

PROMPT ENGINEERING: IMPROVING AI INPUTS

1. What is your role? what output are you trying to produce? For whom?

e.g. I am an Analyst [**role**] trying to write a set of speaking notes on the MV Barnacle situation [**output**] for the Executive Director of a Government Agency [**for whom**]

2. What background, context, and data do you need to provide AI?

e.g. news article on MV Barnacle

3. What parameters or constraints exist?

What does the Executive Director want in terms of length, detail, tone, style, organization and formatting? Who is her audience? What does she want to highlight or downplay? What's her angle or bias? *What is she ultimately trying to achieve?*

e.g. the Executive Director wants a one-pager with bullet points, organized in 3 sections:

1. Facts about the situation
2. What we are doing about it
3. Next Steps

She needs this for a press conference. The audience is journalists, but the info will potentially be available to the public at large.

The Executive Director wants to downplay the environmental impacts of the situation and instead focus on what the Coast Guard is doing to bring the crew and cargo to safety.

4. What might an ideal outcome look like?

Provide AI with a great example to copy

e.g. is there a previous example of speaking notes on a different topic that the Executive Director found very helpful and effective?