training AI models with your data

Integrating AI into your applications

Using AI to schedule and orchestrate long running processes



[Prompt Engineering Guide](#)

[Prompt Engineering Techniques](#)

[Copilot Prompt Gallery](#)

[Microsoft Learn: Creating Effective Prompts](#)

[OpenAI Cookbook](#)

[Awesome ChatGPT Prompts](#)

[Art of ChatGPT Prompting \(eBook\)](#)

[What is the best way to think about prompt engineering](#)



## Final Thoughts and Discussion

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Next Webinar:  
July 17, 2025 12pm CST

Integrating Internal Systems with AI Agents:  
Real-World Applications of MCP and Microsoft  
Copilot











**Thank You!**

