What is a prompt?

A prompt is the question or instruction you send to an AI chatbot. It's what the AI will respond to, so crafting effective prompts is key to getting useful responses.

What makes an effective prompt?

Unlike search engines, prompts are most effective when written in natural language. Craft your prompts as if you're speaking to a real person.

There's no need to break your ideas or questions down into keywords. Using detailed questions or statements will result in more accurate and thorough responses.

Additionally, if you're looking for a specific type of response from the chatbot, feel free to specify your expectations for tone, purpose, format, and more.

⚙ Less Effective	⚙ More Effective
✕ **Vague** ✕ Just a few words ✕ No context on preferred output	✓ **Specific and detailed** ✓ In full sentences, with instructions ✓ States the tone, purpose, preferred format, etc.
Example: *Recap article.* The recap may be more vague than desired, or in a format that you were not seeking.	**Example:** *Recap the findings of the article I've copied below and include the top 3 concerns. Provide the answer in two to three paragraphs and use a business tone.*

Tips for improving your responses

💬 **Continue the conversation**

You can ask follow-up questions as you would in a conversation. You can refine the answer too.

For example, try *"Write a shorter answer"* or *"Give me more detail."*

⚙ **Tailor results through different points of view**

You can get better answers by specifying how you want the AI chatbot to provide answers.

For example, if you want a simple explanation of a topic, you can ask it to *"explain it to me like I'm in 8th grade."*

Five ways you can use AI chatbots today!

Summarise a long PDF

Turn a 20-page, jargon-filled PDF into 5 bullet points.

✦ **Prompt:** Summarise this into 5 bullet points: [PDF content].

1

Draft content

Use AI as a writing partner to draft emails, documents, and more

✦ **Prompt:** Write an email that provides an executive summary of the issues detailed in this email chain: [email chain]

2

Create meeting notes

Generate meeting notes and action items from the transcript of a recorded meeting.

✦ **Prompt:** Create detailed meeting notes that include key points, action items, decisions made, and any follow-up tasks using the following meeting transcript: [transcript]

3

Build Excel formulas

Create complex Excel formulas to help you transform or analyse data.

✦ **Prompt:** Create an Excel formula that [takes the clients full name found in column A and splits it into their first and last name in column B and C]

4

Answer complex questions

Get instant tailored responses to questions that would normally require multiple Google searches or a degree of data analysis.

✦ **Prompt:** What are the major factors influencing property prices in Australia over the past decade, including economic indicators, government policies, and demographic trends, and how do these factors vary between major cities like Sydney, Melbourne, and Brisbane?

5

A few points to keep in mind

Always review and verify responses

Always double-check AI chatbot responses, especially for critical decisions or client communications, as the information they provide can be inaccurate or incomplete.

Don't use unauthorised AI services

Using unapproved AI tools introduces security risks and is a violation of company policy. Only use authorised platforms that comply with our privacy and security guidelines to ensure our client's data is protected.

Never include sensitive information in your prompts.

Avoid including confidential data, such as client details or sensitive business information, in your prompts. This is essential, as AI chatbots may use prompts to refine future responses, which can pose risks if sensitive information is shared.